Reserve Your Premier Exhibit Space Today!

EARLY BIRD DISCOUNT!
SAVE $500 when you reserve
exhibit space by FRIDAY, NOVEMBER 30, 2012

NCCN 18th ANNUAL CONFERENCE:
Advancing the Standard of Cancer Care™
The Westin Diplomat | Hollywood, Florida

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

Commercial Sponsorship Levels Available!

NCCN.org/AC2013

Sponsor & Exhibitor prospectus
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®).

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: 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.

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
- One (1) wastebasket
- 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

Exhibitors at the NCCN Annual Conference can take advantage of discounted rates to advertise in the NCCN Exhibit Guide.

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.

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 exhibit space by FRI, NOV 30, 2012

NCCN.org/AC2013
Sponsor Levels

NCCN is pleased to invite organizations to sponsor the NCCN 18th 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 18th Annual Conference Sponsor Tier Structure

<table>
<thead>
<tr>
<th>Sponsorship Description</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
<th>PRESENTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor of Welcome Reception on evening of Wed., March 13, 2013 in Exhibit Hall</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Right to Host an Exhibitor Showcase</td>
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<tr>
<td>Support Level Recognition Sign on Exhibit Booth</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Recognition Broadcast Announcement in Exhibit Hall</td>
<td></td>
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<tr>
<td>Boxed Lunch Sponsor</td>
<td>•</td>
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<tr>
<td>Refreshment Break Sponsor</td>
<td>•</td>
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<td>•</td>
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<td>•</td>
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<tr>
<td>Breakfast Sponsor</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Complimentary Annual Conference Registrations</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Printing Station Sponsor (company name on display)</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Recognition Ad in NCCN Exhibit Guide</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td>2 Full Pages</td>
</tr>
<tr>
<td>Recognition Signage in Exhibit Hall</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td>Support Level Recognition Ribbon on Sponsor Attendee Badges</td>
<td>•</td>
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<td></td>
<td>•</td>
</tr>
<tr>
<td>Supporter Recognition on NCCN.org Annual Conference Website</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
</tbody>
</table>

To become a Bronze, Silver, Gold, Platinum, or Presenting Sponsor, please contact Jennifer Tredwell at Tredwell@nccn.org.
Exhibitor Offerings are recognized with:

- a highlighted notation of support next to your company’s description in the NCCN Exhibit Guide
- 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

NCCN Exhibitor Passport
FREE participation for all Exhibitors
New for 2013!
To encourage traffic, NCCN attendees will visit booths and table tops 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.

Welcome Reception Sponsorship
$75,000
Support the Welcome Reception to be held in the Exhibit Hall, 7:00 – 9:00 PM, Wednesday, March 13. All attendees will be invited to come into the hall and visit your booth or display while enjoying food and beverage. This event kicks off the start of the Conference; the general session begins the next morning on Thursday, March 14.

Wireless Zone & Cyber Café I
$100,000
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.

Exhibitor Showcase
$25,000
Reach your target audience by giving an informational presentation in a casual theater set up conveniently located inside the NCCN Exhibit Hall. Presentations will last 25 minutes followed by an audience Q&A session. NCCN provides podium, stage, flat screen and sound system. Banner signs, directional signs, ads, and a door drop flyer will identify your support. Broadcast announcements will invite attendees to hear your presentation.
Charging Station
$15,000
This station not only provides multiple cables for attendees to charge their mobile devices, but also offers the opportunity to engage in conversation while they wait. Prominently display your artwork or logo on the station billboard.

Hotel Key Cards
$10,000
Place your company logo, image, or website on the guest room key card of all NCCN attendees staying in the NCCN room block at the Westin Diplomat. Attendees will see your message every time they enter their room. Provide your artwork and we will have these produced for use by The Westin Diplomat starting Tuesday, March 12 through Sunday, March 17.

Lanyards
$8,000
Have your company logo and/or website printed on lanyards to be used by all NCCN attendees. You select from a range of colors. These will be free to all attendees.

Cookies
$8,000
Have your company logo and QR code printed on the icing layer of a sugar cookie! Use this innovative tasty snack as means to drive traffic to your website or app. Provide the artwork and these special cookies will be individually packaged and delivered to your booth for hand out during the Exhibit Hall hours.

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®).

<table>
<thead>
<tr>
<th>Sponsor distribution at exhibit booth or elsewhere:</th>
<th>$50/offer code</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCCN distribution to 200 Fellows at NCCN Annual Conference:</td>
<td>$30/offer code</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Number of Users</th>
<th>Offer Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 50</td>
<td>$25/offer code</td>
</tr>
<tr>
<td>51 - 250</td>
<td>$22/offer code</td>
</tr>
<tr>
<td>&gt;250 users</td>
<td>$20/offer code</td>
</tr>
</tbody>
</table>
**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.

________________________________________________________________________

________________________________________________________________________

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**SPACE RESERVATIONS**

- **$6,000** ($5,500 if reserved by Nov. 30, 2012) 10’ x 10’ Exhibitor Space
- **$12,000** ($11,500 if reserved by Nov. 30, 2012) 10’ x 20’ Exhibitor Space
- **$18,000** ($17,500 if reserved by Nov. 30, 2012) 10’ x 30’ Exhibitor Space
- **$20,000** ($19,500 if reserved by Nov. 30, 2012) Food & Beverage Corner 10’ x 20’ Exhibitor Space
- **$24,000** ($23,500 if reserved by Nov. 30, 2012) 20’ x 20’ Island Exhibitor Space
- **$24,000** ($23,500 if reserved by Nov. 30, 2012) 10’ x 40’ Exhibitor Space
- **$30,000** ($29,500 if reserved by Nov. 30, 2012) 10’ x 50’ Exhibitor Space

**TOTAL:** __________

- **$700 Advocacy Group Table Top Exhibit**
- **$3,000 Nonprofit 10’ x 10’ exhibit**

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**Instructions**

1. Apply for exhibit space by completing this form or completing online application at NCCN.org/AC2013 and submitting it by FRI, JAN 18, 2013.

2. You will receive a letter confirming receipt of your application and a registration packet for the NCCN 18th 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 18th Annual Conference.

Complete this application online or in print via email or fax and send 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

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**NCCN may charge the credit card for the amount as indicated above.**
NCCN EXHIBIT HALL MEETING ROOMS
A select amount of meeting rooms are now available in the NCCN 18th 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 exhibit space reservation.

PAYMENT INFORMATION
Meeting Room Size: 20' x 20'
O $16,000 with conference table and seating for eight
O $14,000 without furniture

Meeting Room Size: 20' x 30'
O $24,000 with conference table and seating for twelve
O $22,000 without furniture
O 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 18, 2013.
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 18th 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

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

During the NCCN 18th Annual Conference, NCCN will have a dedicated section in the Exhibit Hall for clinicians to visit and learn about industry reimbursement help and services. Individual table top displays are available. Sponsors also have the opportunity to give a presentation. The NCCN Reimbursement Resource Room will have a prominent position in the front of the Exhibit Hall.

Participation in the NCCN Reimbursement Resource Room is a year-long sponsorship and includes a table top display at the NCCN Annual Conference (with all exhibitor benefits listed on page 4), a one page listing in the NCCN Annual Conference Reimbursement Resource Room Guide, website placements in NCCN Virtual Reimbursement Resource Rooms as well as multiple other benefits available throughout the year.

For the full list of benefits, please contact, Jennifer Tredwell at tredwell@nccn.org.

NCCN Reimbursement Resource Room Participants at the NCCN 17th Annual Conference included:

- Allos Support for Assisting Patients (ASAP)
- Amgen Assist®
- Celgene Patient Support
- CORE (Comprehensive Oncology Reimbursement Expertise)
- Dendreon ON Call
- Patient Access Network (PAN) Foundation
- Patient Assistance NOW Oncology (PANO) (Novartis Oncology)
- REACH (Resource for Expert Assistance and Care Helpline) (Bayer HealthCare Pharmaceuticals and Onyx Pharmaceuticals)
- ZytigaOne™ Support
NCCN Reimbursement Resource Room Application

The Westin Diplomat • Hollywood, Florida
Conference Dates: March 13 – 17, 2013
Exhibit Dates: March 13 – 15, 2013

APPLICANT 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: __________________________ Fax: __________________________

E-mail (required for registration): ____________________________________________

Signature (required for space reservation): ____________________________________

PROMOTIONAL INFORMATION

Organization Name for Conference Materials

(Use upper and lower case letters exactly as your organization’s name should appear on all conference materials)

Please provide a brief 100-word description of your company/product to be included in the NCCN 18th Annual Conference Reimbursement Resource Room Guide.

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

PAYMENT INFORMATION

☐ Table Top: $10,000

☐ Presentation and Table Top: $25,000

TOTAL Fees: $ __________________

☐ 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. Complete and submit this form to apply for a table top in the NCCN Reimbursement Resource Room by FRI, JAN 18, 2013.

2. You will receive a letter confirming receipt of your application and a registration packet with your Conference registration forms.

3. Floor plan and table numbers will be available on FRI, JAN 25, 2013.

NCCN adheres to the ACCME’s Standards for Commercial Support, which state that arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities, and that the live educational activity must remain completely separate from the exhibits and promotional activities. NCCN appreciates adherence to this policy.

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

Jennifer Tredwell
Director, Marketing
NCCN
275 Commerce Drive
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

NCCN.org/AC2013
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)

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 18, 2013
Artwork Due
FRI, JAN 25, 2013
NCCN Exhibit Guide Insert Materials Due
FRI, JAN 25, 2013
Door Drop Materials Due
FRI, FEB 22, 2013

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

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
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*

Registration Hours
Wednesday, March 13, 2013 11:00 AM – 4:30 PM

Set-Up Hours
Wednesday, March 13, 2013 11:00 AM – 4:30 PM

Exhibit Hall Dates & Hours
Wednesday, March 13, 2013 7:00 PM – 9:00 PM (Welcome Reception)
Thursday, March 14, 2013 7:00 AM – 5:00 PM
Friday, March 15, 2013 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 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</th>
</tr>
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<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>
<tr>
<td>Friday, November 30</td>
<td>Early Bird Exhibit Space Reservation 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>
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<tr>
<td></td>
<td>• Floor Plan Available</td>
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<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 (discount rate expires)</td>
</tr>
<tr>
<td>Monday, February 25</td>
<td>Advance Warehouse Freight Deadline (discount rate expires)</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>
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<tr>
<td></td>
<td>Exhibit Hours</td>
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<tr>
<td></td>
<td>7:00 PM – 9:00 PM (Welcome Reception)</td>
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<tr>
<td>Thursday, March 14</td>
<td>Exhibit Hours</td>
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<tr>
<td></td>
<td>7:00 AM – 5:00 PM</td>
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<tr>
<td>Friday, March 15</td>
<td>Exhibit Hours</td>
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<tr>
<td></td>
<td>7:00 AM – 4:00 PM</td>
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<tr>
<td>Friday, March 15</td>
<td>Exhibit Dismantling</td>
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<tr>
<td></td>
<td>4:00 PM – 8:00 PM</td>
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</tbody>
</table>

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