

2nd ANNOUNCEMENT



IEO

European Institute of Oncology

12th Milan Breast Cancer Conference

JUNE 16-18

2010

INNOVATION IN CARE AND RESEARCH

CHAIR

Umberto Veronesi - Aron Goldhirsch



Dear Colleague,

It is a pleasure for us to welcome you to the *12th Milan Breast Cancer Conference*, a conference of **Innovation in Patient Care**. Each of the past 11 conferences has had a first class faculty and a setting which fostered creative discussions. This conference will also include new information, consolidated knowledge, and conversations on controversial issues regarding diagnostic procedures, treatment strategies and disease prevention. As before, the conference will provide a stimulating forum for the presentation of innovation on ongoing and future research in breast cancer.

The first topic of this year's conference involves genetics of breast cancer today, while the second focuses on prevention strategies. Further sessions involve progress in imaging, breast surgery and radiation therapy. A traditional live surgery session with commentary will continue to be a highlight of the conference. Special emphasis is given to biological markers like androgen receptors, circulating tumor cells and genetic profiling. Further features will involve targeted and endocrine treatments, antiangiogenic approaches, and some information about tissue-specific metastases. Much of the discussion on treatment modalities will involve the way of personalizing adjuvant treatments according to disease type and the Patient.

The European Institute of Oncology Award Lecture 2010 will relate to new generation of trials in the field of breast cancer, elaborating on novel molecular technology.

As in the past, an observatory on Innovation and Care for the next future will be the highlight of the second conference day.

The 2010 Milan Breast Cancer Conference will deal with several areas of innovation. Many of the presentations will touch on innovative approaches and progress in knowledge related to all fields of breast cancer. Much of the information will be ready for use in patient care, while several items will be presented for genuine stimulation of clinical and translational research.

We welcome you again in Milan, an internationally renowned center for breast cancer research, in the attempt to continue housing the tradition of innovation and care.

Wishing you an enjoyable and inspiring conference.

Umberto Veronesi and Aron Goldhirsch

Conference Co-ordinators: S. Cinieri - M. Colleoni - S. Zurrida

INTERNATIONAL INVITED FACULTY

Arnone Paolo	European Institute of Oncology, Milano - IT
Avril Norbert	Queen Mary University of London - UK
Barile Monica	European Institute of Oncology, Milano - IT
Bedard Philippe	University of Toronto, Princess Margaret Hospital, Toronto - CND
Bertolini Francesco	European Institute of Oncology, Milano - IT
Bonanni Bernardo	European Institute of Oncology, Milano - IT
Burstein Harold J.	Dana Farber Cancer Institute, Boston - USA
Cardoso Fatima	Institut Jules Bordet, Brussels - BE
Chlebowski Rowan T.	Harbor-UCLA Medical Center, Torrance - USA
Clough Krishna	The Paris Breast Center, Paris - FR
Coates Alan S.	The Cancer Council Australia, Camperdown - AUS
Colleoni Marco	European Institute of Oncology, Milano - IT
Costa Alberto	Fondazione Salvatore Maugeri, Pavia - IT
Cote Richard J.	University of Miami Miller School of Medicine, Miami - USA
Curigliano Giuseppe	European Institute of Oncology, Milano - IT
Cuzick Jack	Cancer Research UK, Wolfson Institute of Preventive Medicine, London - UK
De Laurentiis Michele	Università degli Studi di Napoli Federico II, Napoli - IT
Decensi Andrea	E.O. Ospedale Galliera, Genova - IT
Dellapasqua Silvia	European Institute of Oncology, Milano - IT
Esposito Angela	European Institute of Oncology, Milano - IT
Ford Leslie	Prevention National Cancer Institute, Bethesda - USA
Galimberti Viviana	European Institute of Oncology, Milano - IT
Garber Judy	Dana-Farber Cancer Institute, Boston - USA
Gentilini Oreste	European Institute of Oncology, Milano - IT
Goldhirsch Aron	European Institute of Oncology, Milano - IT
Gomis Roger	Institute for Research in Biomedicine, Barcelona - ES
Goodwin Pamela J.	Mount Sinai Hospital, Toronto - CND
Guerrieri-Gonzaga Aliana	European Institute of Oncology, Milano - IT
Gusterson Barry A.	Western Infirmary, Glasgow - UK
Intra Mattia	European Institute of Oncology, Milano - IT
Lazzari Roberta	European Institute of Oncology, Milano - IT
Locatelli Marzia	European Institute of Oncology, Milano - IT
Montagna Emilia	European Institute of Oncology, Milano - IT
Orecchia Roberto	European Institute of Oncology, Milano - IT
Paganelli Giovanni	European Institute of Oncology, Milano - IT
Panizza Pietro	Università Vita Salute San Raffaele, Milano - IT
Penault-Llorca Frédérique	Centre Jean Perrin, Clermont-Ferrand - FR
Piccart-Gebhart Martine	Institut Jules Bordet, Brussels - BE
Pierce Lori J	University of Michigan Medical School, Ann Arbor - USA
Pizzamiglio Maria	European Institute of Oncology, Milano - IT
Pruneri Giancarlo	European Institute of Oncology, Milano - IT
Rizzatto Giorgio	Ospedale Civile, Gorizia - IT
Rutgers Emil J. Th.	Antoni Van Leeuwenhoek Huis, Amsterdam - NL
Sacchini Virgilio	Memorial Sloan-Kettering Cancer Center, New York - USA
Tabar Laszlo	Central Hospital, Falun - SE
Taghian Alphonse G.	Massachusetts General Hospital, Boston - USA
Veronesi Paolo	European Institute of Oncology, Milano - IT
Veronesi Umberto	European Institute of Oncology, Milano - IT
Viale Giuseppe	European Institute of Oncology, Milano - IT
Vicini Frank A.	William Beaumont Hospital, Michigan - U.S.A.
von Minckwitz Gunter	Johann Wolfgang Goethe-Universität, Frankfurt - DE
Winer Eric P.	Dana Farber Cancer Institute, Boston - USA
Wolff Antonio C.	The Sidney Kimmel Comprehensive Cancer Center, Baltimore - USA
Zurrida Stefano	European Institute of Oncology, Milano - IT

PROGRAMME

WEDNESDAY, 16 JUNE

- 17:00 Welcome
17:05 **EIO Award:** *Martine Piccart-Gebhart*
“The new generation of trials for patients with breast cancer: putting molecular technology to work”
17:45 Satellite Symposia
19:30 Cocktail

THURSDAY, 17 JUNE

- 08:00 Welcome and Opening
Genetics today
Chair: *Andrea Decensi*
Rapporteur: *Monica Barile*
08:15 High-risk genes for breast cancer: the genetic “Foucault pendulum” – *Judy Garber*
08:30 High risk clinic: follow-up of healthy individuals with genetic predisposition to breast cancer – *Bernardo Bonanni*
08:45 Potentially useful treatment proposals for predisposition gene carriers - *Rowan T. Chlebowski*
09:00 Discussion
Prevention
Chair: *Bernardo Bonanni*
Rapporteur: *Aliana Guerrieri-Gonzaga*

- 09:15 The impact of lifestyle - *Pamela J. Goodwin*
09:30 New endocrine agents for prevention of breast cancer – *Jack Cuzick*
09:45 Metabolic syndrome and breast cancer prevention – *Andrea Decensi*
10:00 Update of the NSABP STAR trial: preventing breast cancer - *Leslie Ford*
10:15 Discussion
10:30 Coffee break

- 11:00 **Spotlight:**
Androgen receptors: prognostic and therapeutic relevance
Antonio C. Wolff

Progress in imaging
Chair: *Pietro Panizza*
Rapporteur: *Maria Pizzamiglio*

- 11:20 MRI and ultrasound dynamic coregistration – *Giorgio Rizzatto*
11:35 Breast imaging with MRI: how to use? – *Pietro Panizza*
11:50 PET scans in staging and treatment – *Norbert Avril*
12:05 Carcinomas discovered only by images: total curability? – *Laszlo Tabar*
12:20 Discussion

- 12:35 Lunch
13:35 **Live Surgery with commentary**
Speaker: *Mattia Intra*

New avenues in local treatment
Chair: *Virgilio Sacchini*
Rapporteur: *Paolo Arnone*

- 14:35 Oncoplastic approaches: progress? – *Krishna Clough*
14:50 New policy for sentinel node biopsy – *Paolo Veronesi*
15:05 Breast conservation after local recurrence – *Oreste Gentilini*
15:20 Radiation therapy after breast reconstruction - *Lori J. Pierce*
15:35 Breast surgery in metastatic disease – *Emil J. Th. Rutgers*
15:50 Discussion
16:05 Coffee break

- 16:30 **Spotlight:**
Circulating stem cells
Richard J. Cote

Pathology
Chair: *Richard J. Cote*
Rapporteur: *Giancarlo Pruneri*

- 16:50 A, B, C of breast pathology – *Frédérique Penault-Llorca*
17:05 Triple negative & basal like – *Barry A. Gusterson*
17:20 The new TNM classification – *Stefano Zurrida*
17:35 Discussion

PROGRAMME

17:50 **Spotlight:**
Genetic profiling: clinically useful or expensive and superfluous
Giuseppe Viale

18:10 Satellite Symposia

FRIDAY, 18 JUNE

New perspectives of radiotherapy

Chair: *Lori J. Pierce*

Rapporteur: *Roberta Lazzari*

08:15 Progress in external radiation therapy: accelerated and partial breast irradiation - *Frank A. Vicini*

08:35 Intraoperative radiotherapy – *Roberto Orecchia*

08:50 Potential role for proton therapy in the treatment of breast cancer - *Alphonse G. Taghian*

09:05 Metabolic radionuclide therapy to the breast: the avidin-biotin IART[®] approach - *Giovanni Paganelli*

09:20 Discussion

09:35 **Spotlight:**
Tissue-specific metastases: is selective targeting of therapies possible?
Roger Gomis

Endocrine treatment

Chair: *Eric P. Winer*

Rapporteur: *Emilia Montagna*

10:00 Endocrine therapies for premenopausal women: new aspects? – *Silvia Dellapasqua*

10:15 Endocrine therapies for postmenopausal women: defining the best available? – *Eric P. Winer*

10:30 Coffee break

11:00 Endocrine therapies revisited: using old dogs for new tricks – *Alan S. Coates*

11:15 Discussion

11:30 **Spotlight:**
Antiangiogenesis revised for breast cancer
Harold J. Burstein

11:50 **The Milan Breast Cancer Observatory: Innovation and care in the next 12 months**

Participants: *Fatima Cardoso, Alan S. Coates, Viviana Galimberti, Aron Goldhirsch, Roberto Orecchia, Virgilio Sacchini, Eric P. Winer*

Chair: *Alberto Costa*

12:50 Lunch

Targeted treatments

Chair: *Giuseppe Curigliano*

Rapporteur: *Angela Esposito*

14:00 Targeting cellular pathways in breast cancer: an overview – *Michele De Laurentiis*

14:20 Useful therapeutic targeting for triple negative breast cancer – *Giuseppe Curigliano*

14:35 Useful therapeutic targeting for “luminal B” breast cancer – *Philippe Bedard*

14:50 Discussion

15.00 **Spotlight:**
Preoperative systemic treatments: is there a state of the art?
Gunter von Minckwitz

15:20 Coffee break

Chemotherapy & angiogenesis

Chair: *Marco Colleoni*

Rapporteur: *Marzia Locatelli*

15:45 Antiangiogenesis: new approaches, new opportunities and new risks – *Francesco Bertolini*

16:05 Cytotoxics for breast cancer: are there new drugs which are useful? – *Fatima Cardoso*

16:25 Discussion

16:45 Closing remarks

REGISTRATION FORM

Use this registration form or register on line at www.breastmilan.com

Please complete and return to: **CQ Travel s.r.l.** - Via Pagliano 3, 20149 Milano (Italy)

Tel +39024804951 Fax +390243911650 E-mail: congress@cq-travel.com

Please print or type and make a copy for your own records. This form may be sent by post or fax.

TO BE FILLED OUT IN CAPITAL LETTERS

First Name _____ Last Name _____

Company / Institute _____

Department _____

Specialty Surgeon Radiotherapist Medical Oncologist

Address _____

Post code _____ City _____ Country _____

Telephone _____ Fax _____

E-mail _____

Partita IVA o codice fiscale (only for italian participants) _____

REGISTRATION FEE

Early rate payment received BEFORE MARCH 26, 2010 **550,00 €**

Late rate payment received BETWEEN MARCH 27 AND MAY 21, 2010 **650,00 €**

On site payment received AFTER MAY 21, 2010 **850,00 €**

12th MBCC+Breast Cancer Oncologic and Rec. Surgery **1000,00 €** **1200,00 €**

(on site)

EUSOMA, EORTC, EUROPA DONNA and SIS members and ex-allievi SIS are entitled to 30% discount only for the 12th MBCC EUSOMA member EUROPA DONNA member
 EORTC member SIS members Ex-allievi SIS

The registration fee covers admission to the congress and exhibition, a copy of the programme, coffee and lunch throughout the congress and the official welcome cocktail.

ACCOMPANYING PERSON Name _____

Accompanying person will be admitted free of charge to the welcome cocktail.

ABSTRACT I have submitted an abstract (see instructions in the programme).

I authorize the European Institute of Oncology to use my personal data for purposes relating to the School's activities.

Signature _____

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Cheque payable to CQ Travel s.r.l., via Pagliano, 3 - 20149 Milano (Italy)

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E-mail		
Codice Fiscale (only for italian participants)		

LIST OF HOTELS

Prices in Euros based on a nightly rate including breakfast, daily bus transfer from hotels to the congress venue, taxes and handling fee. Please indicate the required accommodation.

CHOICE	*	<input type="checkbox"/> DOUBLE ROOM	<input type="checkbox"/> DOUBLE SINGLE USE
<input type="checkbox"/> Quark Hotel (conference venue) Via Lampedusa, 11/a	4	€ 195	€ 167
<input type="checkbox"/> Hotel NH Touring (city center) Via Tarchetti, 2	4	€ 220	€ 190
<input type="checkbox"/> Hotel NH Machiavelli (city center) Via Lazzaretto, 5	4	€ 210	€ 180
<input type="checkbox"/> Major Hotel (south Milan) Lodi square	4	€ 180	€ 155
<input type="checkbox"/> Hotel Una Mediterraneo (south Milan) Lodi square	4	€ 160*	€ 140*
<input type="checkbox"/> Crivi's Hotel (south Milan) Porta Vigentina	4	€ 200	€ 165
<input type="checkbox"/> Sporting Hotel (south Milan) Opera Sporting Mirasole	4	€ 150	€ 115
<input type="checkbox"/> Dei Fiori Hotel (south Milan) Via Renzo e Lucia	3	€ 120	€ 100

* Rates based on standard rooms. Supplement for Superior rooms € 30,00 per night.

Arrival date	Departure date
Total number of nights	Signature

Please enclose payment for the entire stay to confirm your booking.
The rooms will be allocated on a first come first served basis.

Deadline for hotel reservation: 26 March 2010. Reservation requests after this date cannot be guaranteed and will be handled on a space and rate available basis.

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ABSTRACT DEADLINE APRIL 16, 2010

You may submit your abstract:

- by e-mail to mbcc@ieo.it

- by cd to the

Scientific Secretariat:

European Institute of Oncology

Via Ripamonti, 435, 20141 Milan, Italy

INSTRUCTIONS FOR ABSTRACT SUBMISSION

Participants with new data relevant to the subjects of the conference may submit one abstract to be considered for poster presentation.

Only papers whose abstracts have been reviewed and approved by the Scientific Committee will be presented.

Abstracts must be written in English and the text should not exceed 2000 characters (title included).

The title should appear in capital letters.

For each author, type surname first followed by given name and initials (presenting author in capital letters). List affiliations after the authors' list. The full address with telephone, fax number, and e-mail of the corresponding author must be provided. This author will receive all the subsequent communications concerning this abstract. Please indicate your approval for publication in case the abstracts will be issued in a journal.

Please note:

Only abstracts submitted by registered participants will be accepted. Please do not forget to mark on the registration form that you have submitted an abstract.

It is the responsibility of the presenting author to ascertain whether all authors are aware of the content of the abstract before submission.

GENERAL INFORMATION

CONFERENCE VENUE

Quark Hotel

Via Lampedusa, 11/A - 20141 Milano (Italy)

Tel: 0284431- Fax: 028464190 - www.atahotels.it

The Quark Hotel is a 15 minutes drive from the city centre.

SCIENTIFIC SECRETARIAT

European Institute of Oncology

Via Ripamonti, 435 - 20141 Milano (Italy)

Tel: +39 02 57489227 - Fax: +39 02 57489210

E-mail: mbcc@ieo.it

ORGANISING SECRETARIAT

CQ Travel srl

Via Pagliano, 3 - 20149 Milano (Italy)

Tel. +39 02 480495.1 - Fax. +39 02 43911650

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CONFIRMATION OF REGISTRATION

Registration will only be confirmed upon receipt of the registration fee. A combined confirmation of registration and acknowledgment of payment will be sent by e-mail or fax, as preferred, upon receipt of the payment.

CANCELLATION OF REGISTRATION

In case of cancellation without replacement, the fee less handling charges of 60 EURO will be refunded, provided a written request is received by CQ Travel before 21st May 2010. No refund can be made if notice of cancellation is received after this date. Any refund will be made after the conference.

CME ACCREDITATION

The European Institute of Oncology will apply for CME credits to the Accreditation Council of Oncology in Europe and to the Italian Ministry of Health. Each participant will receive a certificate of attendance stating the relevant number of credits obtained during the conference. Physicians from the US attending the conference can report this to the AMA and apply for AMA PRA Cat. 1 credits. The CME certificates can be granted only to the participants who have attended the entire conference. The CME certificates will be distributed only at the end of the meeting.