



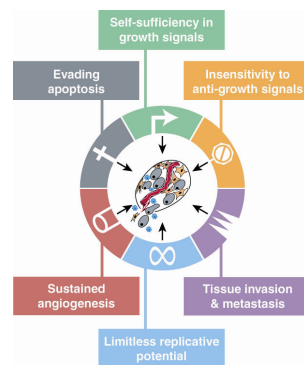
British Association for Cancer Research
50th Anniversary Meeting
Hallmarks of Cancer – from mechanisms to therapies
Trade Exhibition
James Watt Centre II, The Edinburgh Conference Centre
Heriot-Watt University, Edinburgh
13 to 14 June 2010



Dear Colleague

The British Association for Cancer Research (BACR) will hold its 50th Anniversary Meeting on 13th to 15th June 2010 at the Edinburgh Conference Centre, Heriot-Watt University, Edinburgh.

Ten years ago Hanahan and Weinberg published a key paper (Cell, 100, 57–70) describing how after a quarter century of rapid advances, cancer research had revealed cancer to be a disease involving dynamic changes in the genome. They described six essential alterations in cell physiology that collectively dictate malignant growth, which they termed the “Hallmarks of Cancer”.



For the BACR 50th Anniversary Meeting we have invited international leaders in cancer research to revisit the Hallmarks of Cancer and to discuss their views on how this has impacted on translation of mechanisms to novel therapies and future approaches which will improve the survival of cancer patients.

We anticipate this conference attracting many clinical and non-clinical investigators, both from academia and industry. It is anticipated that the 50th Anniversary Meeting will attract delegate numbers in excess of 400. BACR members and non-members are welcome to attend (and to submit abstracts).

The BACR is the largest British-based cancer society with a membership of almost 1,200. The Association was formed in 1960 to promote the advance of research in relation to all aspects of cancer, both laboratory and clinical, and to encourage the exchange of information. The BACR offers educational and training opportunities for all those involved in the cancer field, particularly the next generation of cancer research professionals.

We invite your company to become part of the 50th Anniversary celebrations by participating in the concomitant trade exhibition and look forward to welcoming you at the BACR 50th Anniversary meeting in June next year. Please address any questions you might have to our exhibition coordinator, Uta Boeger-Brown, who can be contacted at the address given below

With kind regards

Professor Robert Brown
Chair, Scientific Organising Committee

Uta Boeger-Brown, PhD
BACR 50th Anniversary Meeting Trade Exhibition
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The concomitant BACR 50th Anniversary Meeting **Trade Exhibition** is being held at the James Watt Centre II, The Edinburgh Conference Centre from 13th to 14th June 2010

Reasons why your company or organisation should be part of the BACR 50th Anniversary Meeting Trade Exhibition

- The exhibition is an integral part of the Anniversary meeting and care has been taken to ensure a high level of exposure of the exhibition to the delegates
- Opportunity to interact with key decision makers within the UK cancer research community
- Free 100-word company listing, including B&W company logo, in the Exhibitors' Catalogue
- Exhibitor support will be explicitly acknowledged during the sessions
- Drinks reception in the exhibition area on Sunday 13 June 2010 (with drinks served from the stands)
- Lunches and refreshments will be served within the exhibition area
- Time has been set aside within the scientific programme for Exhibition Viewing
- The poster session will be located within the exhibition area
- Post-conference mailing: the delegate list will be forwarded to your company free of charge and can be used for **one** post-conference mailing to keep your company in the delegates' minds long after the meeting is over

The BACR 50th Anniversary Meeting Exhibition is the prime opportunity for companies to enhance their profile, talk one-to-one with users of their products and services, and build relationships with potential purchasers as well as reconfirming relationships with existing customers.

Whether you are selling, promoting your company, introducing new products or services, or confirming your company's message, take advantage of the unique exhibition and promotional marketing opportunities during the BACR 50th Anniversary Meeting

EXHIBITION OPPORTUNITIES

The Exhibition will be held in the James Watt Centre II of the Edinburgh Conference Centre, Sunday 13 and Monday 14th June 2010. Exhibition space will be allocated on a first-come, first served basis according to date of request received by the Exhibition Coordinator. Whilst every effort will be made to allocate the spaces requested, the BACR Secretariat and the exhibition coordinator reserve the right to make the final allocation. *Please refer to the floor plan at the end of this document.*

Trade Exhibition days

- Sunday 13 June 2010, 15:00 to 19:30
- Monday 14 June 2010, 10:30 to 16:40

Exhibition Packages:

Exhibition Package (commercial) *:
(Stands 8 to 25 – shell scheme included)

- 3.0m x 2.0m

Costs

£1,200*

Exhibition Package (not-for-profit organisation):
(Stands 1 to 7 – space only)

- 3.0m x 2.0m

£700

Exhibition space for not-for-profit organisations is limited (stands 1 to 7) and only organisations recognized as a Government entity, Learned Society, registered charitable organisation (charity registration number to be confirmed at time of booking) and as a start-up company will be allowed to become not-for-profit exhibitors.

*** Companies who are confirmed BACR Supporting Partner receive a 10% discount on the cost of the Exhibition Package.** (BACR Supporting Partnership application may accompany the exhibition booking).



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All exhibition stands come equipped with:

- Carpet flooring as part of the flooring of the exhibition hall
- Access to one 500-watt power socket
- One Furniture Package (one 5-foot trestle table and two chairs)
- Wifi internet access (using the James Watt II Centre's existing wifi facilities)

The exhibition package includes also:

- Complimentary registration for **two** company executives including refreshments and lunch and full session attendance
- Delegate pack including delegate list
- Free 100-word entry in Exhibitors' Catalogue

PROMOTIONAL MARKETING OPPORTUNITIES:

Promotional Marketing Inserts for inclusion in Delegate Packs (booked promotional marketing item(s) to be supplied by the exhibitor/sponsor for distribution):

- Delegate bags **£2,000**
- Meeting pens **£200**
- Writing pads (minimum size A5) **£200**

Promotional marketing items can be branded with the sponsor's or exhibitor's company logo or product logo and are to be supplied by the sponsor or exhibitor. These opportunities are available to confirmed sponsors or exhibitors only.

Promotional literature inserts (maximum size: single sheet A4) for inclusion in Delegate Packs:

- Confirmed Exhibitor **£300**
- Non-Exhibitor **£500**

Please note that we can only accept a maximum of 10 promotional literature inserts in order to maximise the impact of the inserts

For larger inserts please email Uta Böger-Brown at uta@biomedex.co.uk for further details.

Exhibitors' Guidelines:

Eligible Exhibits: Only the sign of the company whose name appears on the signed booking form may be placed in the stand or appear on any printed list of exhibitors. The sharing of exhibition space by two or more companies/not-for-profit organisations is not permitted.

All Exhibitors must provide the Exhibition Co-coordinator with a copy of the Public Liability Insurance Certificate as proof that their exhibition stand and personnel, as well as any stand contractor appointed by said Exhibitor, are covered by Public Liability Insurance for the duration of the BACR 50th Anniversary Meeting Trade Exhibition.

Any Exhibitor planning any function, which is intended to involve meeting delegates during the period of BACR 50th Anniversary Meeting, must notify the Exhibition Coordinator of its style, timing and size. Any such event is subject to prior agreement of the BACR Secretariat and the BACR Programme Committee.

Book your Exhibition Space NOW !

The BACR 50th Anniversary Meeting Exhibition is operated by BioMedEx on behalf of the British Association for Cancer Research

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Programme Overview:

BACR 50th Anniversary Lecture

- ❖ Chair - Professor Andy Gescher (BACR Chairman), Department of Cancer Studies and Molecular Medicine, University of Leicester Medical School, Leicester, UK
- ❖ Professor Douglas Hanahan, Professor of Biochemistry and Biophysics, Helen Diller Comprehensive Cancer Center, University of California, San Francisco, USA

BACR Tom Connors Lecture

- ❖ Chair - Professor Andy Gescher (BACR Chairman), Department of Cancer Studies and Molecular Medicine, University of Leicester Medical School, Leicester, UK
- ❖ Professor Herbie Newell, Professor of Cancer Therapeutics at the Northern Institute for Cancer Research, University of Newcastle upon Tyne, Newcastle, UK

Keynote Lecture

- ❖ Chair - Professor Robert Brown, Imperial College, London (chair)
- ❖ Professor Sir David Lane, Chief Scientist for Cancer Research UK, Chief Scientist at the Agency for Science, Technology & Research, Singapore

Self-sufficiency and growth signals

- ❖ Chair - Professor Ian Hart, Head of the Centre for Tumour Biology, Bart's & the London School of Medicine & Dentistry, London, UK
- ❖ Professor Richard Marais, Head of Signal Transduction at The Institute of Cancer Research, London, UK
- ❖ Professor Hal Moses, Professor of Molecular Oncology, Cancer Biology, Medicine and Pathology, Vanderbilt-Ingram Comprehensive Cancer Center, Nashville, USA
- ❖ Professor Dennis Slamon, Director of clinical/translational research at the UCLA Jonsson Comprehensive Cancer Center, Los Angeles, USA

Replicative potential and evading apoptosis

- ❖ Chair - Professor John Wyke, ex-director, Cancer Research UK Beatson Institute for Cancer Research, Glasgow, UK
- ❖ Professor Jerry Shay, Professor and Vice Chairman, Dept of Cell Biology, Associate Director Simmons Comprehensive Cancer Center, University of Texas Southwestern Medical Center, Dallas, USA
- ❖ Professor Karen Vousden, Director, Cancer Research UK Beatson Institute for Cancer Research, Glasgow, UK
- ❖ Professor Caroline Dive, Head, Clinical and Experimental Pharmacology Group at the Cancer Research UK Paterson Institute for Cancer Research, University of Manchester, Manchester, UK

Angiogenesis, invasion and metastasis

- ❖ Chair - Professor Bill Miller, Edinburgh, UK
- ❖ Professor John Condeelis, Professor and co-Chairman of the Department of Anatomy and Structural Biology, Albert Einstein College of Medicine, Yeshiva University, New York, USA
- ❖ Professor Margaret Frame, Head, Cancer Research UK Cell Adhesion Signalling Laboratory, Edinburgh University Cancer Centre, Edinburgh, UK
- ❖ Professor Adrian Harris, Director, Medical Oncology Laboratories, Weatherall Institute of Molecular Medicine, University of Oxford, Oxford, UK

Guardians and caretakers

- ❖ Chair - Professor Robert Souhami, (chair, BACR President), Emeritus Professor of Medicine at University College, London, UK
- ❖ Professor Alan Ashworth, Director of the Breakthrough Breast Cancer Research Centre at The Institute of Cancer Research, London, UK
- ❖ Professor Sir Richard Peto, Co-Director MRC/Cancer Research UK/BHF Clinical Trial Service Unit & Epidemiological Studies Unit, University of Oxford, Oxford, UK
- ❖ Professor Stephen Baylin, Professor of Oncology and Medicine, Director of the The Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins University School of Medicine, Baltimore, USA

Translational implications – where do we go from here

- ❖ Chair - Professor Robert Brown, Imperial College, London, UK
- ❖ Professor Paul Workman, Chairman and Director Cancer Research UK Centre for Cancer Therapeutics, The Institute of Cancer Research, Sutton, UK
- ❖ Professor Sir Bruce Ponder, Director and Professor of Oncology at the Cancer Research UK, Cambridge Research Institute, Cambridge, UK

Educational workshops

- ❖ Dr Dave Tuveson, Cancer Research UK, Cambridge Research Institute, Cambridge, UK
- ❖ Professor Roger Griffin, Northern Institute of Cancer Research, University of Newcastle upon Tyne, Newcastle, UK

Poster Sessions and parallel Proffered Paper Sessions