ADVERTISING OPPORTUNITIES

Advertise in the NCCN 13th Annual Conference Exhibitor Guide

The NCCN 13th Annual Conference will reach over 1,200 cancer care professionals and key opinion leaders in oncology. Advertising in the Exhibitor Guide will deliver uncommon exposure to influential oncology health care providers from across the U.S. and the globe, as well as pharmaceutical, medical device, and biotechnology companies; health care publishers; patient advocacy organizations; and managed care companies.

The Exhibitor Guide will be inserted in the conference bag and distributed to all conference attendees. Additional copies will also be available throughout the exhibit hall and convention center.

www.nccn.org
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

2007 NCCN Annual Conference Registered Participants

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td>Oncologists</td>
<td>447</td>
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<tr>
<td>Community</td>
<td>178</td>
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<tr>
<td>NCCN Member Physicians</td>
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<tr>
<td>Oncology Fellows</td>
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<tr>
<td>Nurses</td>
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<tr>
<td>Pharmacists</td>
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<td>Physician Assistants</td>
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<td>Industry</td>
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<td>Managed Care</td>
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<tr>
<td>Administration</td>
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<tr>
<td>Financial Institutes</td>
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<tr>
<td>Other</td>
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<td><strong>Total 2007 Registrants</strong></td>
<td>1,200</td>
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Agenda subject to change.

Insertion Order Deadline: Monday, December 3, 2007
Premium Position Rates
All prices are net to NCCN.

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<th>POSITION</th>
<th>EXHIBITOR</th>
<th>NON-EXHIBITOR</th>
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<tbody>
<tr>
<td>Half Page Horizontal - Run of Book</td>
<td>$500.00</td>
<td>$1,000.00</td>
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<tr>
<td>Full Page - Run of Book</td>
<td>$1,500.00</td>
<td>$2,000.00</td>
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<tr>
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<tr>
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<td>Insert</td>
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Ad Sizes

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<tr>
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<td>7.5” x 3.625”</td>
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<tr>
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<td>8.25” x 10.25”</td>
<td>9.5” x 7.5”</td>
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Reproduction Requirements:
- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12pts away from corners
- All ads four-color process, no spot colors

Supplied Inserts Bind In:
- Publication Trim Size: 8”x 10”
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

Mechanical Requirements

www.nccn.org
ADVERTISER INFORMATION (please type or print clearly)
Fax this form to the attention of Jennifer Tredwell at 215.690.0280.

Organization___________________________________________________________________________
Contact Name _________________________________________________________________________
Title__________________________________________________________________________________
Address_______________________________________________________________________________
City _____________________________________________ State ________ Zip Code ______________
Phone ____________________________________ Fax________________________________________
E-mail (required)________________________________________________________________________

SPACE RESERVATION

☐ $500.00 Half Page Ad Exhibitor
☐ $1,000.00 Half Page Ad Non-Exhibitor
☐ $1,500.00 Full Page Exhibitor
☐ $2,000.00 Full Page Non-Exhibitor
☐ $5,000.00 Inside Front Cover
☐ $10,000.00 Outside Back Cover
☐ $20,000.00 Insert

TOTAL ADVERTISING FEE

PAYMENT METHOD:

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

☐ Credit Card ☐ MasterCard ☐ Visa ☐ AmericanExpress ☐ Discover

Cardholder’s name:____________________________________________________________________
Billing Address: ______________________________________________________________________
City: __________________________ State: ________ Zip: ______________
Card Number: ________________________ Expiration Date: __________
Verification Number: ________________________________________________________________

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

Reserve Your Space Today!

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www.nccn.org

NCCN
National Comprehensive Cancer Network®

2008
13th
ANNUAL CONFERENCE
Clinical Practice Guidelines & Quality Cancer Care™
AD SPACE RESERVATION FORM

INSERTION ORDER DUE
Monday, December 3, 2007

INSERT MATERIALS DUE
Friday, December 14, 2007

ARTWORK DUE
Monday, January 7, 2008

AD INSTRUCTIONS
Fax ad space reservation and send artwork to:
Jennifer Tredwell
Advertising Manager
NCCN
P. O. Box 288
Ft. Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

Send insert materials to:
Jeremy Noto
Production Manager
Colorlith Corporation
11 East Stow Road
Marlton, NJ 08083
Phone – 856.985.8080
Fax – 856.985.7742

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