12th St. Gallen International Breast Cancer Conference
Primary Therapy of Early Breast Cancer with Treatment Consensus Update
16 - 19 March 2011, St. Gallen/Switzerland

Abstract Deadline: 15 December 2010

Invitation to Industry

www.oncoconferences.ch
Welcome

Dear Sir, Dear Madam

For the 12th time, the international St.Gallen Breast Cancer Conference will take place from 16 - 19 March 2011 on the premises of Olma-Messen St.Gallen. Around 5000 oncologists (surgeons, gynaecologists, medical and radio oncologists, pathologists, epidemiologists, breast care nurses, basic scientists) from all over the world are expected to attend this most popular bi-annual conference with the widely respected St.Gallen Consensus Meeting on Saturday morning, 19 March. More than 60 leading international experts virtually from all important breast cancer groups have again consented to participate as moderators and/or speakers.

We invite you to take advantage of this opportunity and present your company to a potent audience as a mayor player in the field. We offer all kinds of options for you to participate and to build up and extent your network within the global oncology community engaged in breast cancer diagnoses and treatment.

Please find attached to this letter our catalogue of sponsorship opportunities: Exhibition, satellite symposia and many more products. Kindly note that especially the available 8-9 satellite symposia slots are sold on first-come-first-served basis.

Please get in touch with Mrs. Judith Eberhardt (address below) as soon as possible for reservations and more detailed information.

It would be a pleasure to welcome you (again) to this most important breast cancer meeting in Europe and far beyond in March 2011 in St.Gallen.

Looking forward to hearing from you, I remain,
Yours sincerely,

Prof. Hans-Jörg Senn, MD
Conference Co-Chairman and Local Organizer „SG-BCC 2011“
## Important Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 June 2010</td>
<td>Opening early registration, poster abstract submission and hotel booking</td>
</tr>
<tr>
<td>26 October 2010</td>
<td>Closing group and early rate registration</td>
</tr>
<tr>
<td></td>
<td>Deadline receipt of total of group registration fees</td>
</tr>
<tr>
<td>15 December 2010</td>
<td>Closing poster abstract submission</td>
</tr>
<tr>
<td></td>
<td>Submission deadline for preliminary satellite symposia program</td>
</tr>
<tr>
<td>15 January 2011</td>
<td>Deadline receipt for total of balance for exhibition space, satellite symposia, etc.</td>
</tr>
<tr>
<td></td>
<td>Submission deadline for stand drawings</td>
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<tr>
<td></td>
<td>Submission deadline for final satellite symposia program</td>
</tr>
<tr>
<td>28 February 2011</td>
<td>Closing late registration rate</td>
</tr>
<tr>
<td></td>
<td>Deadline receipt of full names/addresses of all group participants</td>
</tr>
<tr>
<td>01 March 2011</td>
<td>Desk-rate (on-site)</td>
</tr>
</tbody>
</table>
Important Addresses

St. Gallen Oncology Conferences «SG-BCC 2011»
Conference Manager Judith Eberhardt
c/o Tumor- and Breast Center ZeTuP
Rorschacherstr. 150, CH-9006 St.Gallen/ Switzerland
phone +41 (0)71 243 00 32, fax +41 (0)71 245 68 05
info@oncoconferences.ch  www.oncoconferences.ch

Registration and hotel accommodation
«St. Gallen Breast Cancer Conference 2011»
c/o MCI Suisse SA, 75, rue de Lyon
1211 Geneva 13 / Switzerland
phone +41 (0)22 339 95 91, fax +41 (0)22 339 96 31
e-mail: breastcancer.stgallen@mci-group.com

Airport- and shuttle bus transfers
«St. Gallen Breast Cancer Conference 2011»
c/o Aepli Consulting
Organization and Management of Fairs, Congresses and Events
Dufourstr. 117, CH-9000 St.Gallen/ Switzerland
phone +41 (0)71 260 28 18, fax +41 (0)71 260 28 19
e-mail: aepli-consulting@bluewin.ch  www.aepli-consulting.ch

Industrial exhibition
Olma Messen St.Gallen
«St. Gallen Breast Cancer Conference 2011»
Splügenstrasse 12, Postfach,
CH-9008 St.Gallen/ Switzerland,
phone +41 (0)71 242 01 66, fax +41 (0)71 242 01 02
e-mail: congress@olma-messen.ch  www.congressevents.ch

Logistics and delivery
For Freight Handling, Exhibition Goods and Deliveries
Kristal bvba - International Fairs and Exhibition Logistics
«St. Gallen Breast Cancer Conference 2011», Geert Frère
Brucargo Bldg 734 - 1931 Zaventem – Belgium
Tel : +32 (0)2 7530737, Fax : +32 (0)2 7514720
email : geert.frere@kristal-logistics.com  www.kristal-logistics.com
Sponsorship Opportunities

You are kindly asked to send back the following list with your choice indicated. Please note that the requests are served on first-come-first-served basis.

A. Satellite Symposia

All satellite symposia are held in the main auditorium with no competing scientific program taking place at the same time. Expected audience: 1000-2000 participants.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>A, Wednesday 16th March 2011, 08.30-10.00</td>
<td>CHF 85’000,-</td>
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<tr>
<td>B, Wednesday 16th March 2011, 10.30-12.00</td>
<td>CHF 110’000,-</td>
<td></td>
</tr>
<tr>
<td>C, Wednesday 16th March 2011, 12.30-14.00</td>
<td>CHF 110’000,-</td>
<td></td>
</tr>
<tr>
<td>D, Thursday 17th March 2011, 08.00-08.45</td>
<td>CHF 60’000,-</td>
<td></td>
</tr>
<tr>
<td>E, Thursday 17th March 2011, 12.45-13.45</td>
<td>CHF 100’000,-</td>
<td></td>
</tr>
<tr>
<td>F, Thursday 17th March 2011, 18.00-19.30</td>
<td>CHF 100’000,-</td>
<td></td>
</tr>
<tr>
<td>G, Friday 18th March 2011, 08.00-08.45</td>
<td>CHF 60’000,-</td>
<td></td>
</tr>
<tr>
<td>H, Friday 18th March 2011, 12.30-13.30</td>
<td>CHF 100’000,-</td>
<td></td>
</tr>
<tr>
<td>I, Friday 18th March 2011, 18.00-19.30</td>
<td>CHF 85’000,-</td>
<td></td>
</tr>
</tbody>
</table>

For further information re the satellite symposia and booking please contact St.Gallen Oncology Conferences.

Services related to Satellite Symposia

In co-operation with Elsevier we are pleased to offer you the following services related to your Satellite Symposium:

During the Symposium

1. CD-ROM or USB-stick distribution at the Satellite Symposium to all delegates attending the Satellite

A CD-ROM or USB-stick with a key-function which gives access to a portal on which a variety of content (slides, audio/video of the presentations) can be uploaded continuously. This can be before, during and after the Satellite. The portal will be customized to your needs and may also be used for CME/CPD.

www.oncoconferences.ch st.gallenoncology conferences
The basis of the system is a web portal to which a user is automatically directed when he/she uses the CD-ROM/USB-stick. As the portal is online, we can track the usage of the CD-ROM/USB-stick and the downloading of content which enables us to provide you with statistics.

In addition the CD-ROM/USB-stick can also be mailed to the subscribers of The Breast and/or The Lancet Oncology, see services after the Satellite Symposium under point 2.2, 2.3 and 2.4.

After the Symposium

2. Publication of the proceedings of your satellite symposium

Elsevier offers a variety of services related to the publication of the proceedings of your satellite symposium. Please note that these services are subject to the approval of the Editor-in-Chief.

2.1. Supplement to The Breast

A printed issue will be sent out to all subscribers of the Breast. An electronic version is also to be found on ScienceDirect www.sciencedirect.com as well as the journal website and will have a sponsor acknowledgement.

2.2. CD-ROM insert into the supplement to The Breast

When publishing the proceedings of a satellite symposium, we offer the possibility to insert a CD-ROM into the supplement. The CD-ROM can contain all or selected slides presented at the symposium, a PDF of the supplement

audio and video recording of the symposium

2.3. Additional circulation of CD-ROM insert into The Lancet Oncology

In combination with the publication of a supplement with CD-ROM insert, we offer an additional circulation of the CD-ROM inserted into the subscribers copies of The Lancet Oncology (TLO). This opportunity offers an additional visibility of your meeting.

2.4 Additional circulation to electronic subscribers of The Breast and TLO

In addition Elsevier offers the possibility to make your supplement, slides, audio and video available to the electronic subscribers of The Breast and TLO. A banner advert link on the The Breast and TLO website will give all electronic subscribers access to all the material related to your satellite symposium.
2.5. Additional circulation to OncologyStat

Elsevier will mail or e-mail a copy of the supplement to all persons registered to OncologyStat. OncologyStat is an online portal managed by Elsevier and it provides news, viewpoints, conference information, Continuing Medical Education and selected content from hundreds of Oncology Journals (not only Elsevier Journals), edited by key opinion leaders in Oncology. Our editors identify the latest, most important Oncology articles from the most respected sources in oncology. Oncologists use OncologyStat to stay up-to-date on the latest in oncology. The OncologyStat database offers the possibility to select recipients according to their specialty. For more information see link: http://www.oncologystat.com. This service is subject to the approval of the board of OncologyStat.

2.6 Delegates of various conferences or other mailing lists

If requested Elsevier can mail a copy of the supplement to the delegates of selected conferences. This service is subject to the approval of the conference. In addition Elsevier has access to a database containing approx. 25 000 Oncologists.

2.7 Open Access of the Supplement

If you want to make your supplement Open Access and available to the entire scientific community Elsevier can arrange to post the PDF of the supplement on the journal home site in addition to ScienceDirect. Elsevier offers you a variety of services related to the Open Access of the supplement. For example we could build a micro site around the supplement. For your information please find samples below of supplements with Open Access:

- Journal of Adolescent Health:  http://www.jahonline.org/ click on Meningococcal Disease Resource Center
- Journal Seminars in Oncology:  http://www.seminoncol.org/content/podcast

CONTACT

For more information and prices on services related to satellite symposia, please contact:

Gemma Schaepman at Elsevier, g.schaepman@elsevier.com, Tel: +31 (0)20 485 2930
B. Educational Sponsorship Opportunities (Deadline for application: September 30, 2010)

1. Official Abstracts on CD-ROM or USB-stick

- The official abstracts of the 12th International St. Gallen Breast Cancer Conference will be uploaded on CD-ROM or USB-stick.

- Benefit:
  Acknowledgement in the Programme – and Abstract book and on-site
  Sponsor corporate logo on each CD-ROM or USB-stick produced and distributed
  Vouchers with sponsor corporate logo inserted in the conference bags which will alert all delegates that the abstracts on CD-ROM or USB-stick will be distributed from the sponsor booth.
  CD-ROMs or USB-sticks will be collected from the sponsor’s booth, driving additional traffic

2. Posters on CD-ROM or USB-stick and Poster viewing station

- The CD-ROM or USB-stick has a key-function which gives access to a Portal on which the official posters of the 12th International St. Gallen Breast Cancer Conference will be uploaded. The portal enables posters to be uploaded before, during and after the conference which ensures the highest visibility of all posters.

- The Posters on CD-ROM or USB-stick includes a Poster viewing station on-site, which enables delegates to view and submit posters on-site at computer stations installed at a special booth at the poster area.

- Benefit: Acknowledgement in the Programme – and Abstract book and on-site Sponsor corporate logo on each CD-ROM or USB-stick produced and distributed.
  Vouchers with sponsor corporate logo inserted in the conference bags which will alert all delegates that the posters on CD-ROM or USB-stick will be distributed from the sponsor booth.
  CD-ROMs or USB-sticks will be collected from the sponsor’s booth, driving additional traffic
  Poster viewing station will be branded with sponsor corporate logo


- For 2011 the proceedings will be published as an electronic supplement to the journal The Breast, as for the previous meeting in 2009.

- The CD-ROM has a key-function which gives access to a Portal on which the Proceedings of 2009 and 2011 are uploaded (Proceedings 2009 will be uploaded before and 2011 after the conference).

- The key-function of the CD-ROM enables delegates to view and download the proceedings any time.

- The 2009 proceedings will also be pre-loaded on the CD-ROM.
The CD-ROM will also be inserted in the subscribers' copies of a regular issue of The Breast or the Abstract Book published as a supplement to The Breast and mailed to all subscribers.

Benefit:
Acknowledgement in the Programme – and Abstract book and on-site
Sponsor corporate logo on each CD-ROM produced and distributed to all delegates and subscribers of The Breast
Vouchers with sponsor corporate logo inserted in the conference bags which will alert all delegates that the posters on CD-ROM will be distributed from the sponsor booth.
CD-ROMs will be collected from the sponsor’s booth, driving additional traffic.

4. WEB Capture of all Sessions

All the scientific sessions of the 12th International St. Gallen Breast Cancer Conference will be recorded and posted online on the conference website, ScienceDirect and the journal website of The Breast. The web-capturing of the sessions consist of audio and video recording illustrated with PowerPoint slides.

The used streaming technique will provide users (with low as well as high-band internet connection) with a front row seat 24/7 to view the conference sessions and also an enhanced real time scrolling script, a virtual slide gallery and bios and photos of speakers.

On ScienceDirect there will be a Banner Ad with a link to the actual sessions. The sessions will also have Open Access meaning that the sessions can be viewed by all people (not only subscribers to the journal or ScienceDirect) via the link on the conference website.

Benefit:
Acknowledgement in the Programme – and Abstract book and on-site
Sponsor corporate logo online on the conference website, ScienceDirect and the journal website of The Breast.
The Banner ad on ScienceDirect will have a sponsor acknowledgement.

CONTACT
For more information and prices on educational sponsorship opportunities, please contact:
Gemma Schaepman at Elsevier, g.schaepman@elsevier.com, Tel: +31 (0)20 485 2930
Exhibition

<table>
<thead>
<tr>
<th>Stand Type</th>
<th>Price/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row stand (one open side)</td>
<td>CHF 600.00</td>
</tr>
<tr>
<td>Corner stand (two open sides)</td>
<td>CHF 620.00</td>
</tr>
<tr>
<td>Head stand (three open sides)</td>
<td>CHF 640.00</td>
</tr>
<tr>
<td>Island stand (four open sides)</td>
<td>CHF 650.00</td>
</tr>
<tr>
<td>Medical Societies and charitable organisations rate</td>
<td>Upon negotiation</td>
</tr>
</tbody>
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Hospitality Suite
CHF 8’000,- - 12’000,-

For further information re exhibition please contact Olma Messen.

C. Conference Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Printing Service</td>
<td>On demand</td>
</tr>
<tr>
<td>Shuttle Service</td>
<td>On demand</td>
</tr>
</tbody>
</table>

For further information re the satellite symposia and booking please contact St.Gallen Oncology Conferences.

D. Advertising

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags (5’500 pieces)</td>
<td>CHF 60’000,-</td>
</tr>
<tr>
<td>Notepads and Pens (5’500 pieces)</td>
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</tr>
<tr>
<td>Lanyards</td>
<td>CHF 10’000,-</td>
</tr>
<tr>
<td>Advert in Final Program Pocket Book</td>
<td>CHF 6’000,- - 10’000,-</td>
</tr>
<tr>
<td>Advert in Abstract Book (The Breast, Elsevier)</td>
<td>CHF 6’000,- - 10’000,-</td>
</tr>
<tr>
<td>Advert in conference proceedings (The Breast, Elsevier)</td>
<td>CHF 6’000,- - 10’000,-</td>
</tr>
<tr>
<td>Internet Zone (Screen Saver)</td>
<td>On demand</td>
</tr>
<tr>
<td>Insert in conference bag</td>
<td>CHF 6’000,-</td>
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</tbody>
</table>

For further information re the satellite symposia and booking please contact St.Gallen Oncology Conferences.
E. Publication Opportunities

Reprint of Selected Abstracts of the official abstracts

In co-operation with Elsevier we are pleased to offer you the opportunity to reprint selected abstracts from the official abstracts of the 12th International St. Gallen Breast Cancer Conference, based on a keyword search supplied by you.

The benefit to you is that your selection from the official congress abstracts can be distributed from your stand from the first day of the congress and will be printed under the cover of the The Breast, in which the official abstracts are published.

For more information please contact: Gemma Schaepman at Elsevier, g.schaepman@elsevier.com, Tel: +31 (0)20 485 2930

F. Others

<table>
<thead>
<tr>
<th>Activities</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fellowship Grants (for participants from lower-income countries)</td>
<td>CHF 2'000,-</td>
</tr>
<tr>
<td>Opera performance incl. dinner buffet</td>
<td>CHF 100’000,-</td>
</tr>
<tr>
<td>Grand welcome party</td>
<td>CHF 50’000,-</td>
</tr>
<tr>
<td>City Tour</td>
<td>CHF 5’000,--</td>
</tr>
<tr>
<td>Half-day trip</td>
<td>CHF 20’000,-</td>
</tr>
</tbody>
</table>

For further information re the satellite symposia and booking please contact St.Gallen Oncology Conferences.
Platinum, Gold and Silver Sponsors

Platinum: Sponsors contributing in total more than 150’000 CHF (not including additional services related to satellite symposia by Elsevier) to the conference will be entitled to

- participation at official speakers’ dinner (3 persons)
- one free advert (one page, colour) in the final program as well as in the abstract book
- one free insert into the conference bag

Gold: Sponsors contributing in total more than 100’000 CHF (not including additional services related to satellite symposia by Elsevier) to the conference will be entitled to

- participation at official speakers’ dinner (2 persons)
- one free advert (one page, colour) in the final program or abstract book
- one free insert into the conference bag

Silver: Sponsors contributing in total more than 50’000 CHF (not including additional services related to satellite symposia by Elsevier) to the conference will be entitled to

- participation at official speakers’ dinner (1 person)
- one free insert into the conference bag