

2012 Sponsor & Exhibitor Prospectus

NCCN 7th Annual Congress: **Hematologic Malignancies™**

September 14 – 15, 2012

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

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 7th Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN through select exhibit hall space. The NCCN Annual Congress: Hematologic Malignancies™ will attract nearly 700 attendees.

Visit NCCN.org/hem to view more information.

- **STANDARD EXHIBIT SPACE**
a limited amount of tabletop exhibits are offered at this event for direct access to attendees

- **EARLY BIRD DISCOUNT SAVE \$500**
reserve exhibit space by Friday, May 4, 2012

- **DEADLINE**
reserve exhibit space by Monday, July 30, 2012



For more information,
contact Jennifer Tredwell
at tredwell@nccn.org.

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 the latest benefits to patients.

This 2-day congress will focus on the most up-to-date treatment recommendations, important issues, controversies, recent scientific findings, and future directions for hematologic malignancies. The agenda includes presentations on myelodysplastic syndromes, multiple myeloma, chronic myelogenous leukemia, acute lymphoblastic leukemia, lymphomas, transplantation, and supportive care topics including management of anemia, treatment of venous thromboembolic disease, and management of idiopathic thrombocytopenic purpura.

Moderator

Andrew D. Zelenetz, MD, PhD
Memorial Sloan-Kettering Cancer Center

AGENDA TOPICS*

Leukemias

- How to Respond to a Suboptimal Response in CML (and by the Way, What is a Suboptimal Response?)
- Overcoming Resistance to TKI in Ph+ Leukemias
- New Approaches to the Management of Relapsed/Refractory Acute Lymphoblastic Leukemia
- Special Considerations of Management of ALL in the Adolescent and Young Adult

Myelodysplastic Syndrome (MDS)

- Personalization of Therapy for MDS: The Role of Biology, Risk Stratification, and Evolving Therapies

Lymphomas

- Chronic Lymphocytic Leukemia in the Real World: Challenges of Managing the Older Patient
- Controversies in Upfront Consolidations with High Dose Therapy and Stem Cell Transplant: Poor Risk DLBCL and MCL

- Functional Imaging: A Tale of Two Diseases
- New Treatment Options in the Management of Relapsed/Refractory Hodgkin Lymphoma

Multiple Myeloma

- Evidence-Based Treatment of Newly-Diagnosed Multiple Myeloma: Does One Treatment Fit All?
- Emerging Data Regarding Maintenance Therapy in Multiple Myeloma

Transplantation

- Strategies for Stem Cell Mobilization

Supportive Care

- Management of Anemia: ESAs Reconsidered
- New and Emerging Agents in the Prevention and Treatment of Venous Thromboembolic Disease
- Managing Idiopathic Thrombocytopenic Purpura

** Topics subject to change as agenda is finalized.*



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 U.S.
- Increase brand visibility
- Market new programs, products, or services

Attendees:

The NCCN 6th Annual Congress: Hematologic Malignancies™ attracted nearly 800 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	366
Nurses	166
Pharmacists	134
Exhibitors, Press, and others	75
Industry	57
TOTAL	798



PAST EXHIBITORS

- Alexion Pharmaceuticals
- Allos Therapeutics, Inc.
- ARIAD Pharmaceuticals, Inc.
- The Binding Site Inc.
- Caris Life Sciences
- Celgene Corporation
- Cephalon Oncology
- Eisai Inc.
- Genentech BioOncology
- Genzyme
- GlaxoSmithKline
- Memorial Sloan-Kettering Cancer Center
- Merck
- Millennium: The Takeda Oncology Company
- MolecularMD
- Novartis Oncology
- Novartis Oncology (New Products)
- The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute
- Onyx Pharmaceuticals, Inc.
- Otsuka America Pharmaceutical, Inc.
- Pfizer Inc.
- Proventys
- Seattle Genetics
- Sigma-Tau Pharmaceuticals, Inc.
- Stanford Cancer Institute
- Talon Therapeutics, Inc.

Sponsor Levels

NCCN.org/hem

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SPONSOR LEVELS

NCCN is pleased to invite organizations to be sponsors of the NCCN 7th Annual 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, building relationships, and supporting NCCN through these opportunities.

NCCN 7th Annual Congress: Hematologic Malignancies™ Sponsor Tier

	BRONZE \$25,000	SILVER \$40,000	GOLD \$50,000	PLATINUM \$75,000
Support Level Recognition Sign at Exhibit				•
Breakfast Sponsor			•	•
Boxed Lunch Sponsor			•	•
Refreshment Break Sponsor		•	•	•
Complimentary Annual Congress Registrations	2	4	6	8
Printing Station Sponsor (company name on display)	•	•	•	•
Recognition Ad in <i>NCCN Exhibit Guide</i>	1/2 Page	1/2 Page	Full Page	Full Page
Recognition Signage in Exhibit Hall	•	•	•	•
Support Level Recognition Ribbon on Sponsor Attendee Badges	•	•	•	•
Supporter Recognition on NCCN.org Annual Congress Website	•	•	•	•

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) identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary full congress registrations
- Four (4) exhibit hall only badges

STANDARD BOOTH SPACE:

Only tabletop exhibits are permitted.

EXHIBIT DATES:

Friday, September 14, 2012

Saturday, September 15, 2012

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 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

CYBER CAFÉ NORTH - \$35,000 **SOLD** CYBER CAFÉ SOUTH - \$35,000

Two cyber cafés will be available for sponsorship. Offering complimentary internet access to NCCN attendees, these cafés will be positioned in the two exhibit areas on either side of the Broadway Ballroom. Provide your company's artwork and it will be reproduced on a customized computer station with three computer screens. Your company's logo will be featured on promotional signs and as a screen saver on the three Cyber Café computers.

COFFEE STATION SPONSORSHIP - \$10,000

Sponsor a coffee station in exhibit areas. Provide complimentary beverage service to NCCN attendees. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of beverage service.

ICE CREAM BREAK SPONSORSHIP - \$10,000

Sponsor an afternoon break in exhibit areas. Provide complimentary food and beverage service to NCCN attendees. Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of food or beverage service.

ATTENDEE RECEPTION SPONSORSHIP - \$25,000

Sponsor a reception for all NCCN attendees on the evening of Friday, Sept. 14th in the exhibit areas.



Your company's logo will be featured on promotional signs. Sponsorship fee does not include the cost of food and beverage.

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. Sponsorship fee includes the cost of the water bottles.

NCCN FLASH UPDATES™ OFFER CODES:

Distribute offer codes for FREE 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

NCCN CHEMOTHERAPY ORDER TEMPLATES (NCCN TEMPLATES®) OFFER CODES:

Distribute offer codes for FREE 3-month subscriptions to NCCN Chemotherapy Order Templates®. NCCN is developing a library of chemotherapy order



templates to improve the safe use of drugs and biologics in cancer care. The information contained in the NCCN Templates is based on the NCCN Guidelines® and the NCCN Compendium®.

- Cost: \$50/user

LOCATION

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

ACCOMODATIONS

NCCN has reserved a block of rooms for the evenings of 9/13, 9/14, and 9/15 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, August 23, 2012, indicating that you are with the NCCN 7th Annual Congress.

Rooms are only available for registered attendees.

EXHIBIT DATES AND HOURS*

Thursday, September 13, 2012

8:30 – 10:00 PM	Exhibit Set-up Majestic Complex and the Shubert Complex • 6 th floor
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Friday, September 14, 2012

6:15 – 6:45 AM	Exhibit Set-up
7:00 AM – 3:30 PM	Exhibit

Saturday, September 15, 2012

7:00 – 10:15 AM	Exhibit
10:15 AM – 12:30 PM	Exhibit Dismantle

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

*Times subject to change.



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).

BOOTH ASSIGNMENT

Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until **Monday, July 30, 2012** or until all spaces are filled. Upon assignment, you will receive a confirmation letter informing you of your assigned exhibit number.

BOOTH CANCELLATION

Notification of booth space cancellation must be received in writing on or before **Monday, July 30, 2012** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Monday, July 30, 2012**.

BOOTH CANCELLATION PENALTIES

- Through June 30, 2012: Exhibit fee less \$100
- July 1, 2012 – July 30, 2012: 50% refund
- After July 31, 2012: no refund

Early Bird Discount — Save \$500! Reserve exhibit space by Friday, May, 4, 2012



Exhibit Space Application and Contract

NCCN.org/hem

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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): _____

List exhibitors you do not wish to be next to: _____

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 7th Annual Congress Exhibit Guide, which will be distributed to all congress attendees. _____

Payment Information

NCCN 7th Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by May 4, 2012) – Tabletop only
- \$5,000 Inside front cover, 4-color, full page Ad in the *NCCN Exhibit Guide*
- \$5,000 Inside back cover, 4-color, full page Ad in the *NCCN Exhibit Guide*
- \$5,000 Center Spread, 2 full page, 4-color Ads in the *NCCN Exhibit Guide*
- \$1,500 Run-of-book, full page, 4-color Ad in the *NCCN 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 (American Express/Discover/MasterCard/Visa)

Name: _____

Billing Address: _____

City: _____

State/Providence: _____ 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 indicating your method of payment by **Monday, July 30, 2012**.
2. You will receive a confirmation letter and a registration packet including attendee registration forms.
3. You will receive a Show Service Kit with exhibit details and floor plan four to six weeks before the event.

SEND COMPLETED APPLICATION TO:

Jennifer Tredwell
Director, Marketing
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone: 215.690.0274
Fax: 215-690-0280
tredwell@nccn.org

FOR SUPPORT OPPORTUNITIES:

Marisa Getzewich
Manager, Business Development
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone: 215.690.0563
Fax: 215-690-0280
getzewich@nccn.org

For Patients: NCCN.com

For Clinicians: NCCN.org

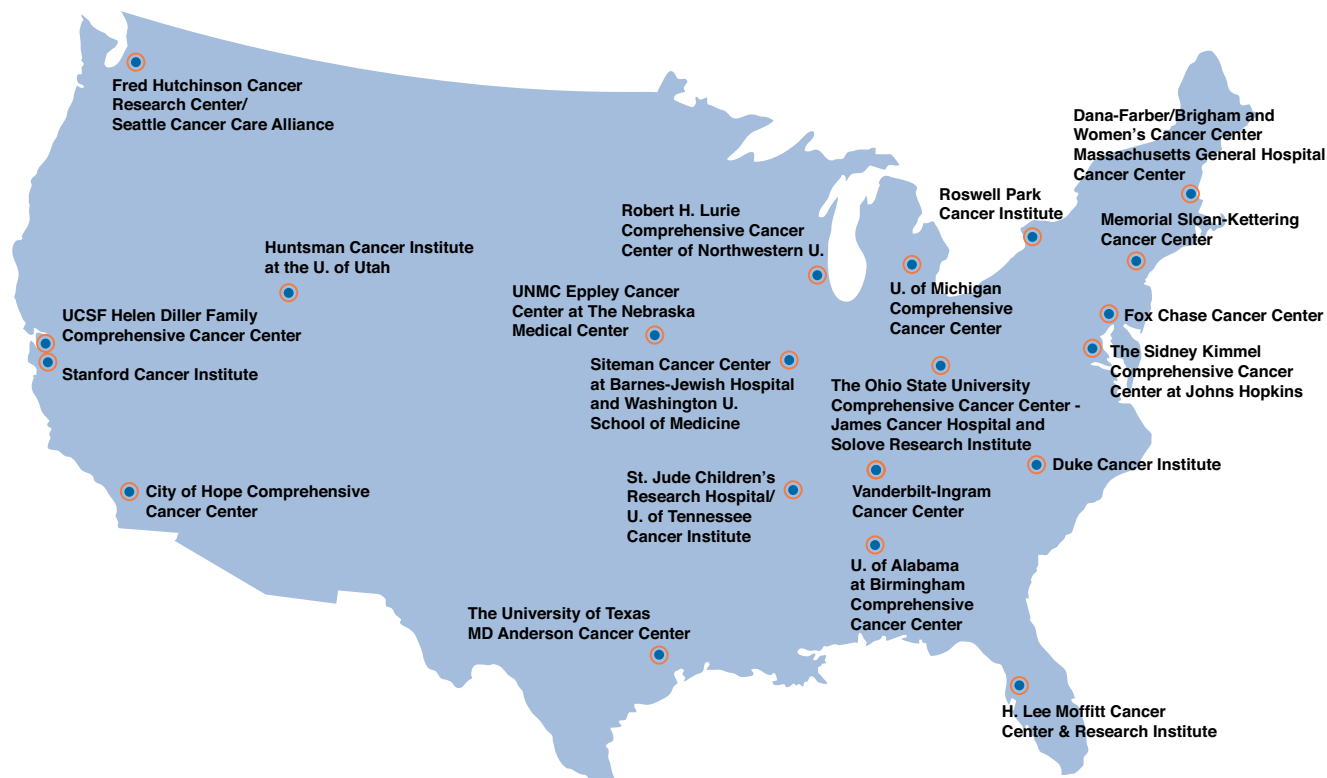
DATES TO REMEMBER

Monday, July 30, 2012	Deadline to submit exhibit application
Monday, July 30, 2012	Cancellation clause takes effect
Monday, July 30, 2012	Deadline to submit insertion order for ad in NCCN Exhibit Guide
Monday, August 6, 2012	Booth numbers assigned and floor plan available
Monday, August 6, 2012	Deadline for submission of Exhibitor Registration Forms
Thursday, August 23, 2012	Deadline for reserving rooms within the NCCN room block at the New York Marriott Marquis
Friday, August 17, 2012	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing
Thursday, August 9, 2012 – Thursday, September 6, 2012	Advanced warehouse shipping timeframe
Thursday, September 13, 2012	8:30 – 10:00 PM Exhibit Set-up
Friday, September 14, 2012	6:15 – 6:45 AM Exhibit Set-up
	7:00 AM – 3:30 PM Exhibit
Saturday, September 15, 2012	7:00 – 10:15 AM Exhibit
	10:15 AM – 12:30 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®

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