

# NCCN 12<sup>th</sup> Annual Congress: Hematologic Malignancies™



## 2017 ADVERTISING OPPORTUNITIES

**October 6 – 7, 2017**

Hilton San Francisco Union Square  
333 O'Farrell Street | San Francisco, California

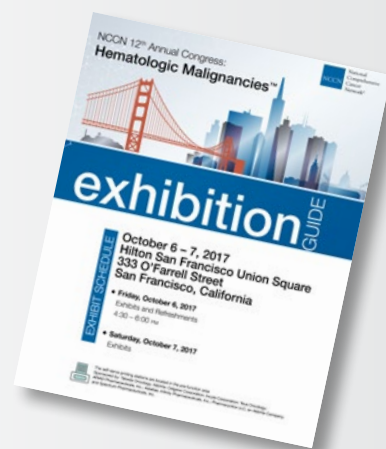
### Door Drops and *NCCN Exhibition Guide Ads Available!*

NCCN 12<sup>th</sup> Annual Congress: Hematologic Malignancies™ will reach more than 550 cancer care professionals and key opinion leaders in oncology. Advertising in the *NCCN Exhibition Guide* will deliver uncommon exposure to influential oncology health care professionals from across the U.S., including hematologists, physicians, nurses, pharmacists, and managed care companies.

The *NCCN Exhibition Guide* will be inserted into all attendee bags. Additional copies will be available throughout the exhibit hall and entry areas.

#### **NCCN Door Drop**

Invite attendees to visit your exhibit, promote a service, or build brand awareness through the use of a door drop. Have your custom printed brochure or flyer delivered directly to the rooms of NCCN congress attendees. All NCCN congress attendees staying in the NCCN room block will receive your custom door drop.



**> Insertion  
order due  
Friday,  
August 25, 2017**

Visit **[NCCN.org/hem](http://NCCN.org/hem)** for more information.



## 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 Institute*

### Attendees from the 2016 NCCN 11<sup>th</sup> Hematologic Malignancies Congress

Attendee	Number
Physicians	145
Nurses	78
Pharmacists	46
Health Care Professionals	42
Industry, Exhibitors, and Press	172
Speakers and Staff	41
<b>Total</b>	<b>524</b>





## ***NCCN Exhibition Guide Ads***

### **Premium Position Rates**

<b>Position</b>	<b>Exhibitor</b>	<b>Non-Exhibitor</b>
Half Page Horizontal - Run of Book	\$1,000	\$1,500
Full Page - Run of Book	\$1,500	\$2,000
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$5,000	N/A
Center Spread (2 pages)	\$5,000	N/A
Outside Back Cover	\$10,000	N/A
Insert (provided by advertiser)	\$10,000	N/A

All prices are net to NCCN.

### **Ad Sizes**

<b>Ad Sizes (Bleed*)</b>	<b>Width</b>	<b>Height</b>
Half Page Horizontal	10 <sup>3</sup> / <sub>4</sub> "	7 <sup>1</sup> / <sub>4</sub> "
Full Page - Run of Book & 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. All ads bleed.

#### **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: 10<sup>1</sup>/<sub>2</sub>" wide x 14" tall
- Maximum Insert Size: 8<sup>1</sup>/<sub>2</sub>" 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, by **Friday, September 1, 2017**
- Final size of piece to be no larger than 8<sup>1</sup>/<sub>2</sub>" x 11", maximum of 8 pages
- Distribution quantities and shipping information will be provided



**2017 ADVERTISING RATE CARD**

**NCCN.org/hem**

**Advertising and Door Drop Insertion Order**

**October 6 – 7, 2017**

Hilton San Francisco Union Square | 333 O'Farrell Street | San Francisco, California

**Tabloid Size!**



**NCCN Exhibition Guide Advertising**

Advertising in the *NCCN Exhibition Guide* provides unique exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The *NCCN Exhibition Guide* will be inserted in the congress bag and distributed to all congress attendees. Additional copies are displayed at each entrance to the exhibit area.

**NCCN Door Drops**

Invite attendees to visit your exhibit, 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 congress attendees.

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

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

- > **Insertion order due Friday, August 25, 2017**
- > **Artwork due Friday, September 1, 2017**
- > **Door drop materials due Friday, September 8, 2017**

**NCCN Exhibition Guide Ads**

- \$1,000 Half Page Horizontal Ad Exhibitor
- \$1,500 Half Page Horizontal Ad Non-Exhibitor
- \$1,500 Full Page Exhibitor
- \$2,000 Full Page Non-Exhibitor
- \$5,000 Inside Front Cover
- \$5,000 Inside Back Cover
- \$5,000 Two-Page Full Bleed Center Spread
- \$10,000 Outside Back Cover
- \$10,000 Insert (provided by advertiser)

**Door Drop**

- Sponsor provided printed piece will be delivered to all NCCN room block attendees
- \$2,500 Door Drop - Friday 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: 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.*

Send completed application and artwork to:

**Jennifer Tredwell**  
Senior Director, Marketing  
NCCN  
275 Commerce Drive  
Suite 300  
Fort Washington, PA 19034  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

**NCCN.org/hem**