



59th ASH® Annual Meeting and Exposition

Atlanta, Georgia • December 9-12, 2017



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 9
11:30 a.m. to 12:30 p.m.**

Sponsored by: Adaptive Biotechnologies Corporation

Beyond Clinical Trials: The Case for NGS-Based MRD in Clinical Practice

Speaker:

Ilan Kirsch, MD, Senior Vice President, Translational Medicine, Adaptive Biotechnologies Corporation

Product Theater #1 (*back of the 200 aisle*)

Sponsored by: HEMA Biologics

Hemophilia with Inhibitors: Should We Expect More? Eptacog Beta and the PERSEPT Program: Compelling New Evidence in the Treatment of Bleeds

Speakers:

W. Allan Alexander, MD, Senior Medical Director, HEMA Biologics, LLC
Sami Chtourou, PhD, Executive Vice President, Innovation and Scientific Affairs, LFB Biotechnologies SASU
Yann Echelard, PhD, President and CEO of rEVO Biologics, Inc., a subsidiary of LFB SA

Product Theater #2 (*back of the 900 aisle*)

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

Sponsored by: Genentech USA, Inc.

Learn About an Alternative Treatment Option for Patients with Certain B cell Malignancies

Speaker:

Axel Boehnke, MD, Associate PD Group Medical Director, Global Development Team Leader (GDTL), Genentech

Product Theater #3 (*back of the 2900 aisle*)

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

Sponsored by: Pfizer Oncology (Inotuzamab)

New Treatment Option for Adults with Relapsed or Refractory Acute Lymphoblastic Leukemia (ALL), A Discussion of Efficacy and Safety

Speaker:

Fiona An, MD, Senior Director, US Medical Affairs, Pfizer Oncology

Product Theater #4 (*back of the 3300 aisle*)

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

Sponsored by: AstraZeneca

New Directions in Hematology

Speakers:

Susan Galbraith, Senior Vice President, Head of Oncology Innovative Medicines Unit, AstraZeneca

Andrew Mortlock, Chief Scientific Officer, Acerta Pharma and Vice President for Combinations, Oncology Innovative Medicines Unit, AstraZeneca

Product Theater #5 (*front of the 500 aisle*)

!This presentation is intended for attendees only

**Sunday, December 10
11:30 a.m. to 12:30 p.m.**

Sponsored by: Daiichi Sankyo, Inc.

Iron-Deficiency Anemia: Moving From Clinical Trials to Clinical Practice

Speaker:

Linda M. Mundy, MD, PhD, FACP, VP & Chief Medical Officer, American Regent and Luitpold Pharmaceuticals, a Daiichi Sankyo Group Company

Product Theater #1 (*back of the 200 aisle*)

Sponsored by: Bayer HealthCare Pharmaceuticals, Inc.

A new therapy for 3rd line Follicular Lymphoma [FL]

Speaker:

Barry Childs, MD, Global Clinical Lead, Bayer HealthCare Pharmaceuticals, Inc.

Product Theater #2 (*back of the 900 aisle*)

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

**Sunday, December 10
11:30 a.m. to 12:30 p.m.,
continued**

Sponsored by: Takeda Oncology

NINLARO®(ixazomib): an oral treatment option

Speakers:

Antonio Palumbo, MD, Distinguished Research Fellow in Oncology, Global Medical Affairs, Takeda Oncology
Stephen J. Noga, MD, PhD, US Oncology Medical Head, Global Medical Affairs, Takeda Oncology

Product Theater #3 (back of the 2900 aisle)

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

*Sponsored by: Pfizer Oncology
(Mylotarg)*

Newly Approved Option in the Treatment of Adult and Pediatric AML: Considerations for Use as Combination Therapy or as a Single Agent

Speaker:

Caroline J. Hoang, PhD, Medical Director, US Oncology Medical Affairs, Pfizer Oncology

Product Theater #4 (back of the 3300 aisle)

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

*Sponsored by: Pharmacyclics LLC,
An Abbvie Company*

High risk cytogenetics and mutational testing in the era of targeted therapies for CLL

Speaker:

James Dean, MD, PhD, Senior Medical Director, Pharmacyclics

Product Theater #5 (front of the 500 aisle)

**Monday, December 11
12:15 p.m. to 1:15 p.m.**

Sponsored by: Celgene Corporation

Discover the Role of Two Immunotherapies in Myeloma Treatment

Speaker:

Amit Agarwal, MD, Senior Medical Director, Celgene Corporation

Product Theater #1 (back of the 200 aisle)

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

Sponsored by: Jazz Pharmaceuticals, Inc.

Improving Outcomes in Patients With Newly-Diagnosed AML

Speaker:

Allen S. Yang, MD, PhD, Hematology/ Oncology Therapeutic Area Head, Clinical Development, Jazz Pharmaceuticals, Inc.

Product Theater #2 (back of the 900 aisle)

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

Sponsored by: Prometic Life Sciences Inc.

Important Update on Congenital Plasminogen Deficiency

Speaker:

John Moran, MD, Chief Medical Officer, Prometic Life Sciences Inc.

Product Theater #3 (back of the 2900 aisle)

!This presentation is intended for attendees only

Sponsored by: Genentech USA, Inc.

Now Approved: First Therapeutic Antibody for the Treatment of Hemophilia A Patients with Inhibitors

Speaker:

Richard Ko, MD, MHS, MS, Associate Medical Director, Genentech, Inc., A Member of the Roche Group

Product Theater #4 (back of the 3300 aisle)

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

Sponsored by: Amgen

Clinical Impact of Overall Survival as an Endpoint of Therapy for Hematologic Malignancies

Speakers:

Janet Franklin, MD, MPH, Executive Medical Director, Global Development Lead, Amgen

Amy Kimball, MD, PhD, Clinical Research Medical Director, Amgen

Product Theater #5 (front of the 500 aisle)

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