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.

Visit NCCN.org to view more information.
NCCN 4th Annual Congress: Hematologic Malignancies™

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.
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.

<table>
<thead>
<tr>
<th>Attendee</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians and Health Care Professionals</td>
<td>232</td>
</tr>
<tr>
<td>Nurses</td>
<td>111</td>
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<tr>
<td>Industry</td>
<td>88</td>
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<tr>
<td>Speakers, Press, and others</td>
<td>25</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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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
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.
Exhibitor ProsPEctus

NCCN 4th Annual Congress:
Hematologic Malignancies™

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.

Register at NCCN.org | 5
EXHIBITOR PROSPECTUS

NCCN 4th Annual Congress: Hematologic Malignancies™

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.
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.
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
EXHIBITOR PROSPECTUS
NCCN 4th Annual Congress: Hematologic Malignancies™

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 _______________________________________________________________
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 ________________________________________________________________

Register at NCCN.org | 9
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.
Exhibitor Prospectus
NCCN 4th Annual Congress: Hematologic Malignancies™

Register at NCCN.org

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

Your Best Resource in the Fight Against Cancer®
NCCN.org