

# EXHIBITOR

## PROSPECTUS

Limited Number of Tabletops Only

NCCN 4<sup>th</sup> 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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## **Hematologic Malignancies™**

### Program Features

Join the National Comprehensive Cancer Network at the NCCN 4<sup>th</sup> 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 3<sup>rd</sup> 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
<b>Total</b>	<b>500</b>

### 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 4<sup>th</sup> 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](mailto: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](mailto: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 4<sup>th</sup> 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](mailto: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](mailto:tredwell@nccn.org).

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Your Best Resource in the Fight Against Cancer®

**NCCN.org**