Reserve Your Premier Space Today!
Save $500 when you reserve by Friday, November 30, 2007
Conference Features

The NCCN 13th Annual Conference features an expanded focus on quality issues related to cancer care, challenges in the business of oncology, experts’ predictions about the future of cancer medicine, and updates to the NCCN Clinical Practice Guidelines in Oncology™.

Exhibitors at the NCCN Annual Conference have valuable opportunities to:
- Engage key opinion leaders in oncology
- Identify new business opportunities
- Connect with cancer care professionals from across the U.S. and the globe
- Increase visibility
- Market new programs, products, and services

Who Attends the NCCN Annual Conference?

The National Comprehensive Cancer Network Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ draws oncologists from private practice, government and academic settings, oncology fellows, nurses, pharmacists, and other cancer health care providers from across the United States and the globe. Conference attendees learn about the latest NCCN Clinical Practice Guidelines in Oncology™, new cancer therapies, and receive updates on emerging issues affecting oncology business management. There will be roundtable discussions featuring leading professionals from academic, clinical, industry, and business realms of cancer care.

Sessions offer attendees from various health care disciplines the opportunity to obtain continuing education credits from:
- The American Medical Association
- The American Nurses Credentialing Center’s Commission on Accreditation
- The Accreditation Council on Pharmacy Education
- The Commission of Case Manager Certification
Highlights of the NCCN 13th Annual Conference include:

Updates on NCCN Clinical Practice Guidelines in Oncology™
- Breast Cancer
- Chronic Myelogenous Leukemia
- Colon and Rectal Cancers
- Hepatocellular Carcinoma
- Kidney Cancer
- Multiple Myeloma
- Mycosis Fungoides/Sezary Syndrome
- Non-Hodgkin’s Lymphoma
- Non-Small Cell Lung Cancer
- Prostate Cancer

Special Sessions
- Evaluation and Management of Cardiac Toxicity in the Treatment of Breast Cancer
- Innovative Mechanisms of Action in Combination Therapy,
- Issues in Sequencing Drugs for Metastatic Renal Cell Carcinoma
- Management of Toxicity with Kinase Inhibitors
- New Advances in Small Cell Lung Cancer
- Trends in the Use of Predictive Medicine

NCCN Task Force Reports
- Breast Cancer in the Older Woman
- mTOR Inhibition in Solid Tumors
- Prevention and Management of Mucositis in Cancer Care
- Oral Chemotherapy

Visit www.nccn.org to see an up-to-date conference agenda
Subject to change
Exhibitors

The NCCN Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ reaches 1,200 cancer care professionals and key opinion leaders in oncology. Exhibitors include pharmaceutical, medical device, biotechnology companies; health care publishers; patient advocacy organizations; and managed care companies.

Exhibitors at the NCCN 12th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ included:

- Abraxis Oncology
- Advanced Care Scripts, Inc.
- Amgen
- AstraZeneca
- Bayer HealthCare Corporation
- Onyx Pharmaceuticals, Inc.
- Biogen Idec Oncology
- Bristol-Myers Squibb
- BSD Medical
- Cancer Hope Network
- Celgene Corporation
- Cephalon Oncology
- Cytogen Corporation
- Dana-Farber/Brigham and Women’s Cancer Center Massachusetts General Hospital Cancer Center
- Eisai Inc.
- Elsevier Oncology
- Fertile Hope
- Fox Chase Cancer Center
- GE Healthcare
- Genentech BioOncology
- Genomic Health, Inc.
- GlaxoSmithKline
- GPC Biotech Inc.
- ImClone Systems Incorporated
- Intuitive Surgical, Inc.
- Jones and Bartlett Publishers
- Lilly Oncology, a Division of Eli Lilly and Company
- Mayne Pharma (USA)
- Merck Human Health
- MGI PHARMA, INC.
- Millennium Pharmaceuticals, Inc.
- H. Lee Moffitt Cancer Center & Research Institute at the University of South Florida
- Northwest Biotherapeutics, Inc.
- Novartis Oncology
- Oncology Nursing Society (ONS)
- Ortho Biotech Products L.P.
- Panacea Pharmaceuticals, Inc.
- Patient Advocate Foundation
- Pfizer Oncology
- Pharmion Corporation
- Reed Medical Education
- Roche
- sanofi-aventis
- Schering-Plough Corporation
- Sigma-Tau Pharmaceuticals
- St. Jude Children’s Research Hospital/University of Tennessee Cancer Institute
- ThyCa:Thyroid Cancer Survivors’ Association, Inc.
- Varian Medical Systems
- WebMD
- Wyeth Pharmaceuticals
- Y-ME National Breast Cancer Organization
A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Exhibitors
As an integral part of the NCCN 13th Annual Conference, exhibitors provide a wealth of information to attendees, and in turn, receive uncommon exposure to influential oncology health care providers from across the U.S. and the globe.

Food and refreshments for breakfast, lunches, and breaks will be served in the exhibit hall to encourage attendee traffic.

As part of the exhibit fee, each Exhibitor receives:
- Carpeted exhibit hall
- Standard pipe and drape setup including a back and side curtain in blue
- One (1) 6-foot draped table
- One (1) 7” x 44” one-line identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary full-conference registrations
- Unlimited exhibit hall only badges
  (conference materials not included)

Welcome Reception
All exhibitors are invited to join us for the NCCN Welcome Reception on Wednesday, March 5, 2008 from 6:00 – 9:00 PM at The Landings, located across the street from the entrance of The Westin Diplomat.

Conference Attendee Reception
To encourage attendee traffic, breakfast, lunch, and break-time refreshments will be served in the Exhibit Hall. A reception will also be held in the exhibit hall at the conclusion of the Thursday afternoon sessions, providing the additional opportunity to network with conference attendees. Hors d’ouvres and cocktails will be served at this function.
Exhibitor Guide

All exhibitors will be individually listed in the NCCN Annual Conference Exhibit Guide with a brief company description.

Discount Advertising Rates in Exhibitor Guide

As an exhibitor at the NCCN Annual Conference, you can take advantage of discounted rates to advertise in the NCCN Exhibitor Guide.

Booth Space

**STANDARD BOOTH SPACE**

The standard booth space for exhibitors is 10’ x 10’.

*Exhibit Fee $5,000 U.S.*

**EXPANDED BOOTH SPACE**

An expanded booth space for exhibitors is 10’ x 20’.

*Exhibit Fee $10,000 U.S.*

**ISLAND BOOTH SPACE**

Island booths are now offered and measure 20’ x 20’.

*Exhibit Fee $20,000 U.S.*
EXHIBITOR OFFERINGS

*All supporters of the exhibitor offerings will be recognized in:

- the exhibitors guide with a highlighted notation of support next to your company’s description
- an advertisement in the exhibitors guide
- a flyer door drop to attendees announcing exhibit-hall specific complimentary offerings.

Wireless Zone & Cyber Café $50,000
The exhibit hall will be a Wireless Zone where attendees are afforded free internet access via their laptops or from multiple computers available for use in the Cyber Cafe. Your company’s logo will be featured on promotional signs, as a screen saver on the cyber cafe computers and the wireless IP address will be supporter branded.

Cappuccino Cart $35,000
Featuring a variety of Starbucks coffee selections, attendees will be able to get their favorite Starbucks treat right in the exhibit hall from your supported Cappuccino Cart. Your company’s logo will be on promotional signs, the cup sleeve, and accompanying napkins.

Ice Cream Station $35,000
Featuring a variety of Haagan Daaz ice cream bar selections, your supported Ice Cream Station located in the exhibit hall, will be the only place attendees will be able to get these Haagan Daaz treats for free. Your company's logo will be on promotional signs and accompanying napkins.

Binder Shipping Station $30,000
The shipping station will provide attendees the opportunity to ship their conference binder home directly from the conference – free-of-charge. A banner sign and directional signs will identify your support.

Custom Hotel Keycards $15,000
Hotel guests reach for their guestroom keycards at least five times a day. Reach your target audience by advertising your company and your company’s message.

*Supporter will be recognized in the exhibitors guide only with a highlighted notation of support next to your company’s description.

Co-sponsorship opportunities available
Exhibit Hall Information

Location
The NCCN 13th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ will be held at The Westin Diplomat Convention Center in Hollywood, Florida.

Payment Schedule
Full payment must accompany the Exhibit Space Application & Contract at the end of this packet. Payment may be made by check or money order, (made payable to the National Comprehensive Cancer Network) or by credit card (MasterCard, Visa, or American Express).

Booth Assignment
Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until Thursday, January 17, 2008 or until all booth spaces are filled. Upon assignment, you will receive a confirmation letter informing you of your assigned booth number.

EXHIBIT REGISTRATION HOURS*
Wednesday, March 5, 2008  9:00 AM – 2:00 PM

EXHIBITOR SET-UP HOURS*
Wednesday, March 5, 2008  9:00 AM – 5:00 PM

EXHIBIT DATES & HOURS*
Thursday, March 6, 2008  7:00 AM – 1:00 PM
   Conference Attendee Reception  3:30 – 5:30 PM
Friday, March 7, 2008  7:00 AM – 1:00 PM

Food and refreshments for breakfasts, lunches, breaks, as well as the Conference Attendee Reception will be served in the exhibit hall to encourage attendee traffic.

*Times are subject to change
Housing Information

All exhibitors are required to book and pre-pay for their sleeping rooms in full. Reservations must be pre-paid and will be 100% non-refundable (including no-shows and shortening of stays). A $50 administration fee will be charged for all name substitutions. All exhibitors must make their housing reservations through the NCCN Exhibitor Housing office no later than **Monday, January 28, 2008** to ensure adequate housing.

A block of discounted rooms has been reserved at The Westin Diplomat at **$279** plus tax per night, single or double occupancy. This rate is guaranteed until **Monday, January 28, 2008**.

To make housing reservations through the Exhibitor Housing Office, please contact Diane McPherson at mcpherson@nccn.org or 215.690.0266.

Booth Cancellation

Notification of booth space cancellation must be received in writing on or before **Friday, February 1, 2008** to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after **Friday, February 1, 2008**.

**BOOTH CANCELLATION PENALTIES**
- Through **December 31, 2007**: Full refund less $100
- **January 1, 2008 – January 31, 2008**: 50% refund
- **After February 1, 2008**: no refund
EXHIBITOR INFORMATION (please type or print clearly)

Organization __________________________________________________________________________

Contact Name _________________________________________________________________________
(Name of person who will be responsible for your exhibit and to whom all future correspondence should be sent)

Title ________________________________________________________________________________

Mailing Address ______________________________________________________________________
City ______________________________________ State _________ Zip Code ______________

Phone ______________________________________________________________________________

E-mail (required) _____________________________________________________________________

List Exhibitors you do not wish to be next to or directly across the aisle from. _________________
_____________________________________________________________________________________

Please provide a brief 75-word description of your company/product to be included in the NCCN 13th
Annual Conference Agenda/Exhibit Guide, which will be distributed to all conference attendees. ______
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

PAYMENT INFORMATION
O $5,000 ($4,500 if reserved by November 30, 2007) 10’ x 10’ Exhibitor Space
O $10,000 ($9,500 if reserved by November 30, 2007) 10’ x 20’ Exhibitor Space (custom exhibits permitted)
O $20,000 ($19,500 if reserved by November 30, 2007) 20’ x 20’ Island Exhibitor Space

O Check enclosed (Please make checks payable to: National Comprehensive Cancer Network
and mail to: NCCN, P.O. Box 288, Ft. Washington, PA 19034, Attn: Janice Tucker)

O Visa O MasterCard O American Express

Cardholder’s Name _____________________________________________________________________

Billing Address ______________________________________________________________________
City ______________________________________ State/Providence _________ Zip/Postal Code __________

Card Number _________________________________________________________________________

Card Verification # ________________________ Exp. Date ________________________________

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

Signature ______________________________________________________________________________

PROMOTIONAL INFORMATION

Organization Name for Conference Materials (Use upper and lower case letters exactly as you want
your organization’s name to appear on conference materials and signage)

_____________________________________________________________________________________

For office use only
Date Application received _____________________ Date Exhibit fee received ___________________
### Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Friday, November 30, 2007</td>
<td>Early Bird Exhibitor Registration Deadline – Save $500</td>
</tr>
<tr>
<td>Thursday, January 17, 2008</td>
<td>Deadline for application of exhibit space</td>
</tr>
<tr>
<td>Monday, January 21, 2008</td>
<td>Exhibitor Service Kits available</td>
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<td></td>
<td>Booth numbers assigned</td>
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<td></td>
<td>Floor plan available</td>
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<tr>
<td>Monday, January 28, 2008</td>
<td>Last day for hotel room reservations</td>
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<tr>
<td>Friday, February 1, 2008</td>
<td>Cancellation clause takes effect</td>
</tr>
<tr>
<td>Tuesday, February 19, 2008</td>
<td>Discount rate for booth furnishings expires</td>
</tr>
<tr>
<td>Friday, February 22, 2008</td>
<td>Notify Jennifer Tredwell at tr3 <a href="mailto:dwell@nccn.org">dwell@nccn.org</a> of intent to conduct a booth drawing</td>
</tr>
<tr>
<td>Thursday, February 28, 2008</td>
<td>Advance warehouse freight deadline (discount rate expires)</td>
</tr>
<tr>
<td>Wednesday, March 5, 2008</td>
<td>Exhibitor Registration</td>
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<td></td>
<td>▪ 9:00 AM – 2:00 PM</td>
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<tr>
<td>Wednesday, March 5, 2008</td>
<td>Exhibitor Installation</td>
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<tr>
<td></td>
<td>▪ 9:00 AM – 5:00 PM</td>
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<tr>
<td>Thursday, March 6, 2008</td>
<td>Exhibit Hours</td>
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<tr>
<td>Friday, March 7, 2008</td>
<td>Exhibit Dismantling</td>
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<td>▪ 1:00 – 4:00 PM</td>
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About NCCN

The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 21 of the world’s leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. 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. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical proactive guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives. For more information, visit www.nccn.org.