

NCCN 13th Annual Congress: Hematologic Malignancies™



2018 SPONSOR AND EXHIBITOR PROSPECTUS

**Friday, September 21 –
Saturday, September 22, 2018**

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

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 13th Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN as a sponsor or exhibitor. The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 500 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, e-mail exhibits@nccn.org.



> **Standard Booth Space**

a limited amount of tabletop exhibits are offered at this event for direct access to attendees.

> **Save \$500**

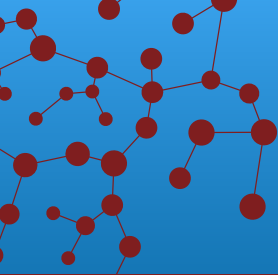
when you reserve exhibit space by **Friday, May 18, 2018.**

> **Deadline**

to reserve your exhibit space is **Friday, August 10, 2018.**



Visit NCCN.org/hem for more information.



NCCN 13th Annual Congress: Hematologic Malignancies™

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NCCN.org/hem

Congress Overview

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

Location

New York Marriott Marquis
1535 Broadway
New York, NY 10036

Schedule*

Friday, September 21, 2018

4:30 – 6:00 PM

Registration, Exhibits, and Refreshments

6:00 – 8:35 PM

Educational Sessions

Saturday, September 22, 2018

7:00 AM

Registration Opens

7:00 – 8:15 AM

Registration, Exhibits, and Breakfast

8:00 AM – 5:00 PM

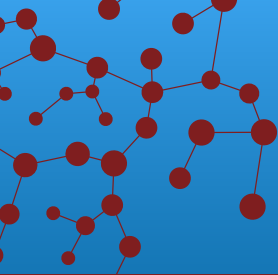
Educational Sessions with a Morning Break, Lunch, and Afternoon Break



* 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.



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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 12th Annual Congress: Hematologic Malignancies™ attracted more than 500 oncology medical professionals.

Attendees from the 2017 NCCN 12th Hematologic Malignancies Congress

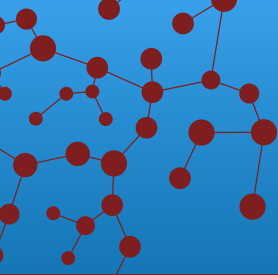
Attendee	Number
Physicians	114
Nurses	108
Pharmacists	48
Health Care Professionals	34
Industry, Exhibitors, and Press	196
Speakers and Staff	46
Total	546

Past Exhibitors

- AbbVie
- Adaptive Biotechnologies
- Agios Pharmaceuticals
- Amgen
- Astellas
- Bayer Healthcare Pharmaceuticals, Inc.
- BMT InfoNet
- Bristol-Myers Squibb
- Celgene Corporation
- CLL Society
- Drug Development Institute at The Ohio State University Comprehensive Cancer Center*
- Genentech, A Member of the Roche Group
- Genoptix Medical Laboratory
- Gilead Sciences, Inc.
- Harborside Press
- Helsinn
- Incyte Corporation
- Jazz Pharmaceuticals, Inc.
- Karyopharm Therapeutics
- Kite Pharma, Inc.
- Lazarex Cancer Foundation IMPACT
- Merck & Co.
- Myeloma Crowd
- National Comprehensive Cancer Network® (NCCN®)
- Novartis
- Pfizer Oncology
- Pharmacyclics LLC, an AbbVie Company
- Sandoz Biopharmaceuticals - A Novartis Division
- Seattle Genetics
- Shire
- Spectrum Pharmaceuticals, Inc.
- Stanford Cancer Institute*
- Takeda Oncology
- Teva Oncology
- The Leukemia & Lymphoma Society

* NCCN Member Institution





NCCN 13th Annual Congress: Hematologic Malignancies™

2018 SPONSOR AND EXHIBITOR PROSPECTUS

NCCN.org/hem

2018 Sponsor and Exhibitor Prospectus

SPONSOR LEVELS

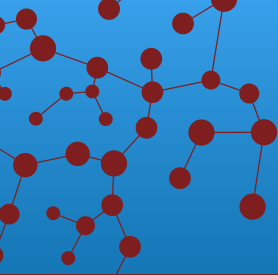
NCCN is pleased to invite organizations to be sponsors of the NCCN 13th Annual Congress: Hematologic Malignancies™. Sponsor levels are Platinum, Gold, Silver, and Bronze. Sponsor packages can be customized to meet specific marketing needs. Reach your key audience of NCCN attendees by increasing visibility, building relationships, and supporting NCCN through these opportunities.

Sponsor Tier Structure

NCCN 13th Annual Congress: Hematologic Malignancies™

	Bronze \$25,000	Silver \$40,000	Gold \$50,000	Platinum \$75,000
Support Level Recognition Sign Next to Exhibit				■
Custom Door Drop				■
Complimentary Annual Congress Registrations	2	4	6	8
Custom Ad in <i>NCCN Exhibition Guide</i>	1/2 Page	1 Full Page	2 Full Pages	3 Full Pages
Congress Wi-Fi Sponsor (company name on login page)	■	■	■	■
Preferential Placement in Exhibition Hall (exhibit purchased separately)	■	■	■	■
Sponsor Listing on Recognition Ad in the <i>NCCN Exhibition Guide</i> (print and digital versions)	■	■	■	■
Recognition Banner Signage in Exhibition Hall	■	■	■	■
Sponsor Level Recognition Ribbon on Sponsor Attendee Badges	■	■	■	■
Sponsor Recognition on door drop flyer	■	■	■	■
Sponsor Recognition on Congress Mobile App	■	■	■	■

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



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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. A digital version is posted on NCCN.org/hem prior to the event.



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

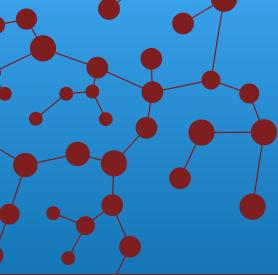
Only tabletop exhibits are permitted.

Exhibit Dates

Friday, September 21, 2017

Saturday, September 22, 2017





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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.

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.

Patient Advocacy Pavilion Sponsorship

beginning at \$5,000

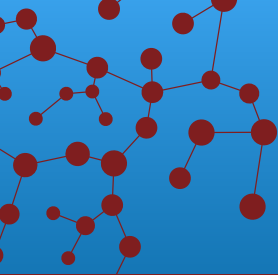
Become a sponsor of the NCCN Patient Advocacy Pavilion program, where multiple patient advocacy groups, representing a range of disease types, are able to attend and exhibit with individual kiosks and present their information on patient services. Sponsors are listed on display structures, *NCCN Exhibition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



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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 plus tax and fees per night has been established for NCCN attendees. Please book your room by Thursday, August 30, 2018 to take advantage of this special rate.

Please note that early booking is strongly encouraged as the block may sell out before the August 30, 2018 cut-off date.

Make 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 10, 2018** or until all spaces are filled. Exhibit numbers and final floor plan will be available on **Friday, August 17, 2018**.

Exhibit Cancellation

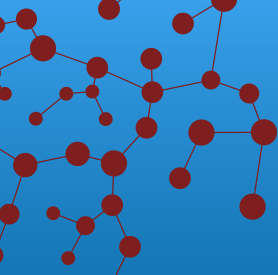
Notification of exhibit space cancellation must be received in writing on or before **Friday, August 31, 2018** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Friday, August 31, 2018**.

Booth Cancellation Penalties

- **Through July 31, 2018:** Exhibit fee less \$100
- **August 1 – August 31, 2018:** 50% refund
- **After August 31, 2018:** No refund

Early Bird Discount — Save \$500! Reserve exhibit space by Friday, May 18, 2018





NCCN 13th Annual Congress: Hematologic Malignancies™

September 21 – 22, 2018 | New York Marriott Marquis | 1535 Broadway | New York, New York

Exhibit Space Application and Contract

Page 1 of 2 (application is two pages)

Exhibitor 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): _____

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 13th Annual Congress Exhibition Guide. _____

Payment Information

NCCN 12th Annual Congress: Hematologic Malignancies™

\$10,000 (\$9,500 if reserved by **Friday, May 18, 2018**) – Tabletop Exhibit

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: Accounting Department)

Credit Card (American Express/Discover/MasterCard/Visa)

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 exhibit space by completing this form and indicating your method of payment by **Friday, August 10, 2018**.
- > 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, 2018** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **August 31, 2018**.

Cancellation Penalties:

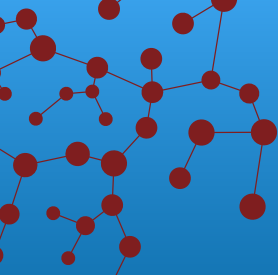
Exhibit fees less \$100
 Through **July 31, 2018**

50% refund
August 1 – 31, 2018

No refund
 After **August 31, 2018**

NCCN.org/hem

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Exhibit Space Application and Contract

Application Page 2 of 2

FIRE AND SAFETY REGULATIONS

As an exhibitor, you must comply with safety, fire, and health ordinances that apply to the City of New York, State of New York. All displays, exhibit materials, and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Electrical wiring must conform to all federal, state, and municipal government requirements and to National Electrical Code Safety Rules.

AUXILIARY AIDS OR SERVICES

In compliance with the Americans with Disabilities Act (ADA), NCCN wishes to ensure that no individual with a disability is excluded, denied services, or otherwise treated differently from other individuals. Each exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

LIABILITY

Each exhibitor assumes the entire responsibility and hereby agrees to protect, defend, indemnify, and save NCCN and New York Marriott Marquis, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof.

INSURANCE

NCCN and the New York Marriott Marquis will not be liable for damage or loss to the exhibitor’s property through theft, fire, accidents, or any other cause. NCCN and New York Marriott Marquis will not assume liability for any injury that may occur to visitors, exhibitors or their agents, employees, or others. Exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance, and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

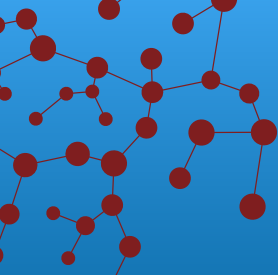
NCCN and New York Marriott Marquis shall be included in such policies as additional insureds. In addition, the exhibitor acknowledges that neither NCCN nor the New York Marriott Marquis, its owners, or its operator maintains insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

To register for this conference, please sign below acknowledging on behalf of you and your company that you have received and read the attached terms and accept and agree to be bound by these terms as a condition to the registration.

Signature _____ Date _____

Print Full Name _____

Organization Name _____



NCCN 13th Annual Congress: Hematologic Malignancies™

September 21 – 22, 2018 | New York Marriott Marquis | 1535 Broadway | New York, New York

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 organization's 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

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 Department)
- 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: _____

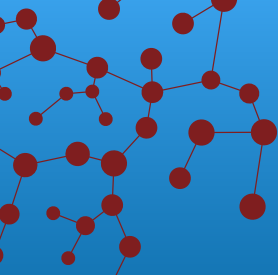
(electronic signature optional) NCCN may charge the credit card for the amount as indicated above.

> Instructions

- > Reserve your presentation by completing this form and submitting it by **Friday, August 10, 2018.**
- > You will receive a letter confirming receipt of your application and details concerning your presentation.
- > You will be sent proofs of signage, ads, and various graphics promoting your presentation.

> 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



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Patient Advocacy Pavilion Sponsorship Application and Contract

Patient Advocacy Pavilion 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 Conference Materials

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

Advocacy Pavilion Sponsorship Levels

- \$5,000 – Topaz
- \$10,000 – Emerald
- \$25,000 – Ruby

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: _____

(electronic signature optional) _____

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

** An additional fee will be applied for credit card charges of \$50,000 or more.*

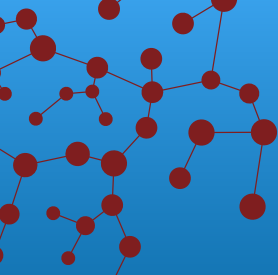
> Instructions

- > Apply for sponsorship by completing this form and submitting it by **Friday, August 10, 2018.**
- > 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 acknowledging 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



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Advertising and Door Drop Insertion Order

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 _____
(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) _____

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)

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: _____
(electronic signature optional) _____

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



> Insertion order due
Friday, August 10, 2018

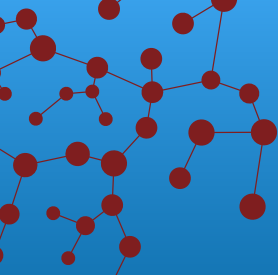
> Artwork due
Friday, August 17, 2018

> Door drop materials due
Friday, August 17, 2018

> 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

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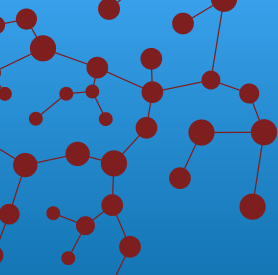
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Dates to Remember

Friday, May 18, 2018	Deadline to receive early-bird \$500 discount.	
Friday, August 10, 2018	Deadline to submit exhibit application. Deadline to submit insertion order for ad in <i>NCCN Exhibition Guide</i> .	
Friday, August 17, 2018	Booth numbers assigned and floor plan available. Show services kit available.	
Friday, August 17, 2018	Deadline for submission of Exhibitor Registration Forms.	
Thursday, August 30, 2018	Deadline for reserving rooms in the NCCN room block at the New York Marriott Marquis.	
Friday, August 31, 2018	Notify Jennifer Tredwell at exhibits@nccn.org of intent to conduct a booth drawing or other booth activity.	
Friday, September 21, 2018	12:30 – 4:00 PM	Exhibit Set-up
	4:30 – 6:00 PM	Exhibit and Refreshments
Saturday, September 22, 2018	7:00 AM – 4:00 PM	Exhibit
	4:00 – 5:00 PM	Exhibit Dismantle

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



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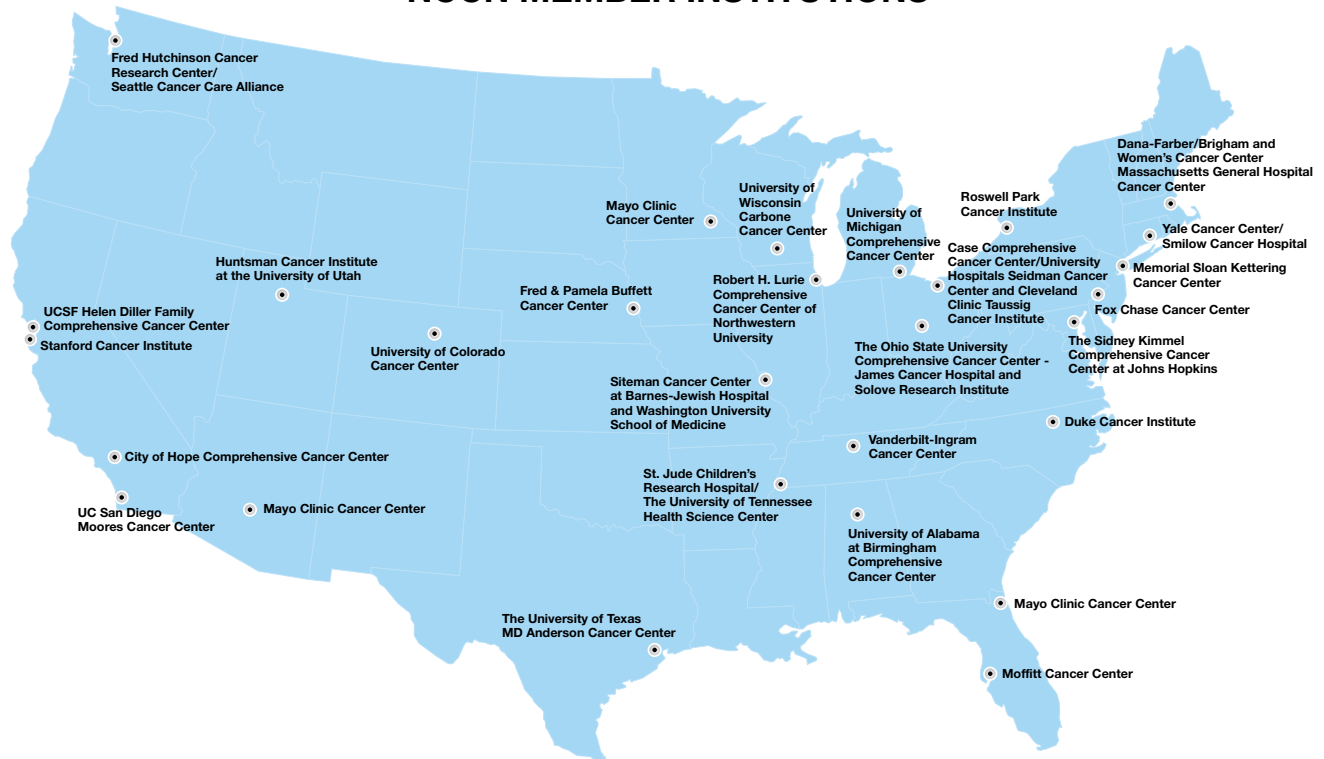
Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA
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