



58th ASH® Annual Meeting and Exposition

San Diego, CA ■ December 3-6, 2016



EXHIBIT HALL PRODUCT THEATERS

Product Theaters feature exhibitor presentations on new research findings and products to small groups of annual meeting attendees (no more than 150) within the exhibit hall. The Product Theater sessions will be solely promotional in nature; therefore, continuing medical education credits will not be offered. ASH will provide lunch during each theater. Please bring your Sunday and/or Monday exhibit hall lunch ticket to the applicable product theater.

Saturday, December 3, 2016
11:30 a.m. to 12:30 p.m.

Sponsored by: Pfizer Oncology

Treatment of Philadelphia Chromosome-Positive (Ph+) Chronic Myelogenous Leukemia (CML) Resistant or Intolerant to Prior Therapy, Patient Journeys

Speaker: Fiona An, MD, Senior Director of Medical Affairs, Pfizer Oncology

Product Theater #1
(back of the 3700 aisle)

Sponsored by: American Regent, Inc.

Combating Iron Deficiency Anemia: Emerging Trends in Treatment Options

Speaker: Linda M. Mundy, MD, PhD, FACP, Vice President and Chief Medical Officer, Luitpold Pharmaceuticals, Inc.

Product Theater #2
(back of the 2300 aisle)

**This presentation is intended for U.S.-based attendees*

Sponsored by: Amgen

Current landscape in minimal residual disease (MRD) testing in hematologic malignancies

Speaker: Jonathan Benjamin, MD, PhD, Clinical Research Medical Director, Amgen

Product Theater #3
(front of the 1600 aisle)

Sunday, December 4, 2016
11:30 a.m. to 12:30 p.m.

Sponsored by: Takeda Oncology

NINLARO® (ixazomib): an oral treatment option

Speakers:

Antonio Palumbo, MD, Distinguished Research Fellow Oncology, Global Medical Affairs, Takeda Oncology

Stephen J. Noga, MD, PhD, Senior Medical Director, Global Affairs, Takeda Oncology

Product Theater #1
(back of the 3700 aisle)

Sponsored by: Pharmacyclics

Pharmacyclics and Janssen Hematology Program

Speaker: Jason Dubovsky, Ph.D., Scientist II, Pharmacyclics

Product Theater #2
(back of the 2300 aisle)

Sponsored by: Genentech

Treatment for relapsed/refractory Follicular Lymphoma (FL)

Speaker: Sandra Horning, MD, Executive Vice President, Global Head of Product Development and Chief Medical Officer, Genentech USA, Inc.

Product Theater #3
(front of the 1600 aisle)

Monday, December 5, 2016
12:15 p.m. to 1:15 p.m.

Presented by: Janssen Biotech, Inc.

DARZALEX™ (daratumumab) – A Treatment Option for Patients With Multiple Myeloma Who Have Failed Multiple Therapies

Speaker: Manish Sharma MD, Associate Director, HEME Malignancy, Medical Group Oncology, Janssen Biotech, Inc.

Product Theater #1
(back of the 3700 aisle)

**This presentation is intended for U.S.-based attendees*

Sponsored by: Shire

Julie M: A Diagnostic Journey

Speaker: Quinn Dinh, MD, Head US Genetic Disease Medical, Shire Medical Affairs

Product Theater #2
(back of the 2300 aisle)

**This presentation is intended for U.S.-based attendees*

Sponsored by: AbbVie

Scientific Rationale for Targeting BCL-2 in Deletion 17p CLL Patients

Speaker: Rod Humerickhouse, MD, PhD, AbbVie Group Project Leader, Oncology Pharmaceutical Development

Product Theater #3
(front of the 1600 aisle)

**This presentation is intended for U.S.-based attendees*