



# VIRTUAL Annual Conference

March 18 - 20  
2021

2021 Sponsor and Exhibitor Prospectus

[NCCN.org/Conference2021](https://www.nccn.org/Conference2021)

## NCCN 2021 Virtual Annual Conference

Thursday, March 18, 2021 – Saturday, March 20, 2021

### New Virtual Sponsoring and Exhibiting Opportunities

The NCCN 2021 Virtual Annual Conference attracts more than 1,600 attendees from across the United States and the globe including oncologists (in both community and academic settings), oncology fellows, nurses, pharmacists, patient advocates, and other health care professionals involved in the care of people with cancer. The conference features three days of education sessions where respected opinion leaders from NCCN Member Institutions present the latest cancer therapies and provide updates on selected NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®), the data upon which the NCCN Guidelines® are based, and quality initiatives in oncology. Topics focus on the major cancers and supportive care areas. The NCCN 2021 Virtual Annual Conference also includes case study discussion forums with experts from NCCN Member Institutions and roundtable discussions featuring the foremost professionals from the academic, patient advocacy, government, payer, industry, and business realms of cancer care.

#### New Virtual Opportunities include:

- Commercial Sponsorships
- Virtual Exhibit Booths
- Virtual Reimbursement Resource Room Participation
- Patient Advocacy Pavilion Sponsorships
- Exhibitor Showcase Presentations
- Exhibition Guide Advertising

For more information, e-mail [exhibits@nccn.org](mailto:exhibits@nccn.org).



#### > **Deadline**

to reserve a sponsorship is  
**Monday, March 1, 2021.**

#### > **Cancellation Penalties:**

Through **Friday, March 5, 2021:**  
Full refund

After **Friday, March 5, 2021:**  
No refund

Visit [NCCN.org/Conference2021](https://www.nccn.org/Conference2021) for more information.



## Location

This Conference is entirely virtual. Live virtual educational sessions will take place from **March 18 - 20, 2021**. Various sessions will be archived at later dates.

## Agenda

For the most up-to-date version of the Conference agenda, please visit: [www.nccn.org/conference2021](http://www.nccn.org/conference2021).

## Virtual Exhibit Booths

NCCN is dedicated to offering exhibit placements that provide value to our sponsors as well as an added informative features for our Conference attendees. For these reasons, a very limited amount of exhibits will be part of this Conference. For more information, on applying for an exhibit, please email: [exhibits@nccn.org](mailto:exhibits@nccn.org).

## Exhibitor Showcase Presentations

A limited amount of 30 minute time slots will be available for exhibitors to give presentations on sponsored content covering unbranded or branded products similar to a product theater format. To apply for an exhibitor showcase presentation, please email: [exhibits@nccn.org](mailto:exhibits@nccn.org).

## Past NCCN Conference Exhibitors

- AbbVie
- Adaptive Biotechnologies
- Agios Pharmaceuticals
- Amgen
- Astellas
- AstraZeneca
- Bayer Healthcare Pharmaceuticals, Inc.
- BMT InfoNet
- Bristol-Myers Squibb
- Cancer Hope Network
- Celgene Corporation
- CLL Society
- Daiichi Sankyo, Inc.
- Drug Development Institute at The Ohio State University Comprehensive Cancer Center\*
- Genentech, A Member of the Roche Group
- Genoptix Medical Laboratory
- Gilead Sciences, Inc.
- Harborside Press
- Helsinn
- Incyte Corporation
- Janssen Oncology
- Jazz Pharmaceuticals, Inc.
- Karyopharm Therapeutics
- Kite Pharma, Inc.
- Lazarex Cancer Foundation IMPACT
- Lymphoma Research Foundation
- Merck & Co.
- Myeloma Crowd
- Novartis
- Pfizer Oncology
- Pharmacyclics LLC, an AbbVie Company
- Sandoz Biopharmaceuticals - A Novartis Division
- Seagen
- Servier
- Spectrum Pharmaceuticals, Inc.
- Stanford Cancer Institute\*
- Takeda Oncology
- Teva Oncology
- The Leukemia & Lymphoma Society
- Verastem Oncology

\* NCCN Member Institution

## Attendee Registration List

NCCN does not rent or share the attendee registration list.



## Sponsor Levels

NCCN is pleased to invite organizations to be commercial sponsors of the NCCN 2021 Virtual Annual Conference. Sponsor levels are 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 and supporting NCCN through these opportunities.

Sponsor Tier Structure	Bronze \$25,000	Silver \$40,000	Gold \$50,000	Platinum \$75,000
<ul style="list-style-type: none"> <li>• Recognition listing on <a href="http://NCCN.org/conference2021">NCCN.org/conference2021</a> home page with link to sponsor-provided website.</li> <li>• Recognition listing with link to sponsor-provided website under Sponsor tab on virtual meeting platform that will host the Conference.</li> <li>• Complimentary Registrations for the NCCN Virtual 2021 Annual Conference               <ul style="list-style-type: none"> <li>- Bronze: 2</li> <li>- Silver: 4</li> <li>- Gold: 6</li> <li>- Platinum: 8</li> </ul> </li> <li>• Complimentary Custom Ad in NCCN Virtual Exhibition Guide:               <ul style="list-style-type: none"> <li>- Bronze: 1 page</li> <li>- Silver: 2 pages</li> <li>- Gold: 3 pages</li> <li>- Platinum: 4 pages</li> </ul> </li> <li>• Recognition listings included on NCCN eBulletin ads to run prior to the Conference.</li> <li>• Complimentary digital banner-sized ad in 2021 NCCN eBulletin newsletter issues:               <ul style="list-style-type: none"> <li>- Bronze: 1 ad</li> <li>- Silver: 2 ads</li> <li>- Gold: 3 ads</li> <li>- Platinum: 4 ads</li> </ul> </li> </ul>				

## Payment Schedule

Payment may be made by check or money order (made payable to “National Comprehensive Cancer Network”) or by credit card (American Express, Discover, MasterCard, or Visa).

## Cancellation Penalties

Through **Friday, March 5, 2021**: Full refund  
 After **Friday, March 5, 2021**: No refund



## Sponsor Level Application and Contract

### Sponsor Information (please type or print clearly)

Organization \_\_\_\_\_

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

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

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

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

Signature required for contract *(type your name here to sign):* \_\_\_\_\_

*(electronic signature optional):* \_\_\_\_\_

### Recognition Information

Sponsor name for Conference materials \_\_\_\_\_

*(Use upper and lower case letters exactly as you want your organization's name to appear on congress materials.)*

### Sponsor Levels

- \$25,000 Bronze Level
- \$40,000 Silver Level
- \$50,000 Gold Level
- \$75,000 Platinum Level

**TOTAL: \$** \_\_\_\_\_

### Payment Information

- Please send an invoice
- Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Department)
- Credit Card:  American Express  Discover Card  MasterCard  Visa

Cardholder's Name: \_\_\_\_\_

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

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

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

*(electronic signature optional) NCCN may charge the credit card for the amount as indicated above.*

### > Instructions:

- > Reserve your sponsorship by completing this form and submitting it by **Monday, March 1, 2021.**
- > You will receive a letter confirming receipt of your application and details concerning your sponsorship.

### > Send completed application to:

**Jennifer Tredwell, MBA**  
*Vice President, Marketing and Communications*

NCCN  
 3025 Chemical Road, Suite 100,  
 Plymouth Meeting, PA 19462  
 Phone: 215.690.0274  
 Fax: 215.690.0280  
**exhibits@nccn.org**

### > Cancellation Penalties:

- Through **Friday, March 5, 2021:**  
Full refund
- After **Friday, March 5, 2021:**  
No refund



## Reimbursement Resource Room Application and Contract

The NCCN Reimbursement Resource Room (RRR) is a designated section of information where companies provide descriptions and links to their reimbursement and patient assistance programs. Participation includes:

- Inclusion in the RRR listing on the digital platform hosting the NCCN 2021 Virtual Annual Conference.
- A year-long placement on the NCCN Reimbursement Resources App for mobile devices.
- A year-long placement in the NCCN Virtual Reimbursement Resource Room section of NCCN.org, available at [NCCN.org/reimbursement](http://NCCN.org/reimbursement).
- Inclusion in targeted e-mails, print ads, social media, and handouts, as well as other benefits.
- Complimentary digital ads, throughout the year in the NCCN eBulletin, an electronic newsletter delivered to more than 180,000 readers weekly.

### Applicant Information *(please type or print clearly)*

Organization \_\_\_\_\_

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

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

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

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

Signature required for contract.

### Promotional Information

Program Name for Conference Materials \_\_\_\_\_

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

### Reimbursement Resource Room Reservation

- Full Year Sponsorship and Listing during the NCCN 2021 Annual Conference: \$7,500

**TOTAL: \$** \_\_\_\_\_

### Payment Information

- Please send an invoice

- Check Enclosed *(Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Dept.)*

- Credit Card:  American Express  Discover Card  MasterCard  Visa

Cardholder's Name: \_\_\_\_\_

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

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

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

*(electronic signature optional)* \_\_\_\_\_

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

### > Instructions:

- > Complete and submit this form to apply for participation in the NCCN Reimbursement Resource Room by **Friday, March 5, 2021**.
- > You will receive a letter confirming receipt of your application and more information about participation.

### > Send completed application to:

**Jennifer Tredwell, MBA**  
*Vice President, Marketing and Communications*

NCCN  
3025 Chemical Road, Suite 100,  
Plymouth Meeting, PA 19462  
Phone: 215.690.0274  
Fax: 215.690.0280  
**exhibits@nccn.org**

### > Cancellation Penalties:

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- After **Friday, March 5, 2021**: No refund



## Patient Advocacy Pavilion Sponsorship

Become a sponsor of the NCCN Patient Advocacy Pavilion program, where multiple patient advocacy groups, representing a range of disease types, are able to attend and exhibit during the Conference. Sponsors receive free registrations to attend the Conference. Sponsors are listed on the NCCN 2021 Virtual Annual Conference platform, NCCN Exhibition Guide ads, and on the home page of the Conference. All advocates receive information on NCCN patient materials and other resources. All advocacy group attendees and sponsoring organizations are invited to the NCCN Patient Advocacy Pavilion kick-off event to be scheduled in early 2021. Benefits of sponsorship increase with level of sponsorship.

### Patient Advocacy Pavilion Sponsor Information

(please type or print clearly)

Organization \_\_\_\_\_

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

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

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

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

Signature required for contract (type your name here to sign): \_\_\_\_\_

(electronic signature optional): \_\_\_\_\_

### Recognition Information

Sponsor 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.)

### Patient Advocacy Pavilion Sponsorship Levels\*

\$5,000 – Topaz    \$10,000 – Emerald    \$25,000 – Ruby    \$50,000 – Diamond

TOTAL: \$ \_\_\_\_\_

### Payment Information

Please send an invoice

Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to:  
NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Dept.)

Credit Card:  American Express    Discover Card    MasterCard    Visa

Cardholder's Name: \_\_\_\_\_

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

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

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

Signature: \_\_\_\_\_

(electronic signature optional) \_\_\_\_\_

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

### > Instructions:

> Apply for sponsorship by completing this form and submitting it by **Friday, March 5, 2021.**

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### NCCN Exhibition Guide Ads Available!

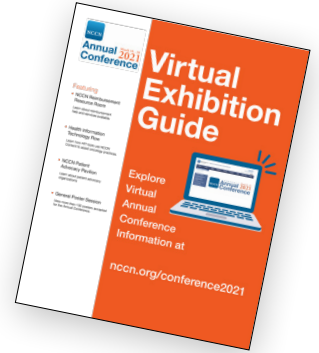
Advertising in the *NCCN Virtual Exhibition Guide* will provide placement for branded or unbranded ads. This Guide will provide months of exposure to attendees. A link to this piece will be included in emails to all attendees prior of the Congress and will reside on the left margin of the Conference homepage from March 2021 - February 2022.

#### Ad Sizes

	Width	Height
Half Page Horizontal	8"	5"
Full Page - Run of Book & Covers	8.5"	11"

#### Reproduction Requirements:

- The following digital file types are accepted: JPG, PNG
- Vector artwork should be saved in an .EPS format with fonts save as outlines and images embedded. We will substitute with similar fonts if originals are not submitted.
- The following digital file types are NOT accepted formats: Powerpoint, Word, Publisher, Excel, Freehand, Corel Draw, Paint



## Advertising Insertion Order

### Advertiser Information (please type or print clearly)

Organization: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail (required): \_\_\_\_\_

### NCCN Exhibition Guide Ads

- \$1,000/ad Half Page Horizontal Ad Exhibitor
- \$1,500/ad Half Page Horizontal Ad Non-Exhibitor
- \$1,500/ad Full Page Exhibitor
- \$2,000/ad Full Page Non-Exhibitor
- \$5,000/page 2-5 Forward Placement

Total: \$ \_\_\_\_\_

### Payment Information

- Please send an invoice
- Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Dept.)
- 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.*

> **Insertion order due:**  
**Friday, March 5, 2021**

> **Artwork due:**  
**Monday, March 8, 2021**

> **Send completed application to:**  
**Jennifer Tredwell, MBA**  
*Vice President, Marketing and Communications*

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**exhibits@nccn.org**

> **Cancellation Penalties:**  
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 No refund



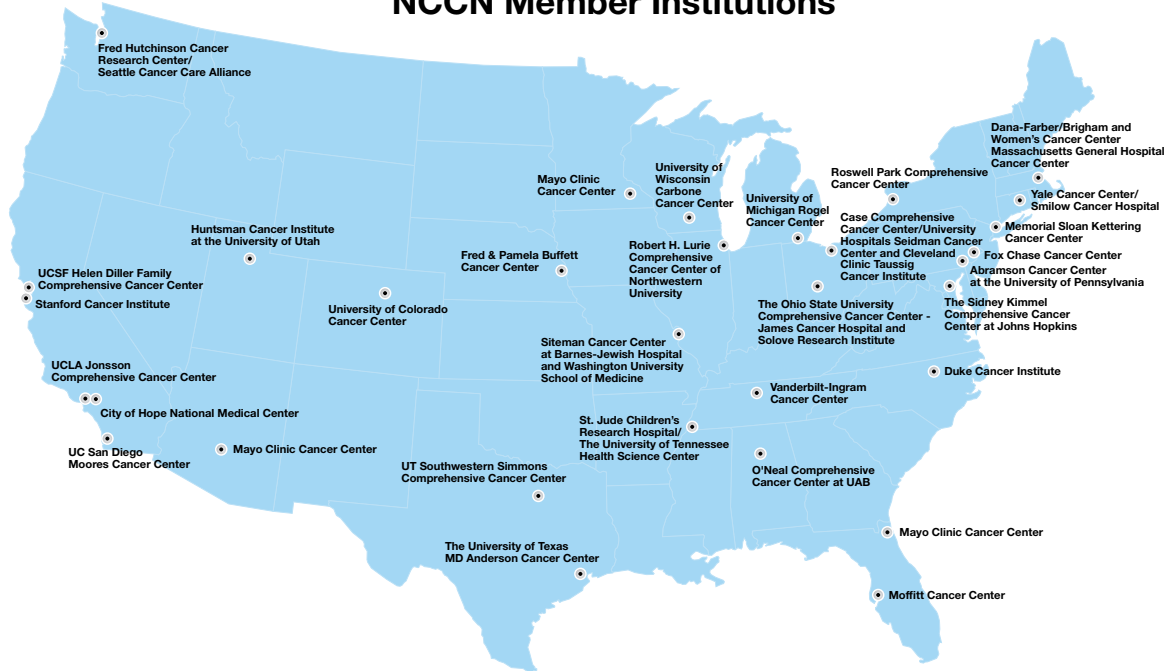
**Sponsor and Exhibit Opportunities**

Jennifer Tredwell, MBA  
 Vice President, Marketing and Communications  
 215.690.0274  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

**Support Opportunities**

Beth Gaffney, MBA  
 Vice President, US & Global Business Development  
 215.690.0226  
[gaffney@nccn.org](mailto:gaffney@nccn.org)

**NCCN Member Institutions**



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of 30 leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so patients can live better lives. 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. By defining and advancing 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 around the world.

World-renowned experts from NCCN Member Institutions diagnose and treat patients with a broad spectrum of cancers and are recognized for dealing with complex, aggressive, or rare cancers. NCCN Member Institutions pioneered the concept of the multidisciplinary team approach to patient care and conduct innovative research that contributes significantly to understanding, diagnosing, and treating cancer. NCCN programs offer access to expert physicians, superior treatment, and quality and safety initiatives that continuously improve the effectiveness and efficiency of cancer care globally.

[NCCN.org](http://NCCN.org) – For Clinicians | [NCCN.org/patients](http://NCCN.org/patients) – For Patients



National Comprehensive Cancer Network®

For more information, visit [NCCN.org](http://NCCN.org).

3025 Chemical Road, Suite 100, | Plymouth Meeting, PA 19462

Phone: 215.690-0300 | Fax: 215.690-0280