



Your day-by-day guide to ASCO  
**30 May - 2 June 2009**

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*Orange County Convention Center  
Orlando, FL, USA*





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# Congress details

## **Congress venue**

Orange County Convention Center  
9800 International Drive  
Orlando, FL 32819, USA  
Tel: 407 685 98 00 Fax: 407 685 98 84

## **Congress registration**

Location: West Hall C, Orange County Convention Center  
Friday 29 May: Onsite registration opens  
(including self-registration)  
Tuesday 2 June: Onsite registration closes

## **Congress dates and opening hours**

Friday 29 May	13:00-18:00
Saturday 30 May	08:00-18:00
Sunday 31 June	08:00-18:00
Monday 1 June	08:00-18:00
Tuesday 2 June	08:00-13:00

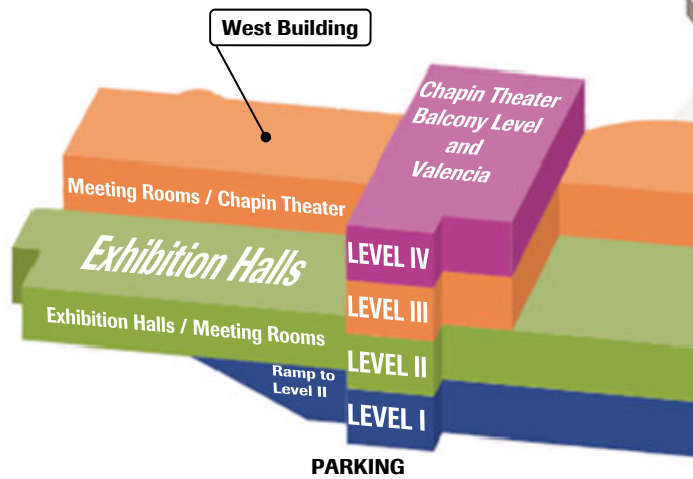
## **Exhibit opening hours**

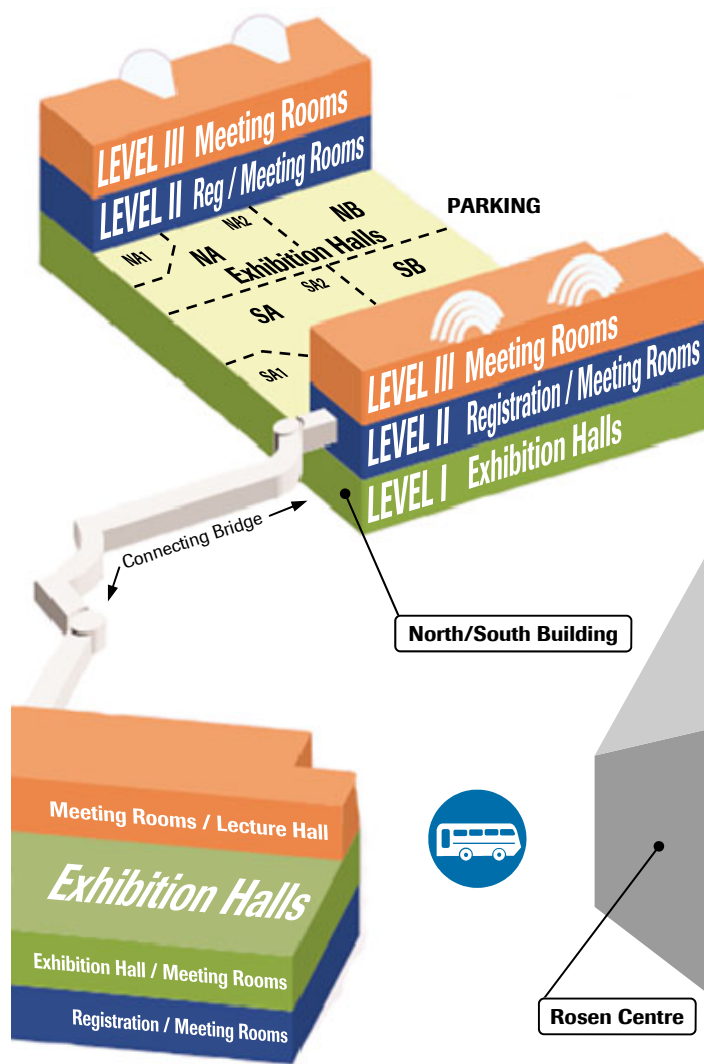
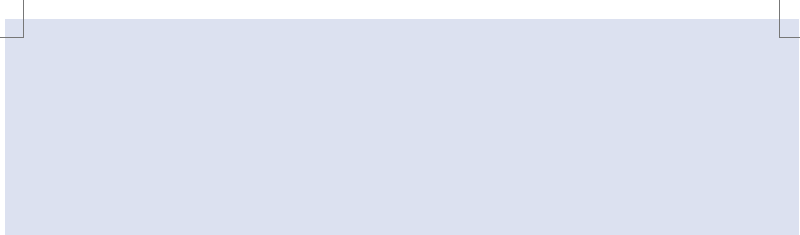
Saturday 30 May - Monday 1 June 09:00-17:00

# Congress site plan



**Roche Investigator Meeting shuttle bus**  
(between West Concourse Building and  
Rosen Centre)





# Key

## Key to symbols used throughout the planner

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**A** Avastin

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**H** Herceptin

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**M** MabThera

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**P** Pertuzumab

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**P** PLX4032 (R7204)

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**T** Tarceva

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**T** T-DM1

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**X** Xeloda

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Saturday

30 May

### POSTER DISPLAY/DISCUSSION SESSION

Time: 08:00-13:00 [discussion 12:00-13:00]  
Venue: Level 2, W240A [Level 2, West Hall E1]

#### Breast Cancer – Metastatic

- T** A phase II study of trastuzumab-DM1 (T-DM1), a HER-2 antibody-drug conjugate (ADC), in patients (pts) with HER-2+ metastatic breast cancer (MBC): Final results (CL Vogel; Poster 9, Abstract 1017)
- P** Pertuzumab monotherapy following trastuzumab-based treatment: Activity and tolerability in patients with advanced HER-2-positive breast cancer (J Cortés; Poster 14, Abstract 1022)
- A** Tolerability and efficacy of first-line bevacizumab (B) plus chemotherapy (CT) in elderly patients with advanced breast cancer (aBC): Sub-population analysis of the MO19391 study (L Biganzoli; Poster 24, Abstract 1032)
- A** Safety and efficacy of first-line bevacizumab (B) plus chemotherapy (CT) for locally recurrent or metastatic breast cancer (LR/mBC): Analysis of MO19391 according to CT (J Pierga; Poster 25, Abstract 1033)

### ORAL ABSTRACT SESSION

Time: 13:00-16:00  
Venue: Level 2, West Hall F1

#### Lymphoma

- M** Benefit of rituximab combined to ACVBP (R-ACVBP) over ACVBP in 209 poor risk BDLC NHL patients treated with up-front consolidative autotransplantation: A GELA phase 2 trial (LNH 2003–3) (N Mounier; Abstract 8507)

Time: 13:15-13:30

Time: 14:00-14:15

10

**T** T-DM1  
**A** Avastin

**P** Pertuzumab  
**M** MabThera

Saturday

30 May

- M** R-ICE versus R-DHAP in relapsed patients with CD20 diffuse large B-cell lymphoma (DLBCL) followed by autologous stem cell transplantation: CORAL study (C Gisselbrecht; Abstract 8509)

Time: 14:00-14:15

- M** Long-term follow-up of patients with follicular lymphoma (FL) receiving single agent rituximab at two different schedules in study SAKK 35/98 (ME Ghilmini; Abstract 8512)

Time: 15:00-15:15

### GENERAL POSTER SESSION

Time: 14:00-18:00

Venue: Level 2, West Hall C

#### Lung Cancer – Metastatic

- A** Preliminary safety and effectiveness of bevacizumab (BV) based treatment in subpopulations of patients (pts) with non-small cell lung cancer (NSCLC) from the ARIES study: A bevacizumab (BV) treatment observational cohort study (OCS) (NA Fischbach; Poster M21, Abstract 8040)
- A** MO19390 (SAiL): Safety and efficacy of first-line bevacizumab (Bv)-based therapy in advanced non-small cell lung cancer (NSCLC) (L Crino; Poster N3, Abstract 8043)
- A** Efficacy and safety of first-line bevacizumab (Bv) and cisplatin/gemcitabine (CG) in elderly patients (pts) with advanced non-small cell lung cancer (NSCLC) in the BO17704 study (AVAiL) (NB Leigh; Poster N12, Abstract 8050)

Saturday

30 May

**ORAL ABSTRACT SESSION**

Time: 15:00-18:00

Venue: Level 3, W330A

**Central Nervous System Tumors**

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- A** Safety of bevacizumab in patients with metastases to the central nervous system (UP Rohr; Abstract 2007)

Time: 17:15-17:30

12

**A** Avastin

Sunday

31 May

## GENERAL POSTER SESSION

Time: 08:00-12:00

Venue: Level 2, West Hall C

### Gastrointestinal (Colorectal) Cancer

- A** mFOLFOX-bevacizumab or XELOX-bevacizumab then bevacizumab (B) alone or with erlotinib (E) in first-line treatment of patients with metastatic colorectal cancer (mCRC): Interim safety analysis of DREAM study (C Tournigand; Poster G18, Abstract 4077)
- T**
- X**
- A** Efficacy and safety of bevacizumab (BEV)-based combination regimens in patients with metastatic colorectal cancer (mCRC): Randomized phase II study of BEV + FOLFIRI versus BEV + XELIRI (FNCLCC ACCORD 13/0503 study) (M Ducreux; Poster H11, Abstract 4086)
- X**

### Gastrointestinal (Noncolorectal) Cancer

- H** Pathological features of advanced gastric cancer (GC): Relationship to human epidermal growth factor receptor 2 (HER2) positivity in the global screening programme of the ToGA trial (Y Bang; Poster N6, Abstract 4556)

## POSTER DISPLAY/DISCUSSION SESSION

Time: 08:00-12:00 [discussion 11:00-12:00]

Venue: Level 3, W340A [Level 2, West Hall E2]

### Lung Cancer – Metastatic

- T** Biomarker analyses from the phase III placebo-controlled SATURN study of maintenance erlotinib following first-line chemotherapy for advanced NSCLC (W Brugger; Poster 12, Abstract 8020)

**A** Avastin

**T** Tarceva

**X** Xeloda

**H** Herceptin

13

Sunday

31 May

### POSTER DISPLAY/DISCUSSION SESSION

Time: 08:00-12:30 [discussion 11:30-12:30]  
Venue: Level 3, W340A [Level 2, West Hall F3]

#### Melanoma

- P** PLX4032, a highly selective <sup>v600E</sup>BRAF kinase inhibitor: Clinical correlation of activity with pharmacokinetic and pharmacodynamic parameters in a phase I trial (I Puzanov; Poster 9, Abstract 9021)

### ORAL ABSTRACT SESSION

Time: 09:00-12:00  
Venue: Level 2, West Hall E1

#### Lung Cancer – Metastatic

- T** SATURN: A double-blind, randomized, phase III study of maintenance erlotinib versus placebo following nonprogression with first-line platinum-based chemotherapy in patients with advanced NSCLC (F Cappuzzo; Abstract 8001)  
Time: 09:15-09:30
- A** A randomized, double blind, placebo controlled, phase IIIb trial (ATLAS) comparing bevacizumab (B) therapy with or without erlotinib (E) after completion of chemotherapy with B for 1st-line treatment of locally-advanced, recurrent, or metastatic non-small cell lung cancer (NSCLC) (VA Miller; Abstract LBA8002)  
**T**  
Time: 09:30-09:45

14

**P** PLX4032 (R7204) **T** Tarceva **A** Avastin

Sunday

31 May

### PLENARY SESSION

Time: 13:00-16:00

Venue: Level 2, West Hall D2

#### General Oncology, Special & Plenary Sessions

- A** A phase III trial comparing mFolfox to mFolfox6 + bevacizumab in stage II or III carcinoma of the colon: Results of NSAPB Protocol C-08 (N Wolmark; Abstract LBA4)

Time: 15:15-15:30

### POSTER DISPLAY/DISCUSSION SESSION

Time: 14:00-18:00 [discussion 17:00-18:00]

Venue: Level 2, W230A [Level 2, West Hall D1]

#### Gastrointestinal (Noncolorectal) Cancer

- T** Rash as a marker for the efficacy of gemcitabine plus erlotinib-based therapy in pancreatic cancer: Results from the AViTA Study (C Verslype; Poster 21, Abstract 4532)

**A**

Avastin

**T**

Tarceva

15

Monday

1 June

### POSTER DISPLAY/DISCUSSION SESSION

Time: 08:00-12:00 [discussion 11:00-12:00]  
Venue: Level 2, W240A [Level 2, West Hall E1]

#### Gastrointestinal (Colorectal) Cancer

- A** International randomized phase III study of capecitabine (Cap), bevacizumab (Bev), and mitomycin C (MMC) in first-line metastatic colorectal cancer (mCRC): Final results of the AGITG MAX trial (NC Tebbutt; Poster 14, Abstract 4023)
- X**

### ORAL ABSTRACT SESSION

Time: 09:30-12:15  
Venue: Level 2, West Hall D1

#### Genitourinary (Testes, Kidney, and Bladder) Cancer

- A** Bevacizumab plus interferon-alpha versus interferon-alpha monotherapy in patients with metastatic renal cell carcinoma: Results of overall survival for CALGB 90206 (BI Rini; Abstract LBA5019)  
Time: 11:15-11:30
- A** Final results of the phase III, randomized, double-blind AVOREN trial of first-line bevacizumab (BEV) + interferon- $\alpha$ 2a (IFN) in metastatic renal cell carcinoma (mRCC) (BJ Escudier; Abstract 5020)  
Time: 11:30-11:45

### ORAL ABSTRACT SESSION

Time: 09:30-12:30  
Venue: Level 2, West Hall D2

#### Breast Cancer – Metastatic

- T** Quantitative assessment of HER-2 status and correlation with efficacy for patients (pts) with metastatic breast cancer (MBC) in a phase II study of trastuzumab-DM1 (T-DM1) (IE Krop; Abstract 1003)  
Time: 10:30-10:45

16

**A** Avastin

**X** Xeloda

**T** T-DM1

Monday

1 June

- A** RIBBON-1: Randomized, double-blind, placebo-controlled, phase III trial of chemotherapy with or without bevacizumab
  - X** (B) for first-line treatment of HER2-negative locally recurrent or metastatic breast cancer (MBC) (NJ Robert; Abstract 1005)
- Time: 11:15-11:30

### GENERAL POSTER SESSION

Time: 13:00-17:00  
Venue: Level 2, West Hall C

#### Breast Cancer – Local-Regional and Adjuvant Therapy

- H** Assessment of trastuzumab-related cardiac dysfunction in the Herceptin Adjuvant (HERA) trial with 3.6 years median follow-up (MJ Procter; Poster A6, Abstract 540)
- A** Clinical benefit of bevacizumab (BV) plus first-line docetaxel (D) in elderly patients (pts) with locally recurrent (LR) or metastatic breast cancer (mBC): AVADO study (X Pivot; Poster M7, Abstract 1094)

#### Breast Cancer – Metastatic

- X** The effect of age on overall survival (OS) in patients with metastatic breast cancer (MBC) treated with capecitabine (JL Blum; Poster M12, Abstract 1097)

### ORAL ABSTRACT SESSION

Time: 15:00-17:45  
Venue: Level 2, West Hall D1

#### Gastrointestinal (Noncolorectal) Cancer

- H** Efficacy results from the ToGA trial: a Phase III study of trastuzumab added to standard chemotherapy (CT) in first-line human epidermal growth factor receptor 2 (HER2)-positive advanced gastric cancer (GC) (E van Cutsem; Abstract LBA4509)
- X**

Time: 15:00-15:15

Monday

1 June

**CLINICAL SCIENCE SYMPOSIUM**

Time: 16:30-18:00

Venue: Level 4, Valencia Room, W415A

**Molecular Phenotype of Melanoma Subtypes and Patient-Specific Therapy**

- P** Phase I study of PLX4032: Proof of concept for V600E BRAF mutation as a therapeutic target in human cancer (K Flaherty; Abstract 9000)

Time: 16:30-16:45

18

**P** PLX4032 (R7204)

# Hotels

## **Buena Vista Palace**

1900 Buena Vista Drive

32830 Orlando, FL

Tel: 407 827 27 27

[www.buonavistapalace.com](http://www.buonavistapalace.com)

Breakfast: Great Hall Assembly Area, 07:00-11:30

## **Caribe Royale**

8101 World Center Drive

32821 Orlando, FL

Tel: 407 238 80 00

[www.cariberoyale.com](http://www.cariberoyale.com)

Breakfast: The Tropical Restaurant, 06:30-11:30

## **Courtyard by Marriott**

8623 Wineland Avenue

32821 Orlando, FL

Tel: 407 938 90 01

[www.marriott.com](http://www.marriott.com)

Breakfast: Courtyard Café, Mon-Fri 06:30-09:30,

Sat-Sun 07:00-10:00

## **Wyndham**

8001 International Drive

32819 Orlando, FL

Tel: 407 351 24 20

[www.wyndham.com](http://www.wyndham.com)

Breakfast: Lemon, Lime and Tangerine room, 06:30-09:30

# Map

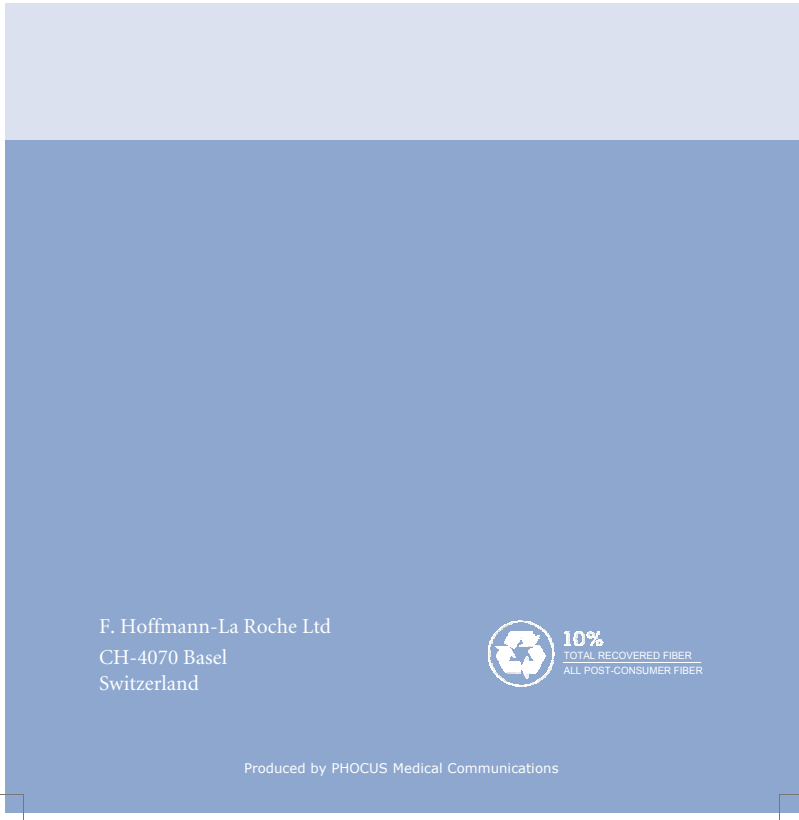


- 1 Convention Center
- 2 Courtyard by Marriott
- 3 Caribe Royale
- 4 Buena Vista Palace
- 5 Wyndham Palace









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