NCCN

14th Annual Conference:
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

March 11 – 15, 2009
The Westin Diplomat • 3555 South Ocean Drive • Hollywood, Florida

ADVERTISING OPPORTUNITIES

Advertise in the NCCN 14th Annual Conference Exhibit Guide

The NCCN 14th Annual Conference will reach over 1,300 cancer care professionals and key opinion leaders in oncology. Advertising in the Exhibit Guide will deliver uncommon exposure to influential oncology health care providers, as well as pharmaceutical, medical device, and biotechnology companies; health care publishers; patient advocacy organizations; and managed care companies.

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

Reserve Your Premier Space Today!
Insertion Order Deadline: Monday, December 22, 2008
Highlights of the NCCN 14th Annual Conference include:

NCCN Clinical Practice Guidelines in Oncology™
Update Sessions:
- Breast Cancer
- Colon and Rectal Cancers
- Kidney Cancer
- Melanoma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Pancreatic Adenocarcinoma
- Soft Tissue Sarcoma
- Thyroid Carcinoma

Roundtable Discussion:
- Finding and Achieving Value in Cancer Care

Special Session:
- NCCN Oncology Outcomes Database Project

NCCN Task Force Reports:
- Bone Health in Cancer Care
- Integration of ER/PR Tumor Markers into Treatment Planning for Breast Cancer
- Management of Dermatologic and Other Toxicities Associated with EGFR Inhibition in Patients with Cancer
- Tumor Markers in CML and Lymphomas

Sunday Brunch with the Experts:
- Management of Cancer in Specialty Population Groups

Subject to change
**Premium Position Rates**  
All prices are net to NCCN.

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**Ad Sizes**

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**Reproduction Requirements:**
- High resolution, CMYK, PDF at PDFx 1a 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”
- Maximum Insert Size: 7” x 9”
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

**Mechanical Requirements**

- Full-page bleed
  - 8” x 10” trim
  - 10.25” x 8.25”

- Full-page no bleed
  - 9”

- 1/2 page non-bleed only
  - 4.25” x 7”

**Insertion Order Deadline:**
- Monday, December 22, 2008
ADVERTISER INFORMATION (please type or print clearly)
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❑ $20,000   Insert

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NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

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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