



National
Comprehensive
Cancer
Network®

**Deadline
to reserve your
exhibit space is
Monday,
August 30, 2010**



Standard Booth Space

Limited amount of
tabletop exhibits
are offered for this
event. Gain direct
access to attendees.

2010 Exhibitor Prospectus

NCCN 5th Annual Congress:

Hematologic Malignancies™

October 8 – 9, 2010

New York Marriott® Marquis
1535 Broadway • New York, New York

Visit NCCN.org to view more information.

NCCN 5th Annual Congress: Hematologic Malignancies™ 2010 Exhibitor Prospectus

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PROGRAM FEATURES

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 5th 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 space. The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 600 attendees from across the U.S.

PROGRAM OVERVIEW

Treatment of hematological malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of breakthrough advances. In addition, targeted therapies and oral treatments bring the latest 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 Chronic Myelogenous Leukemia (CML), Lymphomas, Plasma Cell Neoplasms, and supportive care and practice issues in hematologic malignancies.

AGENDA

Highlights include*

Plasma Cell Neoplasms

- Evolving Strategies for Treating Myeloma
- Diagnosis and Management of Waldenström's Macroglobulinemia
- Optimizing Bone Health in Patients with Myeloma

Chronic Myelogenous Leukemia (CML)

- Evolving Treatment Strategies in CML

Lymphomas

- Hodgkin's Lymphoma
- Adult T-Cell Leukemia and Lymphoma (ATLL)
- Emerging Treatments for T-Cell Lymphoma
- Hepatitis B Viral Reactivation in Patients with Hematologic Malignancies

Practice Issues in Hematologic Oncology

- Using Informatics Tools to Guide Therapy in Hematologic Malignancies

Supportive Care

- New Directions in the Prevention and Management of Venous Thromboembolic Disease (VTE)
- Prevention of Infections in Patients with Hematologic Malignancies
- Myeloid Growth Factors for the Management of Febrile Neutropenia
- Management of Disease-Specific Complications in Chronic Lymphocytic Leukemia (CLL)



*Subject to change as the agenda is finalized.

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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 4th Annual Congress: Hematologic Malignancies™ attracted more than 600 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	289
Nurses	188
Pharmacists	76
Industry	65
Exhibitors, Press and others	49
	667

PAST EXHIBITORS

- Allos Therapeutics, Inc
- The Binding Site Inc.
- Bristol-Myers Squibb
- Celgene Corporation
- Cephalon Oncology
- Eisai Inc.
- Enzon Pharmaceuticals, Inc.
- Genentech BioOncology
- Genzyme
- GlaxoSmithKline
- Managing Myeloma
- Merck & Co., Inc.
- Millennium: The Takeda Oncology Company
- Novartis Oncology
- Schering-Plough Corporation
- sanofi-aventis U.S.
- Spectrum 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 Congress registrations

STANDARD BOOTH SPACE:

Only tabletop exhibits are permitted.

EXHIBIT DATES:

Friday, October 8, 2010

Saturday, October 9, 2010

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.



NCCN 5th Annual Congress: Hematologic Malignancies™ 2010 Exhibitor Prospectus

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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
- Sponsor 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. The wireless IP address will be supporter branded.

CYBER CAFÉ - \$50,000

Multiple computers will be available for use in Cyber Café. Provide your company's artwork and it will be reproduced on a customized computer station. Your company's logo will be featured on promotional signs, as a screen saver on the Cyber Café computers.

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 disposal water bottles. These bottles will be on display and available throughout the exhibit area in the food and beverage areas.

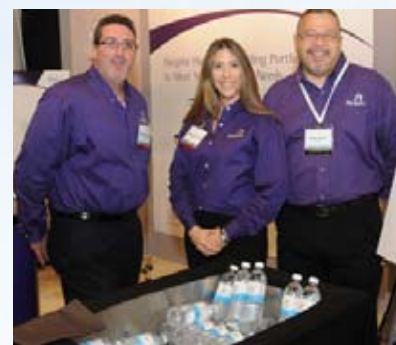
NCCN FLASH UPDATES™ OFFER CODES:

Distribute offer codes for 3-month subscriptions to NCCN Flash Updates™. NCCN Flash Updates™ is an e-mail subscription service from NCCN that provides timely access to updated and new information appearing in the published NCCN Guidelines™, the NCCN Compendium™, and other NCCN Content.

1-50: \$25/user

51-250: \$22/user

>250 users: \$20/user



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LOCATION

New York Marriott® Marquis
Majestic Complex and Shubert Complex – 6th Floor
1535 Broadway • New York, New York

NCCN has reserved a block of rooms for the evenings of 10/7 and 10/8 at the rate of \$294, plus taxes per night for this Congress at the New York Marriott Marquis. Please call 800.266.9432 to make your reservation by Thursday, September 16, 2010 indicating that you are with the NCCN 5th 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, October 7, 2010

8:30 – 10:00 PM	Exhibit Set-up and Registration Majestic Complex and the Shubert Complex • 6 th floor
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Friday, October 8, 2010

6:15 – 7:00 AM	Exhibit Set-up
7:15 AM – 3:10 PM	Exhibit

Saturday, October 9, 2010

7:15 – 11:00 AM	Exhibit
11:00 AM – 3:00 PM	Exhibit Dismantle



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

*Times subject to change.

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PAYMENT SCHEDULE

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 **Monday, August 30, 2010** 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 **Monday, August 30, 2010** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Monday, August 30, 2010**.

BOOTH CANCELLATION PENALTIES

- Through July 30, 2010: Exhibit fee less \$100
- July 30, 2010 – August 30, 2010: 50% refund
- After August 30, 2010: no refund



Exhibit Space Application and Contract

NCCN 5th Annual Congress: **Hematologic Malignancies™** October 8 – 9, 2010

New York Marriott® Marquis • 1535 Broadway • New York, New York

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: _____ Zip Code: _____

Phone _____

E-mail (required for registration) _____

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 5th Annual Congress Exhibit Guide, which will be distributed to all Congress attendees.

Payment Information

NCCN 5th Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by April 30, 2010) – Tabletop only
- \$5,000 Inside front cover, 4-color, full page Ad in the NCCN 5th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- \$5,000 Inside back cover, 4-color, full page Ad in the NCCN 5th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- \$5,000 Center Spread, 2 full page, 4-color Ads in the NCCN 5th Annual Congress: Hematologic Malignancies™ Exhibit Guide
- \$1,500 Run-of-book, full page, 4-color Ad in the NCCN 5th Annual Congress: Hematologic Malignancies™ Exhibit Guide

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: Janice Tucker)
- Credit Card (Visa/MasterCard/American Express)

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: _____

Instructions

1. Apply for exhibit space by completing this form and submitting it by **Monday, August 30, 2010.**
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 Manager Marketing & Communications
NCCN
275 Commerce Dr.
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

For Support Opportunities:

C. Lyn Fitzgerald
Vice President, U.S. & Global Development
NCCN
275 Commerce Dr.
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0226
Fax – 215.690.0280
fitzgerald@nccn.org

For Patients: NCCN.com
For Clinicians: NCCN.org

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NCCN.org



DATES TO REMEMBER

Monday, August 30, 2010	Deadline to submit exhibit application
Monday, August 30, 2010	Cancellation clause takes effect
Monday, August 30, 2010	Deadline to submit insertion order for ad in NCCN Exhibit Guide
Monday, September 13, 2010	Booth numbers assigned and floor plan available
Monday, September 13, 2010	Deadline for submission of Exhibitor Registration Forms
Thursday, September 16, 2010	Deadline for reserving rooms within the NCCN room block at the New York Marriott Marquis
Friday, September 17, 2010	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing
Monday, September 13, 2010 – Thursday, September 30, 2010	Advanced warehouse shipping
Thursday, October 7, 2010	8:30 – 10:00 PM Exhibit Set-up and Registration
Friday, October 8, 2010	6:15 – 7:00 AM Exhibit Set-up
	7:15 AM – 3:10 PM Exhibit
Saturday, October 9, 2010	7:15 – 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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The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 21 of the world's leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. 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. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.

275 Commerce Drive • Suite 300
Fort Washington, PA 19034
215.690.0300
Fax: 215.690.0280
NCCN.org



Your Best Resource in the Fight Against Cancer®

NCCN.org: For Clinicians • NCCN.com: For Patients

HEM-NYC-0189-1010