
From: D'Onofrio, Lisa
To: Nikolaus, Matthew; Bateman, John; Dunnigan, C. Vanessa; Cook, Rachel; Fortescue, Timothy; Rasmussen, Erik; Gerber, Peter; Davis, Darcie; Sanchez, Terence; Hartung, Nichole; Garner, Gregory; Costa, Pamela; Hennecke, David; Larijani, Susan
CC: Winkelman, Dan; Terifay, Terrence; 'Kathleen Cory'
Sent: 10/5/2007 8:01:00 PM
Subject: RE: ASA Schedule of Events and Profiler
Attachments: ASA 2007 PROFILER.doc

Dear ASA Attendees:

Please Note there is a change to the Schedule of Events at the ASA meeting.

We will now have our Pre-Con/Booth Walk Thru on Sunday 10/14/07 at the booth at 11:30am - Sharp. Please make time to get your exhibitor badge from Exhibitor Registration. You will not be able to get into the exhibit hall without it.

Thanks,

Lisa D'Onofrio
CEPHALON, Inc.
Manager, Exhibits
41 Moores Rd.
Frazer, PA 19355
610-883-5878-tele
610-738-6371-fax

From: D'Onofrio, Lisa
Sent: Wednesday, October 03, 2007 1:23 PM
To: Nikolaus, Matthew; Bateman, John; Dunnigan, C. Vanessa; Cook, Rachel; Fortescue, Timothy; Rasmussen, Erik; Gerber, Peter; Davis, Darcie; Sanchez, Terence; Hartung, Nichole; Garner, Gregory; Costa, Pamela; Hennecke, David; Larijani, Susan
Cc: Winkelman, Dan; Terifay, Terrence; 'Kathleen Cory'; Napoletano, Matthew
Subject: ASA Schedule of Events and Profiler
Importance: High

Dear ASA attendees,

Attached is the Schedule of Events and Profiler for the upcoming American Society of Anesthesiologists meeting on 10/14-16/07 at the Moscone Center in San Francisco, CA. Please review and contact me if you should have any questions.

Have a Great Meeting!

Lisa D'Onofrio
CEPHALON, Inc.
Manager, Exhibits
41 Moores Rd.
Frazer, PA 19355
610-883-5878-tele
610-738-6371-fax



Confidential

TEVA_MDL_A_02773426

P-22612_00001

ASA SCHEDULE OF EVENTS/BACKGROUNDER

Congratulations! You have been selected to staff Cephalon's booth at the upcoming American Society of Anesthesiologists (ASA) meeting at the Moscone Center in San Francisco, Ca on 10/14-16/07.

SCHEDULE OF EVENTS:

Sunday, October 14, 2007

11:30am – SHARP

**Booth Walk-Thru/Pre-Con meeting-
Mandatory (Representatives/MA and Brand
Team ONLY)
Location: Moscone Center (SOUTH HALL)
Booth #1328**

12:30 – 6:00pm

Exhibits Open

Monday, October 15, 2007

8:45am

**All Scheduled Representatives and MA need
to be at the booth.**

9:00am – 4:00pm

Exhibits Open

Tuesday, October 17, 2007

8:45am

**All Scheduled Representatives and MA need
to be at the booth.**

9:00am – 4:00pm

Exhibits Open

Conference Profile:

The American Society of Anesthesiologists (ASA) The American Society of Anesthesiologists is an educational, research and scientific association of physicians organized to raise and maintain the standards of the medical practice of anesthesiology and improve the care of the patient.

Since its founding in 1905, the Society's achievements have made it an important voice in American Medicine and the foremost advocate for all patients who require anesthesia or relief from pain.

FENT 121A	Fentora SALES AID	25
FENT 109	PDR GUIDE	3000
EDU 201	ABC's of Pain	200
FENT 198	Safety Information Flashcard	3500
	Dear Doctor Letter	3500
	AMRIX	
	Highlighted P.I	15
	P.I	3500
	Sales Aid	15

EXHIBITOR BADGES:

PLEASE PICK UP YOUR EXHIBITOR BADGES AT EXHIBTOR REGISTRATION. YOU WILL NOT BE ABLE TO GAIN ACCESS INTO THE EXHIBIT HALL WITHOUT IT.

Convention Evaluations:

After the completion of the meeting I will email everyone that is staffing our booth 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 feedback is important to us in order to evaluate the relevance of attending next years meeting.

EXHIBITOR STAFF, MA AND HOME OFFICE PERSONNEL

MATT NICKOLAUS IS THE LEAD FOR THE SALES REPRESENTATIVES. HE WILL BE CREATING A STAFFING SCHEDULE FOR THE SALES REPRESENTATIVES.

SUSAN LARIJANI WILL BE THE MEDICAL AFFAIRS REPRESENTATIVE FOR BOTH FENTORA AND AMRIX.

ALL BOOTHS MUST BE STAFFED UNTIL THE CLOSING OF THE SHOW

SALES ATTENDEES	MEDICAL AFFAIRS	HOME OFFICE ATTENDEES
Matt Nickolaus - Lead	Susan Larijani	Lisa D'Onofrio
John Bateman		Dan Winkelman
Vanessa Dunnigan		
Rachael Cook		
Tim Fortescue		
Erik Rasmussen		
Peter Gerber		

Darcie Davis		
Terry Sanchez		
Nicole Hartung		
Greg Garner		
Pam Costa		
David Hennecke		

DOOR DROP:

Cephalon, Inc. has sponsored a Doctor's Bag Insert at the ASA meeting, 5,500 copies of a Fentora Door Drop will be distributed to each attendees hotel room on the morning of Sunday 10/14/07. The door drop will instruct the attendee to "Learn more please go to booth 1328".

E-MAIL STATION:

Cephalon, Inc has sponsored the E-Mail station during the duration of the meeting. Attendees will be able to check their emails with a direct link to www.fentora.com.

TRAVEL:

If you require Housing and Flight arrangements. Please contact Kathleen Cory at Ext. 35875 ASAP to arrange your travel. A hotel room has already been reserved in your name. When you contact Kathleen please confirm your hotel stay coincides with your flight reservations.

We are assigned to the:

**San Francisco Hilton
333 O'Farrell Street
San Francisco, CA 94102**

Lead Retrieval:

We will have our new customized lead retrieval system for the promotional and Medical Affairs portions of the booth at this meeting.

Attire:

The dress code in the booth will be business attire.

Media/Press:

If the Press/Media should approach you at the booth. Please direct them onto **STACEY BECKHARDT, Associate Director, Product Communications at 610-738-6198 or sbeckhar@cephalon.com.**

Direct any questions on Wall Street Analysis to **Chip Merritt, Investor Relations, at 610-738-6376 or cmerritt@cephalon.com.**

Exhibit Do's and Do Not's:

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

- **Please keep all discussions within labeling. Direct any Off Label Questions to Medical Affairs portion of the Booth.**
- **If you physician discusses an Adverse Effect or Product Complaint during the meeting. Direct them to Medical Affairs Portion of the booth.**
- **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 within 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.**

**ENJOY THE MEETING,
Lisa D'Onofrio, Exhibits Manager**