

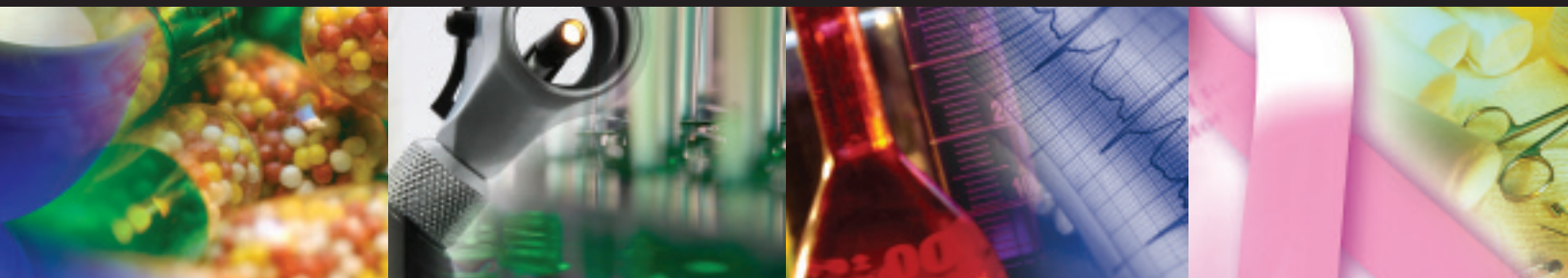
# NCCN

## 14<sup>th</sup> 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 14<sup>th</sup> Annual Conference Exhibit Guide

The NCCN 14<sup>th</sup> 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.

NCCN

National  
Comprehensive  
Cancer  
Network®

Reserve Your Premier Space Today!  
Insertion Order Deadline: **Monday, December 22, 2008**

# NCCN 2009

## ADVERTISING OPPORTUNITIES

### Highlights of the NCCN 14<sup>th</sup> 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*



### 2008 NCCN Annual Conference Registered Participants

Oncologists	465
Community (195)	
NCCN Member Physicians (70)	
Oncology Fellows (200)	
Nurses	175
Pharmacists	90
Physician Assistants	13
Industry	327
Managed Care	15
Administration	131
Other	87
NCCN Staff	35
<b>Total 2008 Registrants</b>	<b>1,338</b>

# NCCCN

## ADVERTISING OPPORTUNITIES 2009

### Premium Position Rates

All prices are net to NCCN.

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500.	\$1,000.
Full Page - Run of Book	\$1,500.	\$2,000.
Inside Front Cover	\$5,000.	N/A
Inside Back Cover	\$5,000.	N/A
Outside Back Cover	\$10,000.	N/A
Insert	\$20,000.	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" x 4.25"
Full Page - Run of Book and Covers	8.25" x 10.25"	7" x 9"

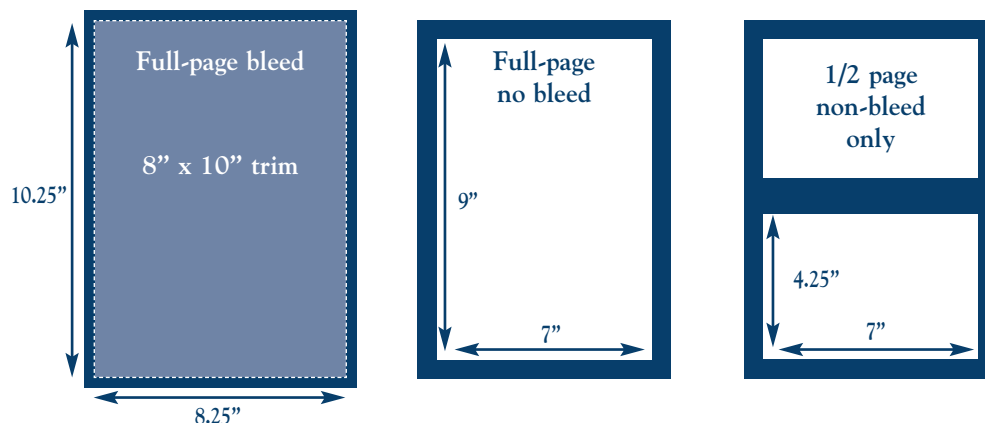
### Reproduction Requirements:

- 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"
- Maximum Insert Size: 7" x 9"
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

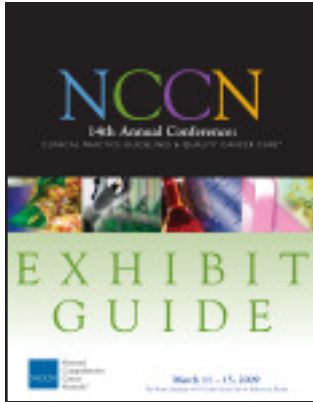
### Mechanical Requirements



Insertion Order  
Deadline:  
**Monday,**  
December 22, 2008

# NCCCN

## 14<sup>th</sup> Annual Conference: ADVERTISING SPACE INSERTION ORDER



### 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): \_\_\_\_\_

**INSERTION ORDERS DUE**  
Monday, December 22, 2008

**ARTWORK DUE**  
Monday, January 12, 2009

**INSERT MATERIALS DUE**  
Monday, January 19, 2009

### INSTRUCTIONS

Fax advertising space insertion orders and send artwork to:

**Jennifer Tredwell**  
Senior Advertising Manager  
NCCCN  
275 Commerce Drive  
Suite 300  
Fort Washington, PA 19034  
Phone – 215.690.0274  
Fax – 215.690.0280  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

### SPACE RESERVATION

- \$500 Half Page Ad Exhibitor
- \$1000 Half Page Ad Non-Exhibitor
- \$1,500 Full Page Exhibitor
- \$2,000 Full Page Non-Exhibitor
- \$5,000 Inside Front Cover
- \$5,000 Inside Back Cover
- \$10,000 Outside Back Cover
- \$20,000 Insert

\_\_\_\_\_ **TOTAL ADVERTISING FEE**

### PAYMENT METHOD:

- Check (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCCN, 275 Commerce Drive, Suite 300, Fort 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: \_\_\_\_\_

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

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

## Reserve Your Space Today!

**For office use only**  
Date received \_\_\_\_\_  
Date fee received \_\_\_\_\_

# NCCN

14<sup>th</sup> Annual Conference: CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

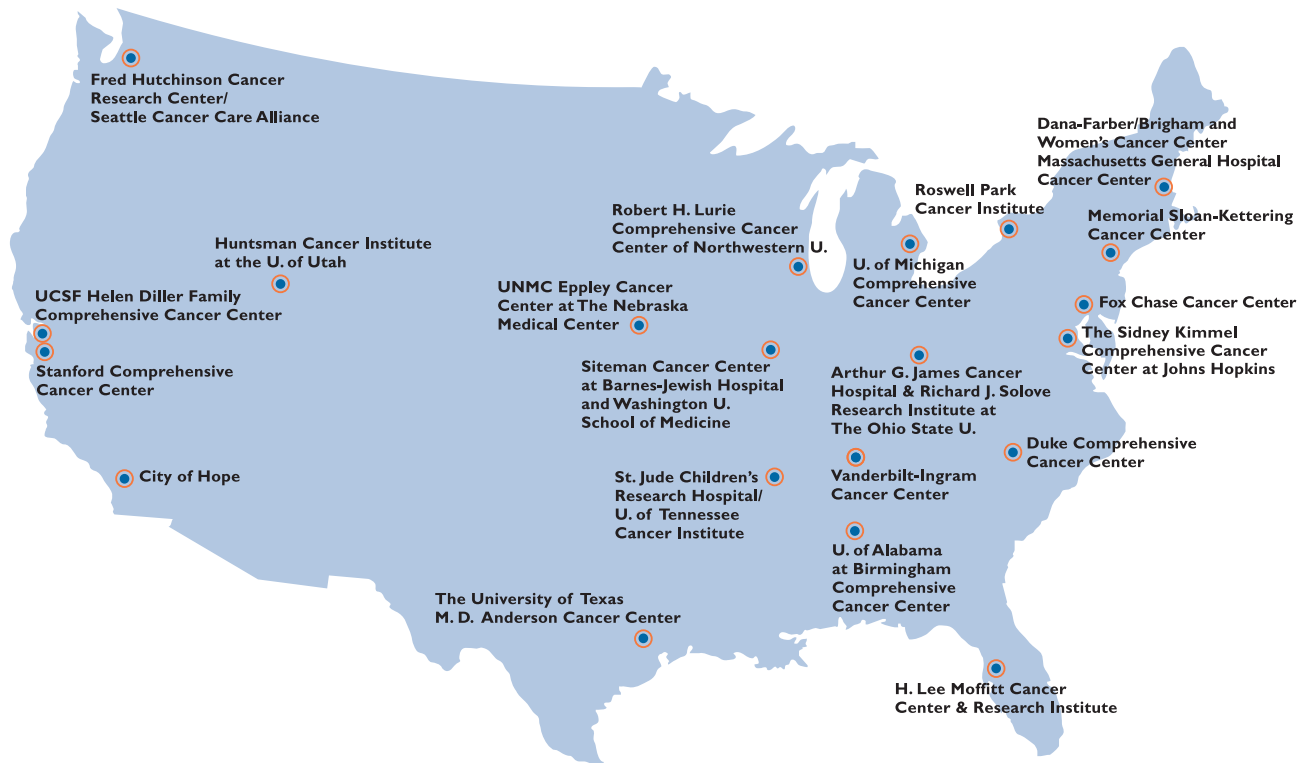
## NCCN Contact Information

### EXHIBIT OPPORTUNITIES

Jennifer Tredwell  
Senior Advertising Manager  
215.690.0274  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

### SUPPORT OPPORTUNITIES

Lyn Fitzgerald  
Senior Manager, Strategic Development  
215.690.0226  
[fitzgerald@nccn.org](mailto:fitzgerald@nccn.org)



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



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