

CANCER STEM CELLS

**Register
before
January 29th
and save
\$400**

Targeting Cancer Stem Cells to Revolutionize Cancer Therapies

Hear from 25 leading experts including:

- Dr Robert Weinberg, Founding Member, **Whitehead Institute**
- Dr Robert Hollingsworth, Director of Oncology, **MedImmune**
- Dr Bin-Bing Zhou, Senior Director, Oncology Discovery, **Pfizer**
- Dr Jan Van Tornout, Group Director, Discovery Medicine and Clinical Pharmacology, **Bristol-Myers Squibb**
- Dr Venkateshwar Reddy, Group Leader, Cancer Stem Cells, **Novartis**
- Dr Pradip Majumder, Scientist, Department of Oncology, **Merck**
- Dr Erica Jackson, Scientist and Research Group Leader, **Genentech**
- Dr Sonya Zabudoff, Associate Director, Cancer Bioscience, **AstraZeneca**
- Dr Mohamed Ragab, Global Partnering Head, **Roche**
- Dr Tom Okarma, Chief Executive Officer, **Geron**
- Dr Ivan Bergstein, Chief Executive Officer, **Stemline Therapeutics**
- Dr Manish Singh, Chief Executive Officer, **ImmunoCellular Therapeutics**
- Dr Thomas Davis, Associate Director, Oncology, **PTC Therapeutics**
- Dr Tim Hoey, Vice President, Cancer Biology, **OncoMed**
- Dr Paul Grayson, Chief Executive Officer, **Fate Therapeutics**
- Dr Raymond Winquist, Vice President, **Vertex Pharmaceuticals**
- Dr Patrick Baeuerle, Chief Scientific Officer, **Micromet**
- Dr Ram Mandalam, Chief Executive Officer, **Cellerant Therapeutics**
- Dr Agamemnon Epenetos, Chairman, **TrojanTec**
- Dr Piyush Gupta, Researcher, **Broad Institute**
- Dr Brent Cochran, Principle Investigator, **Tufts University**
- Dr Stephen Gillies, Founder, President and Chief Executive Officer, **Provenance Bio**
- Dr Vito Palombella, Vice President, Drug Discovery, **Infinity Pharmaceuticals**
- Dr Jennie Mather, Senior Vice President, Stem Cell Research, **MacroGenics**

The world's first and only meeting where you can hear the latest efforts to understand and target cancer stem cells from the leading companies in the field.

- Understand how the industry is using a growing understanding of **cancer stem cells or tumor-initiating cells to dramatically improve cancer therapies**, and what this will mean for your business and research.
- Meet all of the **key cancer stem cells business and research leaders** at the most influential big pharmaceutical and biotech companies operating in the field.
- Showcase your ideas and innovative research in front of the most influential cancer stem cells business leaders and scientists.
- Get the latest perspectives from the investment community on the cancer stem cells field, and learn how you can make your business and research more attractive to potential investors.
- Make the most of **more dedicated networking time than any other industry event** (including speed networking and scientific poster sessions) to discuss work and meet new clients or potential partners

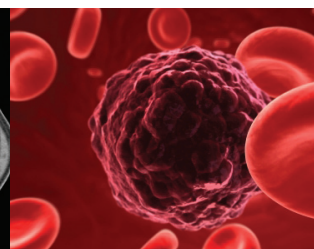
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Targeting Cancer Stem Cells

Targeting Cancer Stem Cells to Revolutionize Cancer Therapies

The investigation and study of cancer stem cells represents an enormous opportunity for the pharmaceutical industry and has profound implications for cancer research and drug development.

Accelerating our understanding of CSC biology and successful development of CSC-targeting drugs will require a concerted effort from everyone in the field. Business leaders, research leaders and scientists all have a critical role to play, as do investors and technology suppliers.

This meeting will provide a platform for **EVERYONE** involved in CSC biology research and cancer drug development to accelerate progress in delivering more effective cancer drugs to patients.

- **Find out how big pharma are capitalizing on the opportunity** to develop better cancer drugs
- **Listen to cancer stem cell biology experts** as they outline the robust science that is underpinning the field
- **Get the latest word from innovative biotech company leaders and scientists** describing preclinical and clinical progress in designing targeted therapeutics
- **Understand the role your research group or company** can play in improving prospects for cancer patients

Don't miss this opportunity to attend the world's **largest and best industry-focussed cancer stem cells event**, meet the people accelerating the field and take your business and research to the next level.

Who is this meeting designed for?

This meeting is designed for **scientists, research and business leaders, investors and business development executives** at **universities, research institutes, biotech/pharmaceutical companies and suppliers**.

Whether you're already involved in **cancer research**, or are looking for additional opportunities around existing programs in **stem cell research** or **regenerative medicine**, this event will provide you with the opportunity to meet the world's most knowledgeable stakeholders in cancer stem cell research and drug development.



Biorbis is on an unrelenting mission to deliver scientific meetings to the business and research community that will accelerate progress and ultimately benefit patients.

Our focus is on discovering what makes a difference to your research or business, and working with you to design highly relevant, cutting-edge agendas with content delivered by globally recognised experts and leaders in the field.

We create an environment that encourages open dialogue, frank discussion, generation of ideas and exchange of information that will help to advance medical science and improve your research or grow your business.

Present a poster

The quality of innovative research and the speed of growth in our understanding of cancer stem cell biology and drug development are astounding. As part of the Biorbis mission to accelerate progress and encourage dialogue, **we encourage attendees to present a poster at the event**.

There is no additional charge to registered delegates. Please note that poster displays may not be used for sales or marketing purposes, and all poster abstracts are subject to approval by conference organizers.

Just tick the box on the booking form or inform us when booking.

Contact Richard Lumb at richard.lumb@hansonwade.com for more details

Make the Most of Your Time

A formal part of the agenda, our **speed networking session** offers attendees an opportunity to meet fellow delegates and speakers in a 60 minute period.

If you want to make the most of this meeting, don't miss this session!

Targeting Cancer Stem Cells to Revolutionize Cancer Therapies

MEET THE WORLD'S LEADING SCIENTISTS AND BUSINESS LEADERS...

20 reasons why you need to attend

1. Meet and learn from big pharmaceutical and large biotech cancer stem cell research leaders and their teams. Take **10 big new ideas** back to your organisation.
2. **Network with the most influential people in the cancer stem cells field** at the industry's only global and commercially focussed cancer stem cells meeting
3. Understand **how every leading biotech in the field is targeting cancer stem cells** by listening to, and meeting with, their business and research leaders. **Learn what their latest efforts mean for your business.**
4. Get **the latest investor perspectives on cancer stem cells** from big pharma, venture capital firms and investment banks, and learn how to **increase the investment potential of your business and research**
5. **Learn from Pfizer** as Dr Bin-Bing Zhou, a Senior Director at Pfizer BioPharmaceuticals, outlines **therapeutic strategies for targeting tumor-initiating cells**
6. Don't just attend the meeting. **Present your work to the industry at our poster session**, and discuss your latest activities with the brightest minds in the field
7. Listen to **MedImmune** describe **how to identify and validate targets involved in CSC growth and development**
8. **Determine mechanisms by which CSC-targeting agents are effective**, in a session led by Dr Jan van Tornhout of **Bristol-Myers Squibb**
9. **Genentech** will describe **how to characterize cells mediating resistance and relapse**, using Non Small Cell Lung Cancer as a case study.
10. **Assess the clinical evidence of telomerase inhibition** in cancer patients first-hand, in a session led by **Geron** CEO Dr Thomas Okarma talking about Imetelstat
11. Get the latest from **Novartis** as Dr Venkat Reddy outlines **how they create novel assays for CSC target validation and testing therapeutic effect of candidates**
12. **Understand the views of one of the field's leading pioneers, Dr Robert Weinberg of the Whitehead Institute and MIT**, on the role of cancer stem cells
13. Have your say in **developing a roadmap for overcoming barriers associated with CSC research** in our interactive panel discussion
14. **OncoMed** are perceived as the lead biotech by many in the CSC space. Listen to Dr Tim Hoey, their Vice President of Cancer Biology describe **how they develop novel anti-cancer therapeutics**
15. Get a different perspective on treating cancer from Dr Paul Grayson, CEO of **Fate Therapeutics**, on **cell transition in cancer and stem cell modulation**
16. Dr Sonya Zabludoff, Associate Director of Cancer Bioscience at **AstraZeneca**, describes important work on **checkpoint kinases inhibitors**, including **updates on clinical trial results for AZD7762**
17. Several biotech companies have been pioneering the **commercialization of CSC targeting therapies**. Listen and learn from leaders at every important biotech in the space, including **ImmunoCellular Therapeutics, Stemline Therapeutics, Micromet, Cellerant Therapeutic, MacroGenics** and **Trojantec**.
18. Listen to **Merck** outline their latest work on **GSI-mediated down-regulation of Notch signalling**, including an overview of their research and development process
19. **Understand the views of Roche on the CSC field** as Dr Mohamed Ragab, Global Partnering Head for Oncology, contributes on **what needs to be demonstrated from an investment and partnering perspective**
20. This is the **world's only industry-focussed meeting on cancer stem cell therapeutic development** and the only place where you can hear every leading biotech and big pharmaceutical company involved in the field. Don't miss it!

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Advancing Oncology. Changing Medicine. **Crown Bioscience Inc.** is a US-based oncology service company committed to advancing anti-cancer therapeutics through the preclinical and drug development stages. Our multi-disciplinary team of experts, located in two research campuses in Beijing and Shanghai, provides an integrated service solution from your idea to an enabling IND, including: preclinical, translational and clinical capabilities.

Crown Bio offers a full range of predictive models; such as HuPrime™ xenografts, OmniPanel™ cell based screens, and SnapShot™ translational research services to provide data to help you select the development candidate with the highest chance of success.



PTC THERAPEUTICS, INC. (PTC) is a biopharmaceutical company focused on the discovery, development and commercialization of orally administered, proprietary small-molecule drugs that target post-transcriptional control of RNA processes. Post-transcriptional control processes regulate the rate and timing of protein production and are of central importance to proper cellular function.

PTC has assembled proprietary technologies and extensive knowledge of post-transcriptional control processes that it applies in its drug discovery and development activities. PTC's current pipeline of clinical and preclinical product candidates addresses multiple therapeutic areas, including genetic disorders, oncology and infectious diseases.

SPONSORSHIP OPPORTUNITIES

Companies developing new technologies and equipment to service this sector are already clamouring to be the supplier of choice, as pharma and biotech companies recognize and begin to invest in this potential.

Create and nurture new business relationships. Companies with a foothold at this stage in the growth of the field are set to capitalize for many years. Achieve this foothold, and **SPONSOR** or **EXHIBIT** at the **worlds only commercially focussed cancer stem cells meeting!**

YOUR partners, prospects, clients and competitors will be there.

WILL YOU?

Why wait? The earlier we confirm your involvement, the sooner we can include you in our marketing campaign and expose your company to our extensive database of cancer stem cell business and research contacts.

Contact Miles Harley on
+44 (0)203 141 8703
or email miles.harley@hansonwade.com

CONFERENCE DAY ONE: March 24th 2010

08.00 Registration, coffee and networking

09.00 **Chairman's opening remarks**
Dr Raymond Winquist, Vice President,
Vertex Pharmaceuticals

09.05 **KEYNOTE ADDRESS: Addressing the role of cancer stem cells in tumour formation and progression**

- Overview of the cancer stem cell theory and supporting evidence
- Implications of recent findings for the CSC model and future therapeutic approaches

Dr Robert A Weinberg, Founding Member,
Whitehead Institute and Professor of Biology, **MIT**

ADVANCING CANCER STEM CELL RESEARCH

09.35 **Case study: Targeting breast cancer stem cells and treatment resistance**

- Revising the cancer stem cell concept
- Breast cancer stem cell biology
- Discovering agents that target drug resistant cancer subpopulations

Dr Piyush Gupta, Researcher, **Broad Institute**

10.05 **Case study: The role of STAT 3 in glioblastoma stem cells**

- STAT 3 and regulation of glioblastoma stem cell self renewal
- STAT 3 mediated regulation of key epigenetic modifiers in glioblastoma cells
- Understanding the implications for wider cancer stem cell research

Dr Brent Cochran, Principle Investigator, **Tufts University School of Medicine**

10.35 ***** SPEED NETWORKING SESSION *****

Connect with speakers and other attendees early in the meeting and maximize the benefit of networking time

11.30 Morning refreshments

11.45 **Novel approaches to Notch inhibition and p53/p21 replacement to destroy cancer stem cells**

- Can cancer stem cell therapies avoid killing normal stem cells?
- What are preferred cancer stem cell therapeutics?
- Which cancer stem cell pathway should we be hitting?
- Do cancer stem cells use multiple cancer stem cell pathways to evade selective therapies?

Dr Agamemnon Epenetos, Chairman, **Trojantec**

12.30 **PANEL DISCUSSION: Developing a roadmap for overcoming barriers associated with cancer stem cells research**

- A discussion of roadblocks and critical rate limiting issues in cancer stem cell research
- Design of a roadmap: what needs to happen to overcome these barriers?
- How can we increase engagement with oncology leaders?

Dr Robert Weinberg, Founding Member,
Whitehead Institute and Professor of Biology, **MIT**
Dr Brent Cochran, Principle Investigator, **Tufts University School of Medicine**

Dr Piyush Gupta, Researcher, **Broad Institute**
Dr Agamemnon Epenetos, Chairman, **Trojantec**

13.00 Lunch and poster session

TRANSLATING RESEARCH INTO DRUG DEVELOPMENT I

14.00 **Active Immunotherapy to target cancer stem cells (CSCs)**

- CTLs can be generated against specific epitopes present on CSCs which have the ability to distinguish between normal and CSCs
- Clinical data from a phase I study in glioblastoma seems to provide significant clinical benefits with improved survival and progression

Dr Manish Singh, President and Chief Executive Officer,
ImmunoCellular Therapeutics

14.30 **Development of novel anti-cancer therapeutics that reduce tumor-initiating cell frequency**

- The ability of tumor cells to propagate the disease is restricted to a sub-population that exhibit stem cell-like properties
- Development of antibodies that block signalling pathways essential for tumorigenesis mediated by cancer stem cells
- Anti-DLL4, an antibody with broad spectrum activity that blocks tumor growth through several mechanisms

Dr Tim Hoey, Vice President, Cancer Biology, **OncoMed**

15.00 **Targeting post-transcriptional regulation of key stem cell proteins for cancer therapy: Bmi-1 as a case study**

- The chemo-resistant fraction of tumor cells share many characteristics with stem cells
- Most stem cell-associated proteins, such as Bmi-1, are intractable by traditional drug discovery approaches
- Regulation by post-transcriptional mechanisms and use as a novel point of intervention

Dr Thomas Davis, Associate Director, Oncology,
PTC Therapeutics

15.30 **Imetelstat and the effect of telomerase inhibition on cancer stem/tumor-initiating cells**

- Introduction to Imetelstat and the importance of telomerase inhibition in countering cancer stem cell activity
- Assessing the clinical evidence of telomerase inhibition in cancer patients

Dr Thomas Okarma, Chief Executive Officer, **Geron**

16.00 Afternoon refreshments

16.30 **Developing clinical and pre-clinical drug candidates targeting cancer stem cells**

- Clinical development of a drug candidate targeting CSCs
- Pre-clinical development of a pipeline of drug candidates targeting CSCs
- Discovery platform identification of CSC directed compounds

Dr Ivan Bergstein, Chief Executive Officer,
Stemline Therapeutics

17.00 **Elimination of EpCAM-expressing CSCs by a T cell-engaging BiTE antibody**

- BiTE antibodies and engagement of T cells for lysis of cancer cells: blinatumomab case study
- MT110, an EpCAM/CD3-bispecific BiTE antibody in phase I clinical trials
- Characterization of EpCAM, a target for MT110 that is a marker for CSCs

Dr Patrick Baeuerle, Chief Scientific Officer, **Micromet**

17.30 **Development of antibody-based therapies targeting AML CSCs**

- Identification of unique targets expressed on CSCs
- Development of in vitro assays and in vivo models
- Validation of targets and characterization of antibodies

Dr Ramkumar Mandalam, Chief Executive Officer, **Cellerant Therapeutics**

18.00 Chairman's closing remarks

18.05 Poster session and networking

CONFERENCE DAY TWO: March 25th 2010

08.30 Registration, coffee and networking

09.00 **Chairman's opening remarks**
Dr Raymond Winquist, Vice President, **Vertex Pharmaceuticals**

HOW INDUSTRY IS ADDRESSING CSC RESEARCH AND DRUG DEVELOPMENT

09.05 **Targeting cancer stem cells: multiple myeloma as a model**

- Complexities in elucidating mechanisms by which CSC-targeting agents are effective
- Preliminary data of a phase 1b trial in patients with multiple myeloma for a CSC targeted agent, a smoothened inhibitor

Dr Jan van Tornout, Group Director, Discovery Medicine and Clinical Pharmacology, **Bristol-Myers Squibb**

09.35 **Characterization of the cells mediating resistance and relapse in Non Small Cell Lung Cancer**

- Do tumors contain a specific population of chemoresistant cells?
- What are the unique properties of these cells?

Dr Erica Jackson, Senior Scientist, **Genentech**

10.05 **Tumor-Initiating Cells: Challenges and opportunities for cancer drug discovery**

- Therapeutic strategies targeting tumor-initiating cells
- Preclinical models integrating target validation, drug and biomarker discovery

Dr Bin-Bing Zhou, Senior Director, Oncology Discovery, **Pfizer**

10.35 Morning refreshments

11.05 **In search of models and drugable targets in tumor-initiating cells**

- Isolating and characterizing CSCs from a range of solid tumors and cancer cell lines
- Developing relevant self-renewal assays compatible with high throughput screening for functional genomic and small molecule screens
- Creating a new generation of in vitro assays for the validation of identified oncology targets with a focus on CSCs
- Developing in vivo efficacy models capable of interrogating the effect of therapeutics on CSCs

Dr Venkateshwar Reddy, Group Leader, Cancer Stem Cells, **Novartis**

11.35 **GSI mediated down regulation of Notch signalling: Bench to bedside and back to bench**

- Shedding light on tumor-initiating cells and their regulation by Notch signalling
- Taking research from the bench to the bedside and back again

Dr Pradip Majumder, Scientist, Department of Oncology, **Merck**

12.05 **Discovery and early development of checkpoint kinase inhibitors**

- Overview of checkpoint kinases as a CSC target
- Development of AZD7762, a potent ATP-competitive checkpoint kinase inhibitor in clinical trials

Dr Sonya Zabłudoff, Associate Director, Cancer Bioscience, **AstraZeneca**

12.35 Lunch

13.35 **Identification and validation of targets involved in CSC growth and survival, and biological drug development**

- As assessment of CSC growth and survival
- Enhancing development of CSC-targeting biologics

Dr Robert Hollingsworth, Director of Oncology, **MedImmune**

INVESTING AND PARTNERING WITH CSC-FOCUSSED BUSINESSES

14.05 **PANEL DISCUSSION: Investor and partnering perspectives on CSCs: what needs to be demonstrated?**

- Perspectives on the field of cancer stem cells
- What needs to be demonstrated by innovative biotechs to attract attention

Dr Mohamed Ragab, Global Partnering Head, Oncology, **Roche**
Jack Laserohn, General Partner, **Vertical Group**
Dr Keith Markey, Scientific Director, **Griffin Securities**

14.35 Afternoon refreshments

TRANSLATING RESEARCH INTO DRUG DEVELOPMENT II

14.55 **Treating cancer: a stem cell company's perspective**

- What is the importance of developmental pathways and cell transition in cancer biology?
- How can stem cell modulation be applied to developing new chemotherapies?

Dr Paul Grayson, Chief Executive Officer, **Fate Therapeutics**

15.25 **Generation of cancer stem cells and of monoclonal antibodies against target antigens**

- Isolating cancer stem cells from primary tumors
- Identification of target antigens
- Monoclonal antibody development and preclinical results

Dr Jennie Mather, Senior Vice President, Stem Cell Research, **MacroGenics**

15.55 **Clinical development of immunocytokines to target tumor-initiating (stem) cells**

- Unique properties of this class of biologic supporting this approach
- Pre-clinical evidence for superiority over naked antibodies
- Early clinical signals
- DI-Leu16-IL2 for multiple clinical indications

Dr Stephen Gillies, Founder, President and Chief Executive Officer, **Provenance Bio**

16.25 **Preclinical and clinical development of IPI-926, a novel Hedgehog pathway antagonist**

- Understanding IPI-925, a novel inhibitor of the Hedgehog pathway
- Evaluation of IPI-926 in phase 1 clinical trials
- Examination of anti-tumor activity

Dr Vito Palombella, Vice President, Drug Discovery, **Infinity Pharmaceuticals**

16.55 Chairman's closing remarks

Targeting Cancer Stem Cells

Meeting: 24th and 25th March 2010

Venue: Le Meridien, Cambridge, MA



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TEAM DISCOUNTS

Book with a colleague and claim your discount:

- 10% discount – 3 delegates
- 15% discount – 4 delegates
- 20% discount – 5 or more delegates

* Please note that discounts are only valid when three or more delegates from one company book and pay at the same time

PURCHASE CONFERENCE DOCUMENTATION

If you are unable to attend, you may purchase the conference documentation for \$799.

You will receive the documentation immediately after the conference.

Documentation orders can only be processed on receipt of credit card details

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Accommodation

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We are currently negotiating the best rates at the conference hotel and will update our website with details.
Please visit www.hansonwade.com/events/cancer-stem-cells
Overnight accommodation is not included in the registration fee.

SPECIAL REQUIREMENTS

If you have any special dietary requirements or other needs that would enhance your enjoyment of this event, please contact us in advance and we will make every effort to assist you.

TERMS & CONDITIONS

Full payment is due on registration.

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Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee. A substitution from the same organisation can be made at any time.

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REGISTRATION FEES

	Book and pay by January 29th 2010*	Book and pay by February 19th 2010*	Standard Price
<input type="checkbox"/> 2 day meeting	\$1899 Save \$400	\$2099 Save \$200	\$2299
<input type="checkbox"/> 2 day meeting (not-for-profit organizations)	\$949 Save \$400	\$1049 Save \$200	\$1149
<input type="checkbox"/> Conference documentation	\$799		

* To qualify for discounts payment must be received by the registration deadline. Early booking discounts are not valid in conjunction with any other offer.

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