



The Pablove Foundation's 2014  
**Pediatric Soft Tissue Sarcoma Symposium**  
and **International Think Tank**

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**November 7–8, 2014**

**Children's Hospital Los Angeles**  
Los Angeles, CA

**♥ THINK TANK**

On Friday, November 7, a group of international experts on pediatric soft tissue sarcomas will participate in an invitation-only workshop on paratesticular rhabdomyosarcoma, followed by a Think Tank on pediatric soft tissue sarcomas. Dr. David Malkin will kickoff the day by delivering the George Donnell Society Lecture on Li-Fraumeni Syndrome at the Children's Hospital Los Angeles Pediatric Grand Rounds.

**♥ SYMPOSIUM**

On Saturday, November 8, we will open the doors to parents, caregivers, survivors, and medical professionals of all fields. Our full day of expert presentations, Q&A panels, and networking opportunities will inspire learning at all levels.

[pablove.org/sarcoma2014](http://pablove.org/sarcoma2014)

**The Pablove Foundation's Childhood Cancer Symposia** bridge the information gap by putting parents in the same room as the world's leading experts. The result is a two-way conversation between medical professionals and patient families. Parents are empowered with knowledge while doctors and nurses find themselves in an environment where collaboration and innovation are just a conversation away.

Pediatric sarcomas make up approximately 15 percent of all new childhood cancer diagnoses. Our 2014 Symposium will focus on the subset of pediatric soft tissue sarcomas, the most common of which is rhabdomyosarcoma. Leading scientists and clinicians from North America and Europe will discuss cutting-edge research in the field and set the tone for scientific progress and collaboration to understand the biology and improve the outcomes for pediatric soft tissue sarcoma over the next decade.

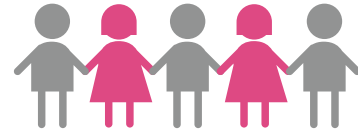
Our goal at The Pablove Foundation is to **inspire** conversation and knowledge sharing about pediatric soft tissue sarcomas in order to speed up innovation and collaboration.

# The Issue

Each year, over 15,000 children and teens in the United States alone are diagnosed with a form of childhood cancer. Nearly 3,000 of those diagnoses are defined as a rare, aggressive cancer called a sarcoma:

- ♥ Ewing's sarcoma (bone or soft tissue)
- ♥ Rhabdomyosarcoma (muscle)
- ♥ Osteosarcoma (bone)
- ♥ Desmoplastic Small Round Cell Tumor
- ♥ Rare sarcomas (tendon, nerve, or vascular)

Because sarcomas are more common in children and teens, the number of years of life lost to sarcomas is substantial, despite their relatively lower incidence rate when compared to adult cancers. The diversity of the disease only underscores the need for new discoveries. A lot can be learned about how other cancers behave from these solid tumors of the soft tissues.



Childhood cancer is the leading cause of death by disease in **children & adolescents**.



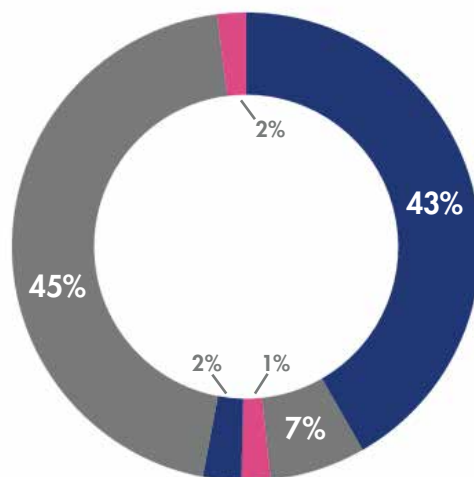
Nearly **two-thirds** of childhood cancer survivors experience significant medical problems resulting from their original cancer treatment.

 in **530** adults

is a childhood cancer survivor.

## The Experience

Conference Attendee Breakdown  
(Based on 2013 program)



Physicians/Researchers	43%
Nurse/Nurse Practitioners	7%
Pharmacists	1%
Adult Survivors	2%
Parent or Caregiver	45%
Other Professional	2%

Our Symposium will offer a unique look at the **international perspective** on this group of diseases, with speakers from North America, the United Kingdom, Italy, and Germany.

From deep-dive presentations on pathology and classification to best-practices for long-term survivorship care, the Symposium is designed to offer an enriching educational experience for every attendee. The latest advances in surgery, radiology, and drug development will be shared by the world's leading experts. In between sessions, breaks fuel conversation between parents and professionals. Each session is filmed and added to our Vimeo library.

*"The speakers were absolutely phenomenal. It is very difficult to achieve presentations that are both informative enough for professionals and yet still understandable to parents. I think that was achieved unbelievably well. I learned something from every lecture."*  
- 2013 Professional Attendee

# 2014 Agenda\*

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## ♥ International Think Tank – Friday 11.7.2014

- 7:30 a.m.–  
8 a.m. Breakfast – *Sponsored by Children’s Hospital Los Angeles*
- 8 a.m.–  
9 a.m. Children’s Hospital Los Angeles Grand Rounds George Donnell Lecture  
David Malkin, M.D., FRCP(C), FAAP – The Hospital for Sick Children
- 9:30 a.m.–  
12:30 p.m. International Paratesticular Workshop
- 12:30 p.m.–  
1:30 p.m. Lunch – *Sponsored by Children’s Hospital Los Angeles*
- 1:30 p.m.–  
3 p.m. Think Tank Part I
- 3 p.m.–  
3:30 p.m. Coffee Break – *Sponsored by Children’s Hospital Los Angeles*
- 3:30 p.m.–  
5 p.m. Think Tank Part II
- 5 p.m.–  
5:30 p.m. Conclusion
- 7 p.m. Dinner (by invitation only) – *Sponsored by Children’s Hospital Los Angeles*

## ♥ Pediatric Sarcoma Symposium – Saturday 11.8.2014

- 7 a.m.–  
8 a.m. Breakfast and Registration
- 8 a.m.–  
8:30 a.m. **Introduction to Pediatric Soft Tissue Sarcomas**  
Leo Mascarenhas, M.D. – Children’s Hospital Los Angeles
- 8:30 a.m.–  
9:15 a.m. **Pathology of Pediatric Soft Tissue Sarcoma**  
David Parham, M.D. – Children’s Hospital Los Angeles
- 9:15 a.m.–  
9:45 a.m. **Molecular Classification of RMS and Cytogenetics of Soft Tissue Sarcoma**  
Stephen Skapek, M.D. – Children’s Medical Center Dallas
- 9:45 a.m.–  
10:15 a.m. **Molecular Markers for Risk Stratification in Rhabdomyosarcoma**  
Janet Shipley, M.D. – Institute of Cancer Research, London

*Continued...*

\*Speakers and topics subject to change.

# Agenda (Continued)

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## ♥ Pediatric Sarcoma Symposium – Saturday 11.8.2014

- 10:15 a.m.– Coffee Break  
10:30 a.m.
- 10:30 a.m.– **Children’s Oncology Group approach to treatment of Rhabdomyosarcoma**  
11:15 a.m. Douglas S. Hawkins, M.D. – Seattle Children’s Hospital
- 11:15 a.m.– **European Pediatric Soft Tissue Sarcoma Study Group approach to treatment of Rhabdomyosarcoma**  
12 p.m. Mike Stevens, M.B., B.S., M.D., FRCP, FRCPCH, FRCR – University of Bristol
- 12 p.m.– **Cooperative WeichteilSarkom Study Group approach to treatment of Rhabdomyosarcoma**  
12:45 p.m. Ewa Koscielniak, M.D. – Klinikum Stuttgart
- 12:45 p.m.– Lunch  
1:45 p.m.
- 1:45 p.m.– **About The Pablove Foundation**  
2 p.m.
- 2 p.m.– **Treatment of Non-Rhabdomyosarcoma Soft Tissue Sarcoma in Children & Adolescents**  
2:45 p.m. Sheri L. Spunt, M.D. – Lucile Packard Children’s Hospital
- 2:45 p.m.– **Surgical Considerations in Pediatric Soft Tissue Sarcoma**  
3:15 p.m. David Rodeberg, M.D. – East Carolina University
- 3:15 p.m.– **Radiation Principles and Options for Pediatric Soft Tissue Sarcoma**  
3:45 p.m. Suzanne L. Wolden, M.D. – Memorial Sloan Kettering Cancer Center
- 3:45 p.m.– Coffee Break  
4 p.m.
- 4 p.m.– **Late Effects of Treatment in Pediatric Sarcoma**  
4:30 p.m. Saro Armenian, D.O., M.P.H. – City of Hope
- 4:30 p.m.– **Cancer Predisposition Syndromes in Sarcoma**  
5 p.m. David Malkin, M.D., FRCP(C), FAAP – The Hospital for Sick Children
- 5 p.m.– **New Drug Development in Sarcoma**  
5:30 p.m. Peter Houghton, Ph.D. – Nationwide Children’s Hospital
- 5:30 p.m. Cocktail Reception and Physician-Parent Networking

The Symposium is free to attend with a suggested donation to The Pablove Foundation. Continuing education credit will be available for medical doctors and nurses.

# Sponsorship Opportunities

*"Sharing a room with the 'Who's Who' of doctors whose life work it is to help save our children was something that, until now, only occurred in my wildest dreams." -  
2012 Parent Attendee*

## \$40,000 – Presenting Sponsor

Pediatric Sarcoma Symposium "presented by" your company or brand  
Logo and link to website on Symposium website and pablove.org  
Recognition and logo in emails sent to Symposium attendees and Pablove stakeholders  
Recognition on online registration page and on welcome sign at registration  
Full-page advertising opportunity in Symposium program (*subject to print deadlines*)  
Prominent logo placement on all promotional materials including on-screen in between presentations  
Primary sponsor recognition at lunch on Saturday, November 8, 2014  
Verbal recognition at the Think Tank and Symposium  
Complimentary exhibit table and/or gifting opportunity  
Recognition as Presenting Sponsor in the Symposium videos hosted in the Pablove Vimeo Library

## \$10,000 – Lionhearted Sponsor

Logo and link to website on Symposium website and pablove.org  
Recognition and logo in emails sent to Symposium attendees and Pablove stakeholders  
Recognition on online registration page and on welcome sign at registration  
Half-page advertising opportunity in Symposium program (*subject to print deadlines*)  
Logo placement on all promotional materials including on-screen in between presentations  
Primary sponsor recognition at breakfast or cocktail reception on Saturday, November 8, 2014

## \$5,000 – Tenderhearted Sponsor

Logo and link to website on Symposium website and pablove.org  
Recognition and logo in emails sent to Symposium attendees and Pablove stakeholders  
Quarter-page advertising opportunity in Symposium program (*subject to print deadlines*)  
Primary sponsor recognition at coffee break on Saturday, November 8, 2014

## A la Carte Opportunities

\$7,500 – Presenting sponsor of breakfast or cocktail reception  
\$6,000 – Sponsor of video coverage (recognition in the Pablove Vimeo Library)  
\$4,000 – Sponsor of participant welcome packs (logo included on welcome bag)  
\$2,500 – Exhibiting (tabling) opportunity on Saturday, November 8, 2014  
\$1,000 – Quarter-page advertising opportunity in Symposium program

**To support the 2014 Pediatric Soft Tissue Sarcoma Symposium and International Think Tank, please contact:**

Megan McMillan, Community Affairs Director  
megan@pablove.org | 323.657.5557

Helping children with cancer *live*—a love-filled life today, and a cancer-free life tomorrow.  
**pablove.org/sarcoma2014**