



National
Comprehensive
Cancer
Network®

**Deadline
to reserve your
exhibit space is
Monday,
July 25, 2011**



Standard Booth Space

Limited amount of
tabletop exhibits
are offered for this
event. Gain direct
access to attendees.

2011 Exhibitor Prospectus

NCCN 6th Annual Congress:

Hematologic Malignancies™

September 9 – 10, 2011

New York Marriott® Marquis
1535 Broadway • New York, New York

Visit NCCN.org to view more information.

**Reserve Exhibit Space by
May 2, 2011 and Save \$500.**



PROGRAM FEATURES

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 6th Annual Congress: Hematologic Malignancies™, where we bring oncology professionals new and updated treatment guidelines, as well as news about cancer therapies, quality initiatives in cancer care, and emerging issues in oncology business management. Demonstrate your leadership in cancer care with NCCN through select exhibit space. The NCCN Annual Congress: Hematologic Malignancies™ attracts nearly 700 attendees.

PROGRAM OVERVIEW

Treatment of hematological malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of breakthrough advances. In addition, targeted therapies and oral treatments bring the latest benefits to patients. This Congress will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics.

AGENDA

Highlights include*

Lymphomas

- Maintenance Therapy in B-Cell Lymphoma: Yes, No, or Maybe?
- CLL: Selection of Treatment Based on Patient and Tumor Characteristics
- Panel Discussion

Acute Lymphoblastic Leukemia (ALL)

- Implications of Age in Selection of Treatment for ALL

Infections

- Evolving Etiology and Management of Infections in the Hematologic Malignancy Patient

Multiple Myeloma

- Evaluation and Management of Skeletal Related Events
- Treatment Options for the Bortezomib/Lenalidomide Refractory Patient
- Role of Maintenance Therapy in Multiple Myeloma
- Panel Discussion

Acute Myeloid Leukemia

- Cytogenetic and Molecular Markers in Prognostication, Therapy Selection, and Monitoring Response

Transplantation

- Issues in Hematopoietic Stem Cell Transplantation
- Post-Transplant Lymphoproliferative Disorders

Supportive Care

- Update on the Management of Cancer-Related Anemia
- Prevention and Management of Venous Thromboembolic Disease



*Agenda subject to change



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 and the globe
- Increase visibility
- Market new programs, products, or services

Attendees:

The NCCN 5th Annual Congress: Hematologic Malignancies™ attracted nearly 700 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	280
Nurses	184
Pharmacists	95
Industry	65
Exhibitors, Press and others	63
	687



PAST EXHIBITORS

- Alexion Pharmaceuticals
- Allos Therapeutics, Inc.
- Ariad Pharmaceuticals, Inc.
- Bristol-Myers Squibb
- Celgene Corporation
- Cephalon Oncology
- Eisai
- EpiCept, Corporation
- Genentech BioOncology
- Genzyme
- GlaxoSmithKline
- Incyte Corporation
- Merck & Co., Inc.
- Millennium: The Takeda Oncology Company
- Novartis Oncology
- Onyx Pharmaceuticals, Inc.
- Otsuka America Pharmaceutical, Inc.
- Pfizer Inc.
- Proventys
- sanofi-aventis
- The Binding Site Inc.



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 full Congress registrations
- Four (4) exhibit hall only badges

STANDARD BOOTH SPACE:

Only tabletop exhibits are permitted.

EXHIBIT DATES:

Friday, September 9, 2011

Saturday, September 10, 2011

NCCN EXHIBIT GUIDE:

All exhibitors will be individually listed in the *NCCN Exhibit Guide* with a brief company description.

DISCOUNT ADVERTISING AND INSERT RATES IN NCCN EXHIBIT GUIDE:

As an exhibitor, you can take advantage of discounted rates to advertise or place an insert in the *NCCN Exhibit Guide*.





EXHIBITOR OFFERINGS

All supporters of the exhibitor offerings will be recognized in:

- The *NCCN Exhibit Guide* with a highlighted notation of support next to your company's description
- A full page advertisement in the *NCCN Exhibit Guide* to promote sponsorship of the offering
- Sponsor Signage

CYBER CAFÉ NORTH - \$35,000

CYBER CAFÉ SOUTH - \$35,000

Two cyber cafés will be available for sponsorship. Offering complimentary internet access to NCCN attendees, these cafés will be positioned in the two exhibit areas on either side of the Broadway Ballroom. Provide your company's artwork and it will be reproduced on a customized computer station with three computer screens. Your company's logo will be featured on promotional signs and as a screen saver on the three Cyber Café computers.



COFFEE STATION SPONSORSHIP - \$10,000

Sponsor a coffee station in exhibit areas. Provide complimentary beverage service to NCCN attendees. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of beverage service.

ICE CREAM BREAK SPONSORSHIP - \$10,000

Sponsor an afternoon break in exhibit areas. Provide complimentary food and beverage service to NCCN attendees. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of food or beverage service.

ATTENDEE RECEPTION SPONSORSHIP - \$25,000

Sponsor a reception for all NCCN attendees on the evening of Friday, Sept. 9th in the exhibit areas. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of food and beverage.



WATER BOTTLE SPONSORSHIP - \$10,000

Have your logo appear on the label of disposal water bottles. These bottles will be on display and available throughout the exhibit area in the food and beverage areas.

NCCN FLASH UPDATES™ OFFER CODES:

Distribute offer codes for FREE 3-month subscriptions to NCCN Flash Updates™. NCCN Flash Updates is an e-mail subscription service from NCCN that provides timely access to updated and new information appearing in the published NCCN Guidelines™, the NCCN Compendium™, and other NCCN Content.

1-50: \$25/user • 51-250: \$22/user • >250 users: \$20/user

NCCN CHEMOTHERAPY ORDER TEMPLATES (NCCN TEMPLATES™) OFFER CODES:

Distribute offer codes for FREE 3-month subscriptions to NCCN Chemotherapy Order Templates™. NCCN is developing a library of chemotherapy order templates to improve the safe use of drugs and biologics in cancer care. The information contained in the NCCN Templates is based on the NCCN Guidelines™ and the NCCN Compendium™.

Cost: \$50/user

NCCN 6th Annual Congress: Hematologic Malignancies™ 2011 Exhibitor Prospectus

NCCN.org



LOCATION

New York Marriott® Marquis
Majestic Complex and Shubert Complex – 6th Floor
1535 Broadway • New York, New York

ACCOMODATIONS

NCCN has reserved a block of rooms for the evenings of 9/8 and 9/9 at the rate of \$294, plus taxes per night for this Congress at the New York Marriott® Marquis. Please call 800.266.9432 to make your reservation by Wednesday, August 17, 2011, indicating that you are with the NCCN 6th Annual Congress.

Rooms are only available for registered attendees.

EXHIBIT DATES AND HOURS*

Thursday, September 8, 2011

8:30 – 10:00 PM	Exhibit Set-up Majestic Complex and the Shubert Complex • 6 th floor
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Friday, September 9, 2011

6:15 – 6:45 AM	Exhibit Set-up
7:00 AM – 3:10 PM	Exhibit

Saturday, September 10, 2011

7:15 – 11:00 AM	Exhibit
11:00 AM – 3:00 PM	Exhibit Dismantle

To help increase booth traffic, breakfasts, lunch, and breaks will be held in the exhibit area.

*Times subject to change.





PAYMENT SCHEDULE

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 ASSIGNMENT

Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until **Monday, July 25, 2011** or until all spaces are filled. Upon assignment, you will receive a confirmation letter informing you of your assigned exhibit number.

BOOTH CANCELLATION

Notification of booth space cancellation must be received in writing on or before **Monday, July 25, 2011** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Monday, July 25, 2011**.

BOOTH CANCELLATION PENALTIES

- Through June 30, 2011: Exhibit fee less \$100
- July 1, 2011 – July 25, 2011: 50% refund
- After July 25, 2011: no refund



Exhibit Space Application and Contract

NCCN 6th Annual Congress: **Hematologic Malignancies™**

September 9 – 10, 2011

New York Marriott® Marquis • 1535 Broadway • New York, New York

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: _____ Zip Code: _____

Phone _____

E-mail (required for registration) _____

Promotional Information

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

Please provide a brief 75-word description of your company/product to be included in the NCCN 6th Annual Congress Exhibit Guide, which will be distributed to all Congress attendees.

Payment Information

NCCN 6th Annual Congress: Hematologic Malignancies™

- o \$10,000 (\$9,500 if reserved by May 2, 2011) – Tabletop only
- o \$5,000 Inside front cover, 4-color, full page Ad in the NCCN 6th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- o \$5,000 Inside back cover, 4-color, full page Ad in the NCCN 6th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- o \$5,000 Center Spread, 2 full page, 4-color Ads in the NCCN 6th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- o \$1,500 Run-of-book, full page, 4-color Ad in the NCCN 6th Annual Congress: Hematologic Malignancies™ Exhibit Guide

Total: _____

- o Please send an invoice
- o Check enclosed (Please make checks payable to: National Comprehensive Cancer Network and mail to: NCCN, 275 Commerce Drive, Ste. 300, Fort Washington, PA 19034, Attn: Janice Tucker)
- o Credit Card (American Express/Discover/MasterCard/Visa)

Name: _____

Billing Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Card Number: _____

Card Verification #: _____ Exp. Date: _____

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

Signature: _____

Instructions

1. Apply for exhibit space by completing this form and submitting it by **Monday, July 25, 2011**.
2. You will receive a confirmation letter and a registration packet including attendee registration forms.
3. You will receive a Service Kit with exhibit details four to six weeks before the event.

Send Completed Application to:

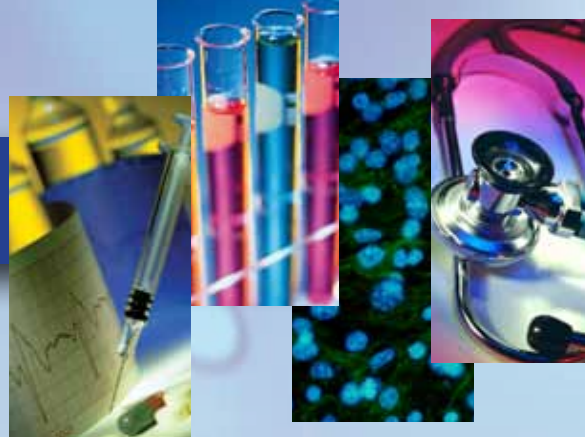
Jennifer Tredwell
Director, Marketing
NCCN
275 Commerce Dr.
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

For Support Opportunities:

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

For Clinicians: NCCN.org

For Patients: NCCN.com



DATES TO REMEMBER

Monday, July 25, 2011	Deadline to submit exhibit application
Monday, July 25, 2011	Cancellation clause takes effect
Monday, July 25, 2011	Deadline to submit insertion order for ad in NCCN Exhibit Guide
Monday, August 8, 2011	Booth numbers assigned and floor plan available
Monday, August 8, 2011	Deadline for submission of Exhibitor Registration Forms
Wednesday, August 17, 2011	Deadline for reserving rooms within the NCCN room block at the New York Marriott® Marquis
Friday, August 19, 2011	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing
Thursday, August 4, 2011 – Thursday, September 1, 2011	Advanced warehouse shipping timeframe
Thursday, September 8, 2011	8:30 – 10:00 PM Exhibit Set-up
Friday, September 9, 2011	6:15 – 6:45 AM Exhibit Set-up
	7:00 AM – 3:10 PM Exhibit
Saturday, September 10, 2011	7:15 – 11:00 AM Exhibit
	11:00 AM – 3:00 PM Exhibit Dismantle

Please direct any questions to Jennifer Tredwell at 215.690.0274 or tredwell@nccn.org.

NCCN 6th Annual Congress: Hematologic Malignancies™ 2011 Exhibitor Prospectus

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.

275 Commerce Drive • Suite 300
Fort Washington, PA 19034
215.690.0300
Fax: 215.690.0280
NCCN.org

Your Best Resource in the Fight Against Cancer®

NCCN.org: For Clinicians • NCCN.com: For Patients

HEM-NYC-0208-0911