
From: D'Onofrio, Lisa
Sent: Thursday, November 2, 2006 10:55 AM
To: Fortescue, Timothy; Lazarus, Megan
Cc: Richardson, Michael; Winkelman, Dan; Terifay, Terrence
Subject: ASRA Profiler
Attachments: ASRA profiler1.doc

Importance: High

Dear Tim and Megan,

Attached is the profile information that you will need for the upcoming American Society of Regional Anesthesia and Pain Medicine Meeting at the San Francisco Marriott in San Francisco, CA on November 17 & 18, 2006. Please review and contact me if you should have any questions.

Thanks and have a Great Meeting!

Lisa D'Onofrio
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ASRA PROFILER

Congratulations! You have been selected to staff the Cephalon booth at the upcoming American Society of Regional Anesthesia and Pain Medicine (ASRA) meeting at the San Francisco Marriott in San Francisco, CA on 11/17-18/06.

Conference Profile:

The *American Society of Regional Anesthesia and Pain Medicine* members attend the annual meeting to learn more how our products and services can help them to practice pain medicine more safely, more efficiently and more economically. These highly qualified professionals exert a broader influence on buying decisions than any typical medical convention attendees.

LOCATION AND EXHIBIT DATES:

- **San Francisco Marriott
Yerba Buena Ballroom, Salon 9
San Francisco, CA
BOOTH # 115**

- **EXHIBIT DATES:**

**FRIDAY, NOVEMBER 17 9:30 AM - 11:30AM
 12:30PM - 2:30PM
 5:30PM – 7:00PM- COCKTAIL RECEPTION WITH EXHIBITORS
 IN EXHIBIT HALL**

**SATURDAY, NOVEMBER 18 9:30 AM – 11:30AM
 12:30 PM – 2:30 PM**

EXHIBIT DETAILS:

CEPHALON IS SCHEDULED TO EXHIBIT IN A 10 X 20 SPACE.

- **THE EXHIBIT WILL DISPLAY FENTORA GRAPHICS AND MATERIALS .**
- **WE WILL HAVE A MEDICAL INFORMATION KIOSK WITHIN THE BOOTH FOR ANY OFF LABEL QUESTIONS.**
- **ON FRIDAY, NOVEMBER 17 AT 5:30PM – 7:00PM, CEPHALON WILL BE SUPPORTING THE WINE TASTING EVENT WITHIN OUR BOOTH. ATTENDEE’S WILL HAVE THE OPPORTUNITY TO WALK THE EXHIBIT FLOOR TASTING DIFFERENT WINES FROM EACH EXHIBIT BOOTHS.
THE ASSOCIATION WILL PROVIDE CEPHALON WITH 5 BOTTLES OF MOET & CHANDON BRUT IMPERIAL CHAMPAGNE WHICH WILL BE POURED BY EXHIBIT STAFF DURING THE COCKTAIL RECEPTION.**

PROMOTIONAL MATERIALS:

BELOW ARE THE PROMOTIONAL MATERIALS THAT HAVE BEEN ORDERED AND SHIPPED DIRECTLY TO THE MEETING. PLEASE FAMILIARIZE YOURSELF WITH THE ITEMS. ANY REQUESTS OR CONCERNS REGARDING PROMOTIONAL MATERIALS SENT SHOULD BE DIRECTED TO BRAND MANAGEMENT (DAN WINKLEMAN).

	FENTORA ITEMS	QTY
	MIRF	400
FENT 046	FENTORA STICKY NOTES	250
FENT 048	FENTORA ELEMENT PEN	250
FENT 057	FENTORA FOLDED P.I.	100
FENT 078	PORTENOY ABSTRACT REPRINT	150
FENT 049	DARWISH BIOAVAILABILITY REPRINT	150
FENT 051	DURFEE REPRINT	150
FENT 045	DARWISH PHARMACOKINETIC REPRINT	150
FENT 018	FAQ-physican	325
FENT 060	ENLARGED P.I.	325
FENT 040	PLACEBO'S	30 boxes

EXHIBITOR BADGES:

EACH REPRESENTATIVE WILL BE RESPONSIBLE IN PICKING-UP THEIR EXHIBITOR BADGE AT THE EXHIBITOR REGISTRATION AREA. IN ORDER TO ENTER THE HALL YOU MUST HAVE YOUR BADGE WITH YOU AT ALL TIMES.

EXHIBITOR STAFF

ALL BOOTHS MUST BE STAFFED UNTIL THE CLOSING OF THE SHOW.

SALES ATTENDEES	HOME OFFICE
Tim Fortescue	Michael Richardson
Megan Lazarus	Lisa D'Onofrio

Travel:

If you require Housing and Flight arrangements. Please contact Kathleen Cory at Ext. 35875 ASAP to arrange your travel.

Convention Evaluations:

After the completion of the meeting I will email everyone that is staffing our booths a Convention Evaluations Forms. These forms are to be filled out and emailed to my attention. The Marketing Department is interested in your perception of the meeting, attendance and competitors, etc.. Your information is important to us in order to evaluate the relevance of attending next years meeting.

Attire:

The dress code in the booth will be business attire.

Exhibit Etiquette:

In order to maintain a professional atmosphere within the booth. Please follow these guidelines:

- **Please keep all discussions within labeling. MIRF's will be available.**
 - **Arrive at the booth 15 minutes before your shift begins each day.**
 - **Wear your exhibitor badge at all times during exhibit hours. NO OTHER NAMES BADGES MAY BE WORN OTHER THAN YOUR OWN.**
 - **Do not eat, chew gum or use cell phones with the booth.**
 - **Do not sit down in the booth.**
 - **Do not carry on extended conversations with fellow staff members during exhibit hours.**
 - **Keep our booth clean and tidy.**
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**ENJOY THE MEETING,
Lisa D'Onofrio
Exhibits, Manager**

