March 9 – 13
NCCN 2011
NCCN 16th Annual Conference:
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

Reserve Your Premier Exhibit Space Today!
Save $500 when you reserve by Friday, December 3, 2010

The Westin Diplomat
3555 South Ocean Drive
Hollywood, Florida
CONFERENCE FEATURES

The NCCN 16th 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 (NCCN Guidelines™).

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 Guidelines™, 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)
- Accreditation Council for Pharmacy Education (ACPE)

NCCN adheres to the ACCME Standards for Commercial Support, which detail the need for accredited education to be independent of commercial exhibits, advertisements, or promotions. NCCN appreciates their exhibitors’ adherence to this policy.
HIGHLIGHTS OF THE NCCN 16TH ANNUAL CONFERENCE INCLUDE:

Roundtable Discussions:
- Thursday Roundtable: The Many Faces and Challenges of Caregivers
  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
- 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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</thead>
<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>Total 2010 Attendees:</td>
<td>1,504</td>
</tr>
</tbody>
</table>
The NCCN Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ reaches more than 1,500 cancer care professionals and key opinion leaders in oncology. Exhibitors include pharmaceutical, medical device, biotechnology companies, health care publishers, patient advocacy organizations, managed care companies, and NCCN Member Institutions.

Exhibitors at the NCCN 15th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ included:

- Abraxis Bioscience
- Agendia Inc.
- Allos Therapeutics, Inc.
- American Health & Drug Benefits
- AmerisourceBergen Specialty Group
- Amgen
- ARIAD Pharmaceuticals, Inc.
- Associates of Cape Cod, Inc.
- Association of Community Cancer Centers (ACCC)
- Averion
- Bayer Healthcare/Onyx Pharmaceuticals
- Biodesix
- Biogen Idec
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Breast Cancer Network of Strength
- Bristol-Myers Squibb
- C3: Colorectal Cancer Coalition
- Cancer Hope Network
- CANCER101 Inc.
- Carepages/Everyday Health
- Celgene Corporation
- Cellex Therapeutics, Inc.
- Centocor Ortho Biotech Products, L.P.
- Cephalon Oncology
- CURE Media Group
- Dana-Farber/Brigham and Women’s Cancer Center
- Dendreon
- DiagnoCure Oncology Laboratories
- Eisai Inc.
- Elekta Impac Software
- Genentech BioOncology™
- Genomic Health, Inc.
- Genoptix Medical Laboratory
- Genzyme Corporation
- Gilda’s Club South Florida
- GlaxoSmithKline
- Harborside Press
- Hologic, Inc.
- Hospira
- InfuSystem, Inc.
- Lilly
- Lilly Oncology on Canvas
- Massachusetts General Hospital Cancer Center
- Meda Pharmaceuticals
- Merck Oncology
- Millennium: The Takeda Oncology Company
- H. Lee Moffitt Cancer Center & Research Institute
- Myriad Genetic Laboratories, Inc.
- National Accreditation Program for Breast Cancers
- National Coalition of Oncology Nurse Navigators
- Novartis Oncology-Products in Development
- Novartis Oncology
- Oncology Business Review
- Pathwork Diagnostics
- Patient Advocate Foundation
- Pfizer Oncology
- Precision Therapeutics, Inc.
- ProStrakan, Inc.
- Response Genetics
- sanofi-aventis
- Schering-Plough
- Spectrum Pharmaceuticals
- St. Jude Children’s Research Hospital/University of Tennessee Cancer Institute
- ThyCa: Thyroid Cancer Survivors’ Association, Inc.
- TopoTarget USA, Inc.
- Varian Medical Systems
- Veridex
- Within3
March 9 – 13

NCCN2011

A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Exhibitors

As an integral part of the NCCN 16th 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 United States and the globe.

Food and refreshments for breakfast, lunch, and break sessions, as well as the Conference Attendee Reception, will be located in the NCCN 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
- Four (4) 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 is 10’ x 20’.

**Exhibit Fee $12,000 U.S.**

A larger expanded booth is 10’ x 30’.

**Exhibit Fee $18,000 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**
An island booth measures 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 9, 2011 from 6:00 - 9:00 PM. Dinner, beverages, and entertainment are 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 10, 2011. This event provides exhibitors the additional opportunity to network with conference attendees. Hors d’oeuvres and cocktails will be served at this function.

NCCN 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 Friday, December 3, 2010.
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 listing in the daily agenda 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’x20’ 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.

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’x20’ 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 Printout 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.

Shipping Station
$30,000

The shipping station will provide attendees the opportunity to ship their conference materials 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.

NCCN Chemotherapy Order Templates Offer Codes
In an effort to raise awareness and provide educational information, exhibitors can distribute offer codes for 3-month subscriptions to the NCCN Chemotherapy Order Templates.
Sponsor distribution at exhibit booth, etc.: $50 coupon
NCCN distribution to 200 Fellows at NCCN Annual Conference: $30/coupon

NCCN Flash Updates Offer Codes
Exhibitors can distribute offer codes for 3-month subscriptions to NCCN Flash Updates. Recipients receive e-mail notification whenever updates are made to the NCCN Guidelines and the NCCN Drugs & Biologies Compendium (NCCN Compendium™) as well as other pertinent information.
1 - 50: $25/user
51 - 250: $22/user
>250 users: $20/user

Events
$5,000 - $20,000
Welcome Reception
◆ Bar
◆ Food
◆ Décor
◆ Band or Entertainment
Nurses Reception
Pharmacist Reception
Fellows Reception
Conference Breaks
General Session Breakfast
General Session Lunch (i.e. boxed lunches)
Attendee Reception in the Exhibit Hall Sponsorship
Registration fees for the following year’s conference (could be through a drawing)

Items: $1,000 - $10,000
Bottled Water Stations
Water Stations (Green Option)
◆ Include “SIGG” or environmentally friendly H2O bottles with corporate branding in addition to acknowledgement displayed at each water station.
Boxed Lunches
Sponsor receives signage and acknowledgement ad.

Promotion: $15,000 - $50,000
◆ Door drops
◆ Broadcast Advertisements in the Exhibit Hall
◆ TV Station at The Westin Diplomat
◆ Discovery Health - TV Station in Rooms
◆ Tote Bag
◆ Reader Boards in The Westin Diplomat Conference Areas
EXHIBITOR HALL INFORMATION

Location

The NCCN 16th 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

Method of payment must accompany the Exhibit Space Application and 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 (American Express, Discover, MasterCard, or Visa).

Booth Assignment

Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until Friday, January 21, 2011 or until all booth spaces are filled. Exhibitors will receive a confirmation letter with assigned booth number.

Exhibitor Registration Hours

Wednesday, March 9, 2011 1:00 PM – 8:00 PM

Exhibitor Set-Up Hours

Wednesday, March 9, 2011 1:00 PM – 8:00 PM

Exhibit Dates & Hours

Thursday, March 10, 2011 7:00 AM – 5:00 PM
Conference Attendee Reception: 3:30 PM – 5:00 PM

Friday, March 11, 2011 7:00 AM – 1:00 PM

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

*Times are subject to change.
Housing Information

Each exhibitor can book rooms at The Westin Diplomat for their two full Conference attendees and their first two exhibit hall only badge holders.

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 Wednesday, January 26, 2011 to ensure adequate housing. A block of discounted rooms has been reserved at The Westin Diplomat at $325 plus tax per night, single or double occupancy. This rate is guaranteed until Wednesday, January 26, 2011. 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, January 31, 2011 to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Monday, January 31, 2011.

Booth Cancellation Penalties

❖ Through December 31, 2010: full refund less $100
❖ January 1, 2011 – January 31, 2011: 50% refund
❖ After January 31, 2011: no refund
### Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Friday, December 3, 2010</td>
<td>Early Bird Exhibitor Registration Deadline – Save $500</td>
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<tr>
<td>Friday, January 21, 2011</td>
<td>Application deadline for exhibit space</td>
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<tr>
<td>Wednesday, January 26, 2011</td>
<td>Last day for hotel room reservations</td>
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<tr>
<td>Friday, January 28, 2011</td>
<td>• Exhibitor Service Kits available</td>
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<tr>
<td></td>
<td>• Booth numbers assigned</td>
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<tr>
<td></td>
<td>• Floor plan available</td>
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<tr>
<td>Monday, January 31, 2011</td>
<td>Cancellation clause takes effect</td>
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<tr>
<td>Friday, February 11, 2011</td>
<td>Notify Jennifer Tredwell at <a href="mailto:tredwell@nccn.org">tredwell@nccn.org</a> of intent to conduct a booth drawing</td>
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<tr>
<td>Monday, February 21, 2011</td>
<td>Advance discount date for furniture expires</td>
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<tr>
<td>Monday, February 28, 2011</td>
<td>Advance warehouse freight deadline (discount rate expires)</td>
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<tr>
<td>Wednesday, March 9, 2011</td>
<td>Exhibitor Registration</td>
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<td></td>
<td>1:00 PM – 8:00 PM</td>
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<tr>
<td>Wednesday, March 9, 2011</td>
<td>Exhibitor Installation</td>
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<tr>
<td>Wednesday, March 9, 2011</td>
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*Times are subject to change.*
EXHIBITOR SPACE APPLICATION AND CONTRACT

Exhibitor Information (please type or print clearly)

Organization ____________________________________________________________

Contact Name __________________________________________________________

Title ___________________________ 

Address ___________________________ State _________ Zip Code __________

City ___________________________ Phone ___________________________

E-mail (required for registration) __________________________________________

List exhibitors you do not wish to be next to or directly across the aisle from.

________________________________________________________________________

Signature required for exhibit space reservation.

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 16th Annual Conference Exhibit Guide, which will be distributed to all conference attendees.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Payment Information

$  6,000 ($5,500 if reserved by December 3, 2010) 10’ x 10’ Exhibitor Space

$12,000 ($11,500 if reserved by December 3, 2010) 10’ x 20’ Exhibitor Space

$18,000 ($17,500 if reserved by December 3, 2010) 10’ x 30’ Exhibitor Space

$20,000 ($19,500 if reserved by December 3, 2010) Food and Beverage Corner 10’ x 20’ Exhibitor Space

$24,000 ($23,500 if reserved by December 3, 2010) 20’ x 20’ Island Exhibitor Space

$ 1,500 Run-of-Book, full page, 4-Color Ad in the NCCN Exhibit Guide

TOTAL: __________________

o Check enclosed (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).

o Please send an invoice

o American Express o Discover o MasterCard o Visa

Cardholder’s Name ________________________________________________________

Billing Address __________________________________________________________

Card Number ___________________________ Exp. Date _________________________

Cardholder’s E-mail ________________________________________________________

City ___________________________ State _________ Zip/Postal Code __________

Card Verification # ___________________________ Signature ____________________

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