

## NCCN Reimbursement Resource Room

During the NCCN 17<sup>th</sup> Annual Conference, NCCN will have a dedicated section in the Exhibit Hall for clinicians to visit and learn about industry reimbursement help and services. Individual tables will be available and the opportunity to give a presentation. The NCCN Reimbursement Resource Room will have a prominent position in the front of the Exhibit Hall.

Participation in the NCCN Reimbursement Resource Room is a year-long sponsorship including a table top display at the NCCN Annual Conference (with all exhibitor benefits listed on page 5), a one page listing in the NCCN Annual Conference Reimbursement Resource Room Guide, website placements in NCCN *Virtual* Reimbursement Resource Rooms as well as multiple other benefits available throughout the year.

For the full list of benefits please contact, Jennifer Tredwell at [tredwell@nccn.org](mailto:tredwell@nccn.org).

## NCCN Reimbursement Resource Room Participants at the NCCN 16<sup>th</sup> Annual Conference included:

- Allos Support for Assisting Patients (ASAP)
- Amgen Assist™
- REACH (Resource for Expert Assistance and Care Helpline) (Bayer HealthCare Pharmaceuticals)
- Celgene Patient Support®
- CORE (Cephalon Oncology Reimbursement Expertise)
- Dendreon ON Call
- PatientOne (Lilly Oncology)
- OncoADVOCATE™ (OncoMed, The Oncology Pharmacy)
- Patient Assistance NOW Oncology (PANO) (Novartis Oncology)
- Merck Oncology
- Pfizer First Resource®



**NCCN REIMBURSEMENT  
RESOURCE ROOM  
APPLICATION**

# NCCN2012

CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

17<sup>th</sup> Annual  
Conference

The Westin Diplomat  
Hollywood, Florida

**Conference Dates**  
March 14 – 18, 2012

**NCCN  
Reimbursement  
Resource Room  
Dates**  
March 15 & 16, 2012

**APPLICANT INFORMATION** *(please type or print clearly)*

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
*(Name of person who will be responsible for your exhibit and to whom all future correspondence should be sent)*

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail *(required for registration)*: \_\_\_\_\_

Signature *(required for space reservation)*: \_\_\_\_\_

**PROMOTIONAL INFORMATION**

Organization Name for Conference Materials

*(Use upper and lower case letters exactly as your organization's name should appear on all conference materials)*

Please provide a brief 100-word description of your company/product to be included in the NCCN 17<sup>th</sup> Annual Conference Reimbursement Resource Room Guide.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT INFORMATION**

Table Top: \$10,000

Presentation and Table Top: \$25,000

**TOTAL Fees:** \$ \_\_\_\_\_

Please send an invoice

Check Enclosed *(Please make checks payable to: **National Comprehensive Cancer Network** and  
Mail to: NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)*

Credit Card:  American Express  Discover Card  MasterCard  Visa

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

*NCCN may charge the credit card for the amount as indicated above.*

**Instructions**

1. Complete and submit this form to apply for a table top in the NCCN Reimbursement Resource Room by **FRI, JAN 20, 2012**.
2. You will receive a letter confirming receipt of your application and a registration packet with your Conference registration forms.
3. Floor plan and table numbers will be available on FRI, JAN 27, 2012.

NCCN adheres to the ACCME's Standards for Commercial Support, which state that arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities, and that the live educational activity must remain completely separate from the exhibits and promotional activities. NCCN appreciates adherence to this policy.

Submit completed application form or for more information, please contact:

**Jennifer Tredwell**  
*Director, Marketing*  
NCCN  
275 Commerce Drive  
Suite 300  
Fort Washington, PA 19034  
Phone - 215.690.0274  
Fax - 215.690.0280  
tredwell@nccn.org

# EXHIBITOR & SPONSOR PROSPECTUS

# NCCN2012

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### Conference Dates

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### Exhibit Dates

March 15 & 16, 2012

## Exhibit Opportunities

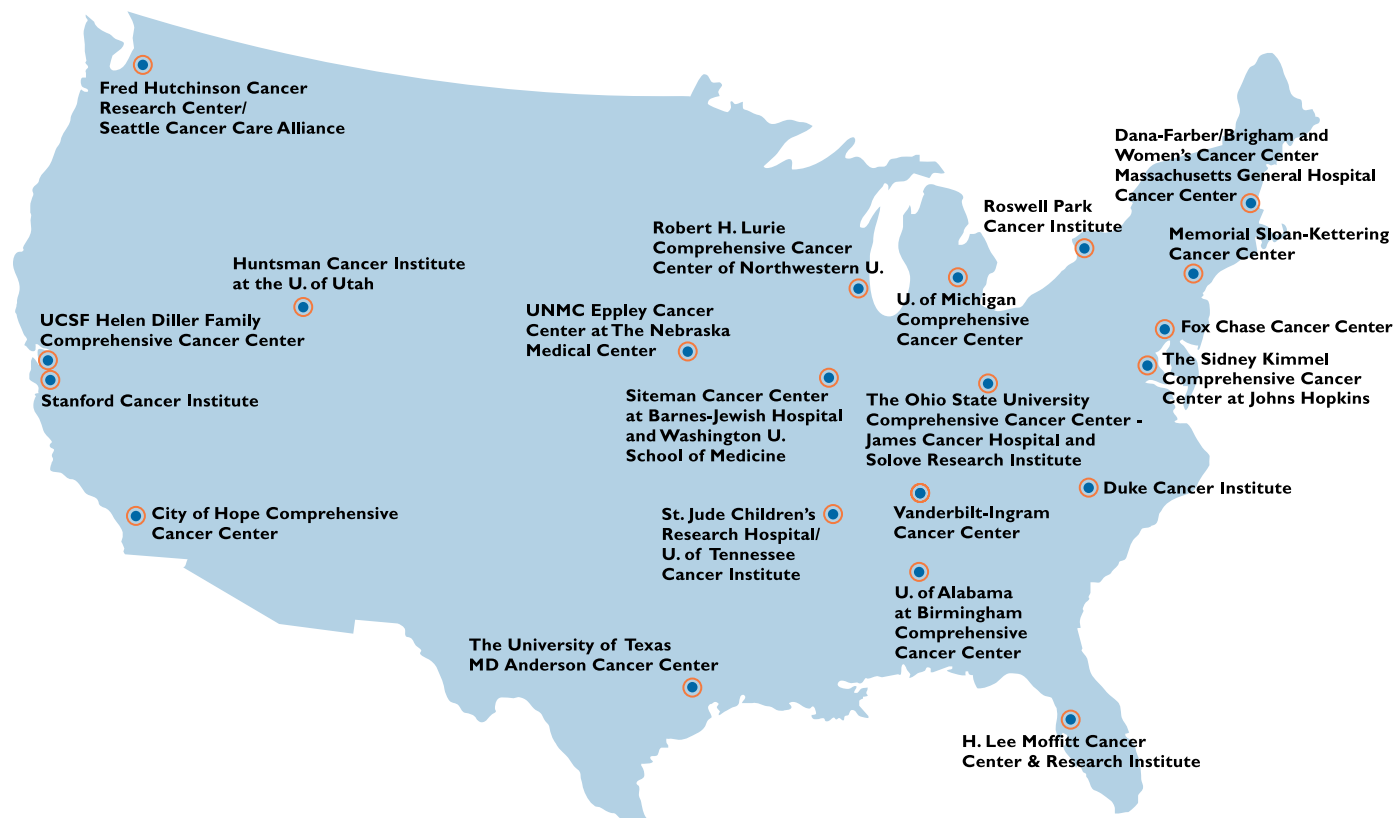
### Jennifer Tredwell

Director, Marketing  
215.690.0274  
tredwell@nccn.org

## Support Opportunities

### Marisa Getzewich

Manager, Business Development  
215.690.0563  
getzewich@nccn.org



The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 21 of the world's leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.

### Your Best Resource in the Fight Against Cancer®

**NCCN.org - For Clinicians • NCCN.com - For Patients**



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