



ADVERTISING OPPORTUNITIES

The Westin Diplomat
3555 South Ocean Drive
Hollywood, Florida

March 10 – 14

NCCN 2010

NCCN 15th Annual Conference:

CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

Advertise in the NCCN 15th Annual Conference Exhibit Guide

The NCCN 15th Annual Conference will reach more than 1,700 cancer care professionals and key opinion leaders in oncology. Advertising in the NCCN 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 NCCN 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 meeting areas.



Reserve Your Premier Space Today!

Insertion Order Deadline:

Friday, January 15, 2010

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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:

- Central Nervous System (CNS) Metastases
- Decision-Making in Quality Cancer Care
- 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:

- Chemotherapy at End of Life: When is Enough, Enough?
- Comparative Effectiveness

SUNDAY BRUNCH WITH THE EXPERTS:

- Management of Adverse Events

Subject to change.



2009 NCCN Annual Conference Registered Participants

Oncologists	492
– Community (262)	
– Oncology Fellows (162)	
– NCCN Member Physicians (68)	
Nurses	229
Pharmacists	114
Physician Assistants	9
Industry	474
Managed Care	10
Administration	90
Other	42
NCCN Staff	37
Total 2009 Registrants	1,497

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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>(includes 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"

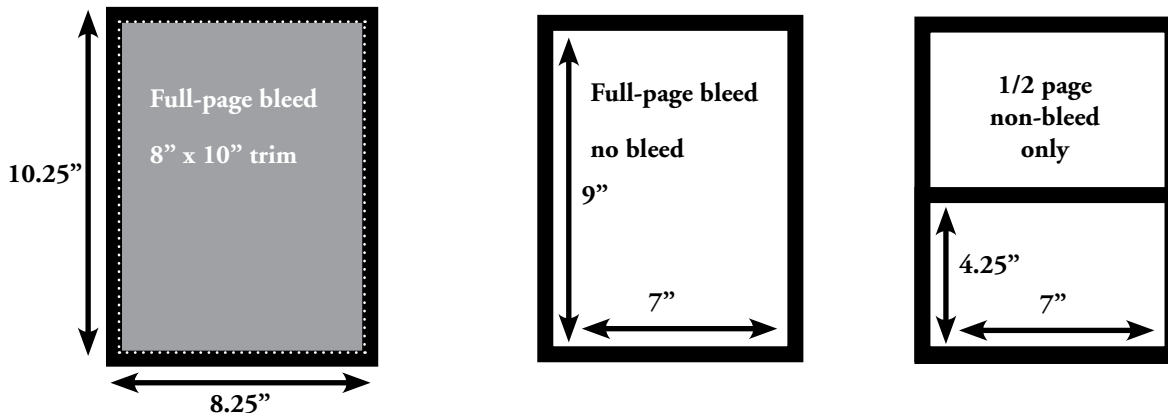
Reproduction Requirements:

- 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

Mecahnical Requirements

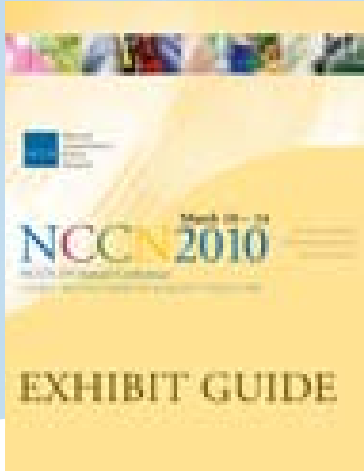


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NCCN Exhibit Guide

ADVERTISING SPACE INSERTION ORDER



Advertiser Information (please type or print clearly)

Fax this form to the attention of Jennifer Tredwell at 215.690.0280 or email tredwell@nccn.org

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail (required): _____

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

Credit Card: MasterCard Visa AmericanExpress

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: _____

INSERTION ORDERS DUE
Friday, January 15, 2010

ARTWORK DUE
Monday, January 25, 2010

INSERT MATERIALS DUE
Monday, February 1, 2010

INSTRUCTIONS

Send advertising space insertion orders and artwork to:

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 received _____
Date fee received _____

RESERVE YOUR SPACE TODAY!

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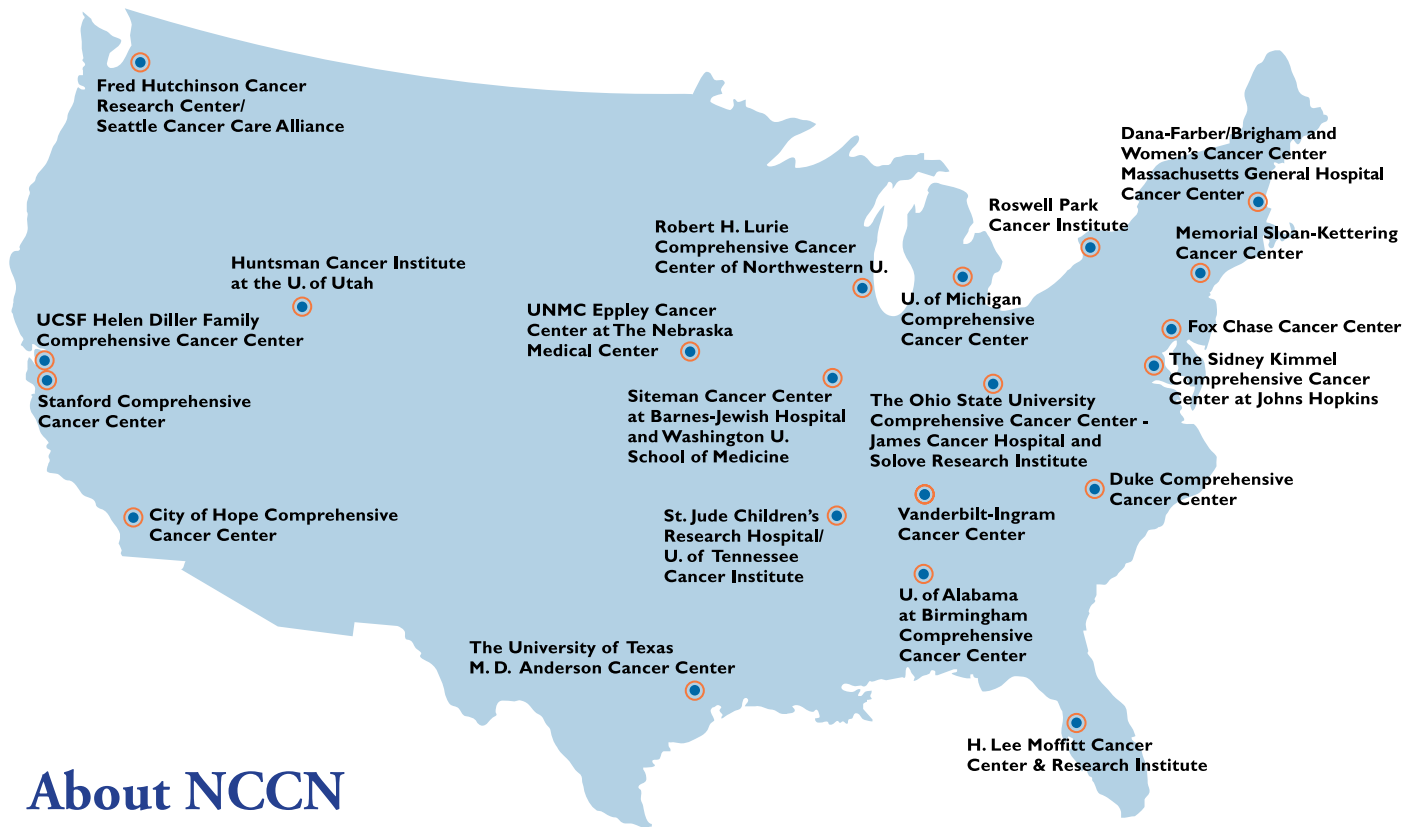
NCCN Contact Information

Exhibit Opportunities

Jennifer Tredwell
 Senior Manager Marketing & Communications
 215.690.0274
tredwell@nccn.org

Support Opportunities

C. Lyn Fitzgerald
 Director, Pharma/Biotech
 215.690.0226
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 stake holders 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.



National
 Comprehensive
 Cancer
 Network®

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 215.690.0300
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NCCN.org - For Clinicians • NCCN.com - For Patients