





















National  
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## COMMERCIAL SPONSORSHIPS AND EXHIBITOR OPPORTUNITIES AT NCCN ANNUAL CONGRESS

Opportunities include:

- o Commercial Level Sponsorships
- o Tabletop Exhibit Space
- o Patient Advocacy Pavilion Sponsorship
- o Exhibition Guide Advertising & Door Drops
- o Exhibition Hall Offerings

### Contact Information

*For more information, please contact:*

**Jennifer Tredwell, MBA**  
Vice President, Marketing and  
Communications  
[Tredwell@nccn.org](mailto:Tredwell@nccn.org)

[NCCN.org/sponsorship](https://www.nccn.org/sponsorship)

## NCCN 2023 Annual Congress: Hematologic Malignancies™

**Scheduled for: September 22 - 23, 2023**

The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 450 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 program will feature presentations and panel discussions on patient cases.

### Commercial Level Sponsorships

NCCN is pleased to invite organizations to sponsor the NCCN 2023 Annual Congress. Sponsor levels are Presenting, Platinum, Gold, Silver, and Bronze. Sponsor packages can be customized to meet specific marketing needs. Benefits and recognition increase with each level.

### Exhibit Space

The NCCN Annual Congress will host a multi-day Exhibition Hall. Exhibitors have the opportunity to promote brands and provide company information with tabletop displays.

SEE PREVIOUS PAGE FOR INFORMATION ABOUT

### NCCN Patient Advocacy Pavilion Sponsorship

### Exhibition Guide Advertising

### Door Drops

### Exhibition Hall Offerings

## POLICY INITIATIVES

Oncology  
Policy  
Summits



### Contact Information

*To learn how to attend or support a program or distribute articles or submit summaries, please contact:*

**Erin Emelio**  
Business Development Specialist  
[Emelio@nccn.org](mailto:Emelio@nccn.org)

**Caitlin McAuley**  
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**Danielle Price**  
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[NCCN.org/policy](https://www.nccn.org/policy)

## NCCN Policy Summit Series

The NCCN Oncology Policy Program allows opportunities for discussion among oncology stakeholders to address relevant health policy concerns.

In 2023, NCCN will hold three Policy Summits, including a patient advocacy summit, that include a broad scope of stakeholders, including, but not limited to, patients, advocates, clinicians, administrators, payers, and regulatory experts.

### New for 2023:

- Measuring and Addressing Health-Related Social Needs in Cancer
- Cancer Across Geography
- Navigating the Care Continuum from Screening through Survivorship

### Past agenda topics have included:

- Cancer Care in the Workplace: Building a 21st Century Workplace for Cancer Patients, Survivors, and Caretakers
- Reducing the Cancer Burden through Prevention and Early Detection
- Best Practices and Policies for Addressing the Health Needs of LGBT+ Cancer Patients and Survivors
- Finding the “New Normal”: 2021 and the State of Cancer Care in America Following 2020
- The Impact of Advancements in Technology on Cancer Care in 2021
- Advancements in Precision Medicine and Implications for Quality, Accessible, and Equitable Cancer Care
- A Lookback at the 21st Century Cures Act in 2020
- Implications for Access to High-Quality Cancer Care
- Cancer Across the Lifespan

### Featured speakers have included:

- Danielle Carnival, PhD (White House Cancer Moonshot Coordinator)
- Scott Gottlieb, MD (23rd Commissioner of the FDA)
- Congressman Buddy Carter (R-GA)
- Congresswoman Diana DeGette (D-CO)
- Congressman Mark DeSaulnier (D-CA)
- LaShawn McIver, MD, MPH (Director, CMS Office of Minority Health)
- Congressman Ted Poe (R-TX)
- Congressman Fred Upton (R-MI)
- Senator Chris Van Hollen (D-MD)

Support of NCCN Policy Summits includes recognition of support, invitation(s) to attend, and permission to distribute the resulting article/summit summary.

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## POLICY INITIATIVES



### Elevating Cancer Equity

### Contact Information

*To learn how to attend or support a program or distribute articles or submit summaries, please contact:*

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## Elevating Cancer Equity

Numerous studies have identified significant racial disparities in both access to optimal cancer care and in cancer care outcomes. To address this, NCCN partnered with the American Cancer Society Cancer Action Network and the National Minority Quality Forum to convene the Elevating Cancer Equity initiative in 2020. This initiative aimed to meaningfully move toward action through the identification and promotion of actionable policy and practice change solutions to advance equitable cancer care.

### Specifically, the initiative:

- Convened the Elevating Cancer Equity Working group in 2021 that developed a Health Equity Report Card, comprised of 17 total practice recommendations to improve the accessibility of care, address bias in care delivery, address the social determinants of health, and improve community engagement by oncology care providers
- Launched a pilot of Health Equity Report Card in 5 academic cancer centers
- Launched an Alliance for Cancer Care Equity in August of 2022 to advance more equitable cancer care systems through policy change

More information on the initiative can be found at [NCCN.org/policy](https://www.nccn.org/policy).

### Next steps include:

- Launching Health Equity Report Card in community settings
- Building the membership and work of the Alliance for Cancer Care Equity

For more information on sponsorship opportunities, please reach out to the NCCN contacts listed on this page.



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## STATE ONCOLOGY POLICY INITIATIVES

- o State Oncology Society Forum
- o NEW State Policy Program

### Contact Information

*To learn how to attend or support a program or distribute articles or submit summaries, please contact:*

**Erin Emelio**  
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**Danielle Price**  
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[NCCN.org/stateoncologysociety](https://www.nccn.org/stateoncologysociety)

## NCCN State Oncology Society Forum

NCCN collaborates with state oncology societies throughout the year to contribute to our mutual commitment to quality care for patients with cancer. In recognition of the essential role of community oncologists and their representative state oncology societies in advancing the quality of cancer care, NCCN holds an annual meeting to provide a forum for open dialogue, an exchange of best practices, and the identification of areas for collaboration. Fundamental to the success of this program is the shared core value of the state oncology societies and NCCN, which is to improve the lives of patients with cancer.

### Past agenda topics have included:

- Use of NCCN Content for Utilization Management & Value-Based Contracting
- Local Coverage Determinations
- Transforming Prior Authorization Using Decision Support
- Update on Innovation
- Policy Perspective: Post Election Impact
- ACOS: Coordinated Care under the ACA
- Best Practices
- Best Patient Resources
- Best Technology for Reporting Quality
- Clinical Research in a Community Setting
- Payer Perspective: Models for Quality
- Utilization of Clinical Guidelines to Pathways
- Value Pathways Powered by NCCN™
- Utilization of NCCN Content within Health Information Technologies

## NEW! NCCN State Policy Program

NCCN launched the NCCN State Policy Program to advance patient access to guideline adherent care through policy education and engagement at the state level. The NCCN State Policy Program works to advance patient access to guideline recommended biomarker testing through improved coverage policy. In previous years, NCCN has provided educational briefings for state policymakers on the importance of biomarker testing and strengthened partnerships with state oncology societies and patient advocacy groups. In 2023, NCCN will continue policy education and partnership building while also exploring health policy research projects. NCCN has seen success and value from this programming in only a short period of time and anticipates significant opportunities to improve cancer care through state level engagement.

Funders of the NCCN State Policy Program will receive:

- Quarterly state policy program update calls with NCCN state policy team with attendees of sponsor's choice
- Attendance for two (2) representatives at annual webinar on state cancer care programming and access to recording if unable to attend
- Access to any associated state policy publications and policy reports



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## NCCN EMPLOYER FORUM

### NCCN Employer Forum

Employers share NCCN's mission of improving the lives of patients with cancer. Throughout the year, NCCN engages in discussions with employers to identify opportunities to facilitate access to evidence-based oncology care for employees. In recognition of their critical role in insuring access to high-quality, high-value cancer care, NCCN will also extend an annual invitation to representatives of employers and employer groups to participate in a forum that allows for open dialogue on trends in evidence-based cancer prevention and treatment, an exchange of best practices, and the identification of collaboration opportunities.

#### Past topics have included:

- Employer collaborations with health plans
- Employer collaborations with patient advocacy groups
- Academic cancer centers in benefit design
- Evaluating national coverage policies for cancer care
- Evolution and innovation in the cancer care continuum: Ensuring quality
- Clinical education to ensure employers utilize evidence-based care/benefits
- Understanding the needs of employers, managing cancer in the workplace
- Understanding evidence based cancer care, insights & tools for employers
- Living and working with cancer, information for employees

#### Contact Information

*To learn more about the NCCN Employer Forum, please contact:*

**James McCanney, JD**  
Senior Manager, Health Information  
Technology & Payer Relations  
[McCanney@nccn.org](mailto:McCanney@nccn.org)



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## NCCN eBULLETIN ADVERTISING



### Contact Information

To learn how to place an ad or determine availability, please contact:

**Jennifer Tredwell, MBA**  
Vice President, Marketing and  
Communications  
[Tredwell@nccn.org](mailto:Tredwell@nccn.org)

[NCCN.org/advertising](http://NCCN.org/advertising)

### NCCN eBulletin Newsletter Advertising

Delivered regularly to registered users of NCCN.org, *NCCN eBulletin* newsletters share timely news about topics spanning the global oncology environment and bridge clinical, policy, and operational perspectives. NCCN publishes four editions of *NCCN eBulletin*, each intended for a specialized audience.

- *NCCN eBulletin*: Features clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Guidelines, and links to notable advances in treatment and research at NCCN Member Institutions. Reach more than 190,000 subscribers from the United States.
- *NCCN eBulletin: Global Edition*: Features clinical and operational trends in the delivery of cancer care and the oncology health policy environment and detailed information on NCCN Global Initiatives, as well as new translations and adaptations of the NCCN Guidelines. Reach more than 340,000 key stakeholders practicing in 197 countries outside of the United States.
- *NCCN eBulletin: Member Institution Edition*: Features executive messages, NCCN Program and Committee updates, journal contributions, subscription and benefit notices, program participation announcements, and NCCN Foundation® messages. Reach more than 18,600 readers from the 32 NCCN Member Institutions.
- *NCCN eBulletin: Patient Advocacy Edition*: Features recent updates to the NCCN Guidelines for Patients, patient and caregiver information, oncology health policy and research, and NCCN news and events. Reach more than 23,300 subscribers in the patient advocacy space.

### Ad Sizes

Ad Unit	Pixel Size
Leaderboard	728 x 90 px
Skyscraper	160 x 600 px
Banner*	468 x 60 px

\*NCCN eBulletin: U.S. Edition only



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## WEBSITE SPONSORSHIP OPPORTUNITY



### Contact Information

To learn how to sponsor NCCN.org,  
please contact:

**Jennifer Tredwell, MBA**  
Vice President, Marketing and  
Communications  
[Tredwell@nccn.org](mailto:Tredwell@nccn.org)

[NCCN.org](https://www.nccn.org)

### NCCN Website Sponsorship — [NCCN.org](https://www.nccn.org)

NCCN.org is a robust and comprehensive resource of clinical information, which includes the only online postings of the NCCN Guidelines. In 2021, there were more than 4.2 million unique visitors to NCCN.org and more than 1.5 million individual registered users. Physicians and other medical professionals, as well as patients and their caregivers, regularly visit NCCN.org for highly credible clinical information, including:

- NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)
- NCCN Drugs & Biologics Compendium (NCCN Compendium®)
- NCCN Chemotherapy Order Templates (NCCN Templates®)
- NCCN Imaging Appropriate Use Criteria (NCCN Imaging AUC™)
- NCCN Biomarkers Compendium®
- NCCN Radiation Therapy Compendium™
- Information and profiles on the 32 NCCN Member Institutions
- NCCN Global Program
- NCCN Oncology Research Program (ORP) Information
- NCCN Oncology Policy Program
- Registration for all NCCN educational programs
- NCCN *Virtual* Reimbursement Resource Room – enabling readers to learn about patient assistance programs and reimbursement services

#### Visitors to [NCCN.org](https://www.nccn.org) include:

- Oncologists from private practice, government, and academic settings
- Oncology fellows
- Nurses
- Pharmacists
- People with cancer, their caregivers, and family members
- Health care publishers
- Patient advocacy organizations
- Payers, managed care medical directors, case managers, etc.
- Other professionals and key opinion leaders in oncology
- Pharmaceutical, medical device, and biotechnology companies





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## NCCN REIMBURSEMENT RESOURCE ROOM AND MOBILE APP



### Contact Information

To learn more about the NCCN Reimbursement Resource Room or to participate, please contact:

**Jennifer Tredwell, MBA**  
Vice President, Marketing and  
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[Tredwell@nccn.org](mailto:Tredwell@nccn.org)

### NCCN Reimbursement Resource Room and Mobile App

The oncology reimbursement landscape continues to present ever-evolving challenges for clinicians. As a response to these ongoing challenges, NCCN has strategized to provide access to and information about resources available within the reimbursement space. To help clinicians and their staff address reimbursement challenges, NCCN developed the NCCN Reimbursement Resource Room (RRR) including the NCCN *Virtual* RRR and free RRR mobile app. In 2021, the NCCN *Virtual* RRR had more than 6,000 page views.

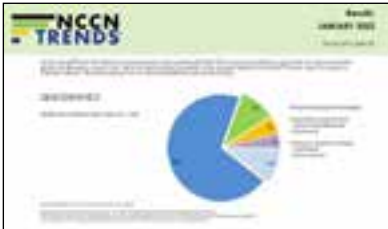
The NCCN Reimbursement Resource Room at the NCCN Annual Conference is a designated section of the Exhibition Hall for clinicians to go to learn about industry reimbursement help/services. All participants receive a display area at the Conference.

All participants in the NCCN Reimbursement Resource Room have content and links included in the NCCN *Virtual* Reimbursement Resource Room on [NCCN.org/reimbursement](https://www.nccn.org/reimbursement) and the NCCN Reimbursement Resource Mobile App for a term of one year, and additional promotion throughout the year including free ads in *NCCN eBulletin* newsletters.





## NCCN TRENDS™ SURVEYS & DATA



### Contact Information

To learn more about NCCN Trends™ Surveys and Data, to commission a survey, or to discuss a customized survey, please contact:

**Sherry L. Ulrich, MBA**  
Market Insights & Business Analytics  
Program Manager  
[Ulrich@nccn.org](mailto:Ulrich@nccn.org)

[NCCN.org/trends](http://NCCN.org/trends)

### NCCN Trends™ Surveys & Data

NCCN Trends™, electronic surveys from NCCN, focus on how clinicians in the United States and globally deliver cancer care. NCCN Trends™ Surveys pose questions regarding topics including, but not limited to, patterns of care, and awareness and utilization of various treatment modalities, as well as key topics impacting oncology stakeholders, such as how changes in the health care environment impact them and their patients.

Organizations supply draft questions for each survey. Following review within the NCCN Trends™ team and prior to survey launch, a consultation call may be scheduled to discuss any potential refinements to the questions according to research goals and data needs. The data is then gathered through brief electronic surveys to more than 350,000 health care providers who access the NCCN website on a frequent basis and express interest in responding to NCCN Trends™ Surveys. These clinicians consist of practicing physicians in diverse practice settings, including academic/research cancer centers, community hospitals, and private practices. Survey participants also represent pharmacists, nurses, and other oncology stakeholders.

NCCN Trends™ provides detailed analyses of resulting data that can help determine trends and patterns by geographical region, practice size, practice setting, and specialty. In addition, NCCN has the capability of conducting customized, international surveys.

*NCCN Trends™ Surveys and Data are independent of any NCCN Guidelines or other NCCN clinical recommendations. Participants in the surveys receive a summary of survey results that offer insight into their own practice and that of their peers.*





## GLOBAL PROGRAMMING



### Contact Information

*For additional information regarding NCCN's Global Programming, please contact:*

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Development  
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#### *NCCN Global Academy*

Pharmaceutical and biotechnology professionals are given the rare opportunity to view the global oncology space, its future and its current operational issues from the provider, payer, and patient advocate perspective. Participants will improve their working knowledge of key global business, policy, informational, and operational issues in oncology and will gather valuable insights to develop effective strategies for navigating the various constituencies in consideration of worldwide cancer care issues. Through this interactive program, pharmaceutical and biotech professionals will learn from key stakeholders what they view to be the most pressing issues in the global oncology environment and how to apply this knowledge to create mutually successful working relationships.

Professionals from marketing, sales, advocacy, medical affairs, clinical research, international programs, policy and government affairs, and other business areas will better be able to serve their customers with improved knowledge of real-world oncology issues after completion of this program.

#### **Past agenda topics have included:**

- Providing Cancer Care for Displaced Populations in Ukraine and the Surrounding Region
- Regional Adaptations - Meet the NCCN Guidelines Panel and Collaborative International Experts
- Global Patient Advocacy and Policy
- Harmonizing Cancer Care for Patients with Resource Constraints
- Global Resources - Meet NCCN Guidelines Panel and Collaborative Experts
- Spreading Equitable and Accessible Cancer Care Through Multilateral Partnerships



## GLOBAL PROGRAMMING



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### **Translation of NCCN Content**

The influence of NCCN Content continues to gather momentum throughout all regions of the world, with over 13 million copies of the NCCN Guidelines downloaded worldwide. Nearly half of the more than 1.5 million registered users of NCCN.org report that they live outside the United States. NCCN is working to bridge language barriers to NCCN recommendations by growing and maintaining a free library of translations of NCCN Guidelines on NCCN.org as well as within the NCCN mobile app. NCCN offers the opportunity to support translation, maintenance of translations, and distribution of NCCN Content globally. The cost to support NCCN Guidelines translations varies depending on the number of pages, language, and projected updates per version year. A supporting organization has the opportunity to distribute or support NCCN's distribution of the translated NCCN Content globally.

### **NCCN eBulletin: Global Edition**

*NCCN eBulletin: Global Edition* is an electronic newsletter delivered to all subscribers outside of the U.S. on a monthly basis. It features articles on topics including clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Guidelines, and links to notable advances in treatment and research at NCCN Member Institutions. Content bridges clinical, policy, and operational perspectives and includes notifications of NCCN updates and news. Reach more than 340,000 oncology professionals from approximately 197 countries outside of the United States who are eager to learn from NCCN.

### **Global Policy and Advocacy Webinars**

Discussion across multiple stakeholders is vital to understanding the current state of oncology care, identifying gaps, and enacting meaningful patient-centered policy change for the future. NCCN understands this importance, particularly when working across national lines and in a truly comprehensive, international capacity. In order to advance high-quality, global cancer care, NCCN will host a Global Policy and Advocacy Webinar series to focus on patient engagement in key decision-making points across the cancer care continuum.

### **Rapid Response General Mission Support**

NCCN is seeking support to deliver NCCN resources to providers and patients helping them quickly and effectively navigate disruptions in the oncology spectrum. This support will facilitate physicians' needs allowing them to focus on providing the best possible care for cancer patients in times of crisis.

## Contact Information

*For additional information regarding NCCN's Global Programming, please contact:*

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