

*State of the Art Treatments*

**Making a  
Positive Impact on  
Quality of Life**

**The 2007 NATIONAL CONFERENCE  
ON PROSTATE CANCER**

MARRIOTT HOTEL LOS ANGELES AIRPORT  
CALIFORNIA, USA  
SEPTEMBER 7-9, 2007

Proudly Produced by

AT ITS INCEPTION IN 1996, THE PROSTATE CANCER



## ABOUT THE PCRI

### Mission

The Prostate Cancer Research Institute is a 501(c)(3) charitable not-for-profit organization whose mission is to improve the quality of men's lives by supporting research and disseminating information that educates and empowers patients, families and the medical community. The objective of PCRI is to educate patients, their families and physicians about prostate cancer by providing the most current information on prostate cancer diagnosis, staging, treatments and available resources. PCRI believes that a patient who understands his disease and treatment options will be empowered to communicate more effectively with his physician(s) and will obtain a better outcome. PCRI uses all available communication tools and programs, including a helpline, a quarterly newsletter, a website, and professional conferences to accomplish this most important educational objective.

### Background

PCRI was founded in 1996 by Stephen B. Strum, MD and Mark C. Scholz, MD,

## PROGRAMS

PCRI Helpline

## PCRI Conferences



SPONSORING AND EXHIBITING  
OPPORTUNITIES

UNDERWRITING SPONSOR  
MINIMUM CONTRIBUTION OF \$100,000



## EXHIBITOR

### MINIMUM CONTRIBUTION OF \$10,000

- Name & Logo Listing on Conference Brochure (Distribution 35,000)
- Name & Logo Black & White Page listing on Conference Program (Distribution 1,500)
- Name & Logo Black & White Page listing on Conference Syllabus (Distribution 1,500)
- Your Organization information included in the Conference press kit





#### **4. Type of Organization**

- › Corporation › Partnership/Individual › Not-for-profit 501(c)(3) › Educational
- › Research › Healthcare/MedipJ/0ofividuaer ›



