

# EXHIBITOR & SPONSOR

## PROSPECTUS



# NCCN2012

CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

17<sup>th</sup> Annual  
Conference

The Westin Diplomat  
Hollywood, Florida

**Conference Dates**  
March 14 – 18, 2012

**Exhibit Dates**  
March 15 & 16, 2012



**Reserve Your  
Premier Exhibit  
Space Today!**

**NEW**  
**ADVOCACY/NON-PROFIT**  
**SECTION IN**  
**REGISTRATION FOYER**

[NCCN.org/AC2012](http://NCCN.org/AC2012)

## Conference Features

The NCCN 17<sup>th</sup> 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.

**New!**

### **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.*

*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.*



## 2011 NCCN Annual Conference Attendees

Physicians	431
Nurses	184
Pharmacists	152
Health Care Professionals and General Registrants	91
Exhibitors, Industry, and Advocacy Groups	383
Press, Staff, and Others	139
Speakers and Faculty	56
<b>Total:</b>	<b>1,436</b>

## EXHIBIT PRICING

**STANDARD**  
**Tabletop Space**  
**Exhibit Fee**  
**\$3,000 U.S.**

## Benefits to NCCN Exhibitors

As an integral part of the NCCN 17<sup>th</sup> 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:

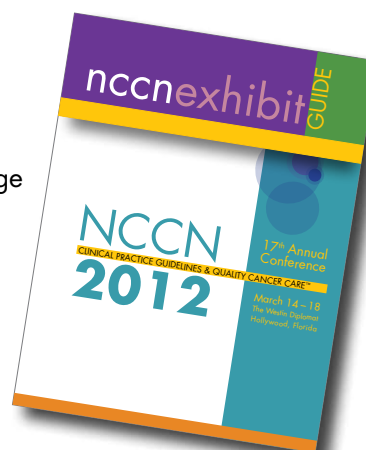
- Carpeted exhibit hall
- One (1) 6-foot draped table
- One (1) 7" x 44" identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary Annual Conference registrations
- Four (4) Exhibit Hall Only Badges (conference materials not included)
- Breakfast, lunch, and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



**EXHIBITOR**  
SPACE APPLICATION &  
CONTRACT

# NCCN2012

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**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 17<sup>th</sup> 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 17<sup>th</sup> 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](mailto:tredwell@nccn.org)



National  
Comprehensive  
Cancer  
Network®

## 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.

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### Exhibitors at the NCCN 16<sup>th</sup> 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
- Clariant, 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 17<sup>th</sup> 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

Through December 31, 2011 Full Refund Less \$100

January 1 – 31, 2012 50% Refund

After January 31, 2012 No Refund



## 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](mailto:mcpherson@nccn.org) or 215.690.0266.



**The Westin Diplomat**  
3555 South Ocean Drive  
Hollywood, Florida



## Important Dates

### 2012

Friday, January 20	<ul style="list-style-type: none"><li>• <b>Space Application Deadline</b></li><li>• <b>NCCN Exhibit Guide Ad Deadline</b></li></ul>
Friday, January 27	<ul style="list-style-type: none"><li>• <b>Exhibitor Show Service Kit Available</b></li><li>• <b>Booth and Table Numbers Assigned</b></li><li>• <b>Floor Plan Available</b></li></ul>
Tuesday, January 31	<b>Cancellation clause takes effect</b>
Tuesday, January 31	<b>Last Day for Hotel Room Reservations</b> <i>Contact Diane McPherson at <a href="mailto:mcperson@nccn.org">mcperson@nccn.org</a> or 215.690.0266</i>
Friday, February 10	<b>Intend to conduct a Booth Drawing?</b> <i>Notify Jennifer Tredwell at <a href="mailto:tredwell@nccn.org">tredwell@nccn.org</a> or 215.690.0274</i>
Monday, February 20	<b>Advance Booth Furnishings Deadline</b> <i>(discount rate expires)</i>
Monday, February 27	<b>Advance Warehouse Freight Deadline</b> <i>(discount rate expires)</i>
Wednesday, March 14	<b>Exhibitor Registration</b> 1:00 PM – 8:00 PM
Wednesday, March 14	<b>Exhibitor Installation</b> 1:00 PM – 8:00 PM
Thursday, March 15	<b>Exhibit Hours</b> 7:00 AM – 5:00 PM
Friday, March 16	<b>Exhibit Hours</b> 7:00 AM – 4:00 PM
Friday, March 16	<b>Exhibit Dismantling</b> 3:30 PM – 8:00 PM

*Times are subject to change.*

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& SPONSOR**  
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## Exhibit Opportunities

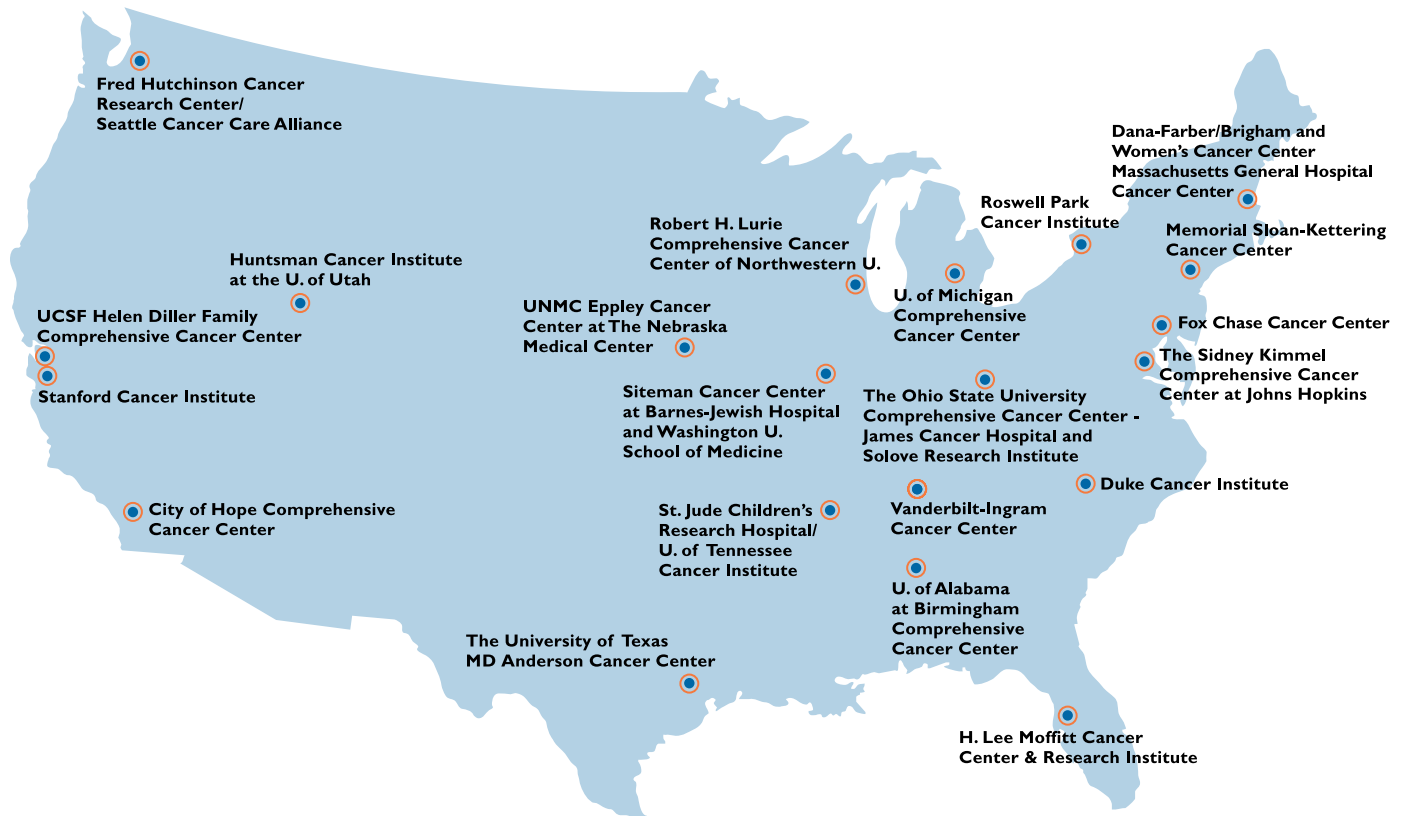
### Jennifer Tredwell

Director, Marketing  
215.690.0274  
tredwell@nccn.org

## Support Opportunities

### Marisa Getzewich

Manager, Business Development  
215.690.0563  
getzewich@nccn.org



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**



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