

NCCN 11th Annual Congress: Hematologic Malignancies™



National
Comprehensive
Cancer
Network®



2016 SPONSOR AND EXHIBITOR PROSPECTUS

September 30 – October 1, 2016

New York Marriott Marquis
1535 Broadway | New York, New York

RETURNING TO
New York City
IN
2016!

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 11th Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN as a sponsor or exhibitor. The NCCN Annual Congress: Hematologic Malignancies™ will attract more than 600 attendees.

The treatment of hematologic malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of new advances. In addition, targeted therapies and oral treatments bring new benefits to patients. This congress will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics.

For more information, please email exhibits@nccn.org.

Visit NCCN.org/hem for more information.



> **Save \$500**
when you reserve
exhibit space by
Friday, May 27, 2016

> **Standard
Booth Space**
a limited amount of
tabletop exhibits are
offered at this event
for direct access to
attendees

> **Deadline**
to reserve your
exhibit space is
Friday, August 19, 2016





Congress Overview

The treatment of hematologic malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of new advances. In addition, targeted therapies and oral treatments bring the latest benefits to patients.

Intended Audience

This congress is designed to meet the educational needs of hematologists, oncologists, nurses, pharmacists, and other health care professionals who manage patients with hematologic malignancies.

Co-Chairs

Ranjana H. Advani, MD
Stanford Cancer Institute

Andrew D. Zelenetz, MD, PhD
Memorial Sloan Kettering Cancer Center

Location

New York Marriott Marquis
1535 Broadway
New York, New York

Schedule*

Friday, September 30, 2016

4:30 – 6:00 PM
Registration, Exhibits, and Refreshments

6:00 – 8:35 PM
Educational Sessions

Saturday, October 1, 2016

6:30 AM
Registration Opens

7:00 – 8:00 AM
Registration, Exhibits, and Breakfast

8:00 AM – 5:00 PM
Educational Sessions with a Morning Break,
Afternoon Break, and 75 Minute Lunch



* Subject to change.

Faculty and sessions will be added as they are confirmed.

To help increase traffic, refreshments, breakfast, lunch, and breaks will be held in the exhibit area.



Exhibit Opportunities

Exhibitors have valuable opportunities to:

- Engage key opinion leaders in oncology
- Identify new business opportunities
- Connect with cancer care professionals from across the U.S.
- Increase brand visibility
- Market new programs, products, or services

Attendees

The NCCN 10th Annual Congress: Hematologic Malignancies™ attracted more than 580 oncology medical professionals.

Attendees from the 2015 NCCN 10th Hematologic Malignancies Congress

Attendee	Number
Physicians	118
Nurses	106
Pharmacists	61
Health Care Professionals	56
Industry, Exhibitors, and Press	220
Speakers and Staff	20
Total	581

Past Exhibitors

- Actelion Pharmaceuticals US Inc.
- Adaptive Biotechnologies
- Alexion Pharmaceuticals
- Amgen
- ARIAD Pharmaceuticals, Inc.
- Baxalta
- Bristol-Myers Squibb
- Celgene Corporation
- Genentech USA, Inc.
- Genzyme, a Sanofi Company
- Gilead Sciences, Inc.
- Harborside Press
- Incyte Corporation
- Infinity Pharmaceuticals, Inc.
- Janssen Pharmaceuticals, Division of Johnson & Johnson
- Jazz Pharmaceuticals
- Merck & Co., Inc.
- NeoGenomics Laboratories
- Novartis Oncology
- Onyx Pharmaceuticals, Inc., An Amgen Subsidiary
- Pfizer
- Pharmacyclics, LLC an AbbVie Company
- *Roswell Park Cancer Institute
- Sandoz
- Seattle Genetics
- Spectrum Pharmaceuticals, Inc.
- *Stanford Health Care
- Sunesis Pharmaceuticals, Inc.
- Takeda Oncology
- Teva Oncology
- The Binding Site
- The Leukemia & Lymphoma Society

* NCCN Member Institution





Sponsor Levels

NCCN is pleased to invite organizations to be sponsors of the NCCN 11th Annual Congress: Hematologic Malignancies™. 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.

Sponsor Tier Structure

NCCN 11th Annual Congress: **Hematologic Malignancies™**

	Bronze \$25,000	Silver \$40,000	Gold \$50,000	Platinum \$75,000	Presenting \$100,000
First Right to Host an Exhibitor Showcase Presentation					■
Support Level Recognition Sign Next to Exhibit				■	■
Custom Door Drop				■	■
Recognition Broadcast Announcement in Exhibition Hall			■	■	■
Complimentary Annual Congress Registrations	2	4	6	8	10
Custom Ad in <i>NCCN Exhibition Guide</i>	1/2 Page	1 Full Page	2 Full Pages	3 Full Pages	4 Full Pages
Printing Station Sponsor (company name on display)	■	■	■	■	■
Preferential Placement in Exhibition Hall (exhibit purchased separately)	■	■	■	■	■
Sponsor Listing on Recognition Ad in the <i>NCCN Exhibition Guide</i>	■	■	■	■	■
Recognition Banner Signage in Exhibition Hall	■	■	■	■	■
Sponsor Level Recognition Ribbon on Sponsor Attendee Badges	■	■	■	■	■
Sponsor Recognition on NCCN.org/hem Website	■	■	■	■	■

To become a Bronze, Silver, Gold, Platinum, or Presenting Sponsor, please contact: Jennifer Tredwell at exhibits@nccn.org.



A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Included in the Exhibit Fee, Each Exhibitor Receives:

- Two (2) complimentary full congress registrations
- Four (4) exhibit hall only badges
- Refreshments on Friday evening, breakfast, lunch, and breaks on Saturday for all attendees
- One (1) 6-foot draped table
- Carpeted exhibit area space
- One (1) identification sign with company name
- Two (2) chairs
- One (1) wastebasket

NCCN Exhibition Guide

All exhibitors will be individually listed in the *NCCN Exhibition Guide* with a company description. The *NCCN Exhibition Guide* is inserted into all attendee bags and displayed at all exhibit hall entrances.

Discount Advertising and Insert Rates in the NCCN Exhibition Guide

As an exhibitor, you can take advantage of discounted rates to advertise or place an insert in the *NCCN Exhibition Guide*.

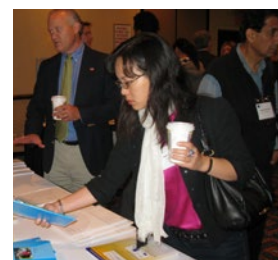
Standard Exhibit Space

Only tabletop exhibits are permitted.

Exhibit Dates

Friday, September 30, 2016

Saturday, October 1, 2016





Exhibitor Offerings

All supporters of the exhibitor offerings will be recognized in:

- The *NCCN Exhibition Guide* with a highlighted notation of support next to your company's description
- A half page advertisement in the *NCCN Exhibition Guide* to promote sponsorship of the offering
- Sponsor signage

Cyber Café

\$25,000



A cyber café will be available for sponsorship. Offering complimentary internet access to NCCN attendees, this café will be centrally located in the exhibit area. Provide your company's artwork to be reproduced on a customized computer station with three computer screens. Your company's logo will be featured on promotional signs and as a screen saver on the three Cyber Café computers.

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 that is placed next to your exhibit.

Ice Cream Break Sponsorship

\$10,000

Sponsor an afternoon break in exhibit areas. Provide complimentary food and beverage service to congress attendees. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of food or beverage service.

Water Bottle Sponsorship

\$10,000

Have your logo appear on the label of disposable water bottles. These bottles will be on display and available throughout the exhibit area in the food and beverage areas. Sponsorship fee includes the cost of the water bottles.

Advocacy Pavilion Sponsorship

beginning at \$5,000



Become a sponsor of the NCCN Advocacy Pavilion program, where multiple patient advocacy groups, representing a range of disease types, are able to attend and exhibit with individual kiosks and present their information on patient services. Sponsors are listed on display structures, *NCCN Exhibition Guide* ads, door drop flyer, and poster signage.

Door Drop

\$2,500

Have your custom door drop piece included in a door drop bag delivered to all attendees staying in the NCCN Room Block on Friday evening.



Accommodations

A block of rooms has been reserved at The New York Marriott Marquis. You may book rooms by calling **1-877-303-0104**.

A special rate of \$305 has been established for NCCN attendees. Please book your room by **Thursday, September 8, 2016** to take advantage of this special rate. Please note that early booking is strongly encouraged as the block will likely sell out before the Thursday, September 8, 2016 cut-off date.

Please be sure to reference NCCN when booking your room!

You must be registered for the Congress to book a hotel room.

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).

Exhibit Assignment

Exhibit space is assigned as exhibit space applications are received. Exhibit space applications will be accepted until **Friday, August 19, 2016** or until all spaces are filled. Exhibit numbers and final floor plan will be available on **Friday, August 26, 2016**.

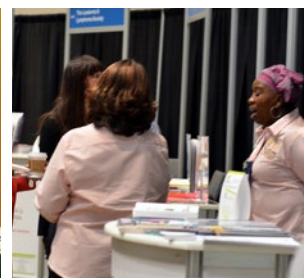
Exhibit Cancellation

Notification of exhibit space cancellation must be received in writing on or before **Wednesday, August 31, 2016** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Wednesday, August 31, 2016**.

Booth Cancellation Penalties

- **Through July 31, 2016:** Exhibit fee less \$100
- **August 1 – August 31, 2016:** 50% refund
- **After August 31, 2016:** No refund

Early Bird Discount — Save \$500! Reserve exhibit space by Friday, May 27, 2016



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September 30 – October 1, 2016 | New York Marriott Marquis | 1535 Broadway | New York, New York

Exhibit Space Application and Contract

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 Congress Materials _____
(Use upper and lower case letters exactly as you want your organization's name to appear on congress materials and signage)

Please provide a brief 75-word description of your company/product to be included in the NCCN 11th Annual Congress

Exhibition Guide. _____

Payment Information

NCCN 11th Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by Friday, May 27, 2016) – Tabletop Exhibit
- \$5,000 Inside front cover, 4-color, full page Ad in the *NCCN Exhibition Guide*
- \$5,000 Inside back cover, 4-color, full page Ad in the *NCCN Exhibition Guide*
- \$5,000 Center Spread, 2 full page, 4-color Ads in the *NCCN Exhibition Guide*
- \$1,500 Run-of-book, full page, 4-color Ad in the *NCCN Exhibition Guide*
- \$1,000 Run-of-book, half page, 4-color Ad in the *NCCN Exhibition Guide*

Total: _____

- Please send an invoice
- Check enclosed (Please make checks payable to: *National Comprehensive Cancer Network* and mail to: NCCN, 275 Commerce Drive, Ste. 300, Fort Washington, PA 19034, Attn: June Henry)
- Credit Card (American Express/Discover/MasterCard/Visa)

Name: _____

Billing Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Card Number: _____

Verification #: _____ Exp. Date: _____

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

Signature: _____

> Instructions

- > Apply for exhibit space by completing this form and indicating your method of payment by **Friday, August 19, 2016**.
- > You will receive a confirmation letter and a registration packet including attendee registration forms.
- > You will receive a Show Service Kit with exhibit details and floor plan four to six weeks before the event.

> 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

> Exhibit cancellation

Notification of exhibit space cancellation must be received in writing on or before August 31, 2016 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after August 31, 2016.

Cancellation Penalties:

Through July 31, 2016:
Exhibit fees less \$100

Aug 1 – Aug 31, 2016:
50% refund

After Aug 31, 2016:
No refund

NCCN.org/hem

NCCN 11th Annual Congress: Hematologic Malignancies™



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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 congress materials _____

(Use upper and lower case letters exactly as you want your name to appear on Congress materials and signage.)

Sponsor Levels

- \$25,000 Bronze Level
- \$40,000 Silver Level
- \$50,000* Gold Level
- \$75,000* Platinum Level
- \$100,000* Presenting Level

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

**NCCN will apply an additional fee for credit card charges of \$50,000 or more.*

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 submitting it by **Friday, August 19, 2016**.
- > You will receive a letter confirming receipt of your application and details concerning your benefits.
- > You will be sent proofs of signage, ads, and various graphics promoting your sponsorship.

> 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

NCCN.org/hem



Dates to Remember

Friday, May 27, 2016	Deadline to receive early-bird \$500 discount.	
Friday, August 19, 2016	Deadline to submit exhibit application. Deadline to submit insertion order for ad in <i>NCCN Exhibition Guide</i> .	
Friday, August 26, 2016	Booth numbers assigned and floor plan available. Show services kit available.	
Friday, August 26, 2016	Deadline for submission of Exhibitor Registration Forms.	
Friday, September 2, 2016	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing.	
Thursday, September 8, 2016	Deadline for reserving rooms in the NCCN room block at the New York Marriott Marquis.	
Friday, September 30, 2016	12:30 – 4:00 PM	Exhibit Set-up
	4:30 – 6:00 PM	Exhibit and Refreshments
Saturday, October 1, 2016	7:00 AM – 3:50 PM	Exhibit
	3:50 – 5:00 PM	Exhibit Dismantle

Please direct questions to Jennifer Tredwell at: exhibits@nccn.org.

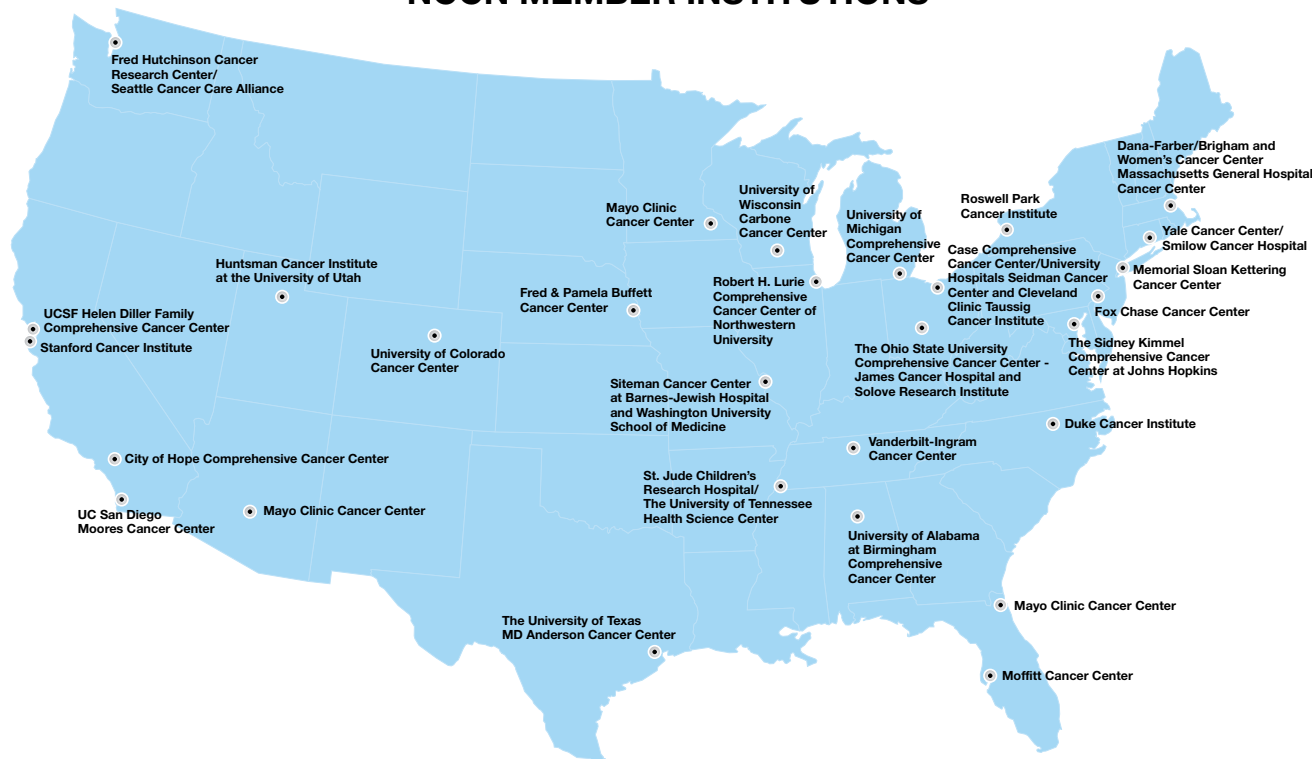
Sponsor and Exhibit Opportunities

Jennifer Tredwell
Senior Director, Marketing
215.690.0274
tredwell@nccn.org

Support Opportunities

Kimberly Drager
Manager, Business Development
215.690.0573
drager@nccn.org

NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 27 of the world's leading cancer centers devoted to patient care, research, and education, is dedicated to improving the quality, effectiveness, and efficiency of cancer care so that 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. 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.

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.

Your best resource in the fight against cancer®

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



For more information, visit **NCCN.org**.

275 Commerce Drive • Suite 300
Fort Washington, PA 19034
Phone: 215.690-0300
Fax: 215.690-0280