



## Press Information

We would like to take this opportunity to welcome you to the premier global congress on gastrointestinal cancer. As our guest, you will have the opportunity to interact with some of the world's leading authorities in the study and treatment of gastrointestinal cancers. More than 60 expert specialists from a range of disciplines will participate in the scientific program and their presentations will provide delegates with information on the latest developments in basic and clinical research. Their consensus report on the treatment of rectal cancer will bring the Congress to a close. Below you will find information that will assist you with your reporting of the Congress.

## General Congress Information

The 9th World Congress on Gastrointestinal Cancer<sup>®</sup> has been organized in partnership with the European School of Medical Oncology.

### Congress dates

Wednesday – Saturday, 27 – 30 June 2007.

### Congress location

All scientific sessions will be held at The International Convention Center of Barcelona (Centre de Convencions Internacional de Barcelona) – CCIB

### Abstracts

420 abstracts have been accepted for presentation at the 9<sup>th</sup> World Congress on Gastrointestinal Cancer<sup>®</sup>, representing the latest research from across the globe in colon, esophageal, gastric, liver, pancreatic and rectal cancer. All accepted abstracts are published in a special *Annals of Oncology* supplement. A summary of featured abstracts is included in this package. **All abstract details are embargoed until Wednesday, 27 June 2007 at 15:00.**

Abstract Poster Hours – Exhibition Hall, CCIB Level 0, Room 031

Thursday, 28 June 2007 9:00 – 19:00

Friday, 29 June 2007 9:00 – 18:15

Saturday, 30 June 2007 9:00 – 15:00

### Registrations

Close to 3,500 participants are expected for the scientific gathering, representing nearly 100 countries around the world.

### Language

The Congress language is English. No translation will be provided.

## Scientific Agenda

- Clinically-focused with a multidisciplinary approach
- Overview lectures by widely recognized experts
- Poster discussion sessions, abstract presentations
- Meet the Expert sessions
- Dedicated nursing session
- Dedicated session for young medical oncologists
- Satellite Symposia

### Scientific Sessions:

Cancer of the liver  
Esophageal cancer  
Rare tumors: Neuroendocrine tumors and GIST tumors  
Gastric cancer  
Colorectal cancer: Prevention/screening and follow up  
Colorectal cancer: Surgery  
Multimodality therapy for rectal cancer  
Metastatic colorectal cancer  
Imaging in gastrointestinal cancer  
Adjuvant therapy for colon cancer  
Report on Expert Discussion: Rectal cancer

The complete scientific agenda is printed in the Congress program book and is included in this package.

## Exhibition

Exhibition Hall, CCIB Level 0, Room 031

Thursday, 28 June 2007	9:00 – 19:00
Friday, 29 June 2007	9:00 – 18:15
Saturday, 30 June 2007	9:00 – 15:00

## Onsite Resources

### Press Room

International Conventional Center of Barcelona (CCIB), Level 1, Room 118.

Hours: 11:00 – 19:00 Wednesday, 27 June  
8:00 – 20:00 Wednesday-Thursday, 28-29 June  
8:00 – 17:00 Saturday, 30 June

Fax and internet access will be provided. The press room will be staffed on an as needed basis.

### Access

Press registration includes full access to all scientific sessions, satellite symposia and the exhibit hall. Registered press will receive a complete Congress bag. Social events are not included with press registration.

### Contacts

Among the specialists available for interviews are the co-chairs of the Congress – Mario Dicato, MD, of the Luxembourg Medical Center in Luxembourg and Eric Van Cutsem, MD, PhD, of the University Hospital Gasthuisberg in Leuven, Belgium. Christopher Bolwell, Senior Director of Medical Affairs for Imedex is also available to speak regarding the Congress. Please let us know in advance if you are interested in speaking with any of the conference faculty including the co-chairs. Elke Koscher, Project Manager, is available onsite and will be able to facilitate your interviews. She can be contacted by telephone at (+1) 404-446-7100.

### Press Briefings

No daily press briefings are scheduled.

## **Guidelines for Industry/Supporters**

### **Industry/Supporter Press Conferences:**

Press briefings by industry/supporters will be allowed at the 9<sup>th</sup> World Congress on Gastrointestinal Cancer. In order to avoid any competing activities that could deter a significant number of attendees/faculty from participating in the program, the following policies will apply:

1. They must be narrowly targeted (i.e. less than 20 people in attendance)
2. They may not otherwise interfere with World Congress activities (i.e. noise, large camera crews, etc.) or be held during the Congress plenary sessions.
3. They may not be held in the designated Press room at the Convention Center, in order to allow unrestricted access to that room, but may be held in a separate room or offsite.
4. Imedex must be notified of the time and location of the briefing in advance of the event

Press briefings may be held during a satellite symposium if the above 4 guidelines are met. Other time slots will be considered if the same guidelines will be met.

## **Other Imedex Meetings of Interest**

### **World Congress on Gastrointestinal Cancer: Asian Perspectives**

24-25 August 2007 – Beijing, China

Co-chairs: Eric Van Cutsem, MD, PhD, and Yoon-Koo Kang, MD, PhD

Local Chair: Anthony TC Chang, MD, FRCP

### **Post-Graduate Course on Digestive Oncology**

26 August 2007 – Beijing, China

Hosted by The International Digestive Cancer Alliance (IDCA), in close cooperation with the Chinese Society of Gastroenterology and the European Gastroenterology Association

International Digestive Cancer Alliance: Meinhard Classen, MD, Sidney Winawer, MD, and Joseph E. Geenen, MD

### **8<sup>th</sup> Annual Perspectives in Colorectal Cancer**

**affiliated with the World Congress on Gastrointestinal Cancer**

7-8 September 2007 – Miami, Florida

Chair: Richard M. Goldberg, MD

Co-chair: Mace L. Rothenberg, MD

### **The Joint Meeting of the 4th ISC International Conference on Cancer Therapeutics and The 7th Princess Margaret Hospital Conference: New Developments in Cancer Management**

November 15 - 17, 2007 – Toronto, Ontario, Canada

Chair: Ronald Feld, MD

### **2007 Crohn's & Colitis Foundation National Research and Clinical Conference - 6<sup>th</sup> Annual Advances in the Inflammatory Bowel Diseases**

6-9 December 2007 – Aventura, Florida

Chairs: Richard P. MacDermott, MD and Stephen B. Hanauer, MD

Website: [www.advancesinibd.com](http://www.advancesinibd.com)

### **10<sup>th</sup> World Congress on Gastrointestinal Cancer**

25-28 June 2008 – Barcelona, Spain

Chairs: Mario Dicato, MD and Eric Van Cutsem, MD

Website: [www.worldgicancer.com](http://www.worldgicancer.com)

Please view a complete list of upcoming meetings at [www.imedex.com](http://www.imedex.com).

## **Contact Us**

For questions, please contact the Congress organizer:

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