

# NCCN

National Comprehensive Cancer Network®

2008

NCCN

13<sup>th</sup>

ANNUAL CONFERENCE

Clinical Practice Guidelines & Quality Cancer Care™

March 5 – 9, 2008 • The Westin Diplomat • Hollywood, Florida

## ADVERTISING OPPORTUNITIES

### Advertise in the NCCN 13<sup>th</sup> Annual Conference Exhibitor Guide

The NCCN 13<sup>th</sup> 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.



Sam Donaldson (Moderator)  
ABC News veteran and anchor  
Roundtable: e-Health – Educating,  
Enlightening, or Exasperating the  
American Patient with Cancer?

[www.nccn.org](http://www.nccn.org)



## Highlights of the NCCN 13<sup>th</sup> 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

*Agenda subject to change.*

### 2007 NCCN Annual Conference Registered Participants

Oncologists	447
<i>Community</i>	178
<i>NCCN Member Physicians</i>	17
<i>Oncology Fellows</i>	198
Nurses	152
Pharmacists	72
Physician Assistants	9
Industry	279
Managed Care	4
Administration	142
Financial Institutes	6
Other	89
<b>Total 2007 Registrants</b>	<b>1,200</b>

**Insertion Order Deadline:  
Monday, December 3, 2007**

## Premium Position Rates

All prices are net to NCCN.

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500.00	\$1,000.00
Full Page - Run of Book	\$1,500.00	\$2,000.00
Inside Front Cover	\$5,000.00	N/A
Inside Back Cover	\$5,000.00	N/A
Outside Back Cover	\$10,000.00	N/A
Insert	\$20,000.00	N/A

## Ad Sizes

POSITION	BLEED <small>(include 1/8" bleed, allow 1/2" for live matter)</small>	NON-BLEED
Half Page Horizontal	N/A	7.5" x 3.625"
Full Page - Run of Book & Covers	8.25" x 10.25"	9.5" x 7.5"

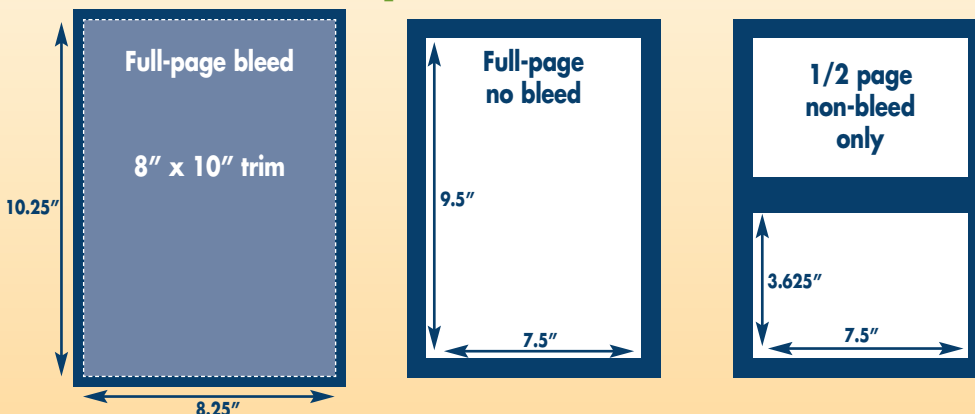
## Reproduction Requirements:

- 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



# NCCN 13<sup>th</sup> ANNUAL CONFERENCE Clinical Practice Guidelines & Quality Cancer Care™ AD SPACE RESERVATION FORM

2008

**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 Manger

NCCN

P. O. Box 288

Ft. Washington, PA 19034

Phone – 215.690.0274

Fax – 215.690.0280

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

Send insert materials to:

### Jeremy Noto

Production Manger

Colorlith Corporation

11 East Stow Road

Marlton, NJ 08083

Phone – 856.985.8080

Fax – 856.985.7742



P. O. Box 288  
Fort Washington, PA 19034  
[www.nccn.org](http://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
- \$1000.00 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!