

EVENT AUDIT



DATES OF EVENT: Conference & Exhibits:	December 4-8, 2012
LOCATION:	Henry B. Gonzalez Convention Center; San Antonio, TX
EVENT PRODUCER/MANAGER: Company Name: Address: Phone: Website (Show):	Cancer Therapy & Research Center at UT Health Science Center San Antonio 7979 Wurzbach Road, Mail Code 8224 San Antonio, TX 78229 210-450-1558 www.sabcs.org
REGISTRATION COMPANY: Phone:	onPeak 678-553-7249
YEAR EVENT ESTABLISHED:	1977
FREQUENCY:	Annual
DATES OF NEXT EVENT: Conference & Exhibits:	December 10-14, 2013
LOCATION:	Henry B. Gonzalez Convention Center; San Antonio, TX

1. STATEMENT OF MARKET SERVED

San Antonio Breast Cancer Symposium is presented by the Cancer Therapy & Research Center at UT Health Science Center San Antonio, the American Association for Cancer Research, and Baylor College of Medicine. The shared mission of the organizations is to advance the field of breast cancer research and treatment and to present current information for basic, translational and clinical cancer research professionals. The symposium is designed to provide information on the experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and premalignant breast disease to an international audience of academic and private physicians and researchers involved in breast cancer in medical, surgical, gynecologic, and radiation oncology, as well as other appropriate health care professionals.

2. STATEMENT OF VERIFICATION METHODOLOGY

Pre-registered attendees have their badge mailed or are received by visiting a manned station. When arriving on-site pre-registrants receive a badge holder and the barcode on their badge is scanned which inserts a date stamp into the record. At a manned station an attendant will look-up their record, verify the attendee and then print the badge. When the badge is printed it is also verified at the same time with the date and time stamp of when they printed their badge. If a badge was re-printed the original data and time stamp is retained.

3. AUDITED VISITORS ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Subtotal: Conference Attendees	Media	Exhibitors, Non-Exhibiting Sponsors & their Support Staff	Total Attendance
2012	Henry B. Gonzalez Convention Center; San Antonio, TX	7,121	7,121	151	312	7,584
2011	Henry B. Gonzalez Convention Center; San Antonio, TX	7,131	7,131	170	423	7,724

4a. PRIMARY PROFESSIONAL OCCUPATION			
PRIMARY PROFESSIONAL OCCUPATION	TOTAL CONFERENCE ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PROFESSIONAL OCCUPATION
Medical Practice/Clinical research			
Medical Oncologist _____	1,559	21.9	33.3
Surgical Oncologist _____	467	6.6	10.0
Radiation Oncologist _____	149	2.1	3.2
General Surgeon _____	113	1.6	2.4
Gynecologic Oncologist _____	77	1.1	1.6
Oncology Nurse _____	64	0.9	1.4
Radiologist _____	29	0.4	0.6
Pathologist _____	20	0.3	0.4
Research Nurse _____	19	0.3	0.4
Data Manager _____	16	0.2	0.3
Clinical Geneticist _____	11	0.2	0.2
Other Physician _____	88	1.2	1.9
Other Nurse _____	27	0.4	0.6
Basic research			
Laboratory Scientist _____	252	3.5	5.4
Student _____	177	2.5	3.8
Postdoctoral Fellow _____	150	2.1	3.2
Statistician _____	54	0.8	1.2
Epidemiologist _____	37	0.5	0.8
Research Assistant _____	34	0.5	0.7
Industry			
Corporate Research _____	255	3.6	5.5
Marketing/Sales _____	222	3.1	4.7
Pharmaceutical Rep _____	88	1.2	1.9
Industry PR _____	30	0.4	0.6
Industry Nurse _____	9	0.1	0.2
Other Industry _____	174	2.4	3.7
Other Professional			
Patient Advocate _____	145	2.0	3.1
Pharmacist _____	80	1.1	1.7
Administrator _____	49	0.7	1.0
Medical Writer _____	24	0.3	0.5
Other PR _____	23	0.3	0.5
Other Occupation _____	233	3.3	5.0
Total Conference Attendees Identified by Primary Professional Occupation	4,675	65.7	33.3
Total Conference Attendees Not Identified by Primary Professional Occupation	2,446	34.3	
TOTAL CONFERENCE ATTENDEES	7,121	100.0	

4b. PRIMARY FOCUS			
PRIMARY FOCUS	TOTAL CONFERENCE ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY FOCUS
Medical Practice/Clinical Research _____	3,026	42.5	64.6
Translational Research _____	442	6.2	9.4
Basic Research _____	409	5.7	8.7
Prevention _____	82	1.2	1.7
Epidemiology _____	54	0.8	1.2
Other _____	673	9.5	14.4
Total Conference Attendees Identified by Primary Focus	4,686	65.8	100.0
Total Conference Attendees Not Identified by Primary Focus	2,435	34.2	
TOTAL CONFERENCE ATTENDEES	7,121	100.0	

4c. DEGREE			
This is an analysis of 4,816 respondents or 67.6% who indicated their degree. Since an attendee could choose more than one response, the total number of responses has exceeded the total number of attendees.	NUMBER OF CONFERENCE ATTENDEE RESPONSES	PERCENT IDENTIFIED BY DEGREE	
MD _____	3,090	64.2	
PhD _____	1,240	25.7	
PharmD _____	179	3.7	
RN _____	128	2.7	
DO _____	40	0.8	
Other _____	768	15.9	
Total Conference Attendees Identified by Degree	4,816		
Total Conference Attendees Not Identified by Degree	2,305		
TOTAL CONFERENCE ATTENDEES	7,121		

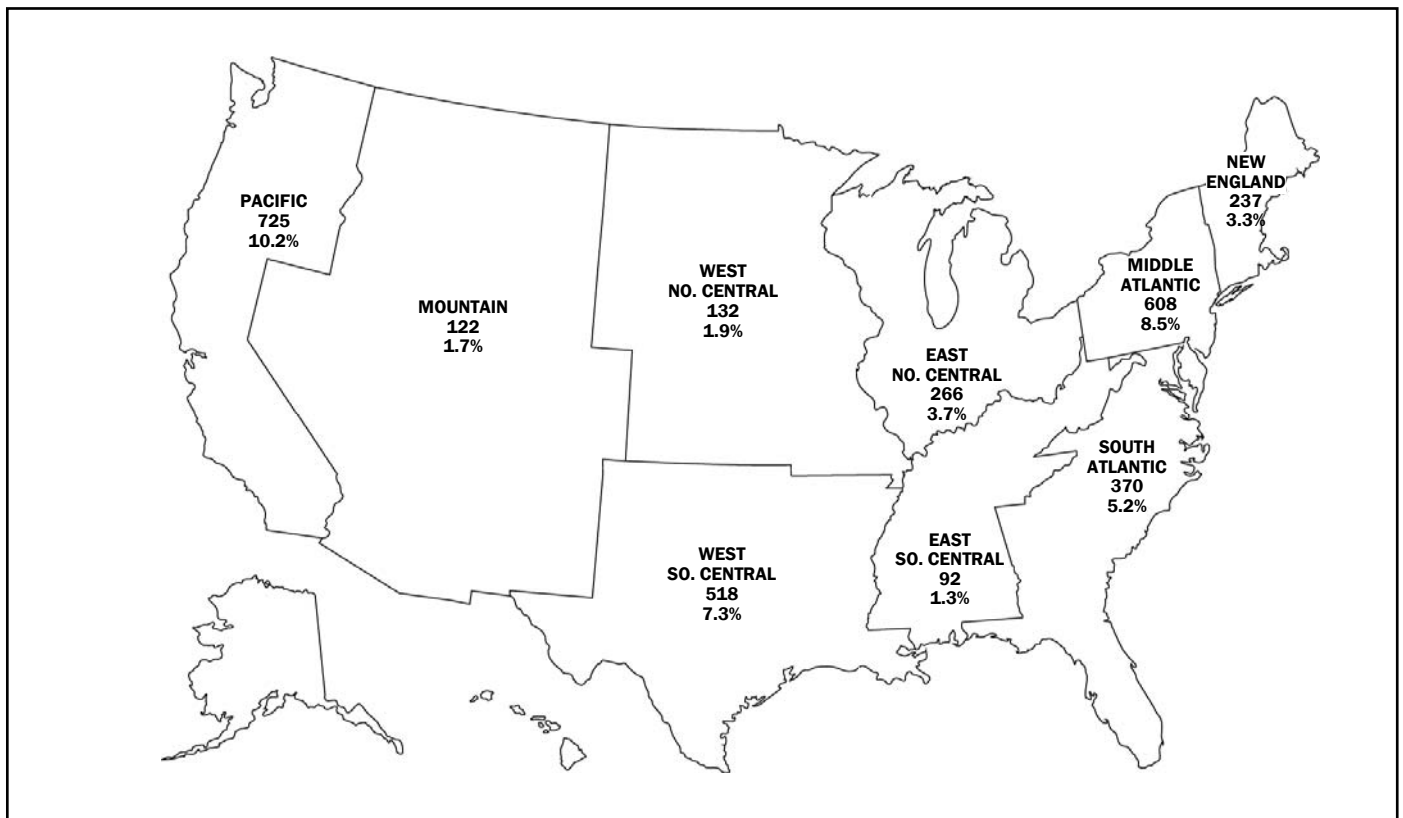
5a. AUDITED GLOBAL GEOGRAPHIC BREAKOUT OF CONFERENCE ATTENDEES					
REGION & COUNTRY	TOTAL OF REGION/COUNTRY	PERCENT OF TOTAL	REGION & COUNTRY	TOTAL OF REGION/COUNTRY	PERCENT OF TOTAL
ASIA	786	11.0	Romania	23	
Armenia	1		Russia	33	
Bangladesh	1		Serbia	8	
China	213		Slovakia	22	
Georgia	2		Slovenia	4	
Hong Kong	13		Spain	126	
India	25		Sweden	93	
Indonesia	52		Switzerland	115	
Japan	262		Turkey	51	
Malaysia	8		Ukraine	3	
Pakistan	6		United Kingdom	261	
Philippines	26		NORTH AMERICA	3,553	49.9
Singapore	17		Canada	260	
South Korea	81		United States Of America (including APO & FPO)	3,079	
Taiwan	35		Mexico	214	
Thailand	34		CENTRAL AMERICA	19	0.3
Uzbekistan	2		Costa Rica	9	
Vietnam	8		Guatemala	6	
MIDDLE EAST	119	1.7	Honduras	2	
Bahrain	4		Nicaragua	1	
Iran	3		Panama	1	
Iraq	2		AFRICA	68	1.0
Israel	41		Algeria	14	
Jordan	6		Cameroon	1	
Kuwait	1		Dem Rep of the Congo	2	
Lebanon	6		Egypt	24	
Oman	4		Libya	3	
Qatar	8		Morocco	5	
Saudi Arabia	24		Nigeria	3	
Syria	1		South Africa	2	
United Arab Emirates	19		Tunisia	14	
EUROPE	1,916	26.9	CARIBBEAN	10	0.1
Austria	63		Aruba	1	
Belgium	54		Dominican republic	8	
Bosnia & Herzegovina	2		Trinidad And Tobago	1	
Bulgaria	2		SOUTH AMERICA	532	7.5
Cyprus	2		Argentina	160	
Croatia	13		Bolivia	4	
Czech Republic	19		Brazil	165	
Denmark	76		Chile	34	
Finland	19		Colombia	54	
France	208		Ecuador	20	
Germany	263		Paraguay	6	
Greece	27		Peru	32	
Hungary	3		Uruguay	17	
Iceland	5		Venezuela	40	
Ireland	31		ASIA PACIFIC	113	1.6
Italy	168		Australia	99	
Latvia	3		New Zealand	14	
Lithuania	2		Total Conference Attendees Identified by Region	7,116	99.9
Macedonia	3		Total Conference Attendees Not Identified by Region	5	0.1
Montenegro	1		TOTAL CONFERENCE ATTENDEES	7,121	100.0
Netherlands	102				
Norway	36				
Poland	54				
Portugal	21				



5. AUDITED U.S. GEOGRAPHIC BREAKOUT OF CONFERENCE ATTENDEES

REGION & STATE	TOTAL OF REGION/STATE	PERCENT OF TOTAL
NEW ENGLAND	237	3.3
Connecticut (CT) _____	38	
Maine (ME) _____	4	
Massachusetts (MA) _____	180	
New Hampshire (NH) _____	10	
Rhode Island (RI) _____	4	
Vermont (VT) _____	1	
MIDDLE ATLANTIC	608	8.5
New Jersey (NJ) _____	230	
New York (NY) _____	218	
Pennsylvania (PA) _____	160	
EAST NO. CENTRAL	266	3.7
Illinois (IL) _____	100	
Indiana (IN) _____	32	
Michigan (MI) _____	48	
Ohio (OH) _____	54	
Wisconsin (WI) _____	32	
WEST NO. CENTRAL	132	1.9
Iowa (IA) _____	12	
Kansas (KS) _____	18	
Minnesota (MN) _____	46	
Missouri (MO) _____	39	
Nebraska (NE) _____	4	
North Dakota (ND) _____	1	
South Dakota (SD) _____	12	
SOUTH ATLANTIC	370	5.2
Delaware (DE) _____	12	
Florida (FL) _____	85	
Georgia (GA) _____	37	
Maryland (MD) _____	94	
North Carolina (NC) _____	80	
South Carolina (SC) _____	10	
Virginia (VA) _____	27	
Washington, DC _____	23	
West Virginia (WV) _____	2	

REGION & STATE	TOTAL OF REGION/STATE	PERCENT OF TOTAL
EAST SO. CENTRAL	92	1.3
Alabama (AL) _____	15	
Kentucky (KY) _____	24	
Mississippi (MS) _____	4	
Tennessee (TN) _____	49	
WEST SO. CENTRAL	518	7.3
Arkansas (AR) _____	7	
Louisiana (LA) _____	15	
Oklahoma (OK) _____	9	
Texas (TX) _____	487	
MOUNTAIN	122	1.7
Arizona (AZ) _____	46	
Colorado (CO) _____	39	
Idaho (ID) _____	2	
Montana (MT) _____	2	
Nevada (NV) _____	4	
New Mexico (NM) _____	5	
Utah (UT) _____	23	
Wyoming (WY) _____	1	
PACIFIC	725	10.2
Alaska (AK) _____	3	
California (CA) _____	640	
Hawaii (HI) _____	2	
Oregon (OR) _____	16	
Washington (WA) _____	64	
UNITED STATES	3,070	43.1
INTERNATIONAL	4,046	56.7
APO & FPO _____	-	
Canada _____	260	
Mexico _____	214	
Other International _____	3,563	
US territories _____	9	
Total Conference Attendees Identified by Region & State	7,116	99.9
Total Conference Attendees Not Identified by Region & State	5	0.1
TOTAL CONFERENCE ATTENDEES	7,121	100.0



ADVANCE REGISTRATION FORM

2012 CTCR-AACR San Antonio Breast Cancer Symposium • December 4-8, 2012
 COMPLETE ALL SECTIONS FULLY - ONE INDIVIDUAL PER FORM

FOR OFFICE USE ONLY - Group ID Code

CIRCLE ONE Dr. Prof. Ms. Mrs. Mx. Miss	LAST/FAMILY NAME *	FIRST/GIVEN NAME *	MI		
DEGREE(s) (or Equivalent) MD DO PhD PharmD RN Other	INSTITUTION, COMPANY, or ORGANIZATION NAME *				
DEPARTMENT					
ADDRESS 1 *					
ADDRESS 2					
CITY *		STATE or PROVINCE *			
COUNTRY (if not US) *		ZIP OR POSTAL CODE			
TELEPHONE NUMBER, WITH COUNTRY & CITY CODES *		FAX NUMBER, WITH COUNTRY & CITY CODES			
CELL PHONE NUMBER					
E-MAIL ADDRESS for Registration confirmation					
E-MAIL ADDRESS for CME/Evaluation link					
PHYSICIAN IDENTIFIER NUMBER * (IF USA MD)					
* REQUIRED					
PLEASE INCLUDE ME IN THE MAILING LIST FOR PRINTED SABCS PRE-SYMPOSIUM INFORMATION. <input type="checkbox"/> YES <input type="checkbox"/> NO					
PRIMARY PROFESSIONAL FOCUS <small>Check ONE only</small>	PRIMARY PROFESSIONAL OCCUPATION <small>Check ONE only</small>				
<input type="checkbox"/> Medical Practice/Clinical Research <input type="checkbox"/> Basic Research <input type="checkbox"/> Epidemiology <input type="checkbox"/> Prevention <input type="checkbox"/> Translational Research <input type="checkbox"/> Other	<input type="checkbox"/> 01 Medical Oncologist <input type="checkbox"/> 02 Surgical Oncologist <input type="checkbox"/> 03 Radiation Oncologist <input type="checkbox"/> 04 General Surgeon <input type="checkbox"/> 05 Gynecologic Oncologist <input type="checkbox"/> 06 Pathologist <input type="checkbox"/> 07 Radiologist	<input type="checkbox"/> 08 Clinical Geneticist <input type="checkbox"/> 09 Oncology Nurse <input type="checkbox"/> 10 Research Nurse <input type="checkbox"/> 11 Data Manager <input type="checkbox"/> 12 Other Physician <input type="checkbox"/> 13 Other Nurse <input type="checkbox"/> 14 Pathologist	<input type="checkbox"/> 20 Laboratory Scientist <input type="checkbox"/> 21 Statistician <input type="checkbox"/> 22 Epidemiologist <input type="checkbox"/> 23 Postdoctoral Fellow <input type="checkbox"/> 24 Research Assistant <input type="checkbox"/> 25 Student	<input type="checkbox"/> 30 Corporate Research <input type="checkbox"/> 31 Marketing/Sales <input type="checkbox"/> 32 Industry Nurse <input type="checkbox"/> 33 Pharmaceutical Rep <input type="checkbox"/> 34 Industry PR <input type="checkbox"/> 35 Other Industry	<input type="checkbox"/> 40 Patient Advocate <input type="checkbox"/> 41 Administrator <input type="checkbox"/> 42 Other PR <input type="checkbox"/> 43 Medical Writer <input type="checkbox"/> 44 Pharmacist <input type="checkbox"/> 45 Other Occupation

ADVANCE REGISTRATION FORM – CONTINUED

2012 CTCR-AACR San Antonio Breast Cancer Symposium • December 4-8, 2012
 COMPLETE ALL SECTIONS FULLY - ONE INDIVIDUAL PER FORM

REGISTRATION CATEGORY:	(Check One)	
	DISCOUNT <small>before 10/15/2012</small>	FULL PRICE <small>after 10/15/2012</small>
Regular Registration	RRA <input type="checkbox"/> \$ 450	\$600
Regular Registration: AACR members	CRA <input type="checkbox"/> \$ 400	\$550

AACR member ID: _____

Regular Registration: UTHSCSA & BCM staff & faculty (Valid ID required w/registration)	ST <input type="checkbox"/> \$ 200	\$275
Postdoctoral MD in training	PMA <input type="checkbox"/> \$ 100	\$120
Postdoctoral PhD in training	PPA <input type="checkbox"/> \$ 100	\$120
Press	PS <input type="checkbox"/> \$ 0	\$ 0
Student (Valid ID required w/registration)	SU <input type="checkbox"/> \$ 0	\$ 0
Patient Advocate* (Must provide name of the organization you are representing)	PAA <input type="checkbox"/> \$ 100	\$120

Advocate Organization: _____

*Contact: **Alamo Breast Cancer Foundation** PO Box 78067, San Antonio TX 78278, for Advocate Program information and possible financial assistance. Email sandunes@abcf.org

Are you part of an official Group Registration? No Yes

Provide Group ID Code: _____

REFUNDS: Please send written notice of cancellation by fax to 888-298-9883 or 404-920-3258 (International) or email sabcsreg@onpeakevents.com. Cancellations received on or before November 16, 2012 will be refunded less processing fees. Cancellations received after November 16, 2012 are non-refundable.

SABCS ABSTRACT BOOK: Abstract books will be available either in print or as a PDF on a USB drive. Please select the format in which you wish to receive the Abstract book. You will receive your materials when you check-in on site.

USB Drive containing a PDF file of the Abstract Book
 Printed Abstract Book

LUNCH TICKETS:
 Wed \$14 \$20 Thu \$14 \$20 Fri \$14 \$20

Lunch tickets for 2012 SABCS are offered for either
 1. \$14.00 lunch ticket good for a Boxed lunch and a soda or water. To be redeemed at the three Quick Lunch areas located in Exhibit Halls A, B & C.
 2. \$20.00 lunch ticket good for a hot item, soda or water and a dessert or if preferred you can choose a la carte items at the Food Court located in Exhibit Hall B.

No refund or partial refund will be issued for a Ticket or for a partial redemption of a Ticket.

Total for Lunch Tickets: \$ _____

Total for Registration Fee: \$ _____

Wire Transfer Fee: \$30 (if applicable) \$ _____

TOTAL AMOUNT DUE: \$ _____

Payment must be in US Currency - Checks must be drawn on US Bank.

MAIL TO: SABCS Registration c/o OnPeak
 240 Peachtree St. 22-5-10
 Atlanta, GA 30303

OR **FAX TO:** 888-298-9883
 or 1-404-920-3258 (International)

Registration inquiries may be directed to: sabcsreg@onpeakevents.com or by phone 877-517-3040 (US & Canada) or 678-553-7223 x 7301 (International).

PAYMENT TYPE: (No Purchase Orders)
 Payment is being made by Group Contact.
 Check/Money Order/Draft. (Make payable to UTHSCSA #130472)
 Wire Transfer, your bank to ours. Add \$30 to the total for transfer fees. **Instructions for wire transfer will be sent to you by Email after your registration is received by SABCS.**
 AMEX MasterCard Visa Discover

Credit Card Number: _____
 Exp Date (MM/YY): _____
 Cardholder Name: _____
 Signature: _____

Pursuant to the Americans With Disability Act, I require specific aids or services during my visit. Please contact SABCS with your needs to SABCS@uthscsa.edu.

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About BPA Worldwide
 A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of the **2012 SAN ANTONIO BREAST CANCER SYMPOSIUM** for the show/event as reported in this BPA Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EIIAC), a not-for-profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records and any other auditing procedures considered necessary. Based on such examinations, the data set forth in this report presents objectively and accurately the total attendance of this event in conformance with generally accepted event measurement principles..

BPA Worldwide TYPE: EVENT AUDIT
 Shelton, CT ID Number: X542XOD2
 February 21, 2013