



# 22nd Annual Conference 2017



IMPROVING THE QUALITY, EFFECTIVENESS, AND EFFICIENCY OF CANCER CARE™

## Advertising Opportunities

Orlando, Florida  
March 23-25, 2017  
Rosen Shingle Creek

## Advertise During the NCCN 22<sup>nd</sup> Annual Conference

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

The **NCCN 22<sup>nd</sup> Annual Conference** will reach nearly 1,600 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/AC2017](http://NCCN.org/AC2017), 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 block will receive your custom door drop. Wednesday or Thursday evenings are available for door drops.



**Insertion Order Deadline**

**Friday, January 13, 2017**

**Reserve Your Premier Advertising Space Today!**

[NCCN.org/AC2017](http://NCCN.org/AC2017)



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## Premium Position Rates

IMPROVING THE QUALITY, EFFECTIVENESS, AND EFFICIENCY OF CANCER CARE™

### Ad Specifications

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

All prices are net to NCCN

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

\*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
- Tabloid Trim Size: 10<sup>1</sup>/<sub>2</sub>" wide x 14" tall
- Binding Method: Saddle-Stitched

### Door Drop Specifications

- Proof must be submitted by Friday February 3, 2017 for review and approval by NCCN
- Final size of piece to be no larger than 4 pages, 8<sup>1</sup>/<sub>2</sub>" x 11" finished size
- Distribution quantities will be provided
- Materials must be delivered by Friday, February 17, 2017
- Shipping instructions to NCCN warehouse will be provided

**Insertion Order  
Deadline**  
**Friday, January 13, 2017**



# 22nd Annual Conference 2017



## Advertising & Door Drop INSERTION ORDER

IMPROVING THE QUALITY, EFFECTIVENESS, AND EFFICIENCY OF CANCER CARE™

### 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 hotel rooms of NCCN conference attendees.

### 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 posted on [NCCN.org/AC2017](http://NCCN.org/AC2017) and inserted in the conference bag and distributed to all conference attendees. Additional copies are displayed in the exhibition hall and foyers.

### 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: June Henry)

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.*



### Deadlines

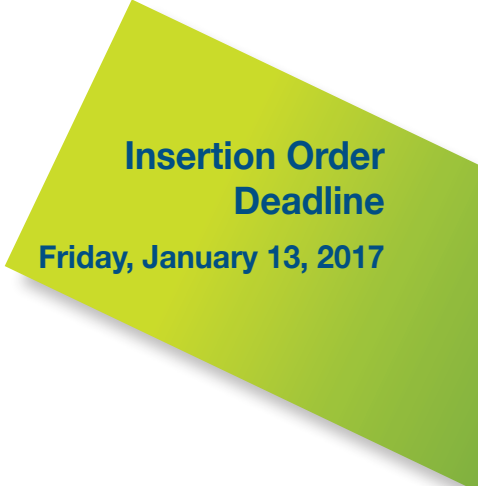
Insertion Orders Due:  
**Friday, January 13, 2017**

Artwork Due:  
**Friday, January 20, 2017**

Door Drop Materials Due:  
**Friday, February 17, 2017**

Send completed application to:

**Jennifer Tredwell, MBA**  
 Senior Director, Marketing  
 NCCN  
 275 Commerce Drive  
 Fort Washington, PA 19034  
 Phone – 215.690.0274  
 Fax – 215.690.0280  
[exhibits@nccn.org](mailto:exhibits@nccn.org)



**Insertion Order Deadline**

**Friday, January 13, 2017**

[NCCN.org/AC2017](http://NCCN.org/AC2017)



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## Sponsor and Exhibit Opportunities

**Jennifer Tredwell, MBA**

Senior Director, Marketing

215.690.0274

[exhibits@nccn.org](mailto:exhibits@nccn.org)

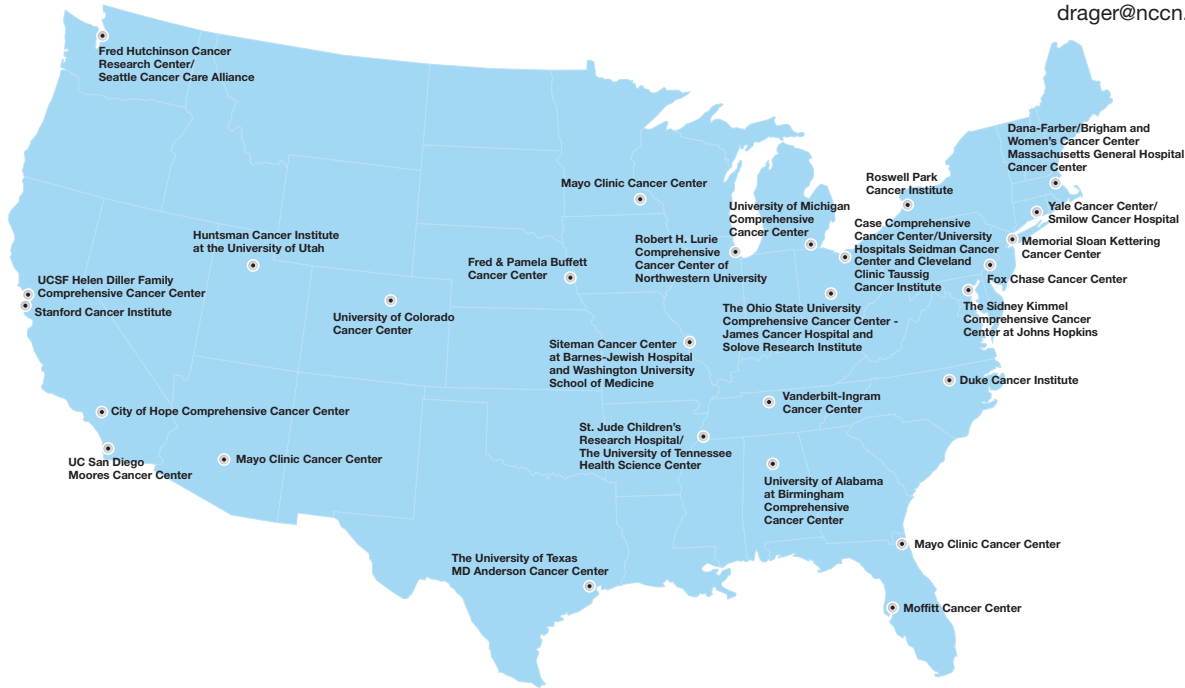
## Support Opportunities

**Kimberly Drager**

Manager, Business Development

215.690.0573

[drager@nccn.org](mailto:drager@nccn.org)



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 27 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.

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**Friday, January 13, 2017**

**Your Best Resource in the Fight Against Cancer®**

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



**[NCCN.org/AC2017](http://NCCN.org/AC2017)**