March 10 – 14

NCCN 2010

NCCN 15th Annual Conference:
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

Reserve Your Premier Exhibit Space Today!
Save $500 when you reserve by Monday, November 30, 2009
CONFERENCES FEATURES

The NCCN 15th 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 United States and the globe
- Increase visibility
- Market new programs, products, and services

Who Attends the NCCN Annual Conference?

The NCCN 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 around the globe. Conference attendees learn about the latest NCCN Clinical Practice Guidelines in Oncology™, NCCN Task Force Reports, and new cancer therapies. 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 Accreditation Council for Continuing Medical Education (ACCME)
- The American Nurses Credentialing Center’s Commission on Accreditation (ANCC)
- The Commission for Case Manager Certification (CCMC)
- The Postgraduate Institute for Medicine (PIM)
NCCN2010

HIGHLIGHTS OF THE NCCN 15TH ANNUAL CONFERENCE INCLUDE:

NCCN Clinical Practice Guidelines in Oncology™ Update Sessions:

- Acute Myeloid Leukemia
- Breast Cancer
- Cervical Cancer
- Colon Cancer
- Esophageal Cancer
- New NCCN Guidelines: Mesothelioma
- Multiple Myeloma
- Non-Small Cell Lung Cancer
- Occult Primary
- Prostate Cancer

Special Sessions:

- CNS Metastases
- HPV and the Risk of Cancer
- New Advances in Molecular Diagnostics and Cancer
- Overview of Adolescent/Young Adult (AYA) Oncology

NCCN Task Force Reports:

- NCCN Task Force Report: Gastrointestinal Stromal Tumors (GIST)
- NCCN Task Force Report: Transfusions and Iron Overload in Myelodysplastic Syndromes

Roundtable Discussions:

- Cancer Care at the End of Life: When is Enough, Enough?
- Clinical and Economic Issues Impacting Cancer Care Delivery

Sunday Brunch with the Experts

- Management of Adverse Events

Subject to change.

2009 NCCN Annual Conference Registered Participants

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oncologists</td>
<td>492</td>
</tr>
<tr>
<td>- Community (262)</td>
<td></td>
</tr>
<tr>
<td>- Oncology Fellows (162)</td>
<td></td>
</tr>
<tr>
<td>- NCCN Member Physicians (68)</td>
<td></td>
</tr>
<tr>
<td>Nurses</td>
<td>229</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>114</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>9</td>
</tr>
<tr>
<td>Industry</td>
<td>474</td>
</tr>
<tr>
<td>Managed Care</td>
<td>10</td>
</tr>
<tr>
<td>Administration</td>
<td>90</td>
</tr>
<tr>
<td>Other</td>
<td>42</td>
</tr>
<tr>
<td>NCCN Staff</td>
<td>37</td>
</tr>
<tr>
<td><strong>Total 2009 Registrants</strong></td>
<td>1,497</td>
</tr>
</tbody>
</table>
EXHIBITORS

The NCCN Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ reaches more than 1,700 cancer care professionals and key opinion leaders in oncology. Exhibitors include pharmaceutical, medical device and biotechnology companies, health care publishers, patient advocacy organizations, managed care companies, and NCCN Member Institutions.

Exhibitors at the NCCN 14th Annual Conference:
Clinical Practice Guidelines & Quality Cancer Care™ included:

- Abbott
- Abraxis Oncology
- Agendia Inc.
- Alexion Pharmaceuticals
- Allos Therapeutics, Inc.
- Amgen
- Aptium Oncology
- Ariad Pharmaceuticals, Inc.
- Associates of Cape Cod, Inc.
- Association of Community Cancer Centers (ACCC)
- Biogen Idec
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Breast Cancer Network of Strength
- Bristol-Myers Squibb
- C3: Colorectal Cancer Coalition
- CANCER101
- Cancer Hope Network
- Caris Dx
- Celgene Corporation
- Cephalon Oncology
- Cold Spring Publishing
- Cubist Pharmaceuticals
- Dana-Farber/Brigham and Women's Cancer Center
- Eisai
- Eli Lilly and Company
- Elsevier, Inc.
- Elsevier Oncology
- Enzon
- GE Healthcare
- Genentech BioOncology™
- Genomic Health, Inc.
- Genoptix Medical Laboratory
- GlaxoSmithKline
- GlaxoSmithKline (scientific)
- Hospira
- ImClone Systems
- Impac Software
- ImpediMed, Inc.
- InfuSystem, Inc.
- Lilly Oncology on Canvas
- Massachusetts General Hospital Cancer Center
- Medscape Hematology-Oncology
- Merck & Co., Inc.
- Millennium: The TAKEDA Oncology Company
- H. Lee Moffitt Cancer Center & Research Institute
- Myriad Genetic Laboratories, Inc.
- National Coalition of Oncology
- Nurse Navigators (NCONN)
- NeoMatrix
- Novartis Oncology
- Oncology Business Review
- Oncology Nursing Society
- Onyx Pharmaceuticals and Bayer Healthcare
- Ortho Biotech Products, L.P.
- Patient Advocate Foundation
- Pfizer Oncology
- ProStrakan, Inc.
- RedPath Integrated Pathology, Inc.
- Response Genetics
- RIT Oncology LLC
- Roche
- sanofi-aventis U.S.
- Schering-Plough
- St. Jude Children’s Research Hospital/University of Tennessee Cancer Institute
- Synta Pharmaceuticals Corp.
- ThyCa: Thyroid Cancer
- Survivors’ Association, Inc.
- TopoTarget USA, Inc.
- Varian Medical Systems
- Within3
- Wyeth Pharmaceuticals
- Zynx Health
NCCN 2010

March 10 – 14

EXHIBITOR PROSPECTUS

A WEALTH OF OPPORTUNITIES TO FIT YOUR STRATEGIC MARKETING NEEDS

Exhibitors

As an integral part of the NCCN 15th 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, lunch, and break sessions will be served in the exhibit hall to encourage attendee traffic.

Custom exhibits are permitted regardless of booth size. As part of the exhibit fee, each exhibitor receives:

◆ Carpeted exhibit hall
◆ Standard pipe and drape setup including a back and side curtain
◆ 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)

Booth Space

STANDARD BOOTH SPACE
The standard booth for exhibitors is 10' x 10'.
Exhibit Fee $6,000 U.S.

EXPANDED BOOTH SPACE
An expanded booth for exhibitors is 10' x 20'.
Exhibit Fee $12,000 U.S.

FOOD AND BEVERAGE PREMIUM SPACE
Offer your choice of a food or beverage in a corner 10' x 20' booth.
Exhibit Fee $20,000 U.S.

ISLAND BOOTH SPACE
Island booths measure 20’ x 20’.
Exhibit Fee $24,000 U.S.
Welcome Reception
All exhibitors are invited to attend the welcome reception for all conference attendees and participants. The reception will take place on the evening of Wednesday, March 10, 2010. Dinner, beverages, and entertainment are all included. Weather permitting, this event will be held at The Landings, located across from the main entrance of The Westin Diplomat.

Conference Attendee Reception
A reception will be held in the exhibit hall at the conclusion of the general session on Thursday, March 11, 2010. This event provides exhibitors the additional opportunity to network with conference attendees. Hors d’oeuvres and cocktails will be served at this function.

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

Discount Advertising Rates in the NCCN Exhibit Guide
Exhibitors at the NCCN Annual Conference can take advantage of discounted rates to advertise in the NCCN Exhibit Guide. Reservation of an ad when submitting a booth application will guarantee premium placement.

EARLY BIRD DISCOUNT!
SAVE $500 when you reserve your space by Monday, November 30, 2009.
**Exhibitor Offerings**

All supporters of the exhibitor offerings will be recognized in:

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

**Wireless Zone & Cyber Café I**

**$100,000**

Attendee guest rooms, within The Westin Diplomat, and the NCCN Exhibit Hall will be wireless zones where attendees are afforded free internet access via their laptops or from multiple computers available for use in Cyber Café I. Provide your company’s artwork and it will be reproduced on a customized 20’ x 20’ Cyber Café booth. 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.

**Cyber Café II**

**$50,000**

Due to extraordinary demand, attendees will be offered an additional Cyber Café. Multiple computers will be available for use in Cyber Café II. Provide your company’s artwork and it will be reproduced on a customized 20’ x 20’ Cyber Café booth. Your company’s logo will be featured on promotional signs, as a screen saver on the Cyber Café computers, and the wireless IP address will be supporter branded.

**Boarding Pass Printing Station**

**$35,000**

The boarding pass printing station will provide attendees the opportunity to print their airline boarding passes – free-of-charge. Banner and directional signs will identify your support. You may also provide printing paper with your company’s logo on it.

**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. Banner and directional signs will identify your support.

**Exhibitor Showcases**

**$25,000**

A unique opportunity to reach your target audience by providing an informational presentation in a casual atmosphere conveniently located inside the NCCN Exhibit Hall. Presentations will last 15 minutes followed by an audience Q&A session. Banner signs, directional signs, and a door drop flyer will identify your support.

**South Florida Map**

**$20,000**

Your company logo will appear on a PopOut map of the greater South Florida area designed to welcome tourists and visitors to the vicinity. This map will be inserted into attendee bags and will be available throughout the conference area.
EXHIBITOR HALL INFORMATION

Location

The NCCN 15th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care will be held at The Westin Diplomat Convention Center in Hollywood, Florida. The NCCN Exhibit Hall is located on the Great Hall Level of The Westin Diplomat Convention Center, directly next to the general session area in Great Halls 4, 5, and 6.

Payment Schedule

Intent of payment must accompany the Exhibit Space Application & Contract at the end of this packet. Full payment must be received thirty (30) days prior to the exhibit date. 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 Friday, January 15, 2010 or until all booth spaces are filled. Exhibitors will receive a confirmation letter with assigned booth number.

Exhibitor Registration Hours*
Wednesday, March 10, 2010 1:00 PM – 8:00 PM

Exhibitor Set-Up Hours*
Wednesday, March 10, 2010 1:00 PM – 8:00 PM

Exhibit Dates & Hours*
Thursday, March 11, 2010 7:00 AM – 5:30 PM
Conference Attendee Reception 3:30 PM – 5:30 PM
Friday, March 12, 2010 7:00 AM – 1:00 PM

Food and refreshments for breakfast, lunch, break sessions, as well as the Conference Attendee Reception will be located in the exhibit hall to encourage attendee traffic.

*Times are subject to change.
Housing Information

All exhibitors are required to book in advance and pay for their sleeping rooms in full. Reservations must be pre-paid and are 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 25, 2010** to ensure adequate housing.

A block of discounted rooms has been reserved at The Westin Diplomat at $312 plus tax per night, single or double occupancy. This rate is guaranteed until **Monday, January 25, 2010**. All accommodations are based on availability regardless of deadline. To make housing reservations through the NCCN 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 **Monday, February 1, 2010** to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after **Monday, February 1, 2010**.

Booth Cancellation Penalties

- Through **December 31, 2009**: full refund less $100
- **January 1, 2010 – February 1, 2010**: 50% refund
- **After February 1, 2010**: no refund
**Important Dates**

**Monday, November 30, 2009**
Early Bird Exhibitor Registration Deadline – Save $500

**Friday, January 15, 2010**
Application deadline for exhibit space

**Friday, January 22, 2010**
- Exhibitor Service Kits available
- Booth numbers assigned
- Floor plan available

**Monday, January 25, 2010**
Last day for hotel room reservations

**Monday, February 1, 2010**
Cancellation clause takes effect

**Friday, February 12, 2010**
Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing

**Tuesday, February 23, 2010**
Advance discount date for furniture

**Monday, March 1, 2010**
Advance warehouse freight deadline (discount rate expires)

**Wednesday, March 10, 2010**
Exhibitor Registration
1:00 PM – 8:00 PM

**Wednesday, March 10, 2010**
Exhibitor Installation
1:00 PM – 8:00 PM

**Wednesday, March 10, 2010**
Welcome Reception
6:00 PM – 9:00 PM

**Thursday, March 11, 2010**
Exhibit Hours
7:00 AM – 5:30 PM

Conference Attendee Reception
3:30 PM – 5:30 PM

**Friday, March 12, 2010**
Exhibit Hours
7:00 AM – 1:00 PM

**Friday, March 12, 2010**
Exhibit Dismantling
1:00 PM – 8:00 PM
Deadline for Submission
Friday, January 15, 2010

INSTRUCTIONS

1. Apply for exhibit space by completing this form and indicating your method of payment by Friday, January 15, 2010.

2. You will receive a letter confirming receipt of your application and a registration packet including NCCN 15th Annual Conference registration forms.

3. You will receive a Service Kit with exhibit details 4 to 6 weeks before the NCCN 15th Annual Conference.

NCCN adheres to the ACCME’s Standards for Commercial Support, which state that arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities, and that the live educational activity must remain completely separate from the exhibits and promotional activities. NCCN appreciates their exhibitors’ adherence to this policy.

Send your completed application to (or contact for more information):

Jennifer Tredwell
Senior Manager Marketing & Communications
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone: 215.690.0274
Fax: 215.690.0280
tredwell@nccn.org

For office use only
Date application received ________
Date exhibit fee received ________

Please fax or e-mail this form to Jennifer Tredwell at 215.690.0280, or tredwell@nccn.org.

Organization ____________________________________________
Contact Name ____________________________________________
(Name of person who will be responsible for your exhibit and to whom all future correspondence should be sent)
Title ____________________________________________________
Address ____________________________ State _________ Zip Code ______________
Phone __________________________________________________
E-mail (required for registration) ____________________________________________
List exhibitors you do not wish to be next to or directly across the aisle from.

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)

________________________________________________________________________

Please provide a brief 75-word description of your company/product to be included in the NCCN 15th Annual Conference Exhibit Guide, which will be distributed to all conference attendees.

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

Signature ____________________________________________________________________
(Required for reservation of exhibit space.)

PAYMENT INFORMATION

$6,000 ($5,500 if reserved by November 30, 2009) 10’ x 10’ Exhibitor Space
$12,000 ($11,500 if reserved by November 30, 2009) 10’ x 20’ Exhibitor Space
$18,000 ($17,500 if reserved by November 30, 2009) 10’ x 30’ Exhibitor Space
$20,000 ($19,500 if reserved by November 30, 2009) Food and Beverage Corner 10’ x 20’ Exhibitor Space
$24,000 ($23,500 if reserved by November 30, 2009) 20’ x 20’ Island Exhibitor Space
$1,500 Run-of-book, 4-color, full page ad in the NCCN Exhibit Guide

TOTAL: ________________________________________________________________

Visa/MasterCard/American Express Check enclosed Please send me an invoice
(Please make checks payable to NCCN and mail to: NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

Cardholder’s Name ____________________________
Billing Address __________________________________________________________________
Cardholder’s E-mail ____________________________
City__________________________ State/Province _________ Zip/Postal Code ______________
Card Number ____________________________
Card Verification # ____________________________ Exp. Date ____________________________

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

Signature ____________________________________________________________________
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 practice 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.

Your Best Resource in the Fight Against Cancer®

NCCN.org - For Clinicians  •  NCCN.com - For Patients