



# Reserve Exhibit Space

## NCCN 7<sup>th</sup> Annual Congress: **Hematologic Malignancies™**

September 14 – 15, 2012

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

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 7<sup>th</sup> Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN through select exhibit space. The NCCN Annual Congress: Hematologic Malignancies™ attracts nearly 800 attendees.

The treatment of hematologic malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of new advances. In addition, targeted therapies and oral treatments bring new 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.

### HIGHLIGHTS\*

- Imaging in Lymphomas
- Issues in Tyrosine Kinase Inhibition
- Management of Acute Lymphoblastic Leukemia
- Management of Multiple Myeloma
- New Options for Relapsed/Refractory Hodgkin's Lymphoma
- Stem Cell Mobilization
- Supportive Care in Hematologic Malignancies

*\*Subject to change as the agenda is finalized.*



For more information, contact  
Jennifer Tredwell at [tredwell@nccn.org](mailto:tredwell@nccn.org).

Visit [NCCN.org](http://NCCN.org) to view more information.

- **SAVE \$500**  
when you reserve  
exhibit space by  
Friday, May 4, 2012

- **STANDARD  
BOOTH SPACE**  
a limited amount of  
tabletop exhibits are  
offered at this event  
for direct access to  
attendees

- **DEADLINE**  
to reserve your  
exhibit space is  
Monday, July 30, 2012



# Exhibit Space Application and Contract

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### 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): \_\_\_\_\_

List exhibitors you do not wish to be next to: \_\_\_\_\_

### 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 7<sup>th</sup> Annual Congress Exhibit Guide, which will be distributed to all congress attendees. \_\_\_\_\_

### Payment Information

NCCN 7<sup>th</sup> Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by May 4, 2012) – Tabletop only
- \$5,000 Inside front cover, 4-color, full page Ad in the *NCCN Exhibit Guide*
- \$5,000 Inside back cover, 4-color, full page Ad in the *NCCN Exhibit Guide*
- \$5,000 Center Spread, 2 full page, 4-color Ads in the *NCCN Exhibit Guide*
- \$1,500 Run-of-book, full page, 4-color Ad in the *NCCN Exhibit Guide*

Total: \_\_\_\_\_

- Please send an invoice
- 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)
- 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 indicating your method of payment by **Monday, July 30, 2012.**
2. You will receive a confirmation letter and a registration packet including attendee registration forms.
3. You will receive a Show Service Kit with exhibit details and floor plan four to six 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:

Marisa Getzewich  
Manager,  
Business Development  
NCCN  
275 Commerce Drive  
Suite 300  
Fort Washington, PA 19034  
Phone: 215.690.0563  
Fax: 215.690.0280  
getzewich@nccn.org

For Patients: [NCCN.com](http://NCCN.com)

For Clinicians: [NCCN.org](http://NCCN.org)