

Exhibit Information for the

NCCN 2011 Congress Series: Genitourinary Cancers™

Program Overview:

This Congress is a full-day educational program designed to provide an in-depth analysis of the evidence and clinical decision-making that led to the development of the NCCN Guidelines™ for prostate, bladder, kidney, and testicular cancers, collectively Genitourinary Cancers. Participants will learn how to implement the NCCN Guidelines recommendations into their practice and gain a clear understanding of the most up-to-date treatment recommendations for these cancers. As research continues in these areas and new information emerges, it is critical that clinicians are kept up-to-date and informed. This Congress will communicate the NCCN Guidelines in a direct and interactive way to community oncologists and other clinical professionals.

Intended Audience:

This educational program is designed to meet the educational needs of oncologists, pathologists, nurses, pharmacists, and other health care professionals who manage patients with cancer.

Exhibit Space:

A limited amount of table top exhibits are available.

Reserve your premium space during this upcoming NCCN one-day live event:

NCCN 2011 Congress Series: Genitourinary Cancers™

Monday, October 10, 2011
New York Marriott® Marquis
1535 Broadway
Astor Ballroom, 7th Floor
New York, New York 10036

Visit NCCN.org to view more information.

Program Agenda*:

7:15 – 8:00 AM	Registration, Breakfast, and Exhibits
8:00 – 8:10 AM	Welcome
PROSTATE CANCER	
8:10 – 8:55 AM	Risk Assessment for Locoregional Prostate Cancer James A. Eastham, MD <i>Memorial Sloan-Kettering Cancer Center</i>
9:00 – 9:45 AM	Treatment of Advanced Prostate Cancer Philip W. Kantoff <i>Dana-Farber Cancer Institute</i>
9:45 – 10:05 AM	Break and Exhibits
BLADDER CANCER	
10:05 – 10:50 AM	Treatment of Early Bladder Cancer and Bladder Preservation Therapy Peter E. Clark, MD <i>Vanderbilt-Ingram Cancer Center</i>
10:55 – 11:40 AM	Treatment of Advanced Bladder Cancer Donald L. Trump, MD <i>Roswell Park Cancer Institute</i>
11:40 AM – 12:40 PM	Lunch and Exhibits
KIDNEY CANCER	
12:40 – 1:25 PM	Surgical Management of Localized Kidney Cancer and Resectable Advanced Disease Sam S. Chang, MD <i>Vanderbilt-Ingram Cancer Center</i>
1:30 – 2:15 PM	Targeted Therapy Options in Unresectable and Recurrent Kidney Cancer Toni K. Choueiri, MD <i>Dana-Farber/Brigham and Women's Cancer Center</i>
2:15 – 2:35 PM	Break and Exhibits
TESTICULAR CANCER	
2:35 – 3:20 PM	Workup and Management of Testicular Cancer Local Disease Joel Sheinfeld, MD <i>Memorial Sloan-Kettering Cancer Center</i>
3:25 – 4:10 PM	Management of Advanced Testicular Cancer Robert J. Motzer, MD <i>Memorial Sloan-Kettering Cancer Center</i>
4:10 – 4:15 PM	Closing Remarks

*Speakers subject to change based on availability

Exhibit Opportunities

Exhibitors have valuable opportunities to:

- Engage key opinion leaders in oncology
- Identify new business opportunities
- Connect with cancer care professionals from across the United States
- Increase visibility
- Market new programs, products, or services

Exhibit times include:

- Breakfast and Registration
- Morning Break
- Lunch
- Afternoon Break

A Wealth of Opportunities to Fit Your Strategic Marketing Needs

As part of the exhibit fee, each Exhibitor receives:

- Carpeted exhibit area space
- One (1) 8-foot draped table
- One (1) one-line identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary Congress registrations
- Breakfast, breaks, and lunch for two (2) exhibit attendees

Standard Booth Space

Only tabletop exhibits are permitted.

Payment Schedule

Full payment must accompany the Exhibit Space Application & Contract at the end of this packet. Payment may be made by check or money order, (made payable to National Comprehensive Cancer Network) or by credit card (American Express, Discover, MasterCard, or Visa).

Booth Location

These limited amounts of table top only exhibits will receive premier placement in the food and beverage area adjacent to each meeting space.

Booth Cancellation

Notification of booth space cancellation must be received in writing 30 days prior to event date to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after 30 days prior to event date.

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EXHIBIT SPACE APPLICATION AND CONTRACT

INSTRUCTIONS

1. Apply for exhibit space by completing this form and submitting via fax or e-mail.
2. You will receive a confirmation letter and a registration packet.
3. You will receive a location, schedule and other exhibit details four weeks before the event.

SEND COMPLETED APPLICATION TO:

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

FOR SUPPORT OPPORTUNITIES:

C. Lyn Fitzgerald
*Vice President, U.S. & Global
Development*
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone: 215.690.0226
Fax: 215.690.0280
fitzgerald@nccn.org

EXHIBITOR 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

Mailing Address

City

State/Province Zip Code/Postal Code

Phone

E-mail *(required for registration)*

1st Complimentary Registrant Name:

E-mail

2nd Complimentary Registrant Name:

E-mail

PROMOTIONAL INFORMATION

Organization Name for Congress Materials *(Use upper and lower case letters exactly as you want your organization's name to appear on conference materials and signage)*

PAYMENT INFORMATION

\$2,000 **NCCN 2011 Congress Series: Genitourinary Cancers™**
October 10, 2011, New York, NY

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/MasterCard/Visa

Cardholder's Name

Billing Address

City

State/Province

Zip/Postal Code

Card Number

Card Verification Number

Expiration Date

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

Signature _____

NCCN

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.

NCCN Member Institutions

The NCCN Member Institutions are: City of Hope Comprehensive Cancer Center, Los Angeles, CA; Dana-Farber/Brigham and Women's Cancer Center | Massachusetts General Hospital Cancer Center, Boston, MA; Duke Cancer Institute, Durham, NC; Fox Chase Cancer Center, Philadelphia, PA; Huntsman Cancer Institute at the University of Utah, Salt Lake City, UT; Fred Hutchinson Cancer Research Center/Seattle Cancer Care Alliance, Seattle, WA; The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, Baltimore, MD; Robert H. Lurie Comprehensive Cancer Center of Northwestern University, Chicago, IL; Memorial Sloan-Kettering Cancer Center, New York, NY; H. Lee Moffitt Cancer Center & Research Institute, Tampa, FL; The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute, Columbus, OH; Roswell Park Cancer Institute, Buffalo, NY; Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, St. Louis, MO; St. Jude Children's Research Hospital/University of Tennessee Cancer Institute, Memphis, TN; Stanford Cancer Institute, Stanford, CA; University of Alabama at Birmingham Comprehensive Cancer Center, Birmingham, AL; UCSF Helen Diller Family Comprehensive Cancer Center, San Francisco, CA; University of Michigan Comprehensive Cancer Center, Ann Arbor, MI; UNMC Eppley Cancer Center at The Nebraska Medical Center, Omaha, NE; The University of Texas MD Anderson Cancer Center, Houston, TX; and Vanderbilt-Ingram Cancer Center, Nashville, TN.



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