

ADVERTISING OPPORTUNITIES

Annual Conference

ADVANCING THE STANDARD OF CANCER CARE™

The Diplomat • Hollywood, Florida • March 12 – 14, 2015



Advertise During the NCCN 20th Annual Conference

Reserve an *NCCN Exhibition Guide* Ad or Door Drop Today!

The **NCCN 20th Annual Conference** will reach nearly 1,500 cancer care professionals and key opinion leaders in oncology.

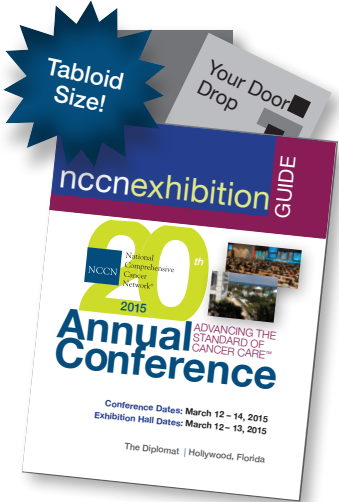
NCCN Exhibition Guide

Advertising in the ***NCCN Exhibition Guide*** provides uncommon exposure to influential oncologists, nurses, and pharmacists, as well as health care publishers, health information technology professionals, patient advocates, and managed care personnel.

The ***NCCN Exhibition Guide*** will be inserted in the conference bags and distributed to all conference attendees. Additional copies will be available throughout the exhibition hall and foyers. A digital version will also be posted online at NCCN.org/AC2015, approximately one month prior to the NCCN Annual Conference.

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 or flyer delivered directly to the rooms of NCCN conference attendees. All NCCN conference attendees staying in the NCCN room blocks will receive your custom door drop. Wednesday or Thursday evenings are available for door drops.



Reserve Your Premier Advertising Space Today!

**Insertion Order Deadline
FRI, JAN 16, 2015**



PREMIUM POSITION RATES

Position	Exhibitor	Non-Exhibitor
Half Page Horizontal - Run of Book	\$1,000	\$1,500
Full Page - Run of Book	\$2,000	\$2,500
Inside Front Cover	\$8,000	N/A
Inside Back Cover	\$8,000	N/A
Center Spread	\$10,000	N/A
Outside Back Cover	\$15,000	N/A
Insert (provided by advertiser)	\$20,000	N/A

All prices are net to NCCN

Ad Sizes

Ad Sizes (Bleed*)	Width	Height
Half Page Horizontal	10 ³ / ₄ "	7 ¹ / ₄ "
Full Page - Run of Book and Covers	10 ³ / ₄ "	14 ¹ / ₄ "
Center Spread (2 pages)	21 ¹ / ₄ "	14 ¹ / ₄ "

*Includes 1/8" bleed; allow 1/2" around all edges and gutter for live matter.

Reproduction Requirements

- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12 pts away from corners
- All ads four-color process, no spot colors
- All ads bleed

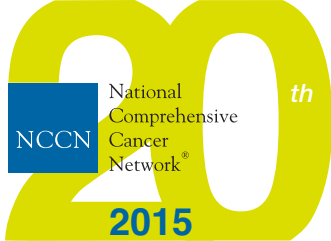
Supplied Inserts Bind In

- Tabloid Trim Size: 10¹/₂" wide x 14" tall
- Maximum Insert Size: 8¹/₂" wide x 11" tall
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

Door Drop Specifications

- Proof must be submitted for review and approval by NCCN
- Final size of piece to be no larger than 8¹/₂" x 11"
- Distribution quantities will be provided

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National Comprehensive Cancer Network

2015

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Exhibition Guide Advertising

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

NCCN Door Drops

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.

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 Half Page Horizontal Ad Exhibitor
- \$1,500 Half Page Horizontal Ad Non-Exhibitor
- \$2,000 Full Page Exhibitor
- \$2,500 Full Page Non-Exhibitor
- \$8,000 Inside Front Cover
- \$8,000 Inside Back Cover
- \$10,000 Two-Page Full Bleed Center Spread
- \$15,000 Outside Back Cover
- \$20,000 Insert (provided by advertiser)

Door Drop

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

TOTAL: \$ _____

Payment Information

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.

ADVERTISING & DOOR DROP INSERTION ORDER



Deadlines

Insertion Orders Due: **FRI, JAN 16, 2015**

Artwork Due: **FRI, JAN 23, 2015**

NCCN Exhibition Guide Insert Materials Due: **FRI, JAN 23, 2015**

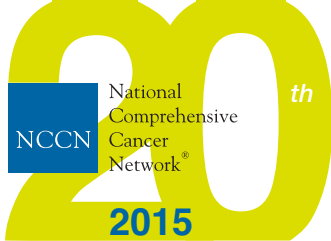
Door Drop Materials Due: **FRI, FEB 20, 2015**

Send completed application to:

Jennifer Tredwell
 Director, Marketing
 NCCN
 275 Commerce Drive
 Suite 300
 Fort Washington, PA 19034
 Phone – 215.690.0274
 Fax – 215.690.0280
exhibits@nccn.org

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NCCN.org/AC2015



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Sponsor and Exhibit Opportunities

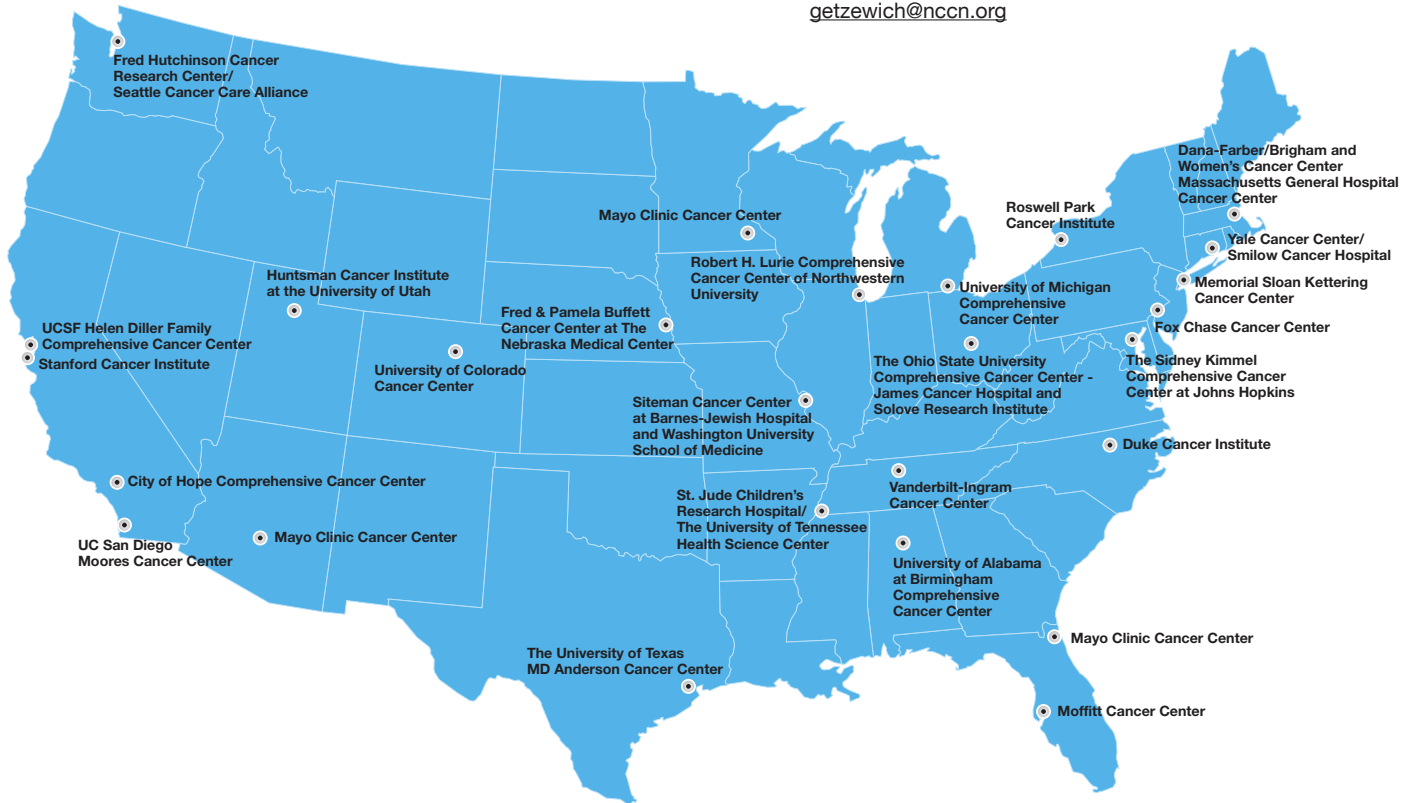
Jennifer Tredwell

Director, Marketing
215.690.0274
exhibits@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 25 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.org/patients – For Patients



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

NCCN.org/AC2015

AC-N-1171-0315