

# HPV and Cancer

**Latest professional practice.  
Future clinical management**



Sponsorship & Exhibition guide

Amsterdam, November 12–13, 2010

[www.thelancetconferences.com/hpv-and-cancer](http://www.thelancetconferences.com/hpv-and-cancer)



## About The Lancet Conferences

*The Lancet* Conferences provide a much needed vehicle to convene key international experts to promote discussion and debate in an educational environment. Our aim is to review up-to-date evidence and explore broad public-health issues to increase awareness where there is an educational gap, and to influence and inform clinical practice where appropriate.

## About The Lancet Oncology

### History

*The Lancet Oncology* was launched in September, 2000, as a lively monthly journal containing reviews, opinion, and news covering international issues relevant to clinical cancer specialists worldwide. In May, 2005, the journal expanded to include original research and began publishing articles Online First prior to print publication. The journal has quickly established itself as one of the premier journals worldwide for original research, especially reports from clinical trials. Uniquely, all original research is peer-reviewed via a fast-track service, and successful papers are published within 8 weeks of submission. In 2008, the journal expanded its online presence to include regular podcasts.

In 2007, *The Lancet Oncology* also convened its first conference, held in Singapore, entitled Asia and Cancer Management in the 21st Century. Additionally in 2007, the journal hosted a plenary lecture at the Oncology Congress in San Francisco, CA, USA, on the topic of developmental biology, self renewal, and cancer. In subsequent years, the journal has hosted a second plenary lecture at the 2008 Oncology Congress, and the inaugural Asian Oncology Summit in 2009. During 2010, *The Lancet Oncology's* involvement in conferences will continue to expand with further events, including the Second Asian Oncology Summit in Bali, Indonesia, and this conference on HPV and Cancer in Amsterdam, the Netherlands.

### Reputation and Impact

*The Lancet Oncology* has an impact factor of 13.283. The journal is currently ranked sixth out of 141 cancer journals worldwide, and is in the top 1.5% of all scientific journals, of any discipline, globally (ISI Journal Citation Reports, 2008). Articles published in *The Lancet Oncology* regularly receive coverage in the mainstream print, online, and broadcast media.

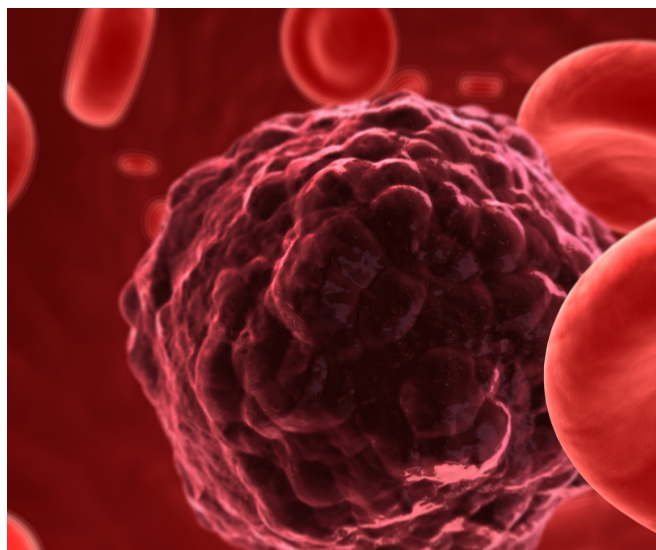
## Conference Information

### Conference Programme

#### Latest professional practice and future clinical management

Human papillomavirus (HPV) is purported to be the proximate cause of 10% of malignant diseases in women, and HPV-associated cancers account for 5% of the total global cancer burden. These include those of the cervix, vagina, vulva, anus, and oropharynx, and, more recently, those of the head and neck region. Although the link between HPV and cancer has been sufficiently proven, much uncertainty surrounds the effect of the new HPV vaccines on these cancers and the future clinical management of HPV-associated cancers.

This conference will provide an opportunity for regional and international leaders from the oncology community to address the growing public-health and daily practice issues associated with HPV and cancer.



### Topics

#### Key topics to be discussed will include:

- HPV-associated cancers on the rise, a growing problem?
- HPV vaccines: current issues for HPV-associated cancers
- Risk assessment and treatment in cervical cancer
- New agents in head and neck cancer
- HPV testing in rural settings and needs of developing world
- Management of mouth and oral-pharyngeal cancers in relation to HPV
- Penile and anal cancers: biology and current management
- Radiation in HPV-infected head and neck
- Treating HPV-associated disease in those with co-infections

### Why delegates will attend?

This dual-stream conference will combine state-of-the-art lectures with the opportunity for delegates to debate the critical issues with thought leaders at the highest level. It is anticipated that participants will benefit from:

- A greater understanding of the impact of HPV and associated cancers on public health
- Enhanced knowledge and up-to-date scientific insight in HPV risk management and testing
- An update on multimodal strategies to prevent and treat HPV-associated cancers
- An opportunity to discuss perspectives and exchange ideas for the future management of HPV-associated cancers



## Venue

NH Grand Hotel Krasnapolsky is situated in a famous building which dates back to 1865, located in the centre of Amsterdam is close to the house of Anne Frank, the Red Light District (de Wallen), the Van Gough Museum and the Heineken Beer Brewery.

The hotel has 468 cosy rooms, which includes 1 suite and 6 junior suites and 35 renovated apartments. There is a fitness centre, a massage service and also a parking attendant. The hotel also has private and secure parking, available at an additional charge and excellent connections to the rest of the city, thanks to the bus and tram stops which can be found right outside the hotel. Also the central train station is only 5 minutes away and the Schiphol Airport is only a 25-minute journey in a taxi or car.

## Who will attend?

The meeting will be of particular interest to:

- **Physicians**—infectious disease, obstetrics & gynaecology, oncology, women's health
- **Primary care teams**
- **Clinical researchers**
- **Public healthcare workers**
- **Allied healthcare workers**
- **Medical charities and patient organisations**

## Contact

**For Sponsorship and Exhibitor opportunities please contact:**

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Email: r.fluit@elsevier.com

Fax: +31 20 485 2940

**For General Enquiries please contact:**

HPV and Cancer Conference Secretariat:

**Clare Gresley-Jones**

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Fax: +44 (0)870 199 1100

Email: clare@europahealthcare.co.uk



# Sponsorship & Exhibition Opportunities

Partnering with The Lancet Oncology conference will allow your company to interact with the medical community on this topical subject through the following opportunities:

Sponsorship at Gold, Silver or Bronze level will be allocated according to the total amount of investment in sponsorship and exhibition space. All sponsorship packages will be developed on a bespoke basis according to your individual objectives. Acknowledgments, benefits and entitlements are allocated in line with your level of sponsorship. All levels of sponsorship listed are non-exclusive.

Please select from the available sponsorship options and exhibition space listed in the following pages to develop your bespoke sponsorship package.

Sponsor Acknowledgments and Benefits:

### Gold Sponsor



**for a contribution over €30,000**

- 5 complimentary full registrations
- Opportunity to deliver a 45 minute unopposed satellite symposium
- Inclusion of symposium invitation in the delegate bag
- Acknowledgement as Gold Sponsor on all materials and signage
- Full page colour advertisement in the at-conference handbook (this is subject to editorial approval)
- Delegate bag insert
- Access to post-conference delegate listings (subject to data protection law)

### Silver Sponsor



**for a contribution of €15,000**

- 4 complimentary full registrations
- Acknowledgment as Silver Sponsor on all materials and signage
- Full page colour advertisement in the at-conference handbook (this is subject to editorial approval)

### Bronze Sponsor



**for a contribution of €7,000**

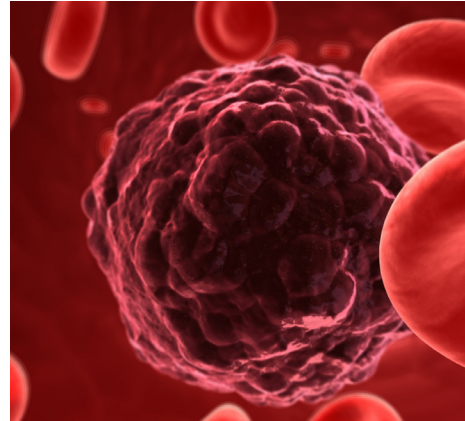
- 3 complimentary full registrations
- Acknowledgment as Bronze Sponsor on all materials and signage
- Full page black & white advertisement in the at-conference handbook (this is subject to editorial approval)

### Complimentary Items

All gold, silver and bronze sponsors will receive the following acknowledgments regardless of the level of investment.

- First choice on available exhibition space
- Logo to be included on all pre-show and on-site printed conference material (subject to receipt by publishing date) \*
- Logo, hyperlink and company profile to be included on Congress website \*

\*Positioning of logos on electronic and printed materials will reflect level of investment.



## Sponsor Opportunities:

### **Satellite Symposium** €20,000

(exclusive to Gold sponsors)

This provides the ideal opportunity for you to reach the delegate audience and to communicate your key messages surrounding HPV and cancer. A 45 minute slot extra-curricular to the conference programme will be provided (subject to availability) including room hire and basic AV.

For the above Satellite Symposia packages, the following applies:

- Specific times slots have been designated and selection of times will be on a first come, first served basis
- The sponsoring company, in addition to the symposia fee, must cover all speakers' expenses, including registration fees, accommodation and travel expenses. This is also applicable where the symposium speakers have been invited by the meeting
- All satellite symposia content and speakers are to be approved by the conference organising committee.

### **Educational Grant** @ €10,000

Supporters will be acknowledged in the final programme as "Sponsored by an Educational Grant from...".

### **Networking Reception** @ €12,000

Sponsorship of the networking drinks and canapes reception at the end of conference day one will provide your company with a unique opportunity to network with delegates and speakers in an informal environment. Signage will feature within the exhibition area, tables, napkins and on the holding slide prior to the reception.

### **Internet Café** @ €7,500

Sponsorship of the Internet Café where delegates gain internet access during the conference will include your company logo on foam-backed posters advertising the Internet Café and your company logo to be saved as the desktop on all computer screens within the Café.

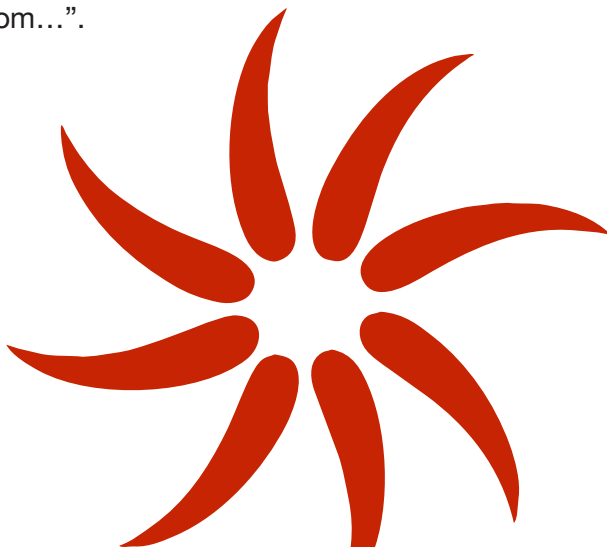
### **Conference Bags** @ €8,500

(exclusive to Gold sponsors)

Your logo along with the conference logo will be printed on the delegate bags given to all delegates at registration. This is the ideal way to gain additional exposure both during and after the event.

### **Speaker / VIP Lounge** @ €6,000

Sponsorship of the VIP lounge where speakers can meet during the conference. Includes your company logo on foam-backed posters advertising the VIP lounge and your company logo to be saved as the desktop on all computer screens within the lounge.



## Sponsor Opportunities:

### Lanyards @ €6,000

Your logo will be printed on all lanyards given to delegates at registration which will be worn throughout the entirety of the event

### Lunch Breaks @ €4,500 per break

Signage will feature within the catering area, tables and on the holding slide prior to the specific lunch break

### Coffee Breaks @ €2,500 per break

Signage will feature within the catering area, tables and on the holding slide prior to the specific coffee break

### Notepads and Pens Provided in kind + €2,000

Your branded notepads and pens will be included in all delegate bags that will be given to delegates at registration. Items are to be provided by the sponsor.

### Umbrella Provided in kind + €2,000

Umbrellas to be provided by the sponsor and inserted into the delegate bags given to each delegate upon arrival at the conference.

### Delegate Bag Insert @ €500 per item

Your promotional materials will be inserted into each delegate bag that is given to participants on site. This applies to light weight materials only.

### Literature Display @ €250 per item

Your promotional materials will be displayed by the conference organisers on a dedicated literature display in the main exhibitor area.

### Table Top Exhibition Stand €1,500

The conference will feature an exhibition that will be located where all refreshment breaks take place guaranteeing maximum exposure for the duration of the conference. It will promote informal networking among product and informational suppliers serving the medical community.

#### Options:

Inclusions:

- Furniture (2 chairs, 1 table)
- Electrical power point
- 2 conference passes
- Company sign
- Acknowledgment of support on all appropriate on site signage and distributed materials.

#### Applicable Taxes:

##### Table-top Display

- Local Dutch tax of 19% is applicable


##### Sponsorship

If your company is based:

- In the UK tax of 17.5% is applicable
- In the EU, if you cannot provide a VAT number, tax of 17.5% is applicable
- In the EU if you provide a VAT number, nil tax is applicable
- Outside of the UK & EU nil tax is applicable

# THE LANCET Conferences HPV and Cancer

## Booking Form

<p><b>Return To:</b></p> <p><b>Reinbert van der Fluit</b> Tel: +31 20 485 2931 Email: r.fluit@elsevier.com Fax: +31 20 485 2940</p> <p><b>Order Details:</b></p> <table><tr><td><input type="checkbox"/> Gold Sponsor</td><td>€30,000</td></tr><tr><td><input type="checkbox"/> Silver Sponsor</td><td>€15,000</td></tr><tr><td><input type="checkbox"/> Bronze Sponsor</td><td>€7,000</td></tr><tr><td><input type="checkbox"/> Exhibition Table Top Stand</td><td>€1,500</td></tr><tr><td><input type="checkbox"/> Satellite Symposium</td><td>€20,000</td></tr><tr><td><input type="checkbox"/> Educational Grant</td><td>€10,000</td></tr><tr><td><input type="checkbox"/> Networking Reception</td><td>€12,000</td></tr><tr><td><input type="checkbox"/> Internet Cafe</td><td>€7,500</td></tr><tr><td><input type="checkbox"/> Conference Bags</td><td>€8,500</td></tr><tr><td><input type="checkbox"/> Speaker VIP/Lounge</td><td>€6,000</td></tr><tr><td><input type="checkbox"/> Lanyards</td><td>€6,000</td></tr><tr><td><input type="checkbox"/> Lunch Break</td><td>€4,500</td></tr><tr><td><input type="checkbox"/> Coffee Break</td><td>€2,500</td></tr><tr><td><input type="checkbox"/> Notepads &amp; Pens</td><td>€2,000</td></tr><tr><td><input type="checkbox"/> Umbrella</td><td>€2,500</td></tr><tr><td><input type="checkbox"/> Delegate Bag Insert</td><td>€500</td></tr><tr><td><input type="checkbox"/> Literature Display</td><td>€250</td></tr></table> <p><b>Applicable Taxes:</b> <b>Table-top Display</b></p> <ul style="list-style-type: none"><li>Local Dutch tax of 19% is applicable</li></ul> <p><b>Sponsorship</b> If your company is based:</p> <ul style="list-style-type: none"><li>In the UK tax of 17.5% is applicable</li><li>In the EU, if you cannot provide a VAT number, tax of 17.5% is applicable</li><li>In the EU if you provide a VAT number, nil tax is applicable</li><li>Outside of the UK &amp; EU nil tax is applicable</li></ul> <p><b>I agree to the terms &amp; conditions as detailed below</b></p> <p><b>Signature:</b></p> <p> Conference &amp; Exhibition administration is provided by Elsevier Ltd</p> <p>All bookings are subject to the Terms &amp; Conditions attached.</p>	<input type="checkbox"/> Gold Sponsor	€30,000	<input type="checkbox"/> Silver Sponsor	€15,000	<input type="checkbox"/> Bronze Sponsor	€7,000	<input type="checkbox"/> Exhibition Table Top Stand	€1,500	<input type="checkbox"/> Satellite Symposium	€20,000	<input type="checkbox"/> Educational Grant	€10,000	<input type="checkbox"/> Networking Reception	€12,000	<input type="checkbox"/> Internet Cafe	€7,500	<input type="checkbox"/> Conference Bags	€8,500	<input type="checkbox"/> Speaker VIP/Lounge	€6,000	<input type="checkbox"/> Lanyards	€6,000	<input type="checkbox"/> Lunch Break	€4,500	<input type="checkbox"/> Coffee Break	€2,500	<input type="checkbox"/> Notepads & Pens	€2,000	<input type="checkbox"/> Umbrella	€2,500	<input type="checkbox"/> Delegate Bag Insert	€500	<input type="checkbox"/> Literature Display	€250	<p><b>Client Details:</b></p> <p>Title (Prof, Dr, Mr, Ms) _____</p> <p>First Name _____ Surname _____</p> <p>Job Title _____</p> <p>Organization _____</p> <p>Address _____</p> <p>State/County _____</p> <p>Post/Zip Code _____ Country _____</p> <p>Tel _____ Fax _____</p> <p>Email _____</p> <p><b>Payment Details:</b></p> <p><b>Total amount payable</b> € <input type="text"/></p> <p><input type="checkbox"/> I will arrange a bank transfer on receipt of an invoice</p> <p>Invoicing address if different from above</p> <p>Name _____</p> <p>Address _____</p> <p><input type="checkbox"/> I enclose a cheque payable to Elsevier Ltd</p> <p><input type="checkbox"/> Please charge my Visa/Amex/Mastercard <i>(delete as applicable)</i></p> <p>Card No _____</p> <p>Expiry Date _____ Today's Date _____</p> <p>Name &amp; address of cardholder if different from above:</p> <p>Name _____</p> <p>Address _____</p> <p>Signature _____</p> <p><b>Data Protection Notice:</b> The personal information that you provide on this form will be used by Elsevier Limited, The Boulevard, Langford Lane, Kidlington, Oxford, OX5 1GB, UK, conferenceinfo@elsevier.com &amp;, with your consent, may be transferred to &amp; processed by affiliated Elsevier group companies outside of the European Economic Area, including the United States, to keep you updated about the conference &amp;, with your permission, may be used by us &amp; affiliated &amp; non-affiliated third parties for marketing purposes. 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# Terms and Conditions

## Definitions and applicability

Client: Exhibitor, Sponsor or Advertiser

Exhibition: the exhibition or conference as indicated above

Elsevier : the organizer of the exhibition or the conference

Products and/or Services: the products delivered and / or services rendered by Elsevier in connection with the Exhibition.

Where general terms and conditions of business are proposed by the Client, these shall not apply and these terms and conditions will prevail. Any variation to these terms and conditions and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the terms and conditions will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

Application for Exhibition and Sponsorship  
Application for the Products and Services should be made with the enclosed registration form to Elsevier. Elsevier will endeavour to match the Client's request wherever possible, however cannot guarantee that selected stand/space options will be met. As space is available on a first-come, first-served basis. Elsevier reserves the right to amend exhibition stand/space layout.

## Rates and prices

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

## Terms of Payment

- A deposit of 75% of the total exhibition/sponsorship fees due will be invoiced once the attached booking form has been received. Participation at the Exhibition will not be confirmed until deposit has been paid. The second payment of 25% of the total sponsorship fee will be invoiced 2 months before the event. If the Client fails to

submit full payment 1 month prior to the event, Elsevier can cancel the Client's participation in the Exhibition.

- Priority amongst Clients in each category will depend on the order in which they commit and on prompt payment of contributions.
- The Client understands and acknowledges that any and all other costs and expenses incurred by the Client in connection with the Exhibition are the sole responsibility of the Client, even in the event of cancellation by either party.

For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client.

Products shall be at the Client's risk as from delivery. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier.

## Methods of Payment

1. Cheque in Pounds (€) payable to Elsevier Ltd.
2. Bank Transfer.
3. Payment by credit card by completion of relevant section on the order form.

In order to pay the Client will first require an invoice. An invoice will be sent to the Client by airmail upon receipt of a signed registration form completed with Client's contact details and registration details. The reverse side of the invoice provides Elsevier bank account details for transfer purposes. It is essential that the Client includes its invoice number when instructing its bank. A copy of the bank transfer documentation should be transferred to Elsevier. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

## Cancellation policy

All cancellations must be received in writing. In order to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation, cancellation charges will apply as follows:

- Provided that written notice is received before 12th August 2010, a full refund will be given (less 10% administration charge).

- If written notice is received after 12th August 2010, but before 12th September 2010, a 50% refund will be given.
- No refunds will be given for cancellations after 12th September 2010 or for no-shows at the conference, the full exhibition and sponsor package fee (100% cancellation charges) will be payable.

### **Intellectual property**

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### **Force Majeure**

Elsevier shall not be responsible, in whole or in part, for any failure to perform any of these obligations under this Agreement or for failure to hold the Exhibition as a result of circumstances beyond its reasonable control including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

### **Insurance**

Elsevier cannot be held responsible for any loss of damage of/to any equipment brought in for the Client's exhibition stand. The Client is therefore advised to ensure to take out adequate insurance cover as necessary including Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Kings Fund, London, requires that Client's show proof of their insurance liability in the event of damage to the venue. If a Client would like to take out insurance for its exhibition stand/equipment, he/she should contact its insurer.

### **Limitation of Liability**

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS

(i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this terms and conditions or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law:

- (a) any loss of anticipated profits or expected future business;
- (b) damage to reputation or goodwill;
- (c) any damages, costs or expenses payable by Elsevier to any third party;
- (d) loss of any order or contract; or
- (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or
- (f) any loss not caused by any breach on the part of Elsevier;

AND (ii) NEITHER PARTY SHALL BE RESPONSIBLE FOR DEATH OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE.

NOTHING IN THE TERMS AND CONDITIONS SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TERMS AND CONDITIONS TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER.

### **Governing Law /Jurisdiction**

This Agreement is made and shall be governed by English Law, without regard to its choice of law principles. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected with the Agreement, its negotiation or termination, or the Exhibition will be in the courts of England.



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