

# Advertising Opportunities

## Advertise During the NCCN 8<sup>th</sup> Annual Congress: Hematologic Malignancies™

September 20 – 21, 2013

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

### **DOOR DROPS AND NCCN EXHIBIT GUIDE ADS AVAILABLE!**

NCCN 8<sup>th</sup> Annual Congress: Hematologic Malignancies™ will reach more than 500 cancer care professionals and key opinion leaders in oncology. Advertising in the *NCCN Exhibit Guide* will deliver uncommon exposure to influential oncology health care professionals from across the U.S., including hematologists, physicians, nurses, pharmacists, and managed care companies.

The *NCCN Exhibit Guide* will be inserted into all attendee bags. Additional copies will be available throughout the exhibit and entry areas.

### **NCCN DOOR DROP**

Invite attendees to visit your exhibit, promote a service, or build brand awareness through the use of a door drop. Have your custom printed piece or flyer delivered directly to the rooms of NCCN congress attendees. All NCCN congress attendees staying in the NCCN room block will receive your custom door drop.



**Insertion order due  
by July 29, 2013.**

Visit [NCCN.org/hem](http://NCCN.org/hem) to view more information.



## CONGRESS 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 two 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 molecular monitoring and management options in CML and ALL, management of Hodgkin's Lymphoma, multiple myeloma, APL, and NHL, including marginal zone lymphoma, B-cell malignancies, and Waldenström's Macroglobulinemia; and supportive care topics such as pain, antiemesis, and the transition to palliative care.

### Intended Audience

This congress is designed to meet the educational needs of hematologists, oncologists, nurses, pharmacists, and other health care professionals who manage patients with hematologic malignancies.

### Moderator

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

### TOPICS\*

- Molecular Monitoring in CML and ALL
- TKI Therapy in CML: Practical Considerations
- Management of Philadelphia (Ph)-Positive ALL
- PET-Guided Response Assessment and Risk-Adapted Therapy in Hodgkin's Lymphoma
- Lymphocyte Predominant Hodgkin's Lymphoma (LPHL)
- Management of Relapsed/Refractory Multiple Myeloma
- Management of Bone Health in Multiple Myeloma
- Current Treatment Approaches in APL
- Clinical Genomics in Myeloid Malignancies
- Palliative Care for Hematologic Malignancies
- Targeting Novel Signaling Pathways in B-cell Malignancies
- Current Practices in NHL: Focus on Marginal Zone Lymphomas
- Diagnosis and Management of Waldenström's Macroglobulinemia/Lymphoplasmacytic Lymphoma
- Supportive Care Considerations in the Treatment of NHL
- Management of Pain in Patients with Hematologic Malignancies
- Alternative Stem Cell Sources and Transplantation

*\*Topics subject to change.*

Attendee	Number
Physicians and Health Care Professionals	205
Nurses	101
Pharmacists	60
Exhibitors, Press, and others	79
Industry	60
<b>TOTAL</b>	<b>505</b>



# NCCN Exhibit Guide

## PREMIUM POSITION RATES

All prices are net to NCCN.

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500	\$1,000
Full Page - Run of Book	\$1,500	\$2,000
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$5,000	N/A
Outside Back Cover	\$10,000	N/A
Insert (advertiser supplied)	\$20,000	N/A

## AD SIZES

POSITION	BLEED	NON-BLEED
(Includes 1/8" bleed, allow 1/2" for live matter)		
Half Page Horizontal	N/A	7" x 4.25"
Full Page - Run of Book & Covers	8.25" x 10.25"	7" x 9"

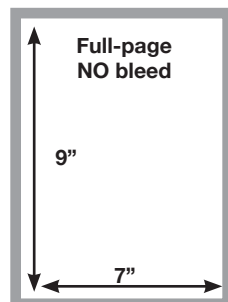
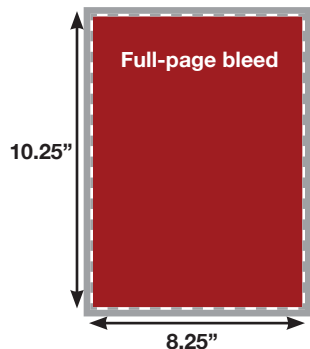
## REPRODUCTION REQUIREMENTS:

- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12pts away from corners
- All ads four-color process, no spot colors

## SUPPLIED INSERTS BIND IN:

- Publication Trim Size: 8" x 10"
- Live Area on Bleed Ad: 7" x 9"
- Maximum Insert Size: 7" x 9"
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

## MECHANICAL REQUIREMENTS:



# NCCN Exhibit Guide Advertising Space Reservation Form

## NCCN 8<sup>th</sup> Annual Congress: Hematologic Malignancies™

### ADVERTISER INFORMATION

(please type or print clearly)

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (required) \_\_\_\_\_

#### SPACE RESERVATION

- \$1,500 Full Page Exhibitor
- \$2,000 Full Page Non-Exhibitor
- \$5,000 Inside Front Cover
- \$5,000 Inside Back Cover
- \$5,000 Center Spread
- \$10,000 Outside Back Cover
- \$20,000 Insert (Advertiser Supplied)

#### DOOR DROP

- \$5,000 Door Drop  
(Advertiser provided printed piece will be delivered to all NCCN room block attendees. Shipping instructions will follow.)

\_\_\_\_\_ **TOTAL ADVERTISING FEE**

#### PAYMENT INFORMATION:

- Please send an invoice
- American Express/Discover/MasterCard/Visa     Check enclosed  
(Please make checks payable to NCCN)

Cardholder's Name: \_\_\_\_\_

Cardholder's E-mail Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

**NCCN may charge the credit card indicated above.**

Signature: \_\_\_\_\_

**INSERTION ORDER DUE**  
Monday, July 29, 2013

**INSERT MATERIALS DUE**  
Friday, August 9, 2013

**ARTWORK DUE**  
Friday, August 9, 2013

#### AD INSTRUCTIONS

Fax or e-mail ad space reservation and send artwork 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](mailto:tredwell@nccn.org)