



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 22nd Annual Conference

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

The **NCCN 22nd Annual Conference** will reach nearly 1,600 cancer care professionals and key opinion leaders in oncology.

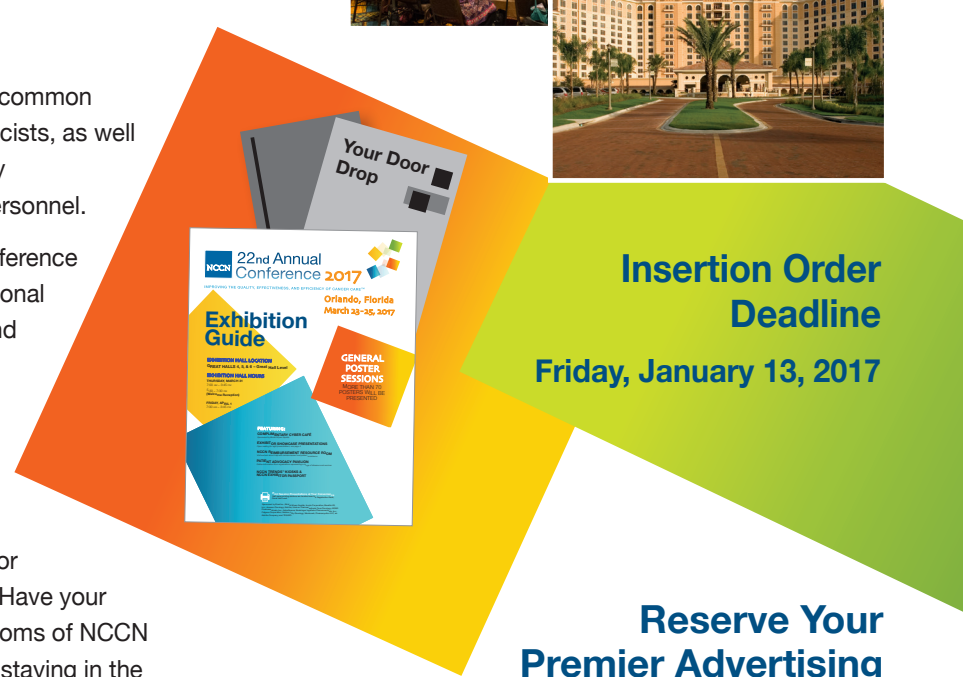
NCCN Exhibition Guide

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, 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



22nd Annual Conference 2017



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 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
- Tabloid Trim Size: 10¹/₂" 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, 8¹/₂" 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 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

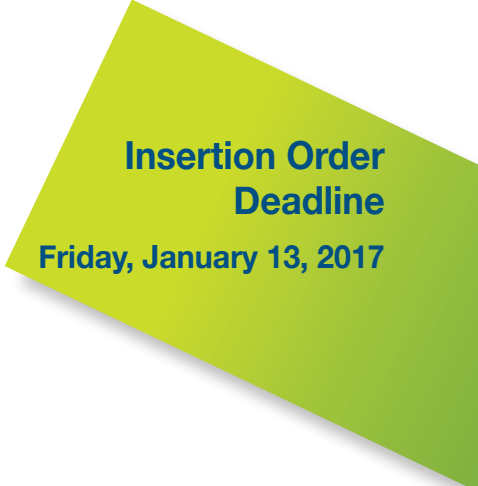
Insertion Orders Due:
Friday, January 13, 2017

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



Insertion Order Deadline

Friday, January 13, 2017

NCCN.org/AC2017



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

Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA

Senior Director, Marketing

215.690.0274

exhibits@nccn.org

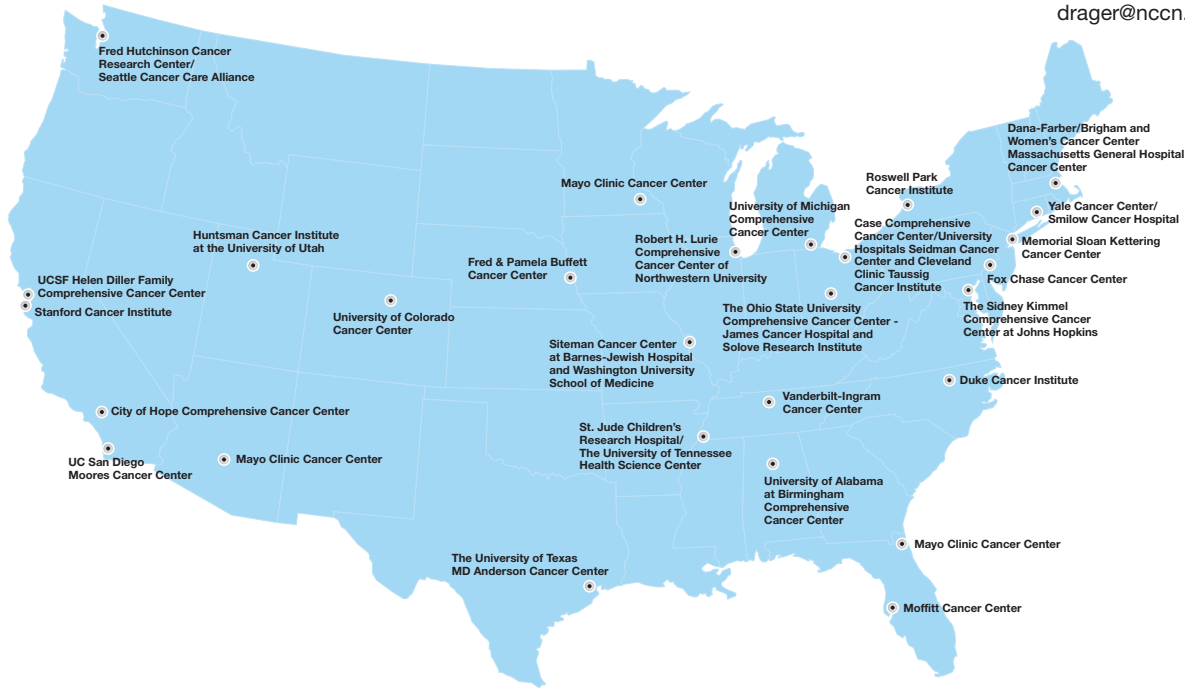
Support Opportunities

Kimberly Drager

Manager, Business Development

215.690.0573

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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Deadline**

Friday, January 13, 2017

Your Best Resource in the Fight Against Cancer®

NCCN.org – For Clinicians | NCCN.org/patients – For Patients



NCCN.org/AC2017