



National Comprehensive
Cancer Network®

NCCN 2020 Virtual Congress: Hematologic Malignancies™

October 8 – 10, 2020

2020 Sponsor and Exhibitor Prospectus

[NCCN.org/hem](https://www.nccn.org/hem)

**NCCN 2020 Virtual Nursing Forum:
Advancing Oncology Nursing in Hematologic Malignancies™**
Thursday, October 8, 2020

NCCN 2020 Virtual Congress: Hematologic Malignancies™
Friday, October 9 – Saturday, October 10, 2020

New Virtual Sponsoring and Exhibiting Opportunities are now available at the NCCN 2020 Virtual Congress: Hematologic Malignancies™ and the pre-congress program, the NCCN Virtual Nursing Forum: Advancing Oncology Nursing in Hematologic Malignancies™. Join NCCN and demonstrate your leadership in cancer.

For more information, e-mail exhibits@nccn.org.



> Virtual Exhibit Space

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

> Deadline

to reserve your exhibit space is
Friday, September 11, 2020.

> Exhibit Fee

\$9,500 per exhibit
Exhibits are live from
October 2020 to August 2021.

Visit [NCCN.org/hem](https://www.nccn.org/hem) for more information.



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Congress Overview

Intended Audience

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

Overview

World-renowned experts in the management of Hematologic Malignancies present the latest treatment advances, updates to the standard of care as recommended in the NCCN Guidelines®, and unique and challenging patient cases.

Co-chaired by Ranjana H. Advani, MD, *Stanford Cancer Institute*, and Andrew D. Zelenetz, MD, PhD, *Memorial Sloan Kettering Cancer Center*, this virtual program features presentations and interactive discussions highlighting the treatment options and supportive care for a variety of hematological malignancies.

Location

This Congress is entirely virtual. Registration is free for all attendees, sponsors, and exhibitors. Registration for access to all programs will be available via [NCCN.org/hem](https://www.nccn.org/hem).

Agenda* All times are listed as Eastern Daylight Time (UTC/GMT -4)

NCCN Virtual Nursing Forum: Advancing Oncology Nursing in Hematologic Malignancies™ Thursday, October 8, 2020

- 10:30 - 11:30 AM** Coffee and Live Virtual Exhibition Hall
- 11:30 AM – 1:15 PM Educational Presentations
- 1:15 – 1:45 PM** Break and Live Virtual Exhibition Hall
- 1:45 – 3:30 PM Educational Presentations

NCCN 2020 Virtual Congress: Hematologic Malignancies™ Friday, October 9, 2020

- 10:30 - 11:30 AM** Coffee and Live Virtual Exhibition Hall
- 11:30 AM – 1:20 PM Educational Presentations
- 1:20 – 1:50 PM** Break and Live Virtual Exhibition Hall
- 1:50 – 2:55 PM Educational Presentations
- 2:55 – 3:15 PM** Break and Live Virtual Exhibition Hall
- 3:15 – 4:30 PM Educational Presentations

Saturday, October 10, 2020

- 10:30 - 11:30 AM** Coffee and Live Virtual Exhibition Hall
- 11:30 AM – 1:20 PM Educational Presentations
- 1:20 – 1:50 PM** Break and Live Virtual Exhibition Hall
- 1:50 – 3:30 PM Educational Presentations

*Agenda subject to change.



Co-Chairs

Andrew D. Zelenetz, MD, PhD (pictured left)
Memorial Sloan Kettering Cancer Institute

Ranjana H. Advani, MD (pictured right)
Stanford Cancer Institute



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Virtual Exhibit Format:

NCCN will be implementing a new digital platform that provides exhibitors with the opportunity to customize their virtual exhibit and interact with attendees.

Virtual Exhibits Fields Include:

- Company logo, description, and staff profiles
- Links to product landing pages and video
- Uploaded handouts and materials for download
- A searchable keyword index

Attendee Interaction:

- Virtual private meeting accessibility and link for face-to-face conversations with attendees
- Online lead retrieval functionality
- An appointment system allows attendees to pre-book one-on-one meetings

Technical Help:

NCCN staff will provide support, offer online tutorials, and walk exhibitors through the “virtual booth set-up” process ensuring a successful and stress-free experience.

Reporting Functions:

Attendees can opt-in to share their contact information. Exhibitors can then download metrics on attendees and have information on who visited their exhibit, how long they were in the exhibit, and if they requested more information.

Discount Advertising Rates for NCCN Exhibition Guide

All virtual exhibitors receive discounted rates to advertise in the NCCN Exhibition Guide.

Virtual Exhibit Timeframe:

Virtual exhibits will be active before, during, and after the Congress.

Pre-Congress Exhibit Dates:

October 1 – 7, 2020

Attendees can preview virtual exhibits prior to the programs starting on October 8, 2020.

Live Congress Exhibit Dates:

Thursday, October 8, 2020:

10:30 – 11:30 AM

1:15 – 1:45 PM

Friday, October 9, 2020:

10:30 – 11:30 AM

1:20 – 1:50 PM

2:55 – 3:15 PM

Saturday, October 10, 2020:

10:30 – 11:30 AM

1:20 – 1:50 PM

Instructions will be provided on staffing exhibits during live sessions.

Archived Timeframe:

Oct. 11, 2020 – Aug. 31, 2021

Online learning will continue and attendees will still have opportunities to visit virtual exhibits.

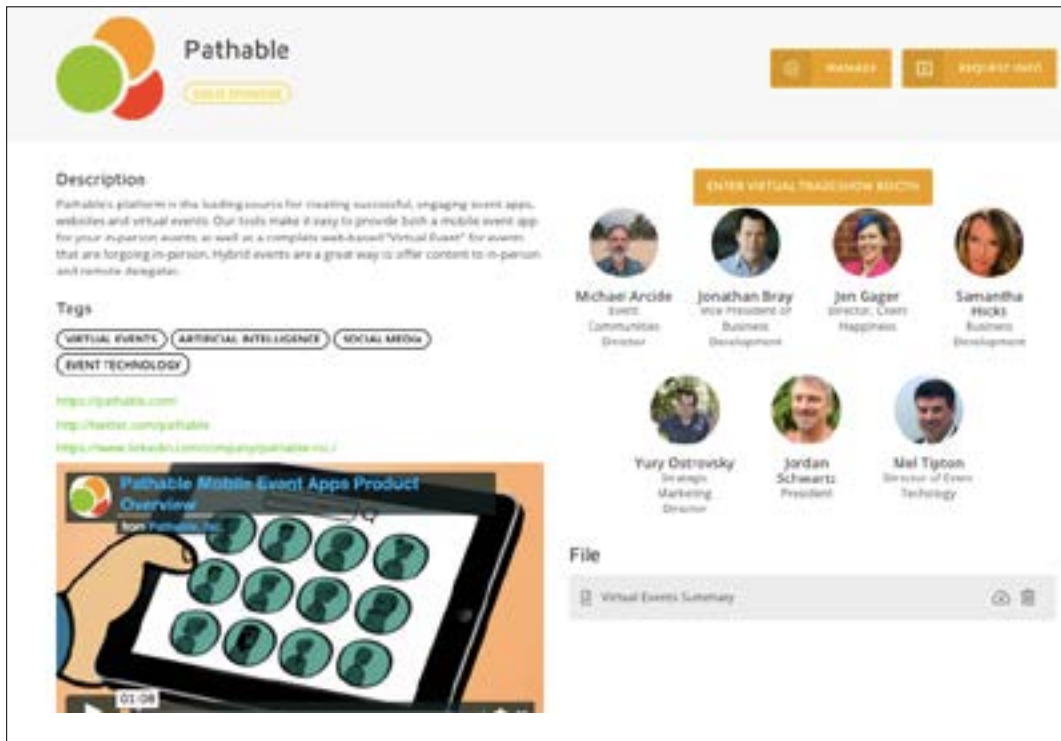
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Sample Virtual Booth



Past NCCN Congress Exhibitors

- AbbVie
- Adaptive Biotechnologies
- Agios Pharmaceuticals
- Amgen
- Astellas
- AstraZeneca
- Bayer Healthcare Pharmaceuticals, Inc.
- BMT InfoNet
- Bristol-Myers Squibb
- Cancer Hope Network
- Celgene Corporation
- CLL Society
- Daiichi Sankyo, Inc.
- 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
- Janssen Oncology
- Jazz Pharmaceuticals, Inc.
- Karyopharm Therapeutics
- Kite Pharma, Inc.
- Lazarex Cancer Foundation IMPACT
- Lymphoma Research Foundation
- Merck & Co.
- Myeloma Crowd
- Novartis
- Pfizer Oncology
- Pharmacyclics LLC, an AbbVie Company
- Sandoz Biopharmaceuticals - A Novartis Division
- Seattle Genetics
- Servier
- Spectrum Pharmaceuticals, Inc.
- Stanford Cancer Institute*
- Takeda Oncology
- Teva Oncology
- The Leukemia & Lymphoma Society
- Verastem Oncology

* NCCN Member Institution



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Sponsor Levels

NCCN is pleased to invite organizations to be sponsors of the NCCN 2020 Virtual 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 and supporting NCCN through these opportunities.

Sponsor Tier Structure	Bronze \$25,000	Silver \$40,000	Gold \$50,000	Platinum \$75,000
<ul style="list-style-type: none"> • Recognition listing on NCCN.org/hem home page with link to sponsor-provided website. • Recognition listing on page 2 of the NCCN Exhibition Guide • Complimentary Custom Ad in NCCN Exhibition Guide: <ul style="list-style-type: none"> - Bronze: 1 page - Silver: 2 pages - Gold: 3 pages - Platinum: 4 pages • Recognition listings included on NCCN eBulletin ads to run throughout the year. 				

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 Cancellation

Notification of exhibit space cancellation must be received in writing on or before Friday, October 2, 2020 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after Friday, October 2, 2020.

Cancellation Penalties

- Through Friday, October 2: Exhibit fee less \$100
- After Friday, October 2: No refund



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Virtual Exhibit Space Application and Contract

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 2020 Annual Congress Exhibition Guide. _____

Payment Information

NCCN 2020 Virtual Congress: Hematologic Malignancies™

\$9,500

Total: _____

Please send an invoice

Check enclosed (Please make checks payable to: National Comprehensive Cancer Network and mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Department)

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

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.

> Instructions:

- > Apply for exhibit space by completing this form and indicating your method of payment by **Friday, September 11, 2020.**
- > You will receive a confirmation letter and a registration packet.

> Send completed application to:

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
NCCN
3025 Chemical Road, Suite 100,
Plymouth Meeting, PA 19462
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 **Friday, October 2, 2020** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Friday, October 2, 2020.**

> Cancellation Penalties:

Through **Friday, October 2, 2020:**
Exhibit fee less \$100

After **Friday, October 2, 2020:**
No refund

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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 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, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462, Attn: Accounting Department)
- 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.

> Instructions

- > Reserve your sponsorship by completing this form and submitting it by **Friday, September 11, 2020.**
- > You will receive a letter confirming receipt of your application and details concerning your sponsorship.

> Send completed application to:

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
 NCCN
 3025 Chemical Road, Suite 100,
 Plymouth Meeting, PA 19462
 Phone: 215.690.0274
 Fax: 215.690.0280
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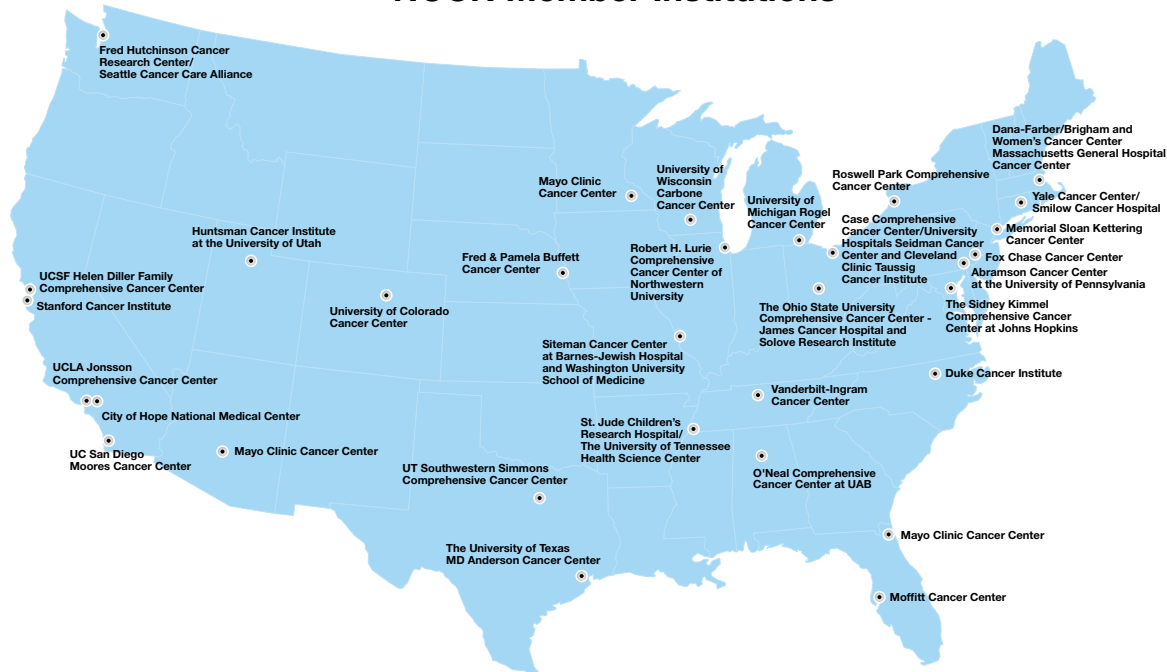
Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA
Vice President, Marketing and Communications
215.690.0274
tredwell@nccn.org

Support Opportunities

Elyse Desjardins, MBA
Senior Manager, Business Development
267.628.3351
desjardins@nccn.org

NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of 30 leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so 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. By defining and advancing 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 around the world.

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 globally.

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

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