

# EXHIBITOR & SPONSOR

## PROSPECTUS

NEW Annual Conference  
SPONSORSHIP  
OPPORTUNITIES  
Now Available!

NCCN National  
Comprehensive  
Cancer  
Network®

# NCCN2012

## 17<sup>th</sup> Annual Conference

CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

The Westin Diplomat  
Hollywood, Florida

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

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

**SPECIAL  
HEALTH INFORMATION  
TECHNOLOGY  
ROW**



**Reserve Your  
Premier Exhibit  
Space Today!**

**EARLY BIRD  
DISCOUNT!**

Save **\$500** when you  
reserve exhibit space by  
**FRI, DEC 2, 2011**

[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®).

## Health Information Technology Row

NCCN is pleased to offer a special Health Information Technology Row in the Exhibit Hall where attendees can visit and learn about tools and programs available to assist in oncology practices.

### *Health Information Technology 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 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 Booth Space

10' x 10'  
Exhibit Fee  
\$6,000 U.S.

### IN LINE Booth Space

available from  
10' x 20'  
to 10' x 50'  
Exhibit Fee  
\$6,000 U.S.  
for each  
10' x 10'  
square  
area

### FOOD & BEVERAGE Premium Space

Offer your choice  
of a food or  
beverage in a  
10' x 20'  
corner booth  
Exhibit Fee  
\$20,000 U.S.

### ISLAND Booth Space

20' x 20'  
Exhibit Fee  
\$24,000 U.S.

## Save \$500

when you reserve your  
exhibit space by

**FRI, DEC 2, 2011**

## Benefits to NCCN Health Information Technology Exhibitors

As an integral part of the NCCN 17<sup>th</sup> Annual Conference, the Health Information Technology Row of 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:

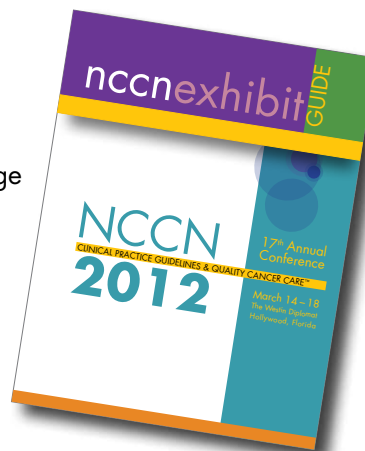
- Carpeted exhibit hall
- Standard pipe and drape setup including a back and side curtain
- One (1) 6-foot draped table
- One (1) 7" x 44" identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary Annual Conference registrations
- Four (4) Exhibit Hall Only 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*.



## SPONSOR LEVELS

# 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

## Sponsor Levels

NCCN is pleased to invite health information technology organizations to be sponsors of the NCCN 17<sup>th</sup> Annual Conference. Sponsor levels are Presenting, Platinum, Gold, Silver, and Bronze. Sponsor packages can be customized to meet specific marketing needs. Reach your key audience of NCCN attendees by increasing visibility, building relationships, and supporting NCCN through these opportunities.

## NCCN 17<sup>th</sup> Annual Conference Sponsor Tier Structure

	BRONZE \$25,000	SILVER \$40,000	GOLD \$50,000	PLATINUM \$75,000	PRESENTING \$125,000
First Right to Host an Exhibitor Showcase					•
Support Level Recognition Sign on Exhibit Booth				•	•
Recognition Broadcast Announcement in Exhibit Hall				•	•
Boxed Lunch Sponsor			•	•	•
Coffee Sponsor			•	•	•
Refreshment Break Sponsor		•	•	•	•
Complimentary Annual Conference Registrations	2	4	6	8	12
Printing Station Sponsor (company name on display)	•	•	•	•	•
Recognition Ad in <i>NCCN Exhibit Guide</i>	1/2 Page	1/2 Page	Full Page	Full Page	Full Page
Recognition Signage in Exhibit Hall	•	•	•	•	•
Support Level Recognition Ribbon on Sponsor Attendee Badges	•	•	•	•	•
Supporter Recognition on NCCN.org Annual Conference Website	•	•	•	•	•

To become a Bronze, Silver, Gold, Platinum, or Presenting Sponsor please contact: Jennifer Tredwell at [Tredwell@nccn.org](mailto:Tredwell@nccn.org).

## Exhibitor Offerings

- The *NCCN Exhibit Guide* with a highlighted notation of support next to your company's description
- An advertisement in the *NCCN Exhibit Guide* acknowledging your support of the offering
- A listing in the daily agenda door drop to attendees announcing specific complimentary offerings

### Wireless Zone & Cyber Café I \$100,000

Attendee guest rooms, within The Westin Diplomat will have wired internet access, and the NCCN Exhibit Hall will be a wireless zone 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' x 20' 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 identify your support.

### Cyber Café II \$50,000

Due to demand, attendees will be offered an additional Cyber Café. Multiple computers will offer attendees complimentary Internet access in the NCCN Exhibit Hall Cyber Café II. Provide your company's artwork and it will be reproduced on a customized 20' x 20' Cyber Café booth in the NCCN Exhibit Hall. Your company's logo will be featured on promotional signs, as a screen saver on the Cyber Café computers, and your website will be the default url.



### Health Information Technology Demonstration Presentation \$10,000

A unique opportunity to reach your target audience by providing an informational demonstration in a casual theater set-up conveniently located inside the Health Information Technology Row. Presentations will last 15 minutes. Banner signs, directional signs, broadcast announcements, and a door drop flyer will identify your support and invite attendees.

### Custom Water Bottle Sponsorship \$8,000

Distribute complimentary bottled water to NCCN attendees. A sponsor-provided logo or message will be featured on water bottle labels and promotional signs within the exhibit hall. A quantity of 1,000 bottles will be displayed on ice next to your exhibit or within the food and beverage areas.



### 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 (NCCN Templates®).

Sponsor distribution  
at exhibit booth or  
elsewhere: **\$50/offer code**

NCCN distribution to  
200 Fellows at NCCN  
Annual Conference: **\$30/offer code**



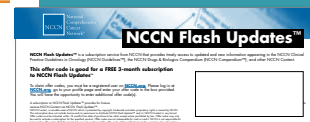
### NCCN Flash Updates Offer Codes

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 NCCN Compendium®, as well as other pertinent information.

1 - 50 **\$25/offer code**

51 - 250 **\$22/offer code**

>250 users **\$20/offer code**



# EXHIBITOR SPACE APPLICATION & CONTRACT

# 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

## HEALTH INFORMATION TECHNOLOGY 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

- \$6,000 (\$5,500 if reserved by Dec. 2, 2011) 10' x 10' Health Information Technology Row
- \$12,000 (\$11,500 if reserved by Dec. 2, 2011) 10' x 20' Health Information Technology Row
- \$18,000 (\$17,500 if reserved by Dec. 2, 2011) 10' x 30' Health Information Technology Row
- \$20,000 (\$19,500 if reserved by Dec. 2, 2011) Food & Beverage Corner 10' x 20'  
Health Information Technology Row
  
- \$10,000 Health Information Technology 15 minute Demo Presentation

**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®

# MEETING ROOM APPLICATION & CONTRACT

# 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 and Meeting Room Dates

March 15 & 16, 2012

## NCCN EXHIBIT HALL MEETING ROOMS

A select amount of meeting rooms are now available in the NCCN 17<sup>th</sup> Annual Conference Exhibit Hall. A meeting room allows sponsors and exhibitors to hold private, on-site gatherings and discussions during exhibit hall hours. Conveniently placed along the sides of the exhibit hall, the rooms are constructed with meter board hard walls, identification sign, entrance door and lock. All floors are fully carpeted. Additional services are available for order.

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 meeting room reservation.

\_\_\_\_\_

## PAYMENT INFORMATION

### Meeting Room Size: 20'x20'

\$16,000 with conference table and seating for eight

\$14,000 without furniture

### Meeting Room Size: 20'x30'

\$24,000 with conference table and seating for twelve

\$22,000 without furniture

**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 meeting room 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.
3. You will receive a Show Service Kit 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®



**INSERTION ORDER**  
DOOR DROP &  
NCCN EXHIBIT GUIDE

# NCCN2012

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March 15 & 16, 2012

## Door Drops and NCCN Exhibit Guide Placements Available!

### NCCN Door Drop

Invite attendees to visit your booth, promote a service, or build brand awareness through the use of a door drop. Have your custom printed piece delivered directly to the rooms of NCCN Conference attendees.

### NCCN Exhibit Guide Advertising

Advertising in the *NCCN Exhibit Guide* provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The *NCCN Exhibit Guide* will be inserted in the Conference bag and distributed to all Conference attendees. Additional copies are displayed in the exhibit hall foyer.

### ADVERTISER INFORMATION *(please type or print clearly)*

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

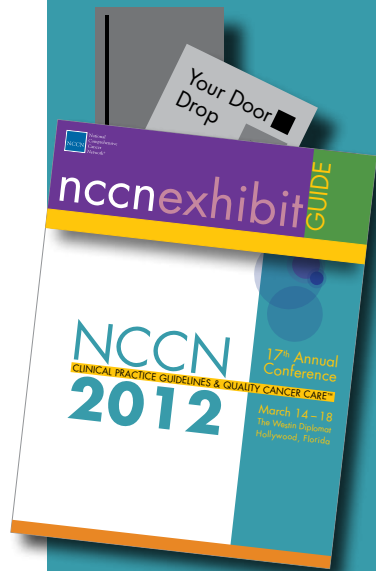
Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail *(required)*: \_\_\_\_\_



### NCCN EXHIBIT GUIDE 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
- \$5,000 Two Page Full Bleed Center Spread
- \$10,000 Outside Back Cover
- \$20,000 Insert (provided by advertiser)

### DOOR DROP

- \$10,000 Door Drop  
(Sponsor provided printed piece will be delivered to all NCCN room block attendees)

\$ \_\_\_\_\_

**TOTAL ADVERTISING FEE**

### PAYMENT METHOD

- 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.*

## DEADLINES

**Insertion Orders Due**  
FRI, JAN 20, 2012

**Artwork Due**  
FRI, JAN 27, 2012

**NCCN Exhibit Guide**  
**Insert Materials Due**  
FRI, JAN 27, 2012

**Door Drop**  
**Materials Due**  
FRI, FEB 24, 2012

### Instructions

Send advertising insertion orders and artwork to:

**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)

## 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.

**Conference Dates**

March 14 – 18, 2012

**Exhibit Dates**

March 15 & 16, 2012

### 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).



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& SPONSOR**  
PROSPECTUS

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## 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

### 2011

Friday, December 2 **Early Bird Exhibit Space Reservation Deadline**



### 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 [mcperson@nccn.org](mailto:mcperson@nccn.org) or 215.690.0266*

Friday, February 10 **Intend to conduct a Booth Drawing?**  
*Notify Jennifer Tredwell at [tredwell@nccn.org](mailto: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.*

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& SPONSOR  
PROSPECTUS**

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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**



275 Commerce Drive  
Suite 300  
Fort Washington, PA 19034  
215.690.0300  
Fax: 215.690.0280