



Phone: 205-879-9924
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6 Office Park Circle
Suite 301 Birmingham,
Alabama 35223

February 15, 2010

Dear Specialty Pharma Association Members and Guests:

I am pleased to present the registration forms for our Spring Conference which will be held April 27-29, 2010 at the Renaissance Harborplace Hotel in Baltimore, Maryland. The SPA is hosting a Golf Tournament on Tuesday morning, April 27th. We will host a Dinner and Reception on Tuesday evening at the Renaissance Hotel.

Our Guest Speakers on Wednesday and Thursday will include presentations from experts within the Specialty Pharma industry.

Enclosed you will find a Conference Agenda, a Conference Registration form and a Golf Tournament form. **Please return the Conference Registration Form and the Golf Tournament Form with your check no later than April 9, 2010.** Conference registration forms are available online at www.specialtypharma.org.

Information on the Renaissance Harborplace Hotel may be found at <http://www.marriott.com/hotels/travel/bwish-renaissance-baltimore-harborplace-hotel/>. The SPA has secured a block of rooms that are being held until **March 29, 2010**. After this date there is no guarantee there will be any rooms available.

Please make your room reservations directly with the Renaissance Harborplace Hotel no later than March 29, 2010.

The dress for the conference, receptions and meals will be business casual. The average temperature for this area for late April is 75 high and 45 low.

Please make your reservations today to attend this important conference. I look forward to seeing you in April.

Sincerely,

Perry N. Cole
President

SPECIALTY PHARMA ASSOCIATION
SPRING CONFERENCE REGISTRATION FORM

APRIL 27-29, 2010

RENAISSANCE HARBORPLACE HOTEL
BALTIMORE, MARYLAND

Company Name: _____ Telephone _____

Mailing address: _____ E-mail _____

Name _____ Title _____ Spouse _____

Name _____ Title _____ Spouse _____

Name _____ Title _____ Spouse _____

Name _____ Title _____ Spouse _____

Name _____ Title _____ Spouse _____

The fee for this conference is \$595 for each member attendee plus \$295 for each member spouse. The spouse fee includes all receptions and meals. Non member fee is \$795 per attendee and \$395 for non member spouses. The fee for the Golf Tournament is \$175 per player. **Any registrations received after April 9, 2010 will be subject to \$200 per person additional charge. Any attendee joining us for meals or receptions only must be registered and the fee paid prior to the conference.**

Please make your check payable to the **Specialty Pharma Association** and mail this form with your check using the enclosed envelope **no later than April 9, 2010.**

_____ Member Attendees	\$595.00	\$ _____
_____ Member Spouses	295.00	\$ _____
_____ Non Members	795.00	\$ _____
_____ Non Member Spouses	395.00	\$ _____
_____ Golf Tournament	175.00	\$ _____

Total fees enclosed \$ _____

SPECIALTY PHARMA ASSOCIATION

GOLF TOURNAMENT

REGISTRATION FORM

April 27, 2010

Company name_____

Participants:

Handicap

Name_____

Name_____

Name_____

Name_____

Name_____

Name_____

Total participants_____ @ \$175.00 each = \$_____ total fee. Please add this fee to

your Conference Registration Fee. Return this form with your check and Conference

Registration Form **no later than April 9, 2010.**

RENAISSANCE HARBORPLACE HOTEL

**202 East Pratt Street
Baltimore, MD 21202
410-547-1200**

The Specialty Pharma Association has reserved a block of rooms at the Renaissance Harborplace Hotel, the meeting site of the SPA's Spring Conference. The block of rooms will be held until **March 29, 2010**. After this date there is no guarantee that there will be any rooms available and the room rate may be increased.

The SPA's room rate for this conference is \$189.00 per night, plus tax, single or double occupancy. Please make your room reservations directly with the Renaissance Harborplace Hotel by calling 410-547-1200 or by booking online at the SPA's custom reservation website found on the SPA website. Be sure to mention the Specialty Pharma Association when making your reservations.

Additional information on the Renaissance Harborplace Hotel may be found by logging on to the SPA's website under Meetings and Events at www.specialtypharma.org

SPECIALTY PHARMA ASSOCIATION

GOLF TOURNAMENT

APRIL 27, 2010

THE WOODLANDS GOLF COURSE

2309 RIDGE ROAD

BALTIMORE, MD 21244

TWO PERSON SCRAMBLE

TEE OFF AT 9:45 AM

DEPART RENAISSANCE HOTEL AT 8:30 AM

Please make plans to join fellow SPA Members and Guests for an enjoyable round of golf at the beautiful Woodlands Golf Course. For more information on the Woodlands Course please visit their website at www.baltimoregolfing.com

Your round of golf will include transportation to and from the Renaissance Harborplace Hotel, cart fee, greens fees, practice range, lunch and beverages.

Appropriate golf attire and golf shoes are required. Prizes will be awarded.

SPECIALTY PHARMA ASSOCIATION

SPRING CONFERENCE AGENDA

APRIL 27-29, 2010

Tuesday, April 27th

8:30 am – Golf Tournament – *The Woodlands Golf Course*

6:00 pm – Reception – Renaissance Hotel

6:30 pm – Dinner – Renaissance Hotel

Wednesday, April 28th

7:30am – Breakfast

8:45 am – Welcome

9:00 am – *Pharmaceutical Marketing Opportunities in the European Community* – Alexander Burstein – Head of Regulatory & Development Affairs /SZWDA – *Sanova Pharma GesmbH* and President of *Europharm SMC*

10:00 am – Networking Break

10:30 am – *Brand Security for Pharma* – Steve Delepine – Vice President of Business Development – *BrandWatch Technologies*

12:00 noon – Networking Lunch

1:30 pm – *The Future of Pharmaceutical Sales Forces* – Scott Evangelisti – Principal and National Marketing and Sales Solution Leader - *Deloitte Consulting LLP*

2:30 pm – Networking Break

3:00 pm – *Specialty Pharma: Looking Around Corners* - John Wilkerson, PhD. – Managing Director – *Galen Partners*

4:00 pm – Adjourn for Wednesday

SPA Spring Conference Agenda
Continued

Thursday, April 29th

7:30 am – Breakfast

8:30 am – *Healthcare Reform* – Scott Gottlieb, M.D. – Resident Fellow – *American Enterprise Institute*

9:30 am – Networking Break

10:00 am – Guest Speaker – *To Be Announced*

11:00 am – Conference Adjourn