



PAINWeek Announces Move to New Las Vegas Location

The PAINWeek National Conference on Pain for Frontline Practitioners, managed by Aventine Co., today announced that it is moving the annual conference and exhibition to a completely new and innovative property, The Cosmopolitan of Las Vegas (<http://www.cosmopolitanlasvegas.com>), beginning with PAINWeek2011, September 7-10, 2011.

Montclair, NJ ([PRWEB](http://www.prweb.com)) November 1, 2010 -- The PAINWeek National Conference on Pain for Frontline Practitioners, managed by Aventine Co., today announced that it is moving the annual conference and exhibition to a completely new and innovative property, The Cosmopolitan of Las Vegas (<http://www.cosmopolitanlasvegas.com>), beginning with PAINWeek2011, September 7-10, 2011.

Now in its fifth year, the PAINWeek National Conference has evolved to become the nation's largest and best-attended professional conference providing pain management education for frontline practitioners. The recently convened PAINWeek2010 attracted some 1390 attendees, a 25% increase over the prior year, to participate in the four-day expanse of course offerings, satellite symposia, product theatres, exhibits, special interest sessions and interactive experiences. Participants could choose from over 130 hours of CME/CE curriculum across some 21 course tracks, and 56 organizations were represented in the PAINWeek exhibition hall. Additionally, over 100 scientific posters were presented.

Looking ahead to PAINWeek2011, Debra Weiner, Aventine Managing Partner and Director of PAINWeek Program Development observed, "As the relevance and importance of pain management education continues to grow, we anticipate concurrent expansion of interest in PAINWeek. Because we had already exceeded the guest capacity of our previous venue, we felt that 2011 was a good time to investigate other options that could comfortably accommodate all of our conference participants in a single facility. The Cosmopolitan offers that capability, and we're very excited to be moving to this brand-new location and space."

In 2011, PAINWeek will present new course concentrations in emergency medicine, oncology, and sex and gender differences in pain management, in addition to signature tracks in behavioral pain management, complementary and alternative medicine, hypnosis, neurology, pain and chemical dependency, ophthalmic pain, pain and palliative care, pharmacology, and rheumatology.

There will also be several new program formats available for commercial support—PAINWeekPDM™ (Product, Disease Awareness, and Medical Information) offerings and Meet-the-Professor forums will join the comprehensive roster of special interest sessions, scientific assemblies, and satellite symposia.

For more information about PAINWeek2011, visit www.painweek.org.

About Aventine Co.:

Aventine Co. is unique in the world of medical communications, with a singular focus on pain management education. The company's expertise in this complex area of clinical medicine has made Aventine Co. an invaluable resource to all pain management stakeholders—industry, providers, payers, and patients. In 2007, Aventine launched the PAINWeek National Conference on Pain for Frontline Clinicians, the first of its kind targeting those frontline clinicians with an interest in pain management.. This year, the PAINWeek National is expected to welcome over 1,500 physicians, nurses, pharmacists, and other healthcare professionals seeking to



improve their assessment, diagnosis, and treatment of acute and chronic pain. This has made PAINWeek the largest professional pain conference in the US. Building on this expertise in pain management education, Aventine will debut two new program series under the PAINWeek brand in 2011: PAINWeekEnd™, a program of regional conferences for healthcare providers; and HealthExpo- a PAINWeek event, a full-day immersion in pain management for people suffering with pain. HealthExpo will tour to five metropolitan areas in 2011. In addition to developing the PAINWeek conference series, Aventine is also the management company for the American Society of Pain Educators (ASPE), a 501(c)(3) organization.

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