



AOS 09

Asian Oncology Summit

April 3 - 5, 2009, Singapore

Held in conjunction with the 2nd South East Asian Oncology Forum & 3rd Singapore Society of Oncology Board Review Course

Event Brief

Organised by



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THE LANCET Oncology



Supported Organisations



Event Venue

Suntec Singapore International Convention & Exhibition Centre, Level 3

Duration of Event

April 3 – 5, 2009 (Friday to Sunday)

Event Schedule*

Registration	:	April 3, 2009 (Fri)	7.00 am to 5.00 pm
Opening Ceremony	:	April 3, 2009 (Fri)	8.30 am to 9.00 am
Summit Schedule	:	April 3, 2009 (Fri)	9.00 am to 7.00 pm
		April 4, 2009 (Sat)	8.30 am to 6.00 pm
		April 5, 2 009 (Sun)	8.30 am to 2.30 pm
Breakfast Symposium	:	April 4, 2009 (Sat)	7.30 am to 8.30 am
		April 5, 2009 (Sun)	7.30 am to 8.30 am
Lunch Symposium	:	April 3, 2009 (Fri)	12.45 pm to 1.45 pm
		April 4, 2009 (Sat)	12.45 pm to 1.45 pm
		April 5, 2009 (Sun)	1.00 pm to 2.00 pm
Welcome Dinner	:	April 3, 2009 (Fri)	7.00 pm to 9.00 pm
Summit Dinner	:	April 4, 2009 (Sat)	7.00 pm to 9.00 pm

* Schedule is correct as of 17 Sep 2009. Subject to change.

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Theme

Multi-Disciplinary Care for Multi-Ethnic Society : An Asian Challenge

Vision of AOS

- To establish a community of Asian oncologists to guide and improve multidisciplinary cancer care, in order to improve the outcomes and quality of life of cancer patients in Asia.

Objectives

- To bring together experts to address current issues on prevalent cancers in Asia
- To define the needs of Asian oncologists and showcase cancer researches/trials in Asia
- To provide latest updates in state-of-the-art techniques in diagnostics and multidisciplinary care (medical oncology, radiation therapy and surgical oncology)
- To provide a platform for continuous exchange among the medical and biotechnology community in Asia
- To provide a networking opportunity for clinical researchers, clinicians and the pharmaceutical companies

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International Advisory Board

Areas of Diseases	Special Advisors
Breast	Professor Kathleen I. PRITCHARD, Canada
Gastrointestinal Cancer	Professor Eric VAN CUTSEM, Belgium
Gynaecology Oncology	TBA
Haemato Oncology	Professor Alexandra M LEVINE, USA
Head & Neck Cancer	Professor Arlene FORASTIERE , USA
Lung Cancer	TBA

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AOS Chairs **Dr David COLLINGRIDGE, Editor-In-Chief, The LANCET Oncology**
 Dr LIM Soon Thye, President of Singapore Society of Oncology

Scientific Committee

Suites	Suite Chairs	Regional Suite Committee Members
Breast	Dr ANG Peng Tiam, Singapore Dr KHOO Kei Siong, Singapore	1.Prof SHAO Zhi-Ming, China 2.TBA 3.TBA
Gastrointestinal Cancer	Dr KOO Wen-Hsin, Singapore Dr Donald POON, Singapore	1.TBA 2.TBA 3.TBA
Gynaecology Oncology	A/Prof TAY Eng Hseon, Singapore Dr SEE Hui Ti, Singapore	1.TBA 2.TBA 3.TBA
Head & Neck Cancer	Dr Joseph WEE, Singapore Prof Anthony CHAN, Hong Kong	1.TBA 2.TBA 3.TBA
Lung Cancer	Dr Ross SOO, Singapore Prof Tony MOK, Hong Kong	1.Dr Darren LIM, Singapore 2.Dr James YANG, Taiwan 3.Prof LIAO Meilin, China

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Supporting Journals & Resources

- European Journal of Cancer
- Lung Cancer
- Cancer Treatment Reviews
- The Breast
- The Lancet Oncology
- The Lancet
- Oncology Stat
- Seminars in Oncology
- Seminars in Radiation Oncology
- Surgical Oncology

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AOS Organising Committee

Singapore Society of Oncology

President Dr LIM Soon Thye
Secretary Dr YAP Swee Peng

Elsevier

Event Champion Dr Joe LAM, Managing Director, Elsevier Health Sciences, SEA
Conference Producer Suzanne KHOO
Editorial/Project Manager CHEE Hooi Ping
Marketing Jason LENG
Sponsorship Sales Janice SOON (APAC & SEA)
Agnes CHEE (Malaysia)
Arlene TORIBIO (Philippines)
Manop LIMPIVIRIYACHIT (Thailand)
Conference Operations Amilyn ANG

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Preliminary Programme

Programme is correct as of 25 Sep 2008 and is subject to change.

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Day 1 - Friday, April 3, 2009	
0830 - 0900 hrs	Opening Address by VIP/Chairs of AOS & Ceremony
0900 - 1020 hrs	Opening Lectures
0900 - 0935 hrs	Opening Lecture 1 - The Breast Health Global Initiative: Guideline Implementation in Low and Middle Income Countries (LMCs) - Professor Benjamin O. Anderson, USA
0935 - 1010 hrs	Opening Lecture 2 - Infectious Causes of Human Cancers - Novel Developments - Professor Harald zur Hausen, Director, Professor Emeritus and recent Chairman and Scientific Director, German Cancer Research Centre, Heidelberg, Germany
1010 - 1020 hrs	Questions and Answers
1020 - 1040 hrs	Tea Break
1040 - 1240 hrs	Lung Cancer Lectures
1040 - 1115 hrs	Lecture 1
1115 - 1150 hrs	Lecture 2
1150 - 1225 hrs	Lecture 3
1225 - 1240 hrs	Questions and Answers
1245 - 1345 hrs	Lunch Symposium

Day 1 - Friday, April 3, 2009	
1350 - 1550 hrs	Gastro-Intestinal Cancer Lectures (Theatre)
1350 - 1425 hrs	Lecture 1
1425 - 1500 hrs	Lecture 2
1500 - 1535 hrs	Lecture 3
1535 - 1550 hrs	Questions and Answers
1550 - 1605 hrs	Tea Break
1610 - 1730 hrs	Lymphoma Cancer
1610 - 1645 hrs	Lecture 1
1645 - 1720 hrs	Lecture 2
1720 - 1730 hrs	Questions & Answers
1730 - 1900 hrs	SEAOF & SSO Review
End of Day 1	

1900 - 2100 hrs	Sponsored Symposium & Welcome Dinner (Ballroom 2, Level 2)
1900 - 1930 hrs	Symposium
1930 - 2100 hrs	Welcome Dinner

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Day 2 - Saturday, April 4, 2009					
0730 - 0830 hrs	Breakfast Symposium A @ Gallery East				
0830 - 0910 hrs	Gynaecological Oncology Lecture				
0830 - 0905 hrs	Lecture 1				
0905 - 0910 hrs	Questions & Answers				
0910 - 1030 hrs	GU Cancer Lecture (Theatre)				
0910 - 0945 hrs	Lecture 1				
0945 - 1020 hrs	Lecture 2				
1020 - 1030 hrs	Questions and Answers				
1030 - 1045 hrs	Tea Break - Exhibition				
	Gastrointestinal Cancer Suite Meeting Room 302	Breast Cancer Suite Meeting Room 303	Lung Cancer Suite Meeting Room 304	Gynaecological Oncology Suite Meeting Room 305	Head & Neck Cancer Suite Meeting Room 306
1045 - 1145 hrs	GI Symposium 1	BC Symposium 1	LC Symposium 1	GC Symposium 1	HNC Symposium 1
1045 - 1115 hrs	Topic GI 1-1	Topic BC 1-1	Topic LC 1-1	Topic GC 1-1	Topic HNC 1-1
1115 - 1145 hrs	Topic GI 1-2	Topic BC 1-2	Topic LC 1-2	Topic GC 1-2	Topic HNC 1-2
1145 - 1245 hrs	GI Symposium 2	BC Symposium 2	LC Symposium 2	GC Symposium 2	HNC Symposium 2
1145 - 1215 hrs	Topic GI 2-1	Topic BC 2-1	Topic LC 2-1	Topic GC 2-1	Topic HNC 2-1
1215 - 1245 hrs	Topic GI 2-2	Topic BC 2-2	Topic LC 2-2	Topic GC 2-2	Topic HNC 2-2
1245 - 1345 hrs	Lunch Symposium A @ Gallery East				

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Day 2 - Saturday, April 4, 2009					
	Gastrointestinal Cancer Suite Meeting Room 302	Breast Cancer Suite Meeting Room 303	Lung Cancer Suite Meeting Room 304	Gynaecological Oncology Suite Meeting Room 305	Head & Neck Cancer Suite Meeting Room 306
1345 - 1545 hrs	GI Symposium 3	BC Symposium 3	LC Symposium 3	GC Symposium 3	HNC Symposium 3
1345 - 1415 hrs	Topic GI 3-1	Topic BC 3-1	Topic LC 3-1	Topic GC 3-1	Topic HNC 3-1
1415 - 1445 hrs	Topic GI 3-2	Topic BC 3-2	Topic LC 3-2	Topic GC 3-2	Topic HNC 3-2
1445 - 1545 hrs	GI Symposium 4	BC Symposium 4	LC Symposium 4	GC Symposium 4	HNC Symposium 4
1445 - 1515 hrs	Topic GI 4-1	Topic BC 4-1	Topic LC 4-1	Topic GC4-1	Topic HNC 4-1
1515 - 1545 hrs	Topic GI 4-2	Topic BC 4-2	Topic LC 4-2	Topic GC 4-2	Topic HNC 4-2
1545 - 1600 hrs	Tea Break - Exhibition				
	Gastrointestinal Cancer Suite Meeting Room 302	Breast Cancer Suite Meeting Room 303	Lung Cancer Suite Meeting Room 304	Gynaecological Oncology Suite Meeting Room 305	Head & Neck Cancer Suite Meeting Room 306
1600 - 1700 hrs	GI Symposium 5	BC Symposium 5	LC Symposium 5	GC Symposium 5	HNC Symposium 5
1600 - 1630 hrs	Topic GI 5-1	Topic BC 5-1	Topic LC 5-1	Topic GC 5-1	Topic HNC 5-1
1630 - 1700 hrs	Topic GI 5-2	Topic BC 5-2	Topic LC 5-2	Topic GC 5-2	Topic HNC 5-2
1700 - 1800 hrs	GI Symposium 6	BC Symposium 6	LC Symposium 6	GC Symposium 6	HNC Symposium 6
1700 - 1730 hrs	Topic GI 6-1	Topic BC 6-1	Topic LC 6-1	Topic GC 6-1	Topic HNC 6-1
1730 - 1800 hrs	Topic GI 6-2	Topic BC 6-2	Topic LC 6-2	Topic GC 6-2	Topic HNC 6-2
End of Day 2					

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Satellite Symposiums

Day 2 - Saturday, April 4, 2009					
	Meeting Room 302	Meeting Room 303	Meeting Room 304	Meeting Room 305	Meeting Room 306
1800 - 1900 hrs	Satellite Symposium 1	Satellite Symposium 2	Satellite Symposium 3	Satellite Symposium 4	Satellite Symposium 5

Evening Programme

Day 2 - Saturday, April 4, 2009	
1900 - 2100 hrs	Sponsored Dinner Symposium
1900 - 1930 hrs	Sponsored Lecture
1930 - 2100 hrs	Dinner

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Day 3 - Sunday, April 5, 2009					
0730 - 0830 hrs	Breakfast Symposium B				
0830 - 0950 hrs	Breast Cancer Lectures (Theatre)				
0830 - 0905 hrs	Lecture 2				
0905 - 0940 hrs	Lecture 3				
0940 - 0950 hrs	Questions & Answers				
0950 - 1030 hrs	Head and Neck Cancer				
0950 - 1025 hrs	Lecture 1				
1025 - 1030 hrs	Questions and Answers				
1030 - 1045 hrs	Tea Break - Exhibition				
	Gastrointestinal Cancer Suite - Meeting Room 302	Breast Cancer Suite - Meeting Room 303	Lung Cancer Suite - Meeting Room 304	Gynaecological Oncology Suite - Meeting Room 305	Head & Neck Cancer Suite - Meeting Room 306
1045 - 1300 hrs	GI Consensus	BC Consensus	LC Consensus	GC Consensus	HNC Consensus
1045 - 1130 hrs	Consensus	Consensus	Consensus	Consensus	Consensus
1130 - 1215 hrs	Consensus	Consensus	Consensus	Consensus	Consensus
1215 - 1300 hrs	Consensus	Consensus	Consensus	Consensus	Consensus
1300 - 1400 hrs	Lunch Symposium B				
1400 - 1430 hrs	Closing Lecture				
1430 hrs	End of Asian Oncology Summit 2009				

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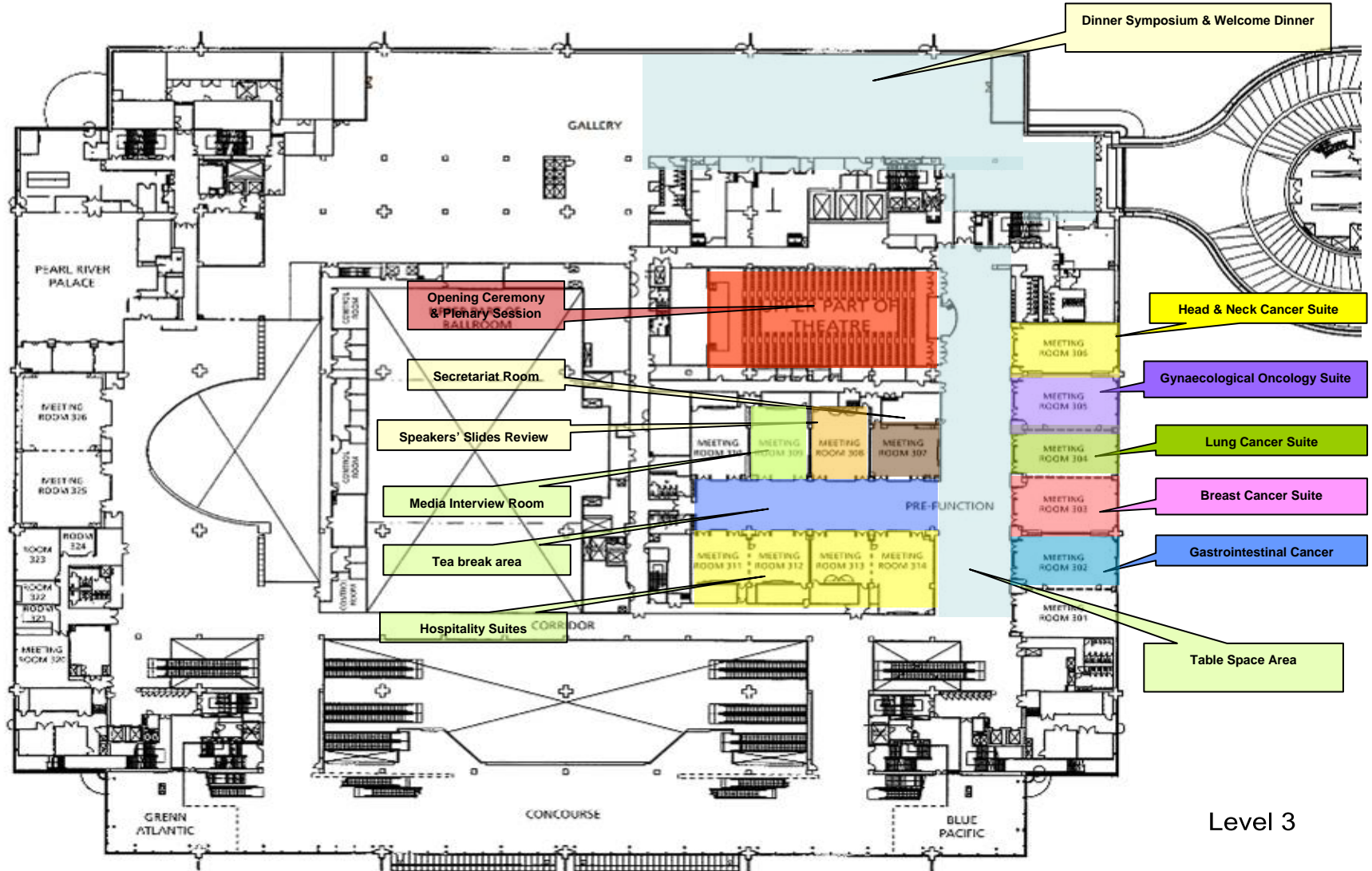
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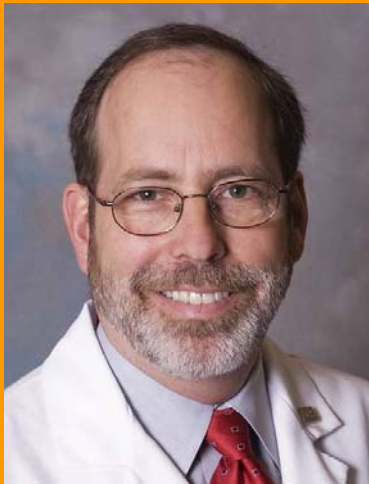


Suntec Singapore – Level 3 Meeting Facilities



Level 3

Plenary Speakers (Confirmed)



Professor Benjamin Olney Anderson, Director, Breast Health Clinic, Professor of Surgery, University of Washington Joint Member, Public Health Sciences Division Fred Hutchinson Cancer Research Center

Biography

Dr. Anderson is Professor of Surgery at the University of Washington in Seattle where he has devoted his clinical practice to the care of patients with breast cancer and breast health issues. Dr. Anderson trained in surgical oncology at the Memorial Sloan-Kettering Cancer Center, and now serves as Director of the Breast Health Clinic at the University of Washington and Seattle Cancer Care Alliance (SCCA) in Seattle. Dr. Anderson's clinical interests include oncoplastic surgery of the breast, the purpose of which is to improve cosmetic and oncologic outcome with complex breast lumpectomies.

Dr. Anderson received the American Cancer Society Career Development Award for breast cancer research in 1995 and holds a joint appointment at the Fred Hutchinson Cancer Research Center. Dr. Anderson created and chairs the Breast Health Global Initiative (BHGI), the purpose of which is to address breast cancer early detection, diagnosis and treatment in low- and middle-income countries. Dr. Anderson was President of the American Society of Breast Disease from 2005 to 2007, and also served as private sector advisor on cancer control to U.S. Health and Human Services Secretary Michael O. Leavitt on the U.S. delegation to the WHO World Health Assembly in Geneva, Switzerland in 2005.

Topic

The Breast Health Global Initiative:
Guideline Implementation in Low and Middle Income Countries (LMCs)

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Plenary Speakers (Confirmed)



Professor Harald zur Hausen, Director, Professor Emeritus and recent Chairman and Scientific Director, German Cancer Research Centre, Heidelberg, Germany

Biography

Professor Harald zur Hausen studied Medicine at the Universities of Bonn, Hamburg and Düsseldorf and received his M.D. He worked as postdoc at the Institute of Microbiology in Düsseldorf, then as Assistant Professor in the Virus Laboratories of the Children's Hospital in Philadelphia, senior scientist at the Institute of Virology of the University of Würzburg, and as Chairman and Professor of Virology at the University of Erlangen-Nürnberg. In 1977 he moved to a similar position to the University of Freiburg. From 1983 until 2003 he was appointed as Scientific Director of the Deutsches Krebsforschungszentrum (German Cancer Research Center) in Heidelberg.

Professor zur Hausen has a special interest in virus-induced malignancies. He showed the role of papillomaviruses in cervical cancer and discovered a larger number of novel virus types. He received numerous national and international awards, including the Robert-Koch-Prize, the Charles S. Mott Prize of the General Motors Cancer Research Foundation, and the Federation of the European Cancer Societies Clinical Research Award. He is an elected member of various academies, such as LEOPOLDINA, Academia Europaea, Heidelberg Academy of Sciences, Polish Academy of Sciences, Institute of Medicine of the National Academy of Sciences (USA), and of research organizations including EMBO and HUGO. He has memberships in Editorial Boards of several journals and is currently the Editor-in-Chief of the *International Journal of Cancer*.

Topic

Infectious Causes of Human Cancers - Nobel Developments

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Sponsorship Opportunities

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The **Asian Oncology Summit 2009** offers a full menu of pre-conference, onsite and post-show branding opportunities to support your marketing activities.

An exciting program has been put together to maximize networking opportunities for all participants to increase your exposure to diverse cross-section of disease area including:

- Gastro Intestinal Cancer
- Breast Cancer
- Lung Cancer
- Head & Neck Cancer
- Gynecological Oncology

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Corporate Sponsorship Opportunities

Highlight your presence at the **Asian Oncology Summit 2009** through our extensive selection of sponsorship & marketing opportunities.

There are 3 main levels of Corporate Sponsorship with accorded benefits that allow the sponsors' logo and branding to enjoy the **ULTIMATE** exposure throughout the entire event as well as all pre- and post-marketing and publicity activities.

Types	Amount
Platinum Sponsors	Contribution of USD100,000
Gold Sponsors	Contribution of USD67,000 ~ USD99,000
Silver Sponsors	Contribution of USD34,000 ~ USD66,000

Above rates does not include prevailing GST.

Other Marketing Opportunities

The **Asian Oncology Summit 2009** also offers other marketing opportunities which allows single sponsor item to target on their branding during the event that have direct relevance to their products and services as well as advertisements.

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AOS 2009 Sponsorship

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Symposium List

Menu	Limited to	Value
Platinum & Gold Class		
Lunch Symposium - Day 1	1	USD 30,000.00
Lunch Symposium - Day 2	1	USD 30,000.00
Lunch Symposium - Day 3	1	USD 30,000.00
Breakfast Symposium - Day 2	1	USD 25,000.00
Breakfast Symposium - Day 3	1	USD 25,000.00
Silver Class		
Satellite Symposium 1 - Day 2	1	USD 15,000.00
Satellite Symposium 2 - Day 2	1	USD 20,000.00
Satellite Symposium 3 - Day 2	1	USD 10,000.00

**Item listed are subjected to availability and based on first-come-first-serve basis.*

***Prices above are subjected to 7% prevailing GST*

Sponsors will be responsible for entertainment, F&B, AV equipments cost, & speakers cost.

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Social Functions

Menu	Limited to	Value
Platinum & Gold Class		
Opening Ceremony - Day 1	1	USD 20,000.00
Welcome Dinner Symposium - Day 1	1	USD 30,000.00
Summit Dinner Symposium - Day 2	1	USD 30,000.00

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Conference Registration Package List

Menu	Value
Conference Registration 1 - 19 Passes	USD 350.00
Conference Registration 20 - 39 Passes (5% Discount)	USD 332.50
Conference Registration 40 - 59 Passes (10% Discount)	USD 315.00
Conference Registration above 60 Passes (15% Discount)	USD 297.50

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Advertisements

Menu	Limited to	Value
Platinum Class		
Programme Book - Front Inside	1	USD 8,000.00
Programme Book - Back Inside	1	USD 8,000.00
Programme Book - Back Outside	1	USD 10,000.00
AOS 2009 Onsite Directional Signages	1	USD 20,000.00
Gold Class		
Programme Book - Double-page Spread	2	USD 8,000.00
Programme Book - Run of Page X 2	2	USD 6,000.00
Silver Class		
Programme Book - Run of Page X 1	5	USD 3,500.00

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e-Marketing

Menu	Limited to	Value
Platinum & Gold Class		
Skyscraper Ad on AOS 2009 Website	8	USD 3,500.00
e-Newsletter Write-up	8	USD 5,000.00
Silver Class		
Medium Ad	5	USD 1,800.00

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Exhibition

Menu	Limited to	Value
Platinum Class		
18 sqm raw space in Hospitality Suite	4	USD 8,000.00
Gold Class		
2 X Table Space (Day 2 & 3)	4	USD 5,000.00
Silver Class		
1 X Table Space (Day 2 & 3)	5	USD 3,500.00
Individual Class		
1 X Table Space (Day 2 & 3)	3	USD 4,000.00

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Conference Kit

Menu	Limited to	Value
Platinum Class - Exclusive Items		
Conference Bag	1	Complimentary
Conference Badge	1	Complimentary
AOS Jacket	1	Complimentary
Conference Bag Insert X 2	4	USD 2,000.00
Gold & Silver Class		
Conference Bag Insert X 1	10	USD 1,200.00

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Single Sponsorship Items

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Single Sponsorship Items

Items	Description	Sponsor Price
Programme Book	1 full color page (ROP)	USD 4,000
Web banner	Medium Banner	USD 2,500
Table Space	1 table space (Subjected to availability)	USD 4,000 per table space
Conference Kit Insert	1 insert (Subjected to availability)	USD 1,500

**Item listed are subjected to availability and based on first-come-first-serve basis.*

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AOS 2009 Sponsorship Sales Contact

For more enquiries on AOS 2009 sponsorship packages, please contact:

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