



# Hematologic Malignancies™

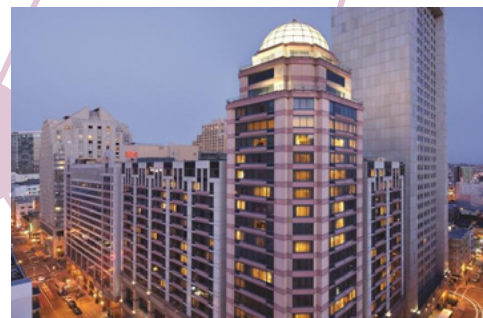
2023 SPONSOR AND EXHIBITOR PROSPECTUS

[NCCN.org/hem](https://NCCN.org/hem)

**September 22 – 23, 2023**

Hilton San Francisco Union Square  
333 O'Farrell Street | San Francisco, CA

**In-person  
&  
Virtual  
Formats**



Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 2023 Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN as a sponsor or exhibitor. The NCCN Annual Congress: Hematologic Malignancies™ attracts 500 (325 in-person and 175 virtual) 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.

**For more information, email [exhibits@nccn.org](mailto:exhibits@nccn.org)**

- **Sponsorships**
- **Exhibits  
(Tabletops only)**
- **Product Theaters**
- **Patient Advocacy  
Pavilion Sponsorships**
- **Exhibit Guide  
Advertising**
- **Door Drops**



Deadline to submit an application is  
**Friday, August 11, 2023.**

Visit [NCCN.org/hem](https://NCCN.org/hem) for more information.



# 2023 Annual Congress: Hematologic Malignancies™

September 22 – 23, 2023 | Hilton San Francisco Union Square | 333 O'Farrell Street | San Francisco, CA

## Congress Overview

### Intended Audience

This Congress is designed to meet the educational needs of hematologists, oncologists, nurses, pharmacists, and other health care professionals who manage patients with hematologic malignancies.

### Hybrid Event

This Congress will feature live (in-person) sessions and simultaneously, a virtual platform will provide access to certain activities/sessions for remote attendees.

### Chair

Andrew D. Zelenetz, MD, PhD  
*Memorial Sloan Kettering Cancer Institute*

### Location

Hilton San Francisco Union Square  
333 O'Farrell Street  
San Francisco, CA 94102

### Schedule\*

#### Friday, September 22, 2023

11:00 AM - 1:45 PM Exhibitor Set-up  
2:00 – 3:00 PM Registration, Refreshments, and Exhibits  
3:00 – 7:40 PM Educational Sessions  
5:15 – 5:30 PM Break and Exhibits  
7:40 – 9:00 PM Reception and Exhibits

#### Saturday, September 23, 2023

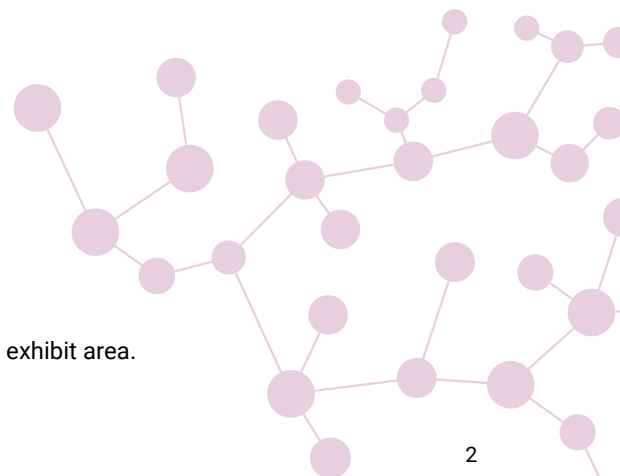
7:00 – 8:00 AM Registration, Breakfast, and Exhibits  
8:00 AM – 12:10 PM Educational Sessions  
10:15 – 10:35 AM Break and Exhibits  
12:10 – 1:10 PM Lunch and Exhibits  
1:10 – 4:45 PM Educational Sessions  
3:15 – 3:35 PM Break and Exhibits  
5:00 – 6:00 PM Exhibit Breakdown



\* Subject to change.

Faculty and sessions will be added as they are confirmed.

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





# 2023 Annual Congress: Hematologic Malignancies™

September 22 – 23, 2023 | Hilton San Francisco Union Square | 333 O'Farrell Street | San Francisco, CA

## Sponsor Levels

NCCN is pleased to invite organizations to be sponsors of the NCCN 2023 Annual Congress: Hematologic Malignancies™. Sponsor levels are Platinum, Gold, Silver, and Bronze. Reach your key audience of NCCN attendees by increasing visibility, building relationships, and supporting NCCN through these opportunities.

## Sponsor Tier Structure

	<b>Bronze \$25,000</b>	<b>Silver \$40,000</b>	<b>Gold \$50,000</b>	<b>Platinum \$75,000</b>
Custom Door Drop				•
Complimentary Annual Congress Registrations	2	4	6	8
Custom Ad in NCCN Exhibit Guide (print and digital formats)	1/2 Page	1 Full Page	2 Full Pages	3 Full Pages
Preferential Placement in Exhibit Hall (exhibit purchased separately)	•	•	•	•
Sponsor Listing in the NCCN Exhibit Guide and Door Drop	•	•	•	•
Recognition Banner Signage and table tents in Exhibit Hall	•	•	•	•
Sponsor Level Recognition Ribbon on Sponsor Attendee Badges	•	•	•	•
Sponsor Recognition on <a href="https://www.nccn.org/hem">NCCN.org/hem</a> Website and Congress Virtual Platform	•	•	•	•



## Exhibit Opportunities

### Exhibitors have valuable opportunities to:

- Engage key opinion leaders in oncology
- Identify new business opportunities
- Connect with attendees
- Increase brand visibility
- Present new programs, products, or services
- Visit the patient advocacy pavilion



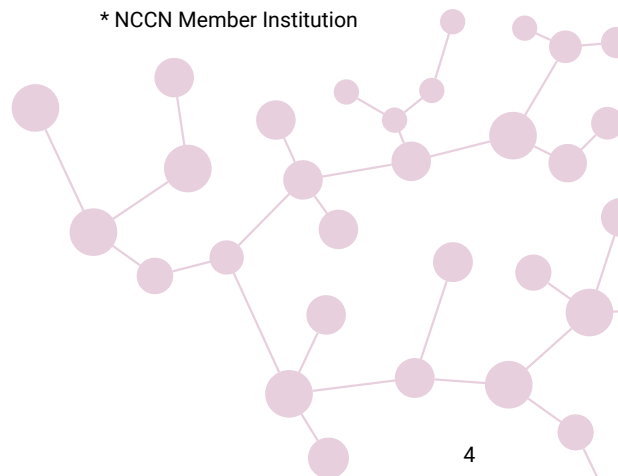
## Live and Virtual Exhibits

NCCN is dedicated to offering exhibit placements that provide value to our sponsors as well as an added informative feature for our Congress attendees. For these reasons, all exhibits will be both live (in-person) and virtual. With the purchase of the physical booth space, a virtual exhibit will be included. Once the exhibit application is received, information regarding the virtual exhibit will be provided.

## Past Exhibitors

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

\* NCCN Member Institution





2023 Annual Congress:

# Hematologic Malignancies™

September 22 – 23, 2023 | Hilton San Francisco Union Square | 333 O'Farrell Street | San Francisco, CA

## A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Included in the Exhibit Fee, each Exhibitor receives:

- Virtual Exhibit - hosted on virtual platform
- Six (6) complimentary full Congress registrations
- Four (4) exhibit hall only badges (entrance to exhibit area only, no access to educational sessions)
- Refreshments on Friday evening, and breakfast, lunch, and breaks on Saturday for all attendees
- Free WiFi in Exhibit Hall
- One (1) 6-foot draped table
- Carpeted exhibit area space
- One (1) identification sign with company name
- Two (2) chairs
- One (1) wastebasket



## NCCN Exhibit Guide

All exhibitors will be individually listed in the *NCCN Exhibit Guide* with a company description. The *NCCN Exhibit Guide* is inserted into all attendee bags and displayed at all Exhibit Hall entrances. A digital version is posted on the virtual Congress platform and [NCCN.org/hem](http://NCCN.org/hem) prior to the event.

## Discount Advertising and Insert Rates in the NCCN Exhibit Guide

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

## Standard Exhibit Space

Only tabletop exhibits are permitted. This is a tabletop event. No custom booths are permitted.

## Registration List

NCCN does not rent or share the registration list or attendee list of this program or any other event. NCCN does not work with any third parties to rent or share the registration or attendee list.

## Attendees

All Congress attendees and Exhibit Hall attendees must be age 21 or over.

## 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 Congress are prohibited. NCCN appreciates the understanding and cooperation of all entities involved, for any questions regarding this policy, please email: [exhibits@nccn.org](mailto:exhibits@nccn.org)

The blackout times for this event are Friday, September 22, 2023 beginning at 2:00 PM to Saturday, September 23, 2023 ending at 5:00 PM. Thank you.





# 2023 Annual Congress: Hematologic Malignancies™

September 22 – 23, 2023 | Hilton San Francisco Union Square | 333 O'Farrell Street | San Francisco, CA

## Accommodations

A block of rooms has been reserved at The Hilton San Francisco Union Square. More information can be found at [NCCN.org/hem](https://www.nccn.org/hem)

## 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).

## Exhibit Assignment

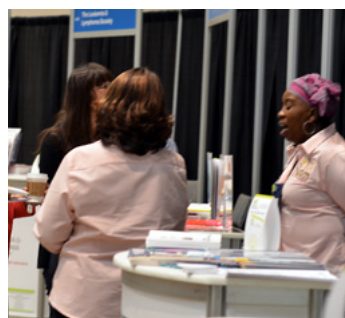
Exhibit space is assigned as exhibit space applications are received with preference given to sponsors and Corporate Council members. Exhibit space applications will be accepted until Friday, August 11, 2023 or until all spaces are filled. Exhibit numbers and final floor plan will be available on Friday, August 25, 2023.

## Exhibit Cancellation

Notification of exhibit space cancellation must be received in writing on or before Tuesday, August 1, 2023 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Thursday, August 31, 2023**.

## Booth Cancellation Penalties

- August 1 – August 31, 2023: 50% refund
- After August 31, 2023: No refund



## Instructions:

Apply for exhibit space by completing this form and indicating your method of payment by Friday, August 11, 2023.

You will receive a confirmation email and a registration packet including attendee registration forms.

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, MBA  
Vice President, Marketing & Communications  
NCCN  
3025 Chemical Road, Suite 100  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

## Exhibit cancellation:

Notification of exhibit space cancellation must be received in writing on or before August 1, 2023 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after August 31, 2023.

## Cancellation Penalties:

50% refund  
August 1 – 31, 2023

No refund  
After August 31, 2023

## Exhibit Space Application and Contract

Page 1 of 2 (application is two pages)

### Exhibitor 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 \_\_\_\_\_

Email (required) \_\_\_\_\_

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

(electronic signature optional): \_\_\_\_\_

### 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)

### Exhibit Description

Please provide a brief 100-word description of your company to be included in the Exhibit Guide, by emailing: [exhibits@nccn.org](mailto:exhibits@nccn.org)

### Payment Information

NCCN 2023 Annual Congress: Hematologic Malignancies™

☐ \$10,000 – Tabletop Exhibit & Virtual Exhibit

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

☐ 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/MasterCard/Visa)

☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

(electronic signature optional): \_\_\_\_\_

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

continued on next page

Page 2 of 2 (application is two pages)

## **FIRE AND SAFETY REGULATIONS**

As an exhibitor, you must comply with safety, fire, and health ordinances that apply to the City of San Francisco, State of California. 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 Hilton San Francisco Union Square, 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 Hilton San Francisco Union Square will not be liable for damage or loss to the exhibitor's property through theft, fire, accidents, or any other cause. NCCN and the Hilton San Francisco Union Square 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 the Hilton San Francisco Union Square shall be included in such policies as additional insureds. In addition, the exhibitor acknowledges that neither NCCN nor the Hilton San Francisco Union Square, 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 \_\_\_\_\_

Organization Name \_\_\_\_\_



**September 22 – 23, 2023**  
San Francisco, CA

## Instructions:

Reserve your sponsorship by completing this form and submitting it by Friday, August 11, 2023.

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 & Communications  
NCCN  
3025 Chemical Road, Suite 100  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

## Sponsor cancellation:

Notification of exhibit space cancellation must be received in writing on or before August 1, 2023 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after August 31, 2023.

## Cancellation Penalties:

50% refund  
August 1 – 31, 2023

No refund  
After August 31, 2023

## 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 \_\_\_\_\_

Email (required) \_\_\_\_\_

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

(electronic signature optional): \_\_\_\_\_

### Recognition 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)

### 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 Dept.)

☐ Credit Card (American Express/Discover/MasterCard/Visa)

☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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 a product theater by completing this form and submitting it by Friday, August 11, 2023.

A statement of work with presentation details will be provided for review and signature. You will receive an email confirming receipt of your application and details concerning your presentation.

## Send completed application to:

Jennifer Tredwell, MBA  
Vice President, Marketing & Communications  
NCCN  
3025 Chemical Road, Suite 100  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

## Sponsor cancellation:

Notification of exhibit space cancellation must be received in writing on or before August 1, 2023 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after August 31, 2023.

## Cancellation Penalties:

50% refund  
August 1 – 31, 2023

No refund  
After August 31, 2023

## Product Theater (Non-CE) Application and Contract

### Application and Contract

Reach your target audience by giving an informational (Non-CE) presentation. Presentations will last 25 minutes followed by an audience 5 minute Q&A session. Banner signs, directional signs, ads, and a door drop flyer will identify your support and promote all presentations. All presentations are produced virtually on the Virtual Event Platform. A viewing room for in-person attendees will be located near the Exhibit Hall.

### 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 \_\_\_\_\_  
Email (required) \_\_\_\_\_  
Signature required for contract (type your name here to sign): \_\_\_\_\_  
(electronic signature optional): \_\_\_\_\_

### Presentation Information

Presentation Title for Congress Materials \_\_\_\_\_

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

### Product Theater - 30 Minute Presentation

(Available dates and times will be provided)

☐ \$35,000

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/MasterCard/Visa)

☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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, August 11, 2023**.

You will receive an email confirming receipt of your application and details concerning your benefits.

## Send completed application to:

Jennifer Tredwell, MBA  
Vice President, Marketing & Communications  
NCCN  
3025 Chemical Road, Suite 100  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

## Sponsor cancellation:

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## Cancellation Penalties:

50% refund  
August 1 – 31, 2023

No refund  
After August 31, 2023

## Patient Advocacy Pavilion Sponsorship Application and Contract

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 (Topaz: 1, Emerald: 2, Ruby: 3) to attend the Congress. Sponsors are listed on the Congress virtual platform, NCCN Exhibit Guide ads, and on the Congress web page. All advocates receive information on NCCN patient materials and other resources.

### 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 \_\_\_\_\_  
Email (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 and signage.)*

### Advocacy Pavilion Sponsorship Levels

- ☐ \$5,000 – Topaz  
☐ \$10,000 – Emerald  
☐ \$25,000 – Ruby

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/MasterCard/Visa)  
☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

(electronic signature optional): \_\_\_\_\_

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

# Hematologic Malignancies™

**September 22 – 23, 2023**  
San Francisco, CA



**Insertion order due**  
**Friday, August 11, 2023**

**Ads due to NCCN**

**Wednesday, August 16, 2023**

**Door drop materials due**

**Friday, August 25, 2023**

**Send completed insertion order and ad artwork to**

Jennifer Tredwell, MBA  
Vice President, Marketing & Communications  
NCCN  
3025 Chemical Road, Suite 100  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274

[exhibits@nccn.org](mailto:exhibits@nccn.org)

## Advertising and Door Drop Insertion Order

### 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](http://NCCN.org/hem) and inserted in the Congress bag and distributed to all Congress attendees. A digital version will post on the Virtual Event Platform. Additional copies are displayed in the exhibit hall and entrances.

### Ad Sizes

Exhibit Guide Finished Trim Size	8.5" Wide	11" High
Half Page Horizontal	8" W	5" H
Half Page Horizontal with Bleed	8.75" W	5.625" H
Full Page - Run of Book (ROB) & Covers	8" W	10.5" H
Full page - ROB & Covers with Bleed	8.75" W	11.25" H

### Reproduction Requirements:

- The following file type is accepted: PDF/X-1a
- 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

### NCCN Door Drops

Invite attendees to visit your exhibit, 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. Sponsor is responsible for printing of piece.

### 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 \_\_\_\_\_  
Email (required) \_\_\_\_\_  
Signature required for contract (type your name here to sign): \_\_\_\_\_  
(electronic signature optional): \_\_\_\_\_

### Exhibit Guide Ads

- o \$1,000/ad Half Page Horizontal Ad Exhibitor
- o \$1,500/ad Half Page Horizontal Ad Non-Exhibitor
- o \$1,500/ad Full Page Exhibitor
- o \$2,000/ad Full Page Non-Exhibitor
- o \$5,000/ads Pages 2-5 Forward Placement/per page
- o \$8,000/Back Cover

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/MasterCard/Visa)
- ☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Expiration Date: Verification Number: \_\_\_\_\_  
Signature: \_\_\_\_\_  
(electronic signature optional): \_\_\_\_\_

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

### Door Drops

Sponsor provided printed piece will be delivered to all NCCN room block attendees. Quantity and shipping instructions to be provided.

- o \$2,500 Door Drop - Friday evening

# Hematologic Malignancies™

**September 22 – 23, 2023**  
San Francisco, CA

## Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA  
Vice President, Marketing & Communications  
215.690.0274  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

## Support Opportunities

Beth Gaffney, MBA  
Vice President, US & Global Business Development  
215.690.0226  
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## 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 – For Clinicians | NCCN.org/patients – For Patients For more information, visit NCCN.org**

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