Advertising Opportunities

The Westin Diplomat
3555 South Ocean Drive
Hollywood, Florida

March 9 – 13

NCCN2011

NCCN 16th Annual Conference:
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

Advertise in the NCCN 16th Annual Conference Exhibit Guide

The NCCN 16th Annual Conference will reach more than 1,700 cancer care professionals and key opinion leaders in oncology. Advertising in the NCCN Exhibit Guide offers/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 21, 2011
NCCN2011

Highlights of the NCCN 16th Annual Conference include:

Roundtable Discussions:
- Thursday Roundtable: Topic (TBD)
  Moderator: Sam Donaldson, ABC News veteran and anchor
- Friday Roundtable: Molecular Testing: Implications for Practice and Policy
  Moderator: Clifford Goodman, PhD Senior Vice President, The Lewin Group

NCCN Guidelines™ Update Sessions:
- Breast Cancer
- Chronic Myelogenous Leukemia
- Head and Neck Cancers
- Prevention and Treatment of Cancer-Related Infections
- Melanoma
- Multiple Myeloma
- Non-Hodgkin's Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Prostate Cancer
- Sarcomas

Special Sessions:
- Hepatitis B Screening and Chemotherapy
- New Techniques in Imaging
- Newer Techniques in Radiation Oncology

Task Force Reports:
Highlights of 2010 NCCN Task Force Reports, Including:
- TKI Selection in Management of Patients with CML and Optimizing Treatment of Advanced Renal Cell Cancer with Molecular Targeted Therapy.

Sunday Brunch with the Experts
- Cancer Care at the End of Life

This agenda is subject to change.

Speakers for the program are not yet confirmed; however NCCN will recruit faculty from the NCCN Guidelines Panels. NCCN appreciates that supporting companies recognize NCCN’s need for autonomy in the selection of faculty.

2010 NCCN Annual Conference Attendees

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>Physicians and Fellows</td>
<td>544</td>
</tr>
<tr>
<td>Nurses</td>
<td>198</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>129</td>
</tr>
<tr>
<td>Health Care Professionals, Press, and Others</td>
<td>164</td>
</tr>
<tr>
<td>Industry</td>
<td>222</td>
</tr>
<tr>
<td>Exhibitors and Reimbursement Resource Room Participants</td>
<td>247</td>
</tr>
<tr>
<td><strong>Total 2010 Attendees:</strong></td>
<td><strong>1,504</strong></td>
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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>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Page - Run of Book</td>
<td>$1,500</td>
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<tr>
<td>Inside Front Cover</td>
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<tr>
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<tr>
<td>Insert</td>
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**Ad Sizes**

<table>
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<th>POSITION</th>
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<tr>
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</tr>
<tr>
<td>Full Page - Run of Book and Covers</td>
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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
  - 10.25” x 8.25”

- Full-page bleed
  - no bleed
  - 9” x 7”

- 1/2 page
  - non-bleed only
  - 4.25” x 7”
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
$1,000 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)

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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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.