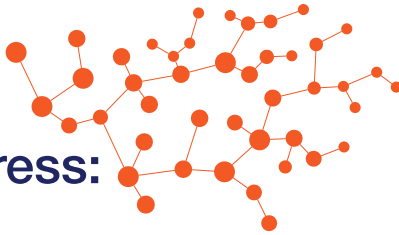




2021

Virtual Congress:



Hematologic Malignancies™

2021 Sponsor and Exhibitor Prospectus

NCCN.org/Hem

NCCN 2021 Virtual Congress: Hematologic Malignancies™

Thursday, October 14, 2021 – Saturday, October 16, 2021

New Virtual Sponsoring and Exhibiting Opportunities

Virtual Sponsoring and Exhibiting Opportunities are now available at the NCCN 2021 Virtual Congress: Hematologic Malignancies™.

Join NCCN and demonstrate your leadership in cancer.

New Virtual Opportunities include:

- Commercial Sponsorships
- Virtual Exhibit Booths
- Patient Advocacy Pavilion Sponsorships
- Exhibitor Showcase Presentations
- Exhibition Guide Advertising

For more information, e-mail exhibits@nccn.org.



> Deadline

to reserve a sponsorship is
Friday, September 24, 2021.

> Virtual Exhibit Space

A limited amount of exhibits are offered at this event for direct access to attendees.

> Exhibit Fee

\$9,500 per exhibit
Exhibits are live from
**October 11, 2021 –
December 17, 2021.**

> Cancellation Penalties:

Through
Friday, October 1, 2021:
Full refund

After
Friday, October 1, 2021:
No refund

Visit [NCCN.org/Hem](https://www.nccn.org/Hem) for more information.



2021

Virtual Congress:



Hematologic Malignancies™

Sponsor and Exhibitor Prospectus
NCCN.org/Hem

Location

This Congress is entirely virtual. Live virtual educational sessions will take place from **October 14 - 16, 2021**. Various sessions will be archived at later dates.

Agenda

For the most up-to-date version of the Congress agenda, please visit: www.NCCN.org/Hem.

Virtual Exhibit Booths

NCCN is dedicated to offering exhibit placements that provide value to our sponsors as well as added informative features for our Congress attendees. For these reasons, a very limited amount of exhibits will be part of this Congress. For more information, on applying for an exhibit, please email: exhibits@nccn.org.

Exhibitor Showcase Presentations

A limited amount of 30-minute time slots will be available for exhibitors to give presentations on sponsored content covering unbranded or branded products similar to a product theater format. To apply for an exhibitor showcase presentation, please email: exhibits@nccn.org.

Past NCCN Congress Exhibitors

- AbbVie
- Adaptive Biotechnologies
- Agios Pharmaceuticals
- Amgen
- Astellas
- AstraZeneca
- Bayer Healthcare Pharmaceuticals, Inc.
- BMT InfoNet
- Bristol-Myers Squibb
- Cancer Hope Network
- Celgene Corporation
- CLL Society
- Daiichi Sankyo, Inc.
- Drug Development Institute at The Ohio State University Comprehensive Cancer Center*
- Genentech, A Member of the Roche Group
- Genoptix Medical Laboratory
- Gilead Sciences, Inc.
- Harborside Press
- Helsinn
- Incyte Corporation
- Janssen Oncology
- Jazz Pharmaceuticals, Inc.
- Karyopharm Therapeutics
- Kite Pharma, Inc.
- Lazarex Cancer Foundation IMPACT
- Lymphoma Research Foundation
- Merck & Co.
- Myeloma Crowd
- Novartis
- Pfizer Oncology
- Pharmacyclics LLC, an AbbVie Company
- Sandoz Biopharmaceuticals - A Novartis Division
- Seagen
- Servier
- Spectrum Pharmaceuticals, Inc.
- Stanford Cancer Institute*
- Takeda Oncology
- Teva Oncology
- The Leukemia & Lymphoma Society
- Verastem Oncology

** NCCN Member Institution*

Attendee Registration List

NCCN does not rent or share the attendee registration list. After the live portion of the Congress has taken place, NCCN will provide a final attendee count and breakdown excluding personal contact information.



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NCCN.org/Hem

Sponsor Levels

NCCN is pleased to invite organizations to be commercial sponsors of the NCCN 2021 Virtual Congress: Hematologic Malignancies™. Sponsor levels are Platinum, Gold, Silver, and Bronze. Reach your key audience of NCCN attendees by increasing visibility and supporting NCCN through these opportunities.

Sponsor Tier Structure	Bronze \$25,000	Silver \$40,000	Gold \$50,000	Platinum \$75,000
<ul style="list-style-type: none"> • Recognition listing on NCCN.org/Hem home page with link to sponsor-provided website. • Recognition listing with link to sponsor-provided website under Sponsor tab on virtual meeting platform that will host the Congress. • Complimentary Registrations for the NCCN 2021 Virtual Congress: Hematologic Malignancies™ <ul style="list-style-type: none"> - Bronze: 2 - Silver: 4 - Gold: 6 - Platinum: 8 • Complimentary Custom Ad in NCCN Virtual Exhibition Guide: <ul style="list-style-type: none"> - Bronze: 1 page - Silver: 2 pages - Gold: 3 pages - Platinum: 4 pages • Recognition listings included on NCCN eBulletin ads to run prior to the Congress. • Complimentary digital banner-sized ad in 2021 NCCN eBulletin newsletter issues: <ul style="list-style-type: none"> - Bronze: 1 ad - Silver: 2 ads - Gold: 3 ads - Platinum: 4 ads 				

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).

Cancellation Penalties

Through **Friday, October 1, 2021**: Full refund

After **Friday, October 1, 2021**: No refund



2021

Virtual Congress:



Hematologic Malignancies™

Sponsor and Exhibitor Prospectus

NCCN.org/Hem

Sponsor Level Application and Contract

Sponsor Information (please type or print clearly)

Organization _____

Contact Name _____

(Name of person who will be responsible for your sponsorship and to whom all future correspondence should be sent.)

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

E-mail *(required)* _____

Signature required for contract *(type your name here to sign):* _____

(electronic signature optional): _____

Recognition Information

Sponsor name for Congress materials _____

(Use upper and lower case letters exactly as you want your organization's name to appear on Congress materials.)

Sponsor Levels

- \$25,000 Bronze Level
- \$40,000 Silver Level
- \$50,000 Gold Level
- \$75,000 Platinum Level

TOTAL: \$ _____

Payment Information

- Please send an invoice
- Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Department)
- Credit Card: American Express Discover Card MasterCard Visa

Cardholder's Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____

Expiration Date: _____ Verification Number: _____

Signature: _____

(electronic signature optional) NCCN may charge the credit card for the amount as indicated above.

> Instructions:

- > Reserve your sponsorship by completing this form and submitting it by **Friday, September 24, 2021.**
- > You will receive an email confirming receipt of your application and details concerning your sponsorship.

> Send completed application to:

Jennifer Tredwell, MBA
Vice President, Marketing and Communications

NCCN
3025 Chemical Road, Suite 100,
Plymouth Meeting, PA 19462
Phone: 215.690.0274
Fax: 215.690.0280
exhibits@nccn.org

> Cancellation Penalties:

- Through **Friday, October 1, 2021:**
Full refund
- After **Friday, October 1, 2021:**
No refund



2021

Virtual Congress:



Hematologic Malignancies™

Sponsor and Exhibitor Prospectus NCCN.org/Hem

Patient Advocacy Pavilion Sponsorship

Become a sponsor of the NCCN Patient Advocacy Pavilion program, where multiple patient advocacy groups, representing a range of disease types, are able to attend and exhibit during the Congress. Sponsors receive free registrations to attend the Congress. Sponsors are listed on the NCCN 2021 Virtual Congress: Hematologic Malignancies™ platform, NCCN Exhibition Guide ads, and on the home page of the Congress. All advocates receive information on NCCN patient materials and other resources. All advocacy group attendees and sponsoring organizations are invited to the NCCN Patient Advocacy Pavilion kick-off event to be scheduled in October 2021. Benefits of sponsorship increase with level of sponsorship.

Patient Advocacy Pavilion Sponsor Information

(please type or print clearly)

Organization _____

Contact Name _____

(Name of person who will be responsible for your sponsorship and to whom all future correspondence should be sent.)

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

E-mail (required) _____

Signature required for contract (type your name here to sign): _____

(electronic signature optional): _____

Recognition Information

Sponsor Name for Congress Materials

(Use upper and lower case letters exactly as you want your organization's name to appear on Congress materials.)

Patient Advocacy Pavilion Sponsorship Levels*

\$5,000 – Topaz \$10,000 – Emerald \$25,000 – Ruby \$50,000 – Diamond

TOTAL: \$ _____

Payment Information

Please send an invoice

Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to:
NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Dept.)

Credit Card: American Express Discover Card MasterCard Visa

Cardholder's Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____

Expiration Date: _____ Verification Number: _____

Signature: _____

(electronic signature optional) _____

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

> Instructions:

> Apply for sponsorship by completing this form and submitting it by **Friday, September 24, 2021.**

> You will receive an email confirming receipt of your application and more information about participation.

> Send completed application to:

Jennifer Tredwell, MBA
Vice President, Marketing and Communications

NCCN
3025 Chemical Road, Suite 100,
Plymouth Meeting, PA 19462
Phone: 215.690.0274
Fax: 215.690.0280
exhibits@nccn.org

> Cancellation Penalties:

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2021

Virtual Congress:



Sponsor and Exhibitor Prospectus

NCCN.org/Hem

Hematologic Malignancies™

NCCN Exhibition Guide Ads Available!

Advertising in the *NCCN Virtual Exhibition Guide* will provide placement for branded or unbranded ads. This Guide will provide months of exposure to attendees. A link to this piece will be included in emails to all attendees prior of the Congress and will reside on the left margin of the Congress homepage from October 2021 - March 2022.

Ad Sizes

	Width	Height
Half Page Horizontal	8"	5"
Full Page - Run of Book & Covers	8.5"	11"

Reproduction Requirements:

- The following digital file types are accepted: JPG, PNG
- Vector artwork should be saved in an .EPS format with fonts save as outlines and images embedded. We will substitute with similar fonts if originals are not submitted.
- The following digital file types are NOT accepted formats: Powerpoint, Word, Publisher, Excel, Freehand, Corel Draw, Paint



Advertising Insertion Order

Advertiser Information (please type or print clearly)

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail (required): _____

NCCN Exhibition Guide Ads

- \$1,000/ad Half Page Horizontal Ad Exhibitor
- \$1,500/ad Half Page Horizontal Ad Non-Exhibitor
- \$1,500/ad Full Page Exhibitor
- \$2,000/ad Full Page Non-Exhibitor
- \$5,000/page 2-5 Forward Placement

Total: \$ _____

Payment Information

Please send an invoice

Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to:
NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Dept.)

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.

> **Insertion order due:**
Friday, Sept. 24, 2021

> **Artwork due:**
Monday, Sept. 27, 2021

> **Send completed application to:**

Jennifer Tredwell, MBA
Vice President, Marketing and Communications

NCCN
3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462
Phone: 215.690.0274
Fax: 215.690.0280
exhibits@nccn.org

> **Cancellation Penalties:**

Through
Friday, Sept. 24, 2021:
Full refund

After
Friday, Sept. 24, 2021:
No refund



2021

Virtual Congress:



Sponsor and Exhibitor Prospectus

NCCN.org/Hem

Hematologic Malignancies™

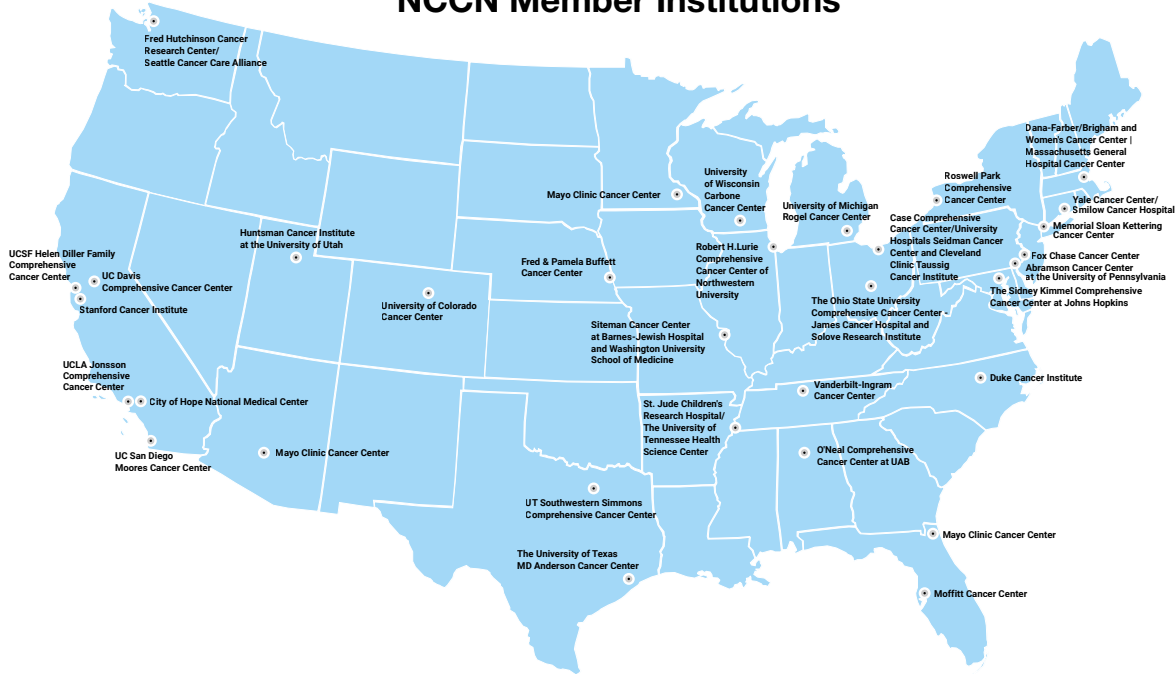
Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
215.690.0274
tredwell@nccn.org

Support Opportunities

Beth Gaffney, MBA
Vice President, US & Global Business Development
215.690.0226
gaffney@nccn.org

NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of 31 leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so patients can live better lives. 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. By defining and advancing 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 around the world.

World-renowned experts from NCCN Member Institutions diagnose and treat patients with a broad spectrum of cancers and are recognized for dealing with complex, aggressive, or rare cancers. NCCN Member Institutions pioneered the concept of the multidisciplinary team approach to patient care and conduct innovative research that contributes significantly to understanding, diagnosing, and treating cancer. NCCN programs offer access to expert physicians, superior treatment, and quality and safety initiatives that continuously improve the effectiveness and efficiency of cancer care globally.

NCCN.org – For Clinicians | NCCN.org/patients – For Patients



National Comprehensive Cancer Network®

For more information, visit NCCN.org.

3025 Chemical Road, Suite 100, | Plymouth Meeting, PA 19462

Phone: 215.690-0300 | Fax: 215.690-0280