

MASIR

Measuring Antigen-Specific Immune Responses

4th European Conference, 9-13 June, 2010, Mykonos, Greece



The MASIR Scientific Organizing Committee (SOC) is pleased to announce plans for the fourth and final in a series of important conferences focused on technologies and applications related to the measurement of antigen specific immune responses. The first three conferences, held in Courmayeur, Santorini, and La Plagne, were all over-subscribed and extremely well-received by the attendees. Anticipation for the final meeting is high; we expect registration to fill very early. This prospectus is designed to provide information for vendors who are interested in exhibiting and/or presenting a scientific workshop at the MASIR meeting, and provides details about the venue, the conference, and the expected outcomes. Please contact the Organizing Committee or Conference Organizer with any questions or requests.

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1. CONFERENCE PRECIS

The overall goal of the MASIR conferences is to define the antigen-specific assays that can provide clinical correlates of:

- (i) Vaccine efficacy*
- (ii) Disease morbidity*
- (iii) Treatment efficacy*

The last 10 years have seen an explosion of novel assays developed for the detection, quantification, and characterization of antigen-specific immune responses. This has been principally driven by the development of technologies such as MHC tetramers, intracellular cytokine staining and ELISpot following stimulation. It is now generally accepted that the enumeration and characterization of antigen-specific T cells and B cells will provide key correlates in the determination of disease morbidity, potency of therapeutic intervention, and vaccine efficacy.

To date, the MASIR conferences are the only specialized meetings organized to exchange the latest information about these topics. Previously, such information and data is discussed at individual sessions (or presentations) at various general meetings such as Keystone HIV/Vaccine, AAI, ISAC, and so forth. These meetings, however, are too large and too diffuse to bring together the full spectrum of researchers who are developing and applying antigen-specific technologies.

Out of this need was borne the MASIR conferences. The primary goal of these conferences is to bring together a broad array of basic and clinical researchers whose laboratories rely on and develop techniques for detection of antigen-specific lymphocytes in the setting of immunotherapy and vaccination for viral infections, cancer, and autoimmunity.

The first MASIR conference was held in January of 2005 in Courmayeur, Italy. It was a resounding success; potential registrants had to be turned away because it became over-subscribed. The attendees were roundly enthusiastic about the topic, the presentations, and the format. A summary of this conference and the topic was published in *Trends in Immunology*, in September 2005. The second MASIR conference was held in June of 2006 in Santorini, Greece. We were able to accommodate more attendees at this meeting and had nearly 250. Attendance at every session was over 90%, showing the commitment of the audience to the meeting. A summary of this meeting was published in *Cytometry B* in early 2007. The third MASIR conference was held in January 2008 in La Plagne, France. Again, the meeting registration was closed at the capacity of nearly 200 attendees. For this meeting, a special issue of *Cytometry B* was devoted to papers from invited speakers and a summary of the meeting (and vendors had the opportunity to advertise in the issue).

The fourth MASIR conference will bring together an overview of antigen-specific technologies. Presentations will span from basic research to clinical monitoring, covering T cells and B cells; a particular focus will be on newly-developed technologies aimed at single-cell analysis. This meeting will provide an outstanding opportunity for the education on a broad spectrum of technologies, such that attendees will be able to make the decisions as to which to implement for their clinical trials, and how best to use them.

As this is the last of the MASIR conferences, it represents a unique opportunity to reach the researchers and clinicians who will move this field for the next decade. No other meeting brings together this specialized cadre of high-impact researchers.

2. VENDOR OPPORTUNITY

This conference represents a unique opportunity to interact with the scientific leaders in the field of antigen-specific immunology. Many of the best-known and highly-regarded researchers will be attending and speaking at the meeting, and bringing people from their laboratories. As for the previous MASIR conferences, this meeting will provide an intensive interaction between vendors of the most sophisticated and successful research and clinical laboratories as well as the developing laboratories that will play ever-expanding roles in the future.

Therefore, the MASIR Scientific Organizing Committee is looking to a range of vendors covering the wide range of applicable technologies to be discussed at the meetings. In particular, it will be critical to be able to discern where the technology is headed: what are the new techniques, what is on the horizon, and how will currently-accepted technologies be integrated into, for example, FDA- or EU-regulated clinical trials?

This meeting is limited to 250 registrations, an ideal size to ensure constructive interaction between participants. *All participants* at this meeting will have a keen interest in the technology that the Vendors provide. Thus, having a presence at this meeting would be akin to being at much larger broad-spectrum meetings. For example, even at cytometry meetings, where typically ~1000 people attend, less than 10% of the attendees perform antigen-specific techniques; at more general immunology meetings, attended by several thousands, this percentage drops even further.

Therefore, this meeting presents vendors with an opportunity to directly interact with a highly-focused group of individuals, *all of whom* are interested in technologies that the vendors have. Consequently, the return on investment will be significantly higher than any other forum.

The venue and schedule has been chosen so as to maximize the opportunities for Vendors and attendees to interact; in fact, the relatively small meeting size allows us to plan a very small integrated meeting site where vendors, scientific presentations, posters, and dining all happen in the same venue.

3. VENUE

Mykonos is a well-known beautiful island of the Aegean Sea, Greece. The conference will be held in the Royal Myconian Resort & Thalasso Spa, an authentic hotel located in a secluded bay overlooking its own private sandy beach. The meeting room and exhibition hall are located in the same hotel that will house most attendees, and is an ideal size for this meeting.

The entire second floor is reserved exclusively for the MASIR meeting and its participants. The main presentation room, the vendor display area, the poster area and the dinner area are all grouped around a small central hall. Coffee breaks will be served in the vendor area, guaranteeing significant traffic at all vendor booths. The site also allows vendors to hold informal one-on-one interactions with researchers without disturbing ongoing sessions.



Finally, Platinum vendors may proffer scientific workshops or training sessions after coordination with the Scientific Organizing Committee. Such training sessions will comprise up to a 2 hour slot in the afternoons on any of the three days (between 1 and 5 pm). Organization and implementation of these sessions will be entirely the responsibility of the Vendor. These workshops will be advertised in the final schedule; the final Programme will have space for detailing any presentations or other information that are to be made. Please contact the Conference Organizer for more information.

4. PRELIMINARY MEETING INFORMATION

Wednesday, June 9, 2010 will be the date of arrival. That evening will be a welcome reception. The meeting itself begins on Thursday, June 10, and will have six scientific sessions over 4 days (Thursday morning/evening, Friday morning/evening, one session on Saturday evening, and one session on Sunday morning). The schedule is modeled on our previous three meetings, which have had tremendous success. We are modifying the schedule somewhat to include a completely free morning/early afternoon on Saturday, and a morning session on Sunday, in recognition of the spectacular site of the meeting. Providing such free time strongly encourages the very high attendance rates we have seen at our previous meetings.

Departure will be on Sunday, June 13; vendors should take down booths in the late afternoon of Saturday June 12.

List of Confirmed Speakers (as of October 2009):

Arnie Akbar	Antonio Lanzavecchia
Mike Betts	Fabrizio Manca
Dirk Busch	Garry Nolan
Vincenzo Cerundolo	Bart Roep
Pierre Coulie	Federica Sallusto
Deborah Dunn-Walters	Robert Sauerwein
Herman Einsele	Rafick Sekaly
Rong Fan	Scott Tanner
Lukas Flatz	Theresa Whiteside
Tanzina Haque	John Zaunders
Richard Koup	

5. VENDOR SUPPORT OPTIONS

There are a several ways in which vendors can support this meeting. There are different primary levels of sponsorship, graded by the total support provided for the conference. See table below for specific details.

Package	Support	Benefits
Platinum sponsor^{1,2}	EU 9,000	<ul style="list-style-type: none"> · Large booth space (approx. 5×3 m) · 1 Scientific Presentation in Plenary (30 minutes)⁶ · Option to organize 1-2 hour afternoon workshop · 2-page company profile in final programme · Logo on conference site with link to company's site · Company brochures distributed with final programme · 4 complimentary registrations to the conference (including that of the scientific presenter)³
Gold sponsor^{2,4}	EU 4,500	<ul style="list-style-type: none"> · Large booth space (approx. 5×3 m) · 1-page company profile in final programme · Logo on conference site with link to company's site · Company brochures distributed with final programme · 2 complimentary registrations to the conference³
Silver sponsor⁵	EU 2,250	<ul style="list-style-type: none"> · Standard booth space (approx. 3×2 m) · 1-page company profile in final programme · Logo on conference site with link to company's site · Company brochures distributed with final programme · 1 complimentary registration to the conference³
Travel Grant⁵	EU 1,250	<ul style="list-style-type: none"> · 1-page company profile in final programme · Logo on conference site with link to company's site

¹ Limited slots available.

² Depending on availability (first come, first served).

³ A complimentary registration is worth EU 600-750.

⁴ Limited slots available.

⁵ No restriction with respect to number of slots available.

⁶ There will be a maximum of 3 sponsored presentations; these will be assigned on a first-come, first-served basis. Presentations must be scientific in nature with *no commercial content*. The topic and title must be cleared by the Organizing Committee, which will assign the final time and session for the presentation.

Any Vendor at the Silver level or above may opt not to have a booth, and instead to have Company Materials distributed at the meeting. Such materials will be laid out at a Table in the Vendor area for attendees to pick up; materials must be limited to no more than 3 or 4 separate items (each no more than a few standard size (~A4) sheets in size).

As noted in the Table, the MASIR SOC is reserving speaking slots in Plenary sessions for a scientist from up to three Platinum Sponsors. The MASIR Scientific Organizing Committee is looking to vendors who are developing novel and important techniques to present in this forum. This is perhaps the most important way in which a vendor can access directly the scientific community, and have their technology and results represented in the meeting summary.

Please note: Because of space and time constraints, there is a limit on the number of Platinum and Gold Sponsors. Preference will be given to vendors committing the greatest amount of support.

Platinum sponsors have the option of hosting “workshops” to take place on Thursday or Friday afternoon (from 13:00 – 17:00 is reserved for this; each workshop can be 1-2 hours in length). The content and format of the Workshops is entirely up to the sponsor. Sponsors wishing to hold such workshops should contact the Organizing Committee to discuss arrangements. While these Workshops will be on the final programme, attendance by Registrants cannot be guaranteed.

Vendors are encouraged to speak with the Organizing Committee with any questions, special requests, or suggestions.

6. DEADLINES, BOOKING AND PAYMENT

Vendors who commit prior to January 15, 2010 will receive priority assignments. By March 15, 2010, vendors should have supplied a firm commitment letter to the MASIR committee. At this point, designation of booth space, assignment of plenary talks, and broad logistics will be implemented by the Organizing Committee. The Conference Organizer will submit a confirmation letter to the Vendor detailing such logistics.

We urge vendors to work with the Committee to make this meeting as successful as possible, both from the standpoint of the scientific presentations as well as the vendor commercial presentations. The Committee is flexible and will consider any suggestions and requests. Of course, the earlier this dialogue is initiated, the better.

Please send an email to the Conference Organizer to expedite your order. Binding assignments are made prior to the conference and will be confirmed by the Conference Organizer. A letter confirming your booth allocation and the Exhibitor Manual will be sent in by the end of March. All vendor support options and exhibit space are sold on a first-come, first-served basis and will be considered sold only upon payment of invoice. Full payment is due 30 days from the date of invoice. The Organizing Committee reserves the right to cancel the order and resell the space if payment is not received by the due date. In order to avoid delays, we highly recommend all Order Forms be faxed or e-mailed. The Organizing Committee will not take any responsibility for late or undelivered Order Forms via regular mail.

Cancellations and changes to your original booking must be sent by email to the Conference Organizer. For cancellations made:

Before January 15, 2010	50% of the total cost of each item will be retained or invoiced
Before March 15, 2010	75% of the total cost of each item will be retained or invoiced
From March 15, 2010	100% of the total cost of each item will be retained or invoiced

7. FACT SHEET

Venue

Royal Myconian Resort & Thalasso Spa
Elia Beach
P.O. Box 64
Myconos 84600
Greece
www.myconiancollection.gr

Tentative Exhibition Schedule

Meeting Dates	Wednesday, June 9 – Sunday, June 13, 2010
Set-up and move-in	Wednesday, June 9, 08:00 – 17:00
Exhibition open	Wednesday, June 9, 19:00 (Welcome Reception)
Break-down	Saturday late afternoon, June 12

MASIR Scientific Organizing Committee

Jan Gratama (Daniel den Hoed Kliniek, Rotterdam, The Netherlands)
Florian Kern (Sussex University, Brighton, UK)
Mario Roederer (Vaccine Research Center, NIAID, NIH, Bethesda, MD, US)

Contact information: Conference Organizer

Babette Schmidt, Conference Coordinator	Phone: +31 (0)20 644 07 16
Global Conference Support	Fax : +31 (0)346 263 308
Amsterdam, the Netherlands	E-mail: info@globalconferencesupport.com

Or:

Send email to: Secretariat@MASIR.ORG
Or by phone: Mario Roederer: +1-301-594-8491, FAX: +1-301-480-2788.

Web site

Please see www.masir.org for information about this and previous meetings.
For previous meetings, the programme, venue information, speaker list, and vendor support are shown.