

**Statement of Work
NCCN 17th Annual Conference:
Clinical Practice Guidelines & Quality Cancer Care™
Advisory Board Meeting**

BACKGROUND AND BENEFITS

The National Comprehensive Cancer Network (NCCN) is an alliance of 21 of the world's leading cancer centers, and 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.

WORK TO BE PERFORMED

Task: In 2012, during the NCCN 17th Annual Conference, March 14 – 18, 2012, at the Westin Diplomat in Hollywood, Florida, NCCN is offering the opportunity to hold Advisory Board Meetings. NCCN will assign meeting space on a first-come, first-served basis.

DELIVERABLE, LOGISTICS & PROMOTIONAL MATERIALS:

- Time Slots are available on Wednesday, March 14 and Sunday, March 18, 2012.
- Expected attendee numbers must be provided.
- NCCN requires all organizers to use the hotel-provided technical and A/V services. Contact information will be sent to all organizers.
- All expenses associated with room set-up and clean-up, food and beverage, A/V, electrical, telephone, shipping, etc., are the sole responsibility of the organizer.
- NCCN is not responsible for any charges incurred.
- The NCCN logo may not be used on any promotional or other materials produced by companies other than NCCN itself.
- Use of the NCCN trademark or copyrighted material on any announcement, sign, publication, or other material requires prior written approval by NCCN.
- Programs are not developed, sponsored, or planned by NCCN. Attendees and speakers are not invited by NCCN. NCCN will not provide the NCCN 17th Annual Conference attendee list.
- NCCN must review and approve all promotional materials produced in conjunction with the Advisory Board Meeting, including invitations and sign. The deadline to submit promotional materials for NCCN approval is Friday, February 17, 2012.
- Companies will not be permitted to post or distribute promotional signs or literature in hotel or convention center lobbies. Standing in the public areas of the convention center or hotel lobby and hallway to promote your meeting is strictly prohibited.
- One sign is permitted outside of the meeting room.

Contact: Jennifer Tredwell at 215-690-0274 or tredwell@nccn.org for more information.