

# BREAST CANCER CAMPAIGN 2010 CONFERENCE



*researching the cure*

***The Royal Society London***

***Tuesday 18 May 2010***

**SPONSORSHIP AND EXHIBITION PACK**

## WELCOME

It gives us great pleasure to announce 'Breast Cancer Research 2010', Breast Cancer Campaign's third one-day scientific conference, on Tuesday 18 May 2010 at the prestigious Royal Society in the heart of London.

In 2008, Campaign hosted a highly successful scientific conference which attracted national media coverage and placed the charity at the forefront of breast cancer research funding in the UK.

Campaign are delighted to announce the following faculty who will be delivering keynote addresses at the 2010 conference:

**Professor Robert E. Coleman**, Professor and Honorary Consultant Medical Oncologist in the Academic Unit of Clinical Oncology at the Cancer Research Centre, Weston Park Hospital, Sheffield, United Kingdom.

**Professor John Bartlett**, Reader in Molecular Pathology at Edinburgh University with a major focus on translational science in breast cancer.

The conference will bring together researchers from the UK and Europe to celebrate current achievements in breast cancer research and provide an excellent opportunity to network, share knowledge, exchange ideas and build collaborations.

We have a number of sponsorship and exhibition opportunities available which we hope will be of interest to you as a key company in the field of breast cancer research. Please do not hesitate to contact our Conference Secretariat if you require further information.

We look forward to seeing you in London in May 2010.

Best wishes



Dr Suzanne Eccles  
Chair  
Breast Cancer Campaign's Scientific Advisory Board



Professor Gareth Evans  
Deputy Chair  
Breast Cancer Campaign's Scientific Advisory Board

## SCIENTIFIC COMMITTEE MEMBERS

**Dr Keith Brennan**

**University of Manchester**

**Dr Robert Clarke**

**University of Manchester**

**Dr Gillian Farnie**

**University of Manchester**

**Dr Julia Gee**

**Cardiff University**

**Dr Andrew Green**

**University of Nottingham**

**Dr Beth Grunfeld**

**King's College London**

**Dr Michelle Harvie**

**Christie Hospital, Manchester**

**Dr Ingunn Holen**

**University of Sheffield**

**Dr Joanna Morris**

**King's College London**

**Dr Jennifer Quinn**

**Queen's University Belfast**

**Dr Andrew Schofield**

**University of Aberdeen**

**Nurse Consultant Nicola West**

**Cardiff University**

# GENERAL INFORMATION

## Venue and Location

The Royal Society  
6-9 Carlton House Terrace  
London  
SW1Y 5AG

Tel: 020 7451 2500  
Web: [www.royalsociety.org](http://www.royalsociety.org)



The Royal Society, the national academy of science of the UK and Commonwealth, is at the cutting edge of scientific progress. It supports many top young scientists, engineers and technologists, influences science policy, debate scientific issues with the public and much more. The Royal Society was founded in 1660 by scientists including Robert Boyle, John Wilkins and Christopher Wren. The Society has had many homes during its illustrious history but moved to its current home 6-9 Carlton House Terrace in 1967. Designed by John Nash the terrace based on the Roman classical style overlooks The Mall and St James's Park.

## Delegates

- Approximately 300 delegates, primarily from the UK and Europe
- Open to all individuals and not restricted to Campaign-funded researchers
- Mainly comprising translational scientific and medically qualified researchers with an interest in breast cancer, with a smaller number of clinicians and lay attendees.

Research in the following areas will be covered:

- Diagnosis
- Genetics
- Breast cancer growth and spread
- Breast cancer development
- Treatment
- Impact of breast cancer
- Prevention
- Patient care
- Education

## Scientific Programme

We look forward to a packed and varied programme that will encompass all aspects of breast cancer research, from prevention right through to treatment and beyond.

The day will consist of a single plenary session comprising:

- Eminent keynote speakers who will showcase their research
- Five scientific presentations selected from the best abstract submissions
- An extensive selection of poster presentations

Confirmed keynote speakers, both experts in their fields will be giving presentations on the following topics:

**Professor Robert E. Coleman, MD, FRCP, FRCPE**

**Presenting on: 'Recent advances in treatment of metastatic breast cancer'**



Professor Coleman is Professor and Honorary Consultant Medical Oncologist in the Academic Unit of Clinical Oncology at the Cancer Research Centre, Weston Park Hospital, Sheffield. He is also Director of the Cancer Research Centre in Sheffield, Chairman of the National Cancer Research Institute Breast Cancer Study Group in the UK and Past-President of the Cancer and Bone Society.

Professor Coleman's research interests include cancer-induced bone disease and developments in the management of breast cancer. He has authored or co-authored more than 200 publications of original research appearing in such journals as *The New England Journal of Medicine*, *Journal of The National Cancer Institute*, *Journal of Clinical Oncology*, and *Annals of Oncology*.

**Professor John Bartlett, BSc, PhD, FRCPath**

**Presenting on: 'Biomarkers for the diagnosis and prediction of therapeutic response in clinical breast cancer'**



Professor Bartlett is Professor of Molecular Pathology at Edinburgh University with a major focus on translational science in breast cancer. He is an active translational researcher, a member of the steering committees on a number of phase III clinical trials and also chairman of the pathology sub-committee of the TEAM trial, now the largest trial of adjuvant endocrine therapy conducted in breast cancer.

Professor Bartlett is principal investigator for translational research in the SUPREMO, TACT2, NEO-EXCEL and TEAM trials and a member of the translational research committees of Trans-React, Trans-IES and Trans-TACT. He is also author of over 125 published papers.

## **Abstracts**

Abstracts from the meeting will be published in the online open access journal *Breast Cancer Research*. <http://breast-cancer-research.com>

## **About Breast Cancer Campaign**

Breast Cancer Campaign's mission is to beat breast cancer by funding innovative world-class research to understand how breast cancer develops, leading to improved diagnosis, treatment, prevention and cure. Over the past 13 years, the charity has awarded 261 grants with a total value of over £26 million to universities, medical schools and research institutes across the UK and Ireland and currently has an annual research spend of over £5 million.

Our scientists adopt multidisciplinary and complementary approaches to achieve our aim and we fund research in the following areas: diagnosis, treatment, genetics, breast cancer prevention, development, growth and spread, impact of breast cancer, patient care and education.

# EXHIBITION

A Trade Exhibition will again be held in conjunction with the Conference and the Organisers invite the participation of companies with an interest in breast cancer research, prevention and treatment. The Exhibition will be housed in City Room 3 at the Royal Society which forms part of a suite of three connecting rooms where all tea/coffee breaks and lunch will be served.

Stand space will be allocated on a first-come first-served basis.

**Stand space is limited so please book early to avoid disappointment.**

## **Stand Space fee: price on application**

Payment of the exhibition fee will provide the exhibitor with:

- ❖ Space for table top or pop up exhibition stand (not exceeding 2m long by 1m deep)
- ❖ Tea, coffee and buffet lunch for two company representatives
- ❖ Access to all scientific sessions and conference materials for two company representatives on the stand
- ❖ Basic 13 amp electrical supply (for spotlights, computers or videos)  
Please note only 13 amp power is available in the Exhibition Area
- ❖ One 4ft table and two chairs (please provide your own table covering)

Hire of exhibition space does **not** include:

- ❖ Shell scheme on stands
- ❖ Portering services
- ❖ Hire of furniture, flowers, audio visual equipment
- ❖ Stand light fittings (e.g. spotlights)
- ❖ Internet connections
- ❖ Table coverings

## **Booking of Space**

If you would like to book an exhibition space or take up a sponsorship item, please complete the Booking Form enclosed with this Information Pack and return it to the Conference Secretariat as soon as possible.

## SPONSORSHIP ITEMS

In addition to exhibition space, the sponsorship items detailed below are available on a first-come, first-served basis. All rates quoted are exclusive of Value Added Tax (VAT), which will be charged where applicable at the prevailing rate.

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### DELEGATE WALLETS

Delegate Wallets will be given to every registered delegate, invited speaker, organising committee member and exhibitor at the conference. Wallets will contain a Delegate Information Booklet (which includes a copy of the Final Programme), abstract journal supplement, participant list, pad, pen and other relevant information.

**Sponsorship Benefit:**

- The sponsor's name and/or logo printed on the front of each wallet (one colour)
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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### LANYARDS

Lanyards for name badges will be provided for every delegate. These items can be sponsored before 29<sup>th</sup> January 2010.

**Sponsorship Benefit:**

- The sponsor's name and/or logo printed on the lanyard (one colour)
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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### DELEGATE PENS

Delegate wallets will be given to every registered delegate and speaker and will include a pen.

**Sponsorship Benefit:**

- The sponsor's name and/or logo printed on the barrel of the pen (one colour)
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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### LIST OF PARTICIPANTS

A list of participants registered by May 12<sup>th</sup> 2010 will be provided for all delegates, speakers, organisers, exhibitors and company personnel on arrival at the conference.

**Sponsorship Benefit:**

- Company name and or logo positioned on the front page of the List of Participants. The logo will be printed in black
- Exclusive sponsorship – no other advertisements will be included in the List of Delegates
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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## DELEGATE PADS

Delegate wallets will be given to every registered delegate and speaker and will include a pad.

### **Sponsorship Benefit:**

- The sponsor's name and/or logo printed on every page of the pad (one colour)
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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## POSTER BOARD NUMBERS

It is anticipated that approximately 60 abstracts submitted for inclusion will be accepted for poster presentation. Poster boards will be situated in the Kohn Room and Marble Hall at The Royal Society and will be on display for the duration of the conference.

### **Sponsorship Benefit:**

- The sponsor's name and/or logo displayed in the left-hand corner of every poster board (one colour)
- The sponsor will be acknowledged on the conference website (name only without logo)

**Sponsorship Cost:**                      **price on application**

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## EMERGING INVESTIGATOR PRIZE

The Emerging Investigator Prize is awarded on the day of the conference to the best poster presentation and will be presented to a researcher early in their career to reflect the quality of their research and their ability to communicate effectively.

### **Sponsorship Benefit:**

- Full acknowledgement in the delegate information literature supplied at the conference (name only without logo)
- The sponsor will be acknowledged on the conference website (name only without logo)
- Announcement of company name by the session chair during prize ceremony

**Sponsorship Cost:**                      **price on application**

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## DELEGATE WALLET INSERTS

Delegate wallets will be given to every registered delegate and speaker. Companies will be permitted to include one A4 or A5 insert\* in the delegate packs.

**Sponsorship Cost:**                      **price on application**

\*Please note all inserts will have to be approved by the Scientific Organisers in advance of the conference.

## Accommodation

'Visit London' [www.visitlondon.com](http://www.visitlondon.com) offers comprehensive information on booking accommodation and also travel to London.

The Royal Society has an arrangement with Capita Business Travel, which offers discounted rates to delegates attending events at The Royal Society at three neighbouring hotels, The Grange Langham, The Royal Trafalgar and The Strand Palace.

To obtain information on these special rates, attendees should either telephone Capita on: 0871 5219 867 or email: [cbt-orpington@capita.co.uk](mailto:cbt-orpington@capita.co.uk). Attendees should also quote the following reference number provided by The Royal Society when making any bookings via Capita: RS004.

The nearest Premier Inn hotel which offers a good standard of accommodation at reasonable rates is the London County Hall situated approximately 1.2 miles from the Royal Society: [www.premierinn.com](http://www.premierinn.com).

**The Secretariat will not be responsible for any bookings that are made through external organisations or directly with any hotel.**

## Travel

The Royal Society, 6-9 Carlton House Terrace, London, SW1Y 5AG is within the Central London Congestion Charge area and car parks tend to be expensive. Please follow this link for a map to the venue: <http://royalsociety.org/page.asp?id=1108>. For information about the Congestion Charge visit [www.tfl.gov.uk/roadusers/congestioncharging](http://www.tfl.gov.uk/roadusers/congestioncharging).

We would therefore recommend using public transport rather than driving. The nearest underground stations are Piccadilly Circus and Charing Cross. For further information visit the Transport for London website: [www.tfl.gov.uk](http://www.tfl.gov.uk).

For up to date travel information visit:

The National Railway Enquiries website: [www.nationalrail.co.uk](http://www.nationalrail.co.uk) or The National Express Coach Company website: [www.nationalexpress.com/coach/index.cfm](http://www.nationalexpress.com/coach/index.cfm).

**BREAST CANCER RESEARCH 2010**  
**Tuesday 18 May 2010, The Royal Society, London**

**EXHIBITION AND SPONSORSHIP BOOKING FORM**

**COMPANY DETAILS**

Contact Name:	
Position within Company:	
Company Name:	
Address:	
Postcode:	
Tel:	Fax:
Mobile:	E-mail:

**EXHIBITION SPACE**

I would like to book exhibition stand space ( <b>price on application</b> ).	<b>Please tick</b> <input type="checkbox"/>
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**SPONSORSHIP ITEMS**

<i>Item</i>	<i>Cost</i>	<i>Please tick</i>
Delegate wallets	£ price on application	<input type="checkbox"/>
Lanyards	£ price on application	<input type="checkbox"/>
Delegate pens	£ price on application	<input type="checkbox"/>
Poster board numbers	£ price on application	<input type="checkbox"/>
Delegate pads	£ price on application	<input type="checkbox"/>
List of participants	£ price on application	<input type="checkbox"/>
Delegate wallet inserts	£ price on application	<input type="checkbox"/>
Emerging investigator prize	£ price on application	<input type="checkbox"/>

**INVOICING DETAILS**

➤ *Please send me a VAT invoice quoting Purchase Order No .....  
 Company name and invoice address if different from overleaf:*

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 .....  
 .....

**Payment Terms: payment must be received within 30 days of the invoice date, or prior to the commencement of the conference, whichever is the sooner.**

**PLEASE RETURN THIS FORM TO:**

*Bettina Hoffmann – Breast Cancer Campaign 2010 Secretariat,  
 Hampton Medical Conferences Ltd., 113 – 119 High Street, Hampton Hill, Middlesex, TW12 1NJ  
 Phone: 020 8979 8300 Fax: 020 8979 6700 E-mail: bhoffmann@hamptonmedical.com*