

EXHIBITOR

PROSPECTUS

Limited Number of Tabletops Only

NCCN 4th Annual Congress:
**Hematologic
Malignancies™**

September 11 – 12, 2009

New York Marriott Marquis
1535 Broadway
New York, New York

The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 550 attendees from across the United States.

Since many aspects of these diseases are changing, this Congress reviews multiple myeloma, chronic myelogenous leukemia, chronic lymphocytic leukemia, myelodysplasia and acute myeloid leukemia with respect to treatment at initial presentation, relapse, and when bone marrow transplantation should be considered.



National
Comprehensive
Cancer
Network®

Visit **NCCN.org** to view more information.

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Hematologic Malignancies™



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Program Features

Join the National Comprehensive Cancer Network at the NCCN 4th Annual Congress: Hematologic Malignancies™, where we bring oncology professionals new and updated treatment guidelines, as well as news about cancer therapies, quality initiatives in cancer care, and emerging issues in oncology business management. Demonstrate your leadership in cancer care with NCCN through select exhibit hall space.

Program 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 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. The agenda will address acute myeloid leukemia, chronic myeloid leukemia, chronic lymphocytic leukemia, multiple myeloma, non-Hodgkin's lymphomas, and supportive care issues in hematologic malignancies.



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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 United States and the globe
- Increase visibility
- Market new programs, products, or services

Attendees:

The NCCN 3rd Annual Congress: Hematologic Malignancies™ attracted 500 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	232
Nurses	111
Industry	88
Speakers, Press, and others	25
Total	500

Past Exhibitors

- Abraxis Oncology**
- Alexion Pharmaceuticals, Inc.**
- Amgen**
- Bayer Healthcare Pharmaceuticals**
- The Binding Site Inc.**
- Bristol-Myers Squibb**
- Celgene Corporation**
- Cell Therapeutics, Inc. (CTI)**
- Cephalon Oncology**
- Eisai Inc.**
- Enzon Pharmaceuticals**
- GE Healthcare**
- Geisinger Health System**
- Genomic Health, Inc.**
- Genpath BioReference**
- GlaxoSmithKline**
- ImClone Systems**
- Merck Oncology**
- Millennium: The Takeda Oncology Company**
- MolecularMD**
- Otsuka America Pharmaceutical, Inc.**
- RedPath Integrated Pathology, Inc.**
- sanofi-aventis**
- Schering-Plough Corporation**
- Veridex, LLC**
- Vion Pharmaceuticals**
- Wyeth Pharmaceuticals**

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A Wealth of Opportunities to Fit Your Strategic Marketing Needs

As part of the exhibit fee, each Exhibitor receives:

- Carpeted exhibit area space
- One (1) 8-foot draped table
- One (1) one-line identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary registrations

Standard Booth Space:

Only tabletop exhibits are permitted.

Exhibit Dates:

Friday, September 11, 2009

Saturday, September 12, 2009

Reception:

All attendees are invited to attend a reception in the exhibit area on Friday, September 11, 2009 from 5:10 PM – 6:30 PM.

NCCN Exhibit Guide:

All exhibitors will be individually listed in the NCCN Exhibit Guide with a brief company description.

Discount Advertising and Insert Rates in NCCN Exhibit Guide:

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



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Exhibitor Offerings

All supporters of the exhibitor offerings will be recognized in:

- The NCCN Exhibit Guide with a highlighted notation of support next to your company's description
- A full page advertisement in the NCCN Exhibit Guide to promote sponsorship of the offering
- Supporter Signage



Wireless Zone Sponsorship

\$50,000

The exhibit hall will be a wireless zone where attendees are afforded free internet access via their laptops. Your company's logo will be featured on promotional banner signs throughout the space.

Attendee Bag Sponsorship

\$25,000

Your company name will appear on the front of the attendee bag as a sponsor. This is a co-sponsorship opportunity. Upon registration, each congress attendee receives this bag with the congress binders and materials inside.

New York City Visitor Map Sponsorship

\$20,000

Your company logo will appear on a map of New York City designed to welcome tourists and visitors to the area. This map will be included in each attendee bag.

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.

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Location

New York Marriott Marquis
1535 Broadway
New York, New York

NCCN has reserved a block of rooms for the evenings of 9/10 and 9/11 at the rate of \$259 plus taxes per night for this Congress at the New York Marriott Marquis. Please call 800.266.9432 to make your reservation by Thursday, August 20, 2009 indicating that you are with the NCCN 4th Annual Congress. Rooms are only available for registered attendees. Please register for this meeting with NCCN prior to reserving a room in our block. Rooms reserved by those people not registered as Congress attendees will be immediately released by NCCN Conferences and Meetings staff.



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Exhibit Dates and Hours*

Thursday, September 10, 2009

8:30 – 10:00 PM Exhibit Set-Up and Registration

Majestic Complex and the Shubert Complex • 6th floor

Friday, September 11, 2009

7:00 – 7:30 AM Exhibit Set-Up

7:30 AM – 3:30 PM Exhibit

5:10 – 6:30 PM Exhibit and Program Reception

Saturday, September 12, 2009

7:30 – 11:00 AM Exhibit

11:00 AM – 3:00 PM Exhibit Dismantle

To help increase booth traffic, breakfasts, lunches, breaks, and reception will be held in the exhibit area.

*Times subject to change.



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Payment Schedule

Full payment must accompany the Exhibit Space Application & Contract at the end of this packet. Payment may be made by check or money order, (made payable to National Comprehensive Cancer Network) or by credit card (MasterCard, Visa, or American Express).

Booth Assignment

Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until Friday, July 31, 2009 or until all booth spaces are filled. Upon assignment, you will receive a confirmation letter informing you of your assigned booth number.

Booth Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, July 31, 2009 to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after Friday, July 31, 2009.

Booth Cancellation Penalties

- Through June 30, 2009: Exhibit fee less \$100
- July 1, 2009 – July 31, 2009: 50% refund
- After July 31, 2009: no refund



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EXHIBIT SPACE APPLICATION AND CONTRACT

INSTRUCTIONS

1. Apply for exhibit space by completing this form and submitting it with payment by **Friday, July 31, 2009**.
2. You will receive a confirmation letter and a registration packet including attendee registration forms.
3. You will receive a Service Kit with exhibit details four to six weeks before the event.

SEND COMPLETED APPLICATION TO:

Jennifer Tredwell

Senior Advertising Manager
NCCN
275 Commerce Dr., Suite 300
Ft. Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

FOR SUPPORT OPPORTUNITIES:

Lyn Fitzgerald

Director, Pharma/Biotech
NCCN
275 Commerce Dr., Suite 300
Ft. Washington, PA 19034
Phone – 215.690.0226
Fax – 215.690.0280
fitzgerald@nccn.org

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 _____

Mailing Address _____

City _____ State/Province _____ Zip Code/Postal Code _____

Phone _____

E-mail (required for registration) _____

1st Complimentary Registrant Name: _____

E-mail _____

2nd Complimentary Registrant Name: _____

E-mail _____

PROMOTIONAL INFORMATION

Organization 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)

PAYMENT INFORMATION

NCCN 4th Annual Congress: Hematologic Malignancies™

- o \$10,000 (if reserved before July 31, 2009) - Tabletop only
- o \$1,500 Run-of-book, 4-color, full page Ad in the NCCN Exhibit Guide
- o Check enclosed
(Please make checks payable to: National Comprehensive Cancer Network and mail to:
NCCN, 275 Commerce Drive, Suite 300, Ft. Washington, PA 19034, Attn: Janice Tucker)
- o Credit Card: Visa/MasterCard/American Express

Cardholder's Name _____

Billing Address _____

City _____

State/Province _____ Zip/Postal Code _____

Card Number _____

Card Verification # _____ Exp. Date _____

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

Signature _____

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Dates To Remember

Friday, July 31, 2009

Deadline to submit exhibit application

Friday, July 31, 2009

Cancellation clause takes effect

Friday, July 31, 2009

Deadline to submit insertion order for ad in NCCN Exhibit Guide

Friday, August 7, 2009

Booth numbers assigned and floor plan available

Friday, August 7, 2009

Deadline for submission of Exhibitor Registration Forms

Thursday, August 20, 2009

Deadline for reserving rooms within the NCCN room block at the New York Marriott Marquis

Friday, August 21, 2008

Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing

Monday, August 10, 2009 –

Thursday, September 3, 2009

Advanced warehouse shipping

Thursday, September 10, 2009

8:30 – 10:00 PM

Exhibit Set-Up and Registration

Friday, September 11, 2009

7:00 – 7:30 AM

Exhibit Set-Up

7:30 AM – 3:30 PM

Exhibit

5:10 – 6:30 PM

Exhibit and Program Reception

Saturday, September 12, 2009

7:30 – 11:00 AM

Exhibit

11:00 AM– 3:00 PM

Exhibit Dismantle

Please direct any questions to Jennifer Tredwell at 215.690.0274 or tredwell@nccn.org.

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275 Commerce Drive • Suite 300 • Fort Washington, PA 19034 | 215.690.0300 | Fax: 215.690.0280

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