Sponsor & Exhibitor prospectus

Conference Dates: March 13 – 17, 2013
Exhibit Dates: March 13 – 15, 2013

The Westin Diplomat | Hollywood, Florida

Advocacy/Nonprofit Table Tops Available!

Reserve Your Premier Exhibit Space Today!
Conference Features

The NCCN 18th 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/Nonprofit Section

NCCN is pleased to offer discounted table top displays for advocacy and nonprofit groups.

Exhibitors at the NCCN Annual Conference have valuable opportunities to:

- Engage key opinion leaders in oncology
- 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: Advancing the Standard of Cancer Care™ 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*

- Acute Myeloid Leukemia
- Breast Cancer
- Cancer Survivorship – New Guideline!
- Chronic Myelogenous Leukemia
- Colorectal Cancer
- Communicating with Patients
- Distress Management
- Kidney Cancer
- Melanoma
- Multiple Myeloma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Pain Management
- Penile Cancer – New Guideline!
- Prostate Cancer
- Senior Adult Oncology
- Thyroid Cancer

*This agenda is subject to change.

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.

General Poster Session - New in 2013!
NCCN will have an inaugural poster session in the NCCN Exhibit Hall.

Abstract Submission Deadline: Tuesday, November 20, 2012
Benefits to NCCN Exhibitors

As an integral part of the NCCN 18th 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. NCCN will also be conducting giveaway drawings for attendees.

As part of the exhibit fee, each exhibitor receives:

- Carpeted exhibit area
- One (1) 6-foot draped table
- One (1) 7” x 44” identification sign with company name
- One (1) wastebasket
- Two (2) chairs
- Two (2) complimentary Annual Conference registrations
- Four (4) Exhibit Hall Only Badges (conference materials not included)
- Welcome Reception, breakfasts, lunches, and break refreshments

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.

NCCN Exhibitor Passport

FREE participation for all Exhibitors New for 2013!

To encourage traffic, NCCN attendees will visit booths and tabletops to receive a stamp in their NCCN Exhibitor Passport handout. Once attendees receive the required number of stamps in their passport, they can enter drawings to win American Express Gift Cards. Participating exhibitors will have an NCCN Exhibitor Passport logo on their identification sign. All exhibitors have the option to participate in this free promotion; exhibitors do not have to participate in this promotion.

EXHIBIT PRICING

| Advocacy Tabletop | Exhibit Fee $700 |
| Nonprofit Tabletop | Exhibit Fee $3,000 |

Welcome Reception

Back by popular demand, the Welcome Reception will take place on Wednesday, March 13, 2013, from 7:00 – 9:00 PM in the Exhibit Hall. All NCCN attendees are invited.

NCCN.org/AC2013
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.
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

☐ $700 Advocacy Group – Table Top Exhibit
☐ $3,000 Nonprofit – Table Top Exhibit

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.

NCCN.org/AC2013
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 17th Annual Conference included:

- Accredo Health Group, Inc
- Agendia Inc.
- Allos Therapeutics
- American Joint Committee on Cancer
- ARIAD Pharmaceuticals, Inc.
- Association for Value-Based Cancer Care
- Association of Community Cancer Centers (ACCC)
- AVEO Pharmaceuticals, Inc.
- Bayer HealthCare
- Bayer HealthCare/Onyx Pharmaceuticals
- Biodesix, Inc.
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Bristol-Myers Squibb
- Celgene Corporation
- Clarient
- Dendreon Corporation
- Eisai Inc.
- Elekta
- Epocrates, Inc.
- Fight Colorectal Cancer
- Fujirebio Diagnostics
- Genentech
- Genoptix Medical Laboratory
- GlaxoSmithKline
- Harborside Press
- Hospira
- Incyte Corporation
- Janssen Biotech, Inc.
- Janssen Products, LP
- Lynch Syndrome International
- Massachusetts General Hospital Cancer Center
- McKesson Specialty Health
- Merck
- Millennium: The Takeda Oncology Company
- NCCN Continuing Education Survey Booth
- NCCN Foundation
- Novartis Oncology
- OncoMed, The Oncology Pharmacy
- Onyx Pharmaceuticals, Inc.
- Patient Access Network (PAN) Foundation
- Pfizer
- Prometheus Laboratories Inc.
- ProStrakan
- Seattle Genetics
- Sigma-Tau Pharmaceuticals, Inc.
- Spectrum Pharmaceuticals, Inc.
- St. Jude Children’s Research Hospital
- Stanford Cancer Institute
- ThyCa: Thyroid Cancer Survivors’ Association, Inc.
- Varian Medical Systems

NCCN.org/AC2013
Exhibit Hall Information

Location
The NCCN 18th Annual Conference: Advancing the Standard of 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 18, 2013 or until all spaces are filled.

Exhibit Hall Schedule*

<table>
<thead>
<tr>
<th>Registration Hours</th>
<th>Wednesday, March 13, 2013</th>
<th>11:00 AM – 4:30 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-Up Hours</td>
<td>Wednesday, March 13, 2013</td>
<td>11:00 AM – 4:30 PM</td>
</tr>
<tr>
<td>Exhibit Hall Dates &amp; Hours</td>
<td>Wednesday, March 13, 2013</td>
<td>7:00 PM – 9:00 PM (Welcome Reception)</td>
</tr>
<tr>
<td></td>
<td>Thursday, March 14, 2013</td>
<td>7:00 AM – 5:00 PM</td>
</tr>
<tr>
<td></td>
<td>Friday, March 15, 2013</td>
<td>7:00 AM – 4:00 PM</td>
</tr>
</tbody>
</table>

*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 Thursday, January 31, 2013 to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Thursday, January 31, 2013.

Cancellation Schedule

<table>
<thead>
<tr>
<th>Period</th>
<th>Refund Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through December 31, 2012</td>
<td>Full Refund Less $100</td>
</tr>
<tr>
<td>January 1 – 31, 2013</td>
<td>50% Refund</td>
</tr>
<tr>
<td>After January 31, 2013</td>
<td>No Refund</td>
</tr>
</tbody>
</table>

Housing Information
Sponsors and exhibiting companies can book rooms at The Westin Diplomat for their full Conference attendees and their Exhibit Hall Only Badge holders.

All 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 Thursday, January 31, 2013.

A block of discounted rooms has been reserved at The Westin Diplomat at $335 plus tax per night, single or double occupancy. This rate is guaranteed until Thursday, January 31, 2013. 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, November 20</td>
<td>General Poster Session</td>
</tr>
<tr>
<td></td>
<td>Abstract Submission Deadline</td>
</tr>
</tbody>
</table>

### 2013

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, January 18</td>
<td>• Space Application Deadline</td>
</tr>
<tr>
<td></td>
<td>• <em>NCCN Exhibit Guide</em> Ad Deadline</td>
</tr>
<tr>
<td>Friday, January 25</td>
<td>• Exhibitor Show Service Kit Available</td>
</tr>
<tr>
<td></td>
<td>• Booth and Table Numbers Assigned</td>
</tr>
<tr>
<td></td>
<td>• Floor Plan Available</td>
</tr>
<tr>
<td>Thursday, January 31</td>
<td>Cancellation clause takes effect</td>
</tr>
<tr>
<td>Thursday, January 31</td>
<td>Last Day for Hotel Room Reservations</td>
</tr>
<tr>
<td></td>
<td><em>Contact Diane McPherson at <a href="mailto:mcpherson@nccn.org">mcpherson@nccn.org</a> or 215.690.0266</em></td>
</tr>
<tr>
<td>Friday, February 8</td>
<td>Intend to conduct a Booth Drawing?</td>
</tr>
<tr>
<td></td>
<td><em>Notify Jennifer Tredwell at <a href="mailto:tredwell@nccn.org">tredwell@nccn.org</a> or 215.690.0274</em></td>
</tr>
<tr>
<td>Monday, February 18</td>
<td>Advance Booth Furnishings Deadline</td>
</tr>
<tr>
<td></td>
<td><em>(discount rate expires)</em></td>
</tr>
<tr>
<td>Monday, February 25</td>
<td>Advance Warehouse Freight Deadline</td>
</tr>
<tr>
<td></td>
<td><em>(discount rate expires)</em></td>
</tr>
<tr>
<td>Wednesday, March 13</td>
<td>Exhibitor Registration</td>
</tr>
<tr>
<td></td>
<td>11:00 AM – 4:30 PM</td>
</tr>
<tr>
<td>Wednesday, March 13</td>
<td>Exhibitor Installation</td>
</tr>
<tr>
<td></td>
<td>11:00 AM – 4:30 PM</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hours</td>
</tr>
<tr>
<td></td>
<td>7:00 PM – 9:00 PM (Welcome Reception)</td>
</tr>
<tr>
<td>Thursday, March 14</td>
<td>Exhibit Hours</td>
</tr>
<tr>
<td></td>
<td>7:00 AM – 5:00 PM</td>
</tr>
<tr>
<td>Friday, March 15</td>
<td>Exhibit Hours</td>
</tr>
<tr>
<td></td>
<td>7:00 AM – 4:00 PM</td>
</tr>
<tr>
<td>Friday, March 15</td>
<td>Exhibit Dismantling</td>
</tr>
<tr>
<td></td>
<td>4:00 PM – 8:00 PM</td>
</tr>
</tbody>
</table>

*Times are subject to change.*
Sponsor and 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