



First World Congress of the International Academy of Oral Oncology
ORAL CANCER – A GLOBAL CHALLENGE
Amsterdam, The Netherlands • May 17–20, 2007



Oral Cancer – A Global Challenge

**First World Congress of the
International Academy of Oral Oncology (IAOO)**

**Exhibition and Sponsorship
Information**





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INVITATION from the INTERNATIONAL ACADEMY OF ORAL ONCOLOGY

We are pleased to announce the First Congress of the International Academy of Oral Oncology: Oral Cancer – A Global Challenge, taking place at the RAI Exhibition and Congress Centre in Amsterdam, The Netherlands.

The congress will commence with a welcome reception on Thursday 17th May and will continue through to Sunday 20th May, 2007.

The scientific program will consist of keynote addresses from international experts, panel discussions, debates on controversial issues and proffered papers selected from submitted abstracts. Congress themes include:

- Epidemiology and Health Economics
- Molecular Biology and Genetics
- Diagnosis, Staging and Prognosis
- Pathology
- Surgery
- Radiotherapy and Combined Treatments
- Chemotherapy, Immunotherapy, Alternative and Future Treatments
- Reconstruction
- Dental Rehabilitation and Quality of Life
- Recurrences, Metastasis, Nursing and Terminal Care

Further details of the conference can be found at www.iaoo2007.com.

We are offering Sanofi-Aventis a unique opportunity to participate in the International Academy of Oral Oncology's inaugural congress by exhibiting at the event and taking up sponsorship packages. We invite you to explore the possibilities outlined over the following pages. Please do not hesitate to contact the Secretariat should you need any further details. We look forward to working with you towards a successful conference.

Yours faithfully,

Alexander D. Rapidis
Program Co-Chair

Crispian Scully, CBE
Program Co-Chair

Event Data

Dates: 17-20 May 2007



Conference Website

www.iaoo2007.com

Location

The congress will take place at the RAI Exhibition and Congress Centre in Amsterdam, The Netherlands. The RAI is a modern purpose built complex; one of Europe's foremost venues for major international events.

Amsterdam is easily accessible from abroad with many direct international flights to Schiphol Airport and direct train connections from a large number of European cities. The city's appeal lies in its rich cultural heritage, diverse and creative culture, commercial dynamism and high quality of life. With its unique combination of Old World charm and cosmopolitan culture, Amsterdam is one of the most popular European cities for international visitors.

The International Academy of Oral Oncology

The International Academy of Oral Oncology (IAOO) was established in 2005, and draws together clinicians and scientists worldwide, working on issues relating to the etiopathogenesis, epidemiology, prevention and management of oral and perioral tumors and of oral disease in patients with malignancies. The IAOO consists of a wide range of clinicians and scientists worldwide, leaders in their fields, who have united to establish the Academy.



Congress Committees

Scientific Committee

Jatin P. Shah, *USA*, President
Alexander D. Rapidis, *Greece*, Program Co-Chair
Crispian Scully CBE, *UK*, Program Co-Chair

Members

Jay Boyle, <i>USA</i>	Joseph Helman, <i>USA</i>	Kong, <i>China</i>
Andrew Brown, <i>UK</i>	Jean Claude Horiot, <i>France</i>	Dhananjaya Saranath, <i>India</i>
James S. Brown, <i>UK</i>	Karl Hormann, <i>Germany</i>	James Sciubba, <i>USA</i>
Carol Bradford, <i>USA</i>	Vinod K. Joshi, <i>UK</i>	Ashok Shaha, <i>USA</i>
Joseph Califano, <i>USA</i>	Cyrus Kerawala, <i>UK</i>	Stephen Sonis, <i>USA</i>
Giulio Cantu, <i>Italy</i>	Kwang Hyun Kim, <i>Korea</i>	Khee Chee Soo, <i>Singapore</i>
Peter Cordeiro, <i>USA</i>	Luiz Kowalski, <i>Brazil</i>	Luis Soto Diaz, <i>Chile</i>
Terry Day, <i>USA</i>	Abraham Kuriakose, <i>India</i>	Jan B. Vermorken, <i>Belgium</i>
Eric Dierks, <i>USA</i>	John D. Langdon, <i>UK</i>	William Wei, Hong Kong, <i>China</i>
Anil D'Cruz, <i>India</i>	Jean Louis Lefebvre, <i>France</i>	Gregory Wolf, <i>USA</i>
Joel Epstein, <i>USA</i>	Chris O' Brien, <i>Australia</i>	Julia Woolgar, <i>UK</i>
Peter Rhys Evans, <i>UK</i>	Poul Erik Petersen, <i>Switzerland</i>	
Arlene Forastiere, <i>USA</i>	Nabil Samman, Hong	
Ralph Gilbert, <i>Canada</i>		
Jennifer Grandis, <i>USA</i>		
Patrick Gullane, <i>Canada</i>		
J. Silvio Gutkind, <i>USA</i>		

Local Organizing Committee

C. René Leemans, Rotterdam, Co-Chair
Jan L.N. Roodenburg, Groningen, Co-Chair

Members

Robert J. Baatenburg de Jong, <i>Rotterdam</i>	Johannes A. Langendijk, <i>Groningen</i>	Jan B. Vermorken, <i>Antwerpen</i>
Boudewijn J.M. Braakhuis, <i>Amsterdam</i>	Fred K.L. Spijkervet, <i>Groningen</i>	Isaac Van der Waal, <i>Amsterdam</i>

Congress Secretariat

Janet Seabrook and Sarah Jenkins, Elsevier, Langford Lane, The
Boulevard, Kidlington, Oxford, OX5 1GB, UK

Tel: +44 (0) 1865 843691 or +44 (0) 1865 843243

Fax: +44 (0) 1865 843958

E-mail: jm.seabrook@elsevier.com or sl.jenkins@elsevier.com

Supporting Organisations

The First World Congress of the International Academy of Oral Oncology is proudly supported by:

- World Health Organisation
- European Head & Neck Society
- International Federation of Head & Neck Oncologic Societies
- Dutch Head & Neck Cooperative Group (NWHHT)
- Multinational Association of Supportive Care in Cancer
- International Society for Oral Oncology
- European Association for Cranio-Maxillofacial Surgery
- Sociedade Brasileira de Cirurgia de Cabeça e Pescoco

Display Opportunities

Display opportunities are available to organisations for €1,000.00 per stand. Exhibition table-top displays will be situated in the same space in which catering and poster displays will take place, guaranteeing a good throughput of delegates for the duration of the congress.

A booking includes:

- 1 draped table and chair (Tables are 4ft by 2ft)
- Company name board for your table

A back-drop or booth furniture will not be provided as part of your booking but we encourage you to bring your own modular stands or panels.

Exhibitors are able to take advantage of the following additional exhibitor benefits by providing the information requested:

- 1) Web and delegate manual listing – Exhibitors will be listed in advance on the conference website (www.iaoo2007.com) and in the delegate manual provided to all attendees.
- 2) Single page advert in the delegate manual. Please provide by email a print-ready high-resolution mono A4 pdf file of your advert for inclusion in the delegate manual.
- 3) Full registration for one exhibition staff member to include conference catering and delegate materials

Please note: Your booking does not cover insurance which should be arranged separately and does not cover electricity or an internet connection, which should be arranged through the Congress Secretariat and will be subject to an additional charge. It is also very important to note that full contact details of delegates will not be available to any exhibitor or sponsor due to data protection restrictions, and the provision of delegate contact details is not considered part of this booking.

Sponsorship Opportunities

Platinum Conference Sponsorship Package @ €25,000.00

Platinum sponsorship of the congress is available to 3 sponsors only.

This package entitles you to:

- A table top stand at the congress
- A double page colour advertisement in *Oral Oncology*, the official journal of the International Academy of Oral Oncology
- Your logo on all signage at the congress
- Your logo on front page of congress registration brochure and the abstract book
- One piece of promotional material in the delegate bags
- Your company logo on the sponsors holding slide on the congress platform together with other sponsors
- Company profile and logo within the sponsors section of the IAOO 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)

Sponsorship of the Welcome Drinks Reception (Thursday 17 May) @ €7,500.00

The conference reception will take place in the Park Foyer at the RAI Exhibition and Congress Centre. Canapés and drinks will be served to all attendees.

This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and a banner within the area
- Branded invitation included in the delegate pack
- Your Company logo on the sponsors holding slide on the congress platform together with other sponsors
- Company profile within the sponsors section of the IAOO 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)

**Sponsorship of Cheese and Wine Reception
(Friday 18th May) @ €10,000.00**

The cheese and wine reception will take place in the Park Foyer at the RAI Exhibition and Congress Centre on Saturday 19th May. Local cheese and drinks will be served to all attendees.

This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and banner within the area
- Branded invitation included in the delegate pack
- Your Company logo on sponsors holding slide on conference platform together with other sponsors
- Company profile within the sponsors section of the IA00 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)

Cyber Café @ €7,500.00

This booking entitles you to:

- Sponsors logo on the screen savers of all computer terminals
- Your website as default homepage on all computer terminals
- Display area close to the Cyber Café
- Your Company logo on the sponsors holding slide on the congress platform together with other sponsors
- Company profile within the sponsors section of the IA00 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)

Sponsorship of the Congress Gala Dinner (Saturday 19th May) @ €4,000.00

The Congress Gala Dinner will begin with canapés and drinks on board canal boats as delegates are transported from the RAI Exhibition and Conference Centre into the heart of Amsterdam. A four course dinner will then be served at the Koepelzaal.



This package is open to multiple sponsors.

This booking entitles you to:

- On site 'sponsor' signage during the evening to include a variety of branded signs and a banner
- Branded invitation included in the delegate pack
- Your Company logo on the sponsors holding slide on the congress platform together with other sponsors
- Company profile within the sponsors section of the IA00 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)



Lunch Breaks @ €2,000.00 per Break

This booking is open to multiple sponsors.

This booking entitles you to:

- Local signage
- Your Company logo on the sponsors holding slide on the congress platform together with other sponsors
- Company profile within the sponsors section of the IA00 2007 website and the delegate manual (please provide by email a short company profile (max 50 words), web address and contact details)

Inserts in Conference Bags @ €1,000.00 per Insert

This booking entitles you to:

- The inclusion of one piece of promotional material within the delegates bag

Please note: Full contact details of delegates will not be available to any exhibitor or sponsor due to data protection restrictions, and the provision of delegate contact details is not considered part of the sponsorship packages discussed above.

ORDER FORM

1. YOUR DETAILS

Company Contact Name for Correspondence: _____

Organization _____

Address _____

Post/Zip Code _____

Country _____

Tel _____

Fax _____

E-mail _____

2. ORDER DETAILS

<input type="checkbox"/>	Table top stand	@ €1,000.00 + VAT = €1,190.00
<input type="checkbox"/>	Platinum conference sponsorship	@ €25,000.00 + VAT = €29,750.00
<input type="checkbox"/>	Welcome Drinks reception	@ €7,500.00 + VAT = €8,925.00
<input type="checkbox"/>	Cheese & Wine reception	@ €10,000.00 + VAT = €11,900.00
<input type="checkbox"/>	Conference bag	@ €5,000.00 + VAT = €5,950.00
<input type="checkbox"/>	Cyber Café	@ €7,500.00 + VAT = €8,925.00
<input type="checkbox"/>	Conference dinner	@ €4,000.00 + VAT = €4,760.00
<input type="checkbox"/>	Abstract Book	@ €18,000.00 + VAT = €21,420.00
<input type="checkbox"/>	Lunch	@ €2,000.00 + VAT = €2,380.00
<input type="checkbox"/>	Lanyards	@ €3,000.00 + VAT = €3,570.00
<input type="checkbox"/>	Inserts	@ €1,000.00 + VAT = €1,190.00

All costs are subject to VAT @ 19 %

3. HOW TO PAY

TOTAL AMOUNT PAYABLE _____

Please charge my VISA / MasterCard / AmEx

Card number _____

Expiry date _____

Today's date _____

Cardholder Name and Address (if different from above) _____

Cheque enclosed (please make cheques payable to Elsevier)

I will arrange a bank transfer to Elsevier

3. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature: _____

Today's Date: _____

4. RETURN TO:

Janet Seabrook
Congress Secretariat
Elsevier
The Boulevard
Langford Lane
Kidlington
Oxford, OX5 1GB,
UK

Fax: +44 (0) 1865 843958 **Tel:** +44 (0) 1865 843691

E-mail: jm.seabrook@elsevier.com

Terms and Conditions of Booking:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organizers
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the congress secretariat immediately on +44 (0) 1865 511550. Provided that written notice is received before 5th April 2007, a full refund will be given (less a 10% administration charge). If written notice is received by 19th April 2007, a 50% refund will be given. It is regretted that no refunds will be given for cancellations after 19th April 2007 or for no-shows at the congress: the full exhibition and sponsorship package fee (100% cancellation charges) will be payable.
- Payment must be made in advance of the congress and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.