



NATIONAL CENTER FOR
REGENERATIVE MEDICINE

Innovations in Cell-Based Regenerative Therapies

August 22 – 24, 2011

Marriott Downtown at the Key Center
Cleveland, Ohio

Exhibitor Prospectus

Presented by: The National Center for Regenerative Medicine (NCRM), Case Western Reserve University School of Medicine (CWRUSOM), Cleveland Clinic (CC), and University Hospitals Case Medical Center (UHCMC).

Vision Statement:

Innovations in Cell-Based Regenerative Therapies Conference (MSC 2011) will have platform and poster sessions emphasizing preclinical and clinical applications of adult-derived stem cells from a variety of human and animal tissues. **MSC 2011** will offer a forum for the exchange and discussion of research, ideas, and cutting-edge breakthroughs in translational regenerative medicine.

Target Audience:

Innovators in the use of stem cells in regenerative medicine

The target audience is multi-fold: new and experienced investigators in the adult stem cell therapy field, students (graduate and post-doctoral), physicians, and commercial entities interested in therapeutic opportunities with these cell types. Junior investigators and students will be given a venue to present and discuss their research in poster sessions and invited presentations.

Conference Objectives:

MSC 2011 will:

- Offer a forum for the exchange and discussion of research, ideas, and cutting-edge breakthroughs in translational regenerative medicine
- Focus on the isolation, characterization, purity, plasticity and clinical uses of adult-derived stem cells from a variety of human and animal tissues
- Emphasize state-of-the-art technologies and clinical utility of these cell preparations for tissue engineering and regenerative medicine
- Feature invited lectures from thought-leaders and provide platform sessions, poster sessions, and a venue for junior investigators and students to present and discuss their research
- Provide a regulatory approach to product development - FDA, commercial risks, endpoints, and patient populations
- Link biotechnology cell therapy industry to investigators and clinical sites including clinical trial status reports
- Feature a lunch discussion illustrating stem cell therapeutics regulatory deliberation

Conference Schedule: Preliminary

Monday, August 22, 2011

12:00 p.m. Welcome to MSC 2011 by Stanton Gerson (Case Western Reserve University)

Keynote Speaker: Gregory Bonfiglio (Proteus Venture Partners)

1:15 p.m. Session I: From Discovery to the Patient

Chair: Elmar Burchardt (Pfizer)

- Jan Nolta (Stem Cell Program Director at UC Davis)
- Kim Warren (Lonza)
- Elmar Burchardt (Pfizer Regenerative Medicine)
- 15 min talk from abstracts

3:00 – Break

3:15 p.m. Session II: Skeletal Tissue and Wound Healing Applications of Adult Stem Cells

Chair: George Muschler (Cleveland Clinic)

- George Muschler (Cleveland Clinic)
- Steven Boyce (University of Cincinnati)
- Johnny Huard (University of Pittsburgh)
- Riitta Suuronen (Regea University)

5:00-6:05 p.m. – Short Talk Presentations

Chair: Arnold Caplan (Case Western Reserve University)

6:05-9:00 p.m. – Poster Session with Heavy Hors D'oeuvres and Bar Service

Tuesday, August 23, 2011

7:30 a.m. – Breakfast

8:00 a.m. Session III: Oncological Implications of Adult Stem Cells

Chair: Jeremy Rich (Cleveland Clinic)

- Jeremy Rich (Cleveland Clinic)
- Frank Marini (University of Texas M. D. Anderson Cancer Center)
- Andrew Pecora (NeoStem)
- 15 min talk from abstracts

9:45 a.m. – Break

10:00 a.m. Session IV: Angiogenesis Using Adult Stem Cells

Chair: Victor Dzau (Duke University)

- Victor Dzau (Duke University)
- Marc Penn (Cleveland Clinic)
- Keith March (Indiana University)
- 15 min talk from abstracts

12:00 p.m. – Lunch Discussion – FDA Advisory Panel to Discuss Hypothetical IND

Chair: Stanton Gerson (CWRU)

- Mahendra Rao (Life Technologies)
- Matthew Allen (Ohio State University)
- Doris Taylor (University of Minnesota)

2:00 p.m. Session V: Neurological Applications of Adult Stem Cells

Chair: Mark Noble (University of Rochester)

- Mark Noble (University of Rochester)
- Jerry Silver (Case Western Reserve University)
- Robert Miller (Case Western Reserve University)

- 15 min talk from abstracts

4:00 p.m. – Break

4:15 p.m. Session VI: Cell-based Therapy for Organ Diseases and Regeneration
Chair: Robert Deans (Athersys)

- Tracey Lodie (Genzyme)
- Christof Westenfelder (University of Utah)
- Daniel Weiss (University of Vermont)

6:00 p.m. – Poster Session with Cocktails

7:00 p.m. – Banquet Dinner

8:00 p.m. – Keynote Lecture: Gil Van Bokkelen (Athersys)

Wednesday, August 24, 2011

7:30 a.m. – Breakfast

8:00 a.m. Session VII: Adult Stem Cells in Animal Models and Veterinary Medicine
Chair: Robert Harman (Vet-Stem)

- Robert Harman (Vet-Stem)
- Michael Conzemius (University of Minnesota)
- Mark Martinelli (California Equine Orthopedics)
- 15 min talk from abstracts

9:45 a.m. – Break

10:15 a.m. Session VIII: Delivery Systems, Vehicles, and Bioimaging for Adult Stem Cells
Chair: Joe Wagner (OncoCyte)

- Boro Dropulic (Lentigen)
- Joe Wagner (OncoCyte)
- Zhenghong Lee (University Hospitals Case Medical Center)
- Horst von Recum (CWRU)

12:15 p.m. – Lunch Discussion TBD

1:30 p.m. Session IX: Clinical Trials I
Chair: Katarina LeBlanc (Karolinska University)

- Joshua Hare (University of Miami)
- Peter Cibur (Pavol Jozef Safarik University in Kosice)
- Jakub Tolar (University of Minnesota)

3:00 p.m. – Break

3:30 p.m. Session X: Clinical Trials II
Chair: Silviu Itescu (Mesoblast Ltd, Australia)

- Athersys
- Osiris
- TBD Company sponsored talk

5:00 p.m. Session XI: Clinical Trials Review by FDA Panel
Chair: Stanton Gerson (CWRU)

5:30 p.m. – Closing Remarks: Arnold Caplan (CWRU)

MSC2011 Conference Directors:

Arnold Caplan, Ph.D.; Robert Deans, Ph.D.; Stanton Gerson, M.D.; Jeremy Rich, M.D.; Marc Penn, M.D., Ph.D. and Michael Gilkey, M.B.A., M.S.

The following is a list of invited Speakers and Session Chairs for MSC2011. Additional speakers will be shown on the MSC2011 website, www.msc2011.net/program.htm as the conference program is finalized.

Matthew Allen, Vet MB, PhD

Associate Professor, Veterinary Clinical Sciences
The Ohio State University
Columbus, Ohio

Gregory Bonfiglio, BS, JD

Managing Director, Regenerative
MedicineProteus Venture Partners
Portola Valley, California

Steven Boyce, BA, PhD

Professor; Director, Skin Substitute Laboratories
University of Cincinnati
Cincinnati, Ohio

Elmar Burchardt

Regenerative Medicine, Pfizer

Arnold Caplan, Ph.D.

Director, Skeletal Research Center
Case Western Reserve University
Cleveland, Ohio

Michael Conzemius, DVM, PhD, Dipl ACVS

Professor, University of Minnesota
Saint Paul, Minnesota

Robert Deans, Ph.D.

Senior VP of Regenerative Medicine
Athersys, Inc
Cleveland, Ohio

Boro Dropulic, Ph.D., MBA

Founder, President and CEO
Lentigen,
Gaithersburg, Maryland

Victor Dzau, MD

Chancellor, Health Affairs
Duke University,
Durham, NC

Stanton Gerson, M.D.

Director, National Center for
Regenerative Medicine
University Hospitals Case Medical Center
Case Western Reserve University
Cleveland, Ohio

Robert (Bob) Harman, DVM, MPVM

CEO, Founder
Vet-Stem
Poway, California

Johnny Huard, PhD

Associate Professor, Dept. of Orthopedic Surgery
Children's Hospital of Pittsburgh/University of
Pittsburgh
Pittsburgh, Pennsylvania

Silviu Itescu, MBBS, FRACP, FACP, FACR

Managing Director & CEO
Mesoblast Ltd
Melbourne, Australia

Katarina Le Blanc, M.D.

Department of Clinical Immunology
Karolinska Institute
Stockholm, Sweden

Zhenghong Lee, PhD

Associate Professor, Radiology
Case Western Reserve University
Cleveland, Ohio

Tracey Lodie, PhD

Director; Professor, Stem Cell Therapy
Genzyme Corporation
Framingham, Massachusetts

Keith March, MD, PhD

Professor, Cryptic Masons Medical Research
Foundation
Indiana University
Indianapolis, Indiana

Frank Marini (III), MD, PhD

Assistant Professor, Stem Cell Transplant and
Cellular Therapy
University of Texas MD Anderson Cancer Center
Houston, Texas

Mark Martinelli, DVM, PhD

Diplomat American College of
Veterinary Surgeons
San Marcos, California

Robert Miller, Ph.D.

Professor, Department of Neurosciences
Case Western Reserve University
Cleveland, Ohio

George Muschler, M.D.

Director, Clinical Tissue Engineering Center
Department of Biomedical Engineering
Cleveland Clinic Lerner Research Institute
Cleveland, Ohio

Mark Noble, PhD

Director, UR Stem Cell and Regenerative
Medicine Institute
University of Rochester,
Rochester, New York

Jan Nolte, PhD

Director, Stem Cell Program and Institute for
Regenerative Cures
University of California, Davis
Sacramento, California

Marc Penn, M.D.

Director, Bakken Heart-Brain Institute
Cleveland Clinic
Cleveland, Ohio

Mahendra Rao, PhD

Vice President, Regenerative Medicine
Life Technologies
Carlsbad, California

Jeremy Rich, MD

Chairman, Department of Stem Cell Biology and
Regenerative Medicine
Cleveland Clinic Foundation
Cleveland, Ohio

Jerry Silver, PhD

Professor, Department of Neurosciences
Case Western Reserve University
Cleveland, Ohio

Doris Taylor, PhD

University of Minnesota
Director, Center for Cardiovascular Repair
University of Minnesota
Minneapolis, Minnesota

Horst von Recum, PhD

Assistant Professor, Department of Biomedical
Engineering
Case Western Reserve University
Cleveland, Ohio

Joseph Wagner, PhD

Chief Executive Officer
OncoCyte, Inc.
Alameda, California

Kim Warren, PhD

Head of Cell Therapy R&D
Lonza
Walkersville, Maryland

Daniel Weiss, MD, PhD

Assistant Professor
University of Vermont
Burlington, Vermont

Christof Westenfelder, MD

Professor; Chief, Medicine; Renal Section
VA Medical Center
University of Utah
Salt Lake City, Utah



August 22-24, 2011
 Marriott Downtown at the Key Center
 Cleveland, Ohio
www.msc2011.net

MSC 2011 CONTRIBUTION SCHEDULE

\$35,000 Gold Sponsor of MSC 2011 (Only 1 more available)

- Corporate scientist/clinician will be added to the program as a Platform Speaker during one of the sessions (subject to program completion)
- Prominently list your company as a *Gold Sponsor* on all pre-event print and electronic materials (subject to mailing deadlines)
- Inside front or back cover advertisement in program (8½" x 11"), which is distributed to all conference participants
- Two (2) complimentary 6' X 30" tabletop exhibit spaces (may be combined for a single, 12' X 3' space)
- Additional 50 word corporate description listing in the final program
- Corporate logo banner in session hall (3' X 8')
- Corporate logo prominently shown on outside back cover of program
- Six (6) complimentary registrations to conference and all social events
- Post conference attendee list
- Twenty (20) complimentary student registrations with abstract submission to conference and all social events
- Reduced registration rate promotion for sponsor's collaborators - \$550 corporate, \$450 non-profit
- Gift item and brochure in the conference bag
- Corporate logo on all signage at the event
- Premium location of logo and link on MSC 2011 website
- Opportunity for Clinical Speaker Sponsorship (see below)

\$20,000 Silver Corporate Sponsor of MSC 2011 (Non-Exclusive)

- Corporate scientist/clinician will be added to the program as a Platform Speaker during one of the sessions (subject to program completion)
- Prominently list your company as a *Silver Corporate Sponsor* on all pre-event print and electronic materials (subject to mailing deadlines)
- 50 word corporate description listing on the final program
- One (1) full page (8½" x 11") advertisement in the program, which is distributed to all conference participants
- Corporate logo shown on outside back cover of program
- One (1) complimentary 6' X 30" tabletop exhibit space
- Four (4) complimentary registrations to conference and all social events
- Ten (10) complimentary student registrations with abstract submission to conference and all social events
- Reduced registration rate promotion for sponsor's collaborators - \$550 corporate, \$450 non-profit
- Post conference attendee list
- Gift item and brochure in the conference bag
- Corporate logo on all signage at the event
- Corporate logo and link on the MSC 2011 website
- Opportunity for Clinical Speaker Sponsorship (see below)

\$4,500 Bronze Corporate Sponsor of MSC 2011 (Non-Exclusive)

- One (1) shared page (1/6, 3.25" x 3.25") advertisement with other *Bronze* level sponsors in program, which is distributed to all conference participants
- One (1) complimentary 6' X 30" tabletop exhibit space
- Two (2) complimentary registrations to the conference and all social events
- Corporate logo on signage at the event
- Corporate logo and link on the MSC 2011 website
- Post conference attendee list
- Opportunity for Clinical Speaker Sponsorship (see below)

\$3,000 MSC 2011 Non-Profit/Government Conference Exhibitor

- One (1) shared page (1/6, 3.25" x 3.25") advertisement with other *Bronze* level sponsors in program, which is distributed to all conference participants
- One (1) complimentary 6' X 30" tabletop exhibit space
- Two (2) Exhibit Hall registrations
- Corporate logo on signage at the event
- Corporate logo and link on the conference website
- Post conference attendee list

Additional Support Opportunities:

- **Session Sponsorship:**
 - **General Session Sponsorship** – Event signage to include logo and Chair to thank sponsor at the beginning of the session (\$3000 for Audio/Visual and general session support costs)
 - **Clinical Speaker Sponsorship** – Lead physician from your company will present clinical trial data in Session 9 or 10 as a Platform Speaker (\$3000 for 30 minute presentation, will be listed in program)
- **Meals and Refreshments:**
 - **Break Sponsor** (\$1000 for one (1) break)
 - **Meal Sponsor** (\$6,000 for continental breakfast or lunch)
 - **Poster Session Reception – August 22, 2011** (\$10,000 for food and bar service)
 - **Banquet Dinner – August 23, 2011** (\$25,000 for food and bar service)
- **Tote bags with Corporate Logo and MSC 2011 Logo** (\$2,000 for 400 @ \$5 each)

For further information and to activate your sponsorship today, please contact Michael Gilkey at 1-216-368-2079 or via email at sponsorship@mscconference.net.

Call for Abstracts:

The MSC 2011 Conference invites you to submit abstracts of original investigation for consideration in the Poster Session and Short Talk Podium Presentations.

*Abstract Categories include:

- Skeletal Tissue and Wound Healing Applications of Adult Stem Cells
- Oncological Implications of Adult Stem Cells
- Angiogenesis Using Adult Stem Cells
- Neurological Applications of Adult Stem Cells
- Cell-based Therapy for Organ Diseases and Regeneration
- Adult Stem Cells in Animal Models and Veterinary Medicine
- Delivery Systems, Vehicles, and Bioimaging for Adult Stem Cells
- Clinical Trials

*Categories are subject to change.

Accepted abstracts will be published online (www.msc2011.net) as well as in the MSC 2011 Program.

Deadline:

Abstract submissions must be received **no later than July 18, 2011 to be included in the Program**. Submitters will be notified of acceptance or rejection in addition to selection for a platform presentation via email by or before July 25, 2011.

Submission Instructions:

All abstracts must be submitted online in English at the MSC 2011 website, www.msc2011.net, or by email to registration@msconference.net. Individuals must be registered for the meeting in order to present a poster or a podium talk. If pre-approval of abstract acceptance is needed in order for registration to be allowed, please submit an abstract to registration@msconference.net and MSC 2011 Conference Directors will make a ruling within two weeks of receipt.

The **one page** abstract must be submitted as a PDF attachment using no smaller than an 11pt font size. There is no limit to the number of abstracts a presenter can submit.

Abstract must be named as follows: presenting author's last name.first word of title, excluding articles (i.e., JONES.STEM)

- Title of abstract (type in all capital letters)
- Presenting author's information
 - Name (last name, first name)
 - Highest degree
 - Institution/hospital
 - Department
 - Address, city, state, country, zip/postal code
 - Telephone
 - Fax
 - Email
- Other authors' information
 - Name (last name, first name) - list names in the order in which they are to appear
 - Highest degree
 - City, state, country

Abstract Style Instructions:

- Figures, graphs and simple tables are allowed
- Use of standard abbreviations is desirable; place unusual abbreviations in parentheses after first use of the full term

For questions or additional information, please contact Carol Beck via email at registration@mscconference.net, or phone by calling 1-216-368-4928.

Abstract Policies:

1. Abstracts must be RECEIVED **no later than July 18, 2011 to be included in the program.** Abstracts received after this date will be accepted as long as there is room in the conference but will not be included in the program.
2. Abstracts must be submitted online.
3. There is no limit to the number of abstracts an investigator may submit.
4. If an error is found in an abstract submitted prior to July 18, 2011, an author may request, in writing, to withdraw this abstract. A new abstract may be submitted if received by July 25, 2011. After this date, an author may not resubmit an abstract in order to make changes or corrections. The abstract may be withdrawn or, if accepted, the error may be indicated during the presentation. Proofread abstracts carefully to avoid errors before they are submitted.
5. Any human experimentation must conform with the principles of the Declaration of Helsinki of the World Medical Association (Clinical Research 1992 Dec; 40(4): 653-60).
6. The MSC 2011 Program Committee endorses the position of the American Association for the Advancement of Science in requiring assurances of the responsible use of animals in research. All submissions for consideration must be in compliance with the guidelines. (American Association for the Advancement of Science Resolution on Use of Animals in Research, Testing, and Education. Adopted by the AAAS Board and Council February 19, 1990.)
7. If pre-approval of abstract acceptance is needed in order for registration to be allowed, please submit an abstract to registration@mscconference.net and MSC 2011 Conference Directors will make a ruling within two weeks of receipt.

Presenting authors will be notified of acceptance by email.

Poster Presentations:

If your abstract is accepted, your acceptance notice will indicate your poster assignment number. Each poster board measures 45" high (114.3 cm), and 69" wide (175.3 cm). You must provide a copy of the abstract, typed in large type for posting on the board. Illustrations must be readable from distances of at least three feet. Use lightweight poster board only; heavy board is difficult to secure. Push pins will be available on-site.

Podium Presentations:

A limited number of abstracts will also be selected for a Podium Talk (15 min.) and Short Talk (5 min.) podium presentations. Presentations will be chosen by the Executive Committee and Session Chairs after all abstracts have been received (**July 18, 2011**) and will notify authors by **July 25, 2011** if they are selected. If your abstract is accepted and selected for a podium presentation, your acceptance notice will indicate instructions regarding the session and time allotted for your presentation.

Accommodations:

The Cleveland Marriott Downtown at Key Center is located at 127 Public Square, Cleveland, OH 44114. To make reservations, please contact the hotel by calling 1-440-542-2313, or toll free at 1-800-228-9290 in the USA and Canada (or any of their worldwide reservation telephone numbers), or online through our MSC 2011 website (<http://www.msc2011.net/accommodations.htm>).

Airport Transportation:

Arriving at the Cleveland Hopkins Airport, taxi, shuttle service provided by Ohio Connection (requires advance reservation by calling, 1-216-299-6966), or Rapid Transit are the most effective means of transportation to the Cleveland Marriott Downtown at Key Center.



MSC 2011 GRANTOR/EXHIBITOR INFORMATION FORM

Company Name:

Headquarters Address:

Headquarters Phone No.:

District Manager:

Federal Tax I.D. No.:

District Manager Phone No.:

Sponsorship Levels:

- | | | | |
|------------------|--------------------------|----------------------|--------------------------|
| \$35,000 – Gold | <input type="checkbox"/> | \$20,000 – Silver | <input type="checkbox"/> |
| \$4,500 – Bronze | <input type="checkbox"/> | \$3,000 – Non-Profit | <input type="checkbox"/> |

Session Sponsorship:

- **General Session Sponsorship** – \$3000 for Session _____
- **Clinical Speaker Sponsorship** – \$3000 for speaker, _____
- _____

Meals and Refreshments:

- **Break Sponsor** - \$1000 (indicate desired break time) _____
- **Meal Sponsor** - \$6,000 (indicate desired meal) _____
- **Poster Session Reception – August 22, 2011** - \$10,000
- **Banquet Dinner – August 23, 2011** - \$25,000

Tote bags with Corporate Logo and MSC 2011 Logo - \$2,000 for 400 @ \$5 each

REPRESENTATIVE(S) ATTENDING EXHIBIT: (Please also fill out a registration form for each)

Name:

Address:

Telephone:

Fax:

Email:

EXHIBIT SET-UP INFORMATION SHOULD BE SENT TO:

Name:

Address:

Telephone:

Fax:

Email:

EXHIBIT SPACE: (2) TWO 6' x 30" table for Gold; (1) ONE 6' x 30" table for other Level sponsors.

Do you need electricity? No Yes **If yes, total voltage:** **total amps:**
Electricity will be used for:

MATERIAL TO BE DISPLAYED:

Please return in the enclosed addressed envelope with your **check made payable to:**

Case Western Reserve University (Tax ID 34-1018992)

Mail to:

Carol Beck **MSC 2011**
 Case Western Reserve University
 Wolstein Research Building 2-501
 10900 Euclid Avenue LC: 7284
 Cleveland, OH 44106

Email: carol.beck@case.edu

Phone: 1-216-368-4928 **Fax:** 1-216-368-6020

