

Conference Coverage

Market, competitive, and scientific intelligence gathering service at industry conferences, congresses, and trade shows

Problem

In today's fast moving world, the information and intelligence needed to make smart decisions is often only presented at industry conferences or trade shows. Staying current on this information is critical to most businesses, yet difficult to accomplish with in-house staff alone.

Solution

In response to this critical need, Lodestar has partnered with ICI Research, LLC, to offer comprehensive conference coverage.

Using Conference QBSM, a unique service that helps your business 'quarterback' the collection of relevant technical/ scientific findings at an industry trade show or conference, your business will get answers to your key intelligence questions as well as the latest trends in your industry. The service makes effective and efficient use of your internal resources attending the conference, supplemented with Lodestar subject matter experts. Of course, if your staff is unable to be there in person, Lodestar experts can attend on your behalf.

Description

The Conference QBSM service first works with internal stakeholders to develop a pre-conference plan to coordinate onsite session attendance, intelligence collection, and information dissemination.

During the event, Conference QBSM utilizes a variety of mobile, cloud-based technologies to maximize data collection and rapid dissemination of key findings. Training for internal staff is provided.

After the event, Lodestar experts will collate the intelligence and information into a final report with the data collected and organized, and the implications of key findings summarized.



Benefits

- Comprehensive collection of relevant information
- Coordinated efforts for maximum ROI
- Augments your internal capabilities and expertise
- Unbiased, independent 3rd party assessment of key findings and implications

What You Get

- Rapid collation of critical information and learnings
- Materials and photos from the conference
- Detailed report with answers to your key intelligence topics
- High quality, organized intelligence package for dissemination
- Recommendations on how to effectively share this information throughout the organization

Cost

Varies, ask us for a quote

For more information

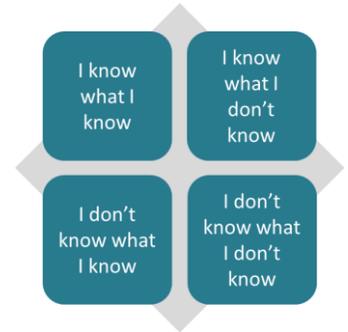
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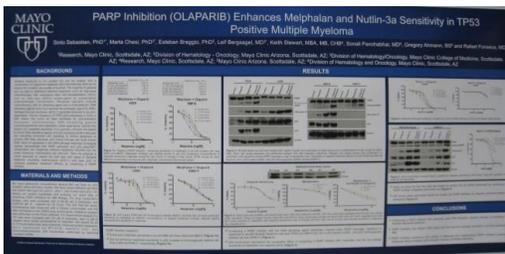
Details of Service

Before the conference

- Discovery/collection of key intelligence questions
- Focused searching in support of strategic decisions, business opportunities, and key competitors' plans and strategies
- Development of conference daily planner with key presentations / sessions to be covered
- Training on tools and techniques for attendees from your company to ensure efficient capture



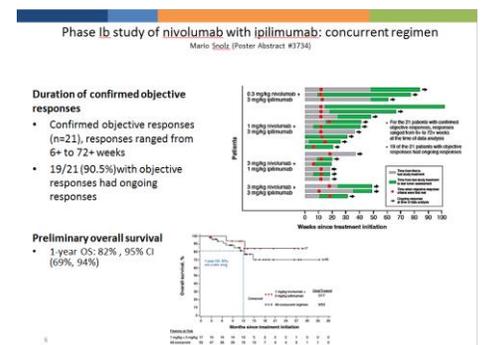
During the conference



- On-site coordination of daily planner with adjustments as necessary
- Data collection of product information and company strategies
 - Photographs
 - Poster presentations
 - Primary intelligence
 - Marketing collateral
- Rapid dissemination of time-sensitive findings

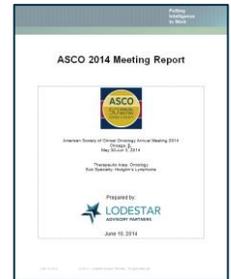
After the conference

- Rapid collation of key findings with an emphasis on communicating any changes in competitor behavior to those who will need to know
- Facilitation of post-conference presentations of key findings
- Preparation of a final report
 - Includes data collected
 - Organized photographs/files
 - Implications of key findings



Sample Output

Representative output from a Hodgkin Lymphoma report (ASCO 2014) showing one presentation summary and an excerpt of some primary intelligence gathered at the meeting. [\[Full Report\]](#)

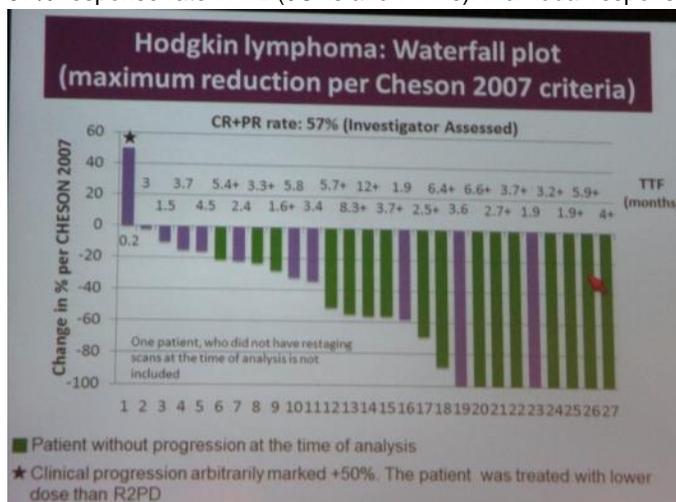


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Relapsed/Refractory Hodgkin Lymphoma
Abstract #8508 sirolimus and vorinostat

1. Activity of the mTOR inhibitor sirolimus and HDAC inhibitor vorinostat in heavily pretreated refractory Hodgkin lymphoma patients.

This phase I study enrolled 92 cancer patients with advanced refractory disease. 28 patients had Hodgkin Lymphoma. Patients were treated with sirolimus (RAPAMUNE®, Pfizer) and Vorinostat (Zolinza®, Merck) in an escalating 3+3 design. Main dose limiting toxicity was thrombocytopenia, not unexpected.

Responses:
 57% response rate in HL (9CRs and 7 PRs). Individual responses below:



Full Trial information:
<http://clinicaltrials.gov/ct2/show/NCT01087554>

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Practicing Hematologist

In his practice, he sees the need to get patients off bleomycin because of the toxicity. They use any excuse to drop bleomycin from trial: cough, dyspnea, other factors. He thinks a head-to-head trial of ABVD vs brentuximab was a good idea because if patients fail brentuximab, salvage therapy is very effective. Have to sell it properly to patients. He thought Seattle Genetics was ultra cautious in their approach to brentuximab vedotin as a first line therapy for HL.