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
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.

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2009 NCCN Annual Conference Registered Participants

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
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</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>
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<tr>
<td>Nurses</td>
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<tr>
<td>Pharmacists</td>
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<tr>
<td>Physician Assistants</td>
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<tr>
<td>Industry</td>
<td>474</td>
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<tr>
<td>Managed Care</td>
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<tr>
<td>Administration</td>
<td>90</td>
</tr>
<tr>
<td>Other</td>
<td>42</td>
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<tr>
<td>NCCN Staff</td>
<td>37</td>
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<tr>
<td><strong>Total 2009 Registrants</strong></td>
<td>1,497</td>
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Advertising Opportunities

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Premium Position Rates

All prices are net to NCCN

<table>
<thead>
<tr>
<th>POSITION</th>
<th>EXHIBITOR</th>
<th>NON-EXHIBITOR</th>
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<tbody>
<tr>
<td>Half Page Horizontal - Run of Book</td>
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</tr>
<tr>
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<tr>
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Ad Sizes

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<tr>
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<tr>
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<tr>
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<td>7” x 9”</td>
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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

Full-page bleed
8” x 10” trim

Full-page bleed
no bleed
9”

1/2 page non-bleed
only
4.25”
7”
ADVERTISING OPPORTUNITIES

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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: __________________________

RESERVE YOUR SPACE TODAY!
NCCN Contact Information

Exhibit Opportunities

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Support Opportunities

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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.