

NCCN 2024
Annual Congress:
**Hematologic
Malignancies™**
In-Person and Virtual Event

SPONSOR & EXHIBITOR PROSPECTUS

● **CONGRESS DATES**

September, 20-21, 2024
New York Marriott Marquis
New York, NY

● **IN-PERSON AND
VIRTUAL EXHIBIT DATES**

September, 20-21, 2024

● **APPLICATION DEADLINE**

Friday, August 2, 2024

● **RESERVATION FORMS
INCLUDED:**

Sponsor Level Application

Exhibit Space Application

- *Tabletops Only*

Product Theater Application

Advertising and Door Drops

Insertion Order

● **INFORMATION**

exhibits@nccn.org

NCCN.org/hem



SPONSOR & EXHIBITOR PROSPECTUS

The NCCN 2024 Annual Congress and related activities are planned to be held as “hybrid” events on September 20 – 21, 2024 to include live (in-person) sessions and a virtual option. The live sessions will be held at the New York Marriott Marquis, New York, NY and simultaneously, a virtual platform will be provided where certain activities/sessions will be offered for remote attendance.

During the NCCN 2024 Annual Congress world-renowned experts in the management of hematologic malignancies will present the latest treatment advances, updates to the standard of care as recommended in the NCCN Guidelines®, and present unique and challenging patient cases. Chaired by Andrew D. Zelenetz, MD, PhD, *Memorial Sloan Kettering Cancer Center*, this program features presentations and interactive discussions highlighting the treatment options and supportive care for a variety of hematological malignancies.

Attendees

This Congress will attract more than 500 (estimated 325 in-person and 175 virtually) attendees including oncologists (in both community and academic settings), physician assistants, nurses, pharmacists, patient advocates, and other health care professionals involved in the care of patients with hematologic malignancies.

In-Person and Virtual Exhibits

NCCN is dedicated to offering exhibit opportunities that provide value to our sponsors and serve as informative features for our attendees. For these reasons, all exhibits will be both in-person (live) and virtual. The exhibit fee includes both a tabletop exhibit and a virtual exhibit. Once the exhibit application is received, information regarding the virtual exhibit will be provided.

Past NCCN Exhibitors

- AbbVie
- ADC Therapeutics
- Amgen
- Association of Community Cancer Centers (ACCC)
- Astellas
- AstraZeneca
- BeiGene
- Bristol Myers Squibb
- Cancer Support Community
- Eli Lilly and Company
- Genmab
- GSK
- Hairy Cell Leukemia Foundation
- Harborside-BroadcastMed
- Incyte
- International Waldenstrom’s Macroglobulinemia Foundation (IWMF)
- Ipsen
- Janssen Biotech
- Karyopharm Therapeutics
- Kite, a Gilead Company
- Merck & Co., Inc.
- MorphoSys
- National Marrow Donor Program/Be the Match
- Novartis
- Pfizer Oncology
- Pharmacyclics, an Abbvie Company
- PharmaEssentia
- Prothena
- Rigel Pharmaceuticals
- Seagen
- Servier
- Taiho Oncology, Inc.
- The Leukemia & Lymphoma Society
- Young Adult Survivors United

Attendee Registration List

NCCN does not rent or share the attendee registration list.

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September 20 - 21, 2024
New York Marriott Marquis
New York, NY

IN-PERSON AND VIRTUAL EXHIBIT DATES

September 20 - 21, 2024

AGENDA

For the most up-to-date version of the Congress agenda, please visit: [NCCN.org/hem](https://www.nccn.org/hem).

SPONSOR & EXHIBITOR PROSPECTUS

Sponsor Levels

NCCN is pleased to invite organizations to be commercial sponsors of the NCCN 2024 Annual Congress. 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. • Recognition listing on Exhibit Hall signage, door drops, table tents, and other printed items. • Complimentary Registrations for the Congress: <ul style="list-style-type: none"> - Bronze: 2 - Silver: 4 - Gold: 6 - Platinum: 8 • Complimentary Custom Ad in NCCN Exhibit 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. 				

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- SPONSOR TIER STRUCTURE
Bronze \$25,000
Silver \$40,000
Gold \$50,000
Platinum \$75,000

SPONSOR & EXHIBITOR PROSPECTUS

In-Person Exhibitor Schedule

Exhibitor Registration and Set-up Hours

Friday, September 20, 2024 10:00 AM - 12:00 PM

Exhibit Hall Dates and Hours

Friday, September 20, 2024 12:00 - 1:00 PM

3:05 - 3:25 PM

Welcome Reception 5:30 - 7:00 PM

Saturday, September 21, 2024 7:00 - 8:00 AM

10:20 - 10:40 AM

11:40 AM - 12:40 PM

Exhibit Dismantling

Saturday, September 21, 2024 12:40 - 1:40 PM

Exhibit Hall Location

New York Marriott Marquis
Astor Ballroom - 7th Floor
1535 Broadway
New York, NY

Space Assignment

Space is assigned as applications are received. Sponsors and Corporate Council members are given premium exhibit placement. This is a tabletop only event.

Booth Activity

NCCN must be informed of and approve any intent to conduct a drawing, provide a demonstration, distribute free samples or any other activity to take place during show hours. Submit requests to exhibits@nccn.org by Friday, August 2, 2024.

Payment

Method of payment must be indicated on exhibit space applications. Full payment must be received (30) days prior to exhibition date.

Cancellation

For a full refund, notification of space cancellation must be received in writing on or before Friday, August 2, 2024.

Refund Schedule

Through August 2, 2024	Full Refund
After August 2, 2024	No Refund

CONGRESS DATES

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IN-PERSON AND VIRTUAL EXHIBIT DATES

September 20 - 21, 2024

Blackout Times

NCCN requests that all sponsors, exhibitors, or non-sponsors respect the intent of this event. Therefore, any non-NCCN events, whether on the event property or off-premises but within the city limits, that might potentially draw participants from registered attendees, faculty, or speakers of the NCCN 2024 Annual Congress are prohibited.

NCCN appreciates the understanding and cooperation of all entities involved, for any questions regarding this policy, please email: exhibits@nccn.org

The blackout times for this event are **Friday, September 20, 2024** beginning at 12:00 PM to **Saturday, September 21, 2024** ending at 4:00 PM. Thank you.

SPONSOR & EXHIBITOR PROSPECTUS

In-Person Exhibit Hall Includes:

- In-Person Tabletop Displays** – Tabletop only, industry-sponsored exhibits offer premium exposure to attendees.
- Patient Advocacy Pavilion** – An area of kiosks for advocacy groups to exhibit and provide patient information.
- NCCN Booth** – Attendees visit the NCCN booth to learn about new resources and programs, and receive free giveaways.
- Food and Beverage** – Welcome reception, breakfasts, lunches, and break refreshments are served buffet style.

Exhibitors Receive:

- A virtual exhibit is included with the purchase of physical exhibit space. Features of the virtual exhibit will be provided.
- Complimentary Congress Registrations – see below*
- One (1) identification sign, one (1) 6’ draped table, two (2) chairs, and one (1) trash can.
- A 100-word company description, placement on floor plan listing, and discounted advertising rates in the printed and digital versions of the NCCN Exhibit Guide.
- Fully carpeted exhibition areas.

*Exhibitor Registrations:

Tabletop Exhibit Fee	\$9,500
(6) Annual Congress registrations	
(4) Exhibit Hall Only registrations (no access to Congress materials)	

Notice About Exhibit Hall Only Registrations:

Exhibit Hall Only (EHO) registrations are generously provided to all exhibitors for personnel who will be setting-up, staffing, or dismantling an exhibit. EHO badges do not provide access to educational sessions. All attendee badges are electronically scanned as attendees enter a session room. If, during the Congress, an EHO badge holder wishes to attend a session, they can visit the Registration counter where their registration will be upgraded to a Full Congress Attendee with appropriate fees applied.

Age Requirement:

All Congress Attendees and Exhibit Hall Only Attendees must be 21 years of age or older.

NCCN Room Block Information:

NCCN has a room block reserved at the New York Marriott Marquis. For more information on reserving a room, please visit NCCN.org/hem.

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Important Announcement Regarding Hotel Accommodations for the NCCN Annual Congress!

It has come to the attention of NCCN that in the past, fraudulent reservation companies have approached our supporters, exhibitors, and Congress attendees with offers of hotel rooms at discounted rates. These companies are in no way affiliated with NCCN or the New York Marriott Marquis nor are they often legitimate companies. Please do not share your personal or financial information with these companies, or proceed with booking any reservations for the NCCN Annual Congress through these companies.

Booking through the New York Marriott Marquis, ensures a legitimate reservation and that your credit card and personal information is secure. If you are contacted by anyone asking if you need a room reservation for the NCCN Annual Congress, or if they represent themselves as the "NCCN Housing Provider," please get their information and contact the NCCN Conferences and Meetings Department immediately at conferences@nccn.org.

NCCN cannot be held responsible for guests choosing accommodations outside of our official room block. Thank you!

SPONSOR LEVEL APPLICATION & 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 _____

Billing Information (if different from above)

Organization _____
 Contact Name _____
 Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____
 E-mail (required) _____

Recognition Information

Sponsor name _____
(Use upper and lower case letters exactly as you want your organization's name to appear on congress materials.)
 Sponsor website _____
(to link to Sponsor name on virtual platform)

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 (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: _____

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

Please provide any additional information needed regarding agreements, purchase orders, etc.

CONGRESS DATES

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New York, NY

IN-PERSON AND VIRTUAL EXHIBIT DATES

September 20 - 21, 2024

INSTRUCTIONS

1. Reserve your sponsorship by completing this form and submitting it by **Friday, August 2, 2024**.
2. 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
 3025 Chemical Road
 Suite 100
 Plymouth Meeting, PA 19462
 Phone – 215.690.0274
exhibits@nccn.org

CANCELLATION PENALTIES:

Through
Friday, August 2, 2024:
 Full refund
 After
Friday, August 2, 2024:
 No refund

In-Person and Virtual Event

Application and Contract

In-Person Exhibit Space and Virtual Exhibit

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 _____

Billing Information (if different from above)

Organization _____
 Contact Name _____
 Title _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____
 E-mail (required) _____

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.)

Space Reservations

\$9,500 – Tabletop Exhibit + Virtual Exhibit
 TOTAL: _____

Payment Information

Please send an invoice

Check (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: _____

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

Please provide any additional information needed regarding agreements, purchase orders, etc.

**IN-PERSON AND
VIRTUAL EXHIBIT DATES**

September 20 - 21, 2024

INSTRUCTIONS

1. Apply for exhibit space by completing this form and submitting it by **Friday, August 2, 2024**.
2. You will receive an email confirming receipt of your application and registration information for the NCCN 2024 Annual Congress.
3. You will receive a Show Service Kit with exhibit details 6 weeks before the NCCN 2024 Annual Congress. The floor plan with exhibit numbers will be available at this time.
4. The reservation includes a virtual exhibit. Information on virtual exhibit features will be provided upon receipt of this application.

SEND COMPLETED APPLICATION TO:

Jennifer Tredwell, MBA
 Vice President, Marketing and Communications
 3025 Chemical Road,
 Suite 100
 Plymouth Meeting, PA 19462
 Phone – 215.690.0274
exhibits@nccn.org

PAYMENT

Method of payment must be indicated on this application. Full payment must be received (30) days prior to exhibition date.

CANCELLATION

For a full refund, notification of space cancellation must be received in writing on or before August 2, 2024.

REFUND SCHEDULE

Through **Friday, August 2, 2024**: Full refund
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Application and Contract

In-Person Exhibit Space and Virtual Exhibit

Continued from previous page

FIRE AND SAFETY REGULATIONS

As an exhibitor, you must comply with safety, fire, and health ordinances that apply to the New York, state of New York. All displays, exhibit materials, and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Electrical wiring must conform to all federal, state, and municipal government requirements and to National Electrical Code Safety Rules.

AUXILIARY AIDS OR SERVICES

In compliance with the Americans with Disabilities Act (ADA), NCCN wishes to ensure that no individual with a disability is excluded, denied services, or otherwise treated differently from other individuals. Each exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

LIABILITY

Each exhibitor assumes the entire responsibility and hereby agrees to protect, defend, indemnify, and save NCCN and New York Marriott Marquis, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof.

INSURANCE

NCCN and the New York Marriott Marquis will not be liable for damage or loss to the exhibitor’s property through theft, fire, accidents, or any other cause. NCCN and New York Marriott Marquis will not assume liability for any injury that may occur to visitors, exhibitors or their agents, employees, or others. Exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance, and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

NCCN and New York Marriott Marquis shall be included in such policies as additional insureds. In addition, the exhibitor acknowledges that neither NCCN nor the New York Marriott Marquis, its owners, or its operator maintains insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

To register for this Congress, please sign below acknowledging on behalf of you and your company that you have received and read the attached terms and accept and agree to be bound by these terms as a condition to the registration.

Signature _____ Date _____

Print Full Name _____

Email _____

Organization Name _____

PRODUCT THEATER PRESENTATION

Application and Contract

Reach your target audience by giving a non-CE, promotional presentation during the NCCN 2024 Annual Congress. These virtual presentations will be 25 minutes with 5 minutes for a brief Q&A. They will be scheduled throughout the two days of the Congress and take place during breaks. This format is appropriate for product theaters or similar content. Sponsors specify topic and provide the speaker. Topics must be approved by NCCN. All Product Theaters are produced virtually. A viewing room will be provided for in-person attendees. More details will be provided.

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: _____

Billing Information (if different from above)

Organization _____

Contact Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

E-mail (required) _____

Presentation Topic and Title if Available

(Use upper and lower case letters exactly as you want your title to appear on Congress materials and signage.)

Product Theater Presentations

\$35,000 – 25 minute presentation, available dates and times will be provided.

TOTAL: \$ _____

Payment Information

Please send an invoice

Check (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: _____

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

Please provide any additional information needed regarding agreements, purchase orders, etc.

CONGRESS DATES

September 20 - 21, 2024
New York Marriott Marquis
New York, NY

IN-PERSON AND VIRTUAL EXHIBIT DATES

September 20 - 21, 2024

INSTRUCTIONS

1. Apply for sponsorship by completing this form submitting it by Friday, August 2, 2024.

2. 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
3025 Chemical Road,
Suite 100
Plymouth Meeting, PA 19462
Phone – 215.690.0274
exhibits@nccn.org

PAYMENT

Method of payment must be indicated on this application. Full payment must be received (30) days prior to exhibition date.

CANCELLATION PENALTIES

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After
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No refund

ADVERTISING INSERTION ORDER

Hotel Door Drops

Invite attendees to visit your booth, promote a service, or build brand awareness through the use of a door drop. Have your custom printed piece delivered directly to the hotel rooms of NCCN Congress attendees.

Exhibit Guide Advertising

Advertising in the NCCN Exhibit Guide provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The NCCN Exhibit Guide will be posted on NCCN.org/hem and inserted in the Congress bag and distributed to all Congress attendees. Additional copies are displayed in the exhibit hall and foyers.

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

Advertiser 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) _____

Exhibit 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
- \$4,000/ad Full Page Non-Exhibitor
- \$5,000/ad 2-5 Forward Placement

TOTAL: \$ _____

Door Drops

- Sponsor provided printed piece will be delivered to all NCCN room block attendees
- \$5,000 Door Drop - Thursday evening

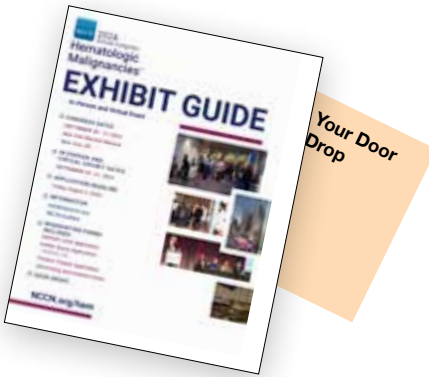
Payment Information

- Please send an invoice
- Check (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: _____

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

- CONGRESS DATES
 September 20 - 21, 2024
 New York Marriott Marquis
 New York, NY
- IN-PERSON AND VIRTUAL EXHIBIT DATES
 September 20 - 21, 2024



- INSERTION ORDER DUE
 Friday, August 2, 2024
- ARTWORK DUE
 Friday, August 9, 2024

SEND COMPLETED APPLICATION TO:

Jennifer Tredwell, MBA
 Vice President, Marketing and Communications
 3025 Chemical Road, Suite 100
 Plymouth Meeting, PA 19462
 Phone - 215.690.0274
exhibits@nccn.org

PAYMENT

Method of payment must be indicated on this application. Full payment must be received (30) days prior to exhibition date.

In-Person and Virtual Event

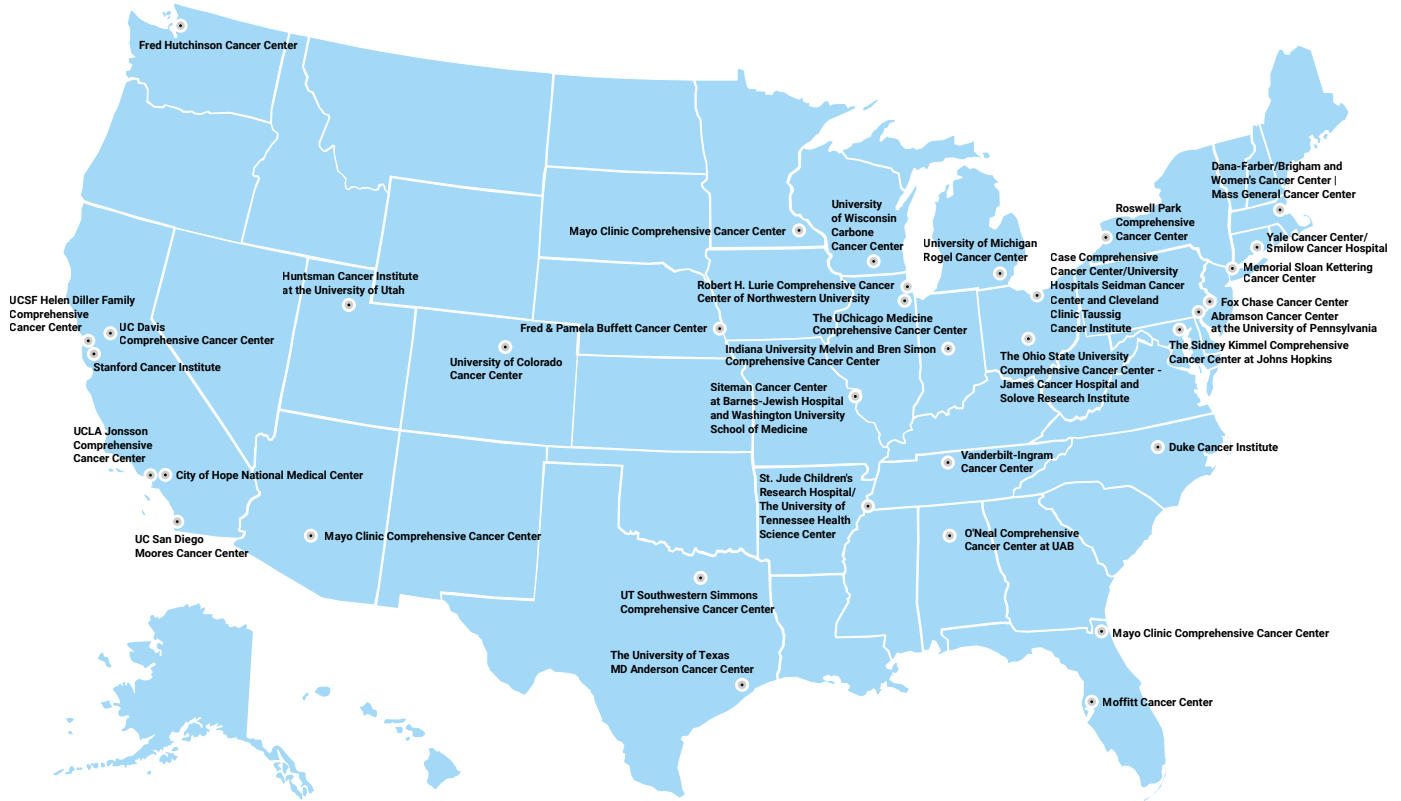
Sponsor and Exhibit Opportunities

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 leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so all 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](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients