NCCN 2012
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

Conference Dates
March 14 – 18, 2012

Exhibit Dates
March 15 & 16, 2012

NEW
ADVOCACY/NON-PROFIT
SECTION IN
REGISTRATION FOYER

The Westin Diplomat
Hollywood, Florida

Reserve Your
Premier Exhibit
Space Today!

NCCN.org/AC2012
Conference Features
The NCCN 17th 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®).

Advocacy/Non-Profit Section
NCCN is pleased to offer a special Advocacy/Non-Profit section in front of the entrances to the Exhibit Hall. Located across from the registration, all attendees pass through this area.

Exhibitors at the NCCN Annual Conference have valuable opportunities to:
- Engage key opinion leaders in oncology
- Identify new outreach 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 draws oncologists from private practice, government and academic settings, oncology fellows, nurses, pharmacists, and other health care professionals from across the United States and around the globe. Conference attendees learn about the latest NCCN Guidelines®, new treatments, therapies and trends, and their application in patient care. 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:
- Accreditation Council for Continuing Medical Education (ACCME)
- American Nurses Credentialing Center’s Commission on Accreditation (ANCC-COA)
- Accreditation Council for Pharmacy Education (ACPE)
- Commission for Case Manager Certification (CCMC)
- National Cancer Registrars Association (NCRA)

NCCN adheres to the ACCME, ANCC, and ACPE Standards for Commercial Support, which detail the need for accredited education to be independent of commercial exhibits, advertisements, or promotions. NCCN appreciates its exhibitors’ adherence to this policy.
Agenda highlights include*:

**Clinical Practice Decisions Bringing Data and Practice Together!**

- Acute Lymphoblastic Leukemia – New Guideline!
- Adolescent and Young Adult Oncology – New Guideline!
- Advanced Renal Cell Carcinoma
- Breast Cancer
- Central Nervous System Metastases
- Colorectal Cancer
- Hodgkin Lymphoma
- Lung Cancer Screening – New Guideline!
- Melanoma
- Multiple Myeloma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Prostate Cancer

**Information on Special Sessions, Roundtable Discussions, and Sunday Brunch with the Experts coming soon!**

*This agenda is subject to change.*

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Speakers for the program are not yet confirmed. 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.
Benefits to NCCN Exhibitors

As an integral part of the NCCN 17th Annual Conference, the exhibit hall provides a wealth of information and resources to attendees. Exhibitors in turn, receive uncommon exposure to influential oncology health care professionals.

To encourage traffic, breakfasts, lunches, and breaks will be served in the NCCN Exhibit Hall, and NCCN will also be conducting giveaway drawings for attendees.

Custom exhibits are permitted regardless of booth size. As part of the exhibit fee, each exhibitor receives:

- Carpeted exhibit hall
- One (1) 6-foot draped table
- One (1) 7” x 44” identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary Annual Conference registrations
- Four (4) Exhibit Hall Only Badges (conference materials not included)
- Breakfast, lunch, and break refreshments for both exhibit days

NCCN Exhibit Guide

All exhibitors will be included on the floor plan and individually listed with a brief company description in the NCCN Exhibit Guide.

Discounted 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.
ADVOCACY GROUP/NON-PROFIT EXHIBITOR INFORMATION (please type or print clearly)

Organization ________________________________________________________________

Contact Name ______________________________________________________________
(Name of person who will be responsible for your exhibit and to whom all future correspondence should be sent.)

Title ________________________________________________________________

Address ________________________________________________________________

City __________________________ State _________ Zip Code ________________

Phone ________________________________________________________________

E-mail (required) ________________________________________________________

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 Exhibit Guide.
________________________________________________________________________
________________________________________________________________________

PAYMENT INFORMATION

☐ $3,000 Tabletop Exhibit Advocacy/Non-Profit Section

Total: _________________________________

☐ Please send an invoice

☐ 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)

☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder’s Name: _______________________________________________________

Billing Address: __________________________________________________________

City: __________________________ State: _________ Zip: ______________________

Card Number: __________________________ Expiration Date: _______ Verification Number: ______

Signature: ______________________________________________________________

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

Instructions

1. Apply for exhibit space by completing this form and submitting it with payment by FRI, JAN 20, 2012.

2. You will receive a letter confirming receipt of your application and a registration packet for the NCCN 17th Annual Conference. Each individual exhibiting must complete and return this form.

3. You will receive a Show Service Kit with exhibit details 4 to 6 weeks before the NCCN 17th Annual Conference.

Submit completed application form or for more information, please contact:

Jennifer Tredwell
Director, Marketing
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org
A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Exhibitors include pharmaceutical, biotechnology companies and medical device companies, health care publishers, patient advocacy organizations, health information technology companies, and NCCN Member Institutions.

Exhibitors at the NCCN 16th Annual Conference included:

- Accuray Incorporated
- Agendia Inc.
- Allos Therapeutics
- American Joint Committee on Cancer
- Amgen
- ARIAD Pharmaceuticals, Inc.
- Associates of Cape Cod, Inc.
- Association of Community Cancer Centers (ACCC)
- Bayer HealthCare Pharmaceuticals and Onyx Pharmaceuticals
- Biodesix
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Bristol-Myers Squibb
- CANCER101 Inc.
- Cancer Hope Network
- Caris Life Sciences
- Celgene Corporation
- Centocor Ortho Biotech Products, L.P.
- Cephalon Oncology
- Clarient, Inc.
- Colorectal Cancer Coalition
- Dana-Farber/Brigham and Women’s Cancer Center
- Dendreon
- Eisai Inc.
- Elekta
- Elsevier
- Genentech
- Gilda’s Club South Florida
- GlaxoSmithKline
- Harborside Press
- Hospira
- InfuSystem, Inc.
- Lilly Oncology
- Lilly Oncology On Canvas
- Lynch Syndrome International
- MabVax Therapeutics
- Massachusetts General Hospital Cancer Center
- Merck
- Millennium: The Takeda Oncology Company
- Moffitt Cancer Center
- Myriad Genetic Laboratories, Inc.
- National Coalition of Oncology Nurse Navigators
- Novartis Oncology (Products In Development)
- Novartis Oncology
- NTAF – The Leader in Fundraising Assistance for Transplant Patients
- OncoMed The Oncology Pharmacy
- Otsuka America Pharmaceutical, Inc.
- Patient Advocate Foundation
- Pfizer
- Prometheus Laboratories Inc.
- ProStrakan, Inc.
- Proventys
- Sanofi-aventis
- Seattle Genetics
- St. Jude Children’s Research Hospital/University of Tennessee Cancer Institute
- Stanford Cancer Institute
- ThyCa: Thyroid Cancer Survivors’ Association, Inc.
- Value-Based Cancer Care
- Varian Medical Systems
Exhibit Hall Information

Location
The NCCN 17th 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.

Space Assignment
Booth and table top assignments commence on a first-reservation-received basis. Applications will be accepted until Friday, January 20, 2012 or until all spaces are filled.

Exhibit Hall Schedule
Registration Hours*
Wednesday, March 14, 2012 1:00 PM – 8:00 PM
Set-Up Hours*
Wednesday, March 14, 2012 1:00 PM – 8:00 PM
Exhibit Hall Dates & Hours*
Thursday, March 15, 2012 7:00 AM – 5:00 PM
Friday, March 16, 2012 7:00 AM – 4:00 PM

*Times are subject to change.

Payment
Method of payment must accompany the applications in this document. 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).
Cancellation

Notification of space cancellation must be received in writing on or before Tuesday, January 31, 2012 to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Tuesday, January 31, 2012.

Cancellation Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Refund Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through December 31, 2011</td>
<td>Full Refund Less $100</td>
</tr>
<tr>
<td>January 1 – 31, 2012</td>
<td>50% Refund</td>
</tr>
<tr>
<td>After January 31, 2012</td>
<td>No Refund</td>
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</tbody>
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Housing Information

Each exhibitor can book rooms at The Westin Diplomat for their two full Conference attendees and their four 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 Tuesday, January 31, 2012. A block of discounted rooms has been reserved at The Westin Diplomat at $330 plus tax per night, single or double occupancy. This rate is guaranteed until Tuesday, January 31, 2012. All accommodations are based on availability regardless of deadline.

Book Your Reservation

To make housing reservations through the NCCN Exhibitor Housing Office, please contact Diane McPherson at mcpherson@nccn.org or 215.690.0266.
# Important Dates

### 2012

**Friday, January 20**
- Space Application Deadline
- NCCN Exhibit Guide Ad Deadline

**Friday, January 27**
- Exhibitor Show Service Kit Available
- Booth and Table Numbers Assigned
- Floor Plan Available

**Tuesday, January 31**
- Cancellation clause takes effect

**Tuesday, January 31**
- Last Day for Hotel Room Reservations
  Contact Diane McPherson at mcpherson@nccn.org or 215.690.0266

**Friday, February 10**
- Intend to conduct a Booth Drawing?
  Notify Jennifer Tredwell at tredwell@nccn.org or 215.690.0274

**Monday, February 20**
- Advance Booth Furnishings Deadline *(discount rate expires)*

**Monday, February 27**
- Advance Warehouse Freight Deadline *(discount rate expires)*

**Wednesday, March 14**
- Exhibitor Registration
  1:00 PM – 8:00 PM

**Wednesday, March 14**
- Exhibitor Installation
  1:00 PM – 8:00 PM

**Thursday, March 15**
- Exhibit Hours
  7:00 AM – 5:00 PM

**Friday, March 16**
- Exhibit Hours
  7:00 AM – 4:00 PM

**Friday, March 16**
- Exhibit Dismantling
  3:30 PM – 8:00 PM

*Times are subject to change.*
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

NCCN.org/AC2012