



2013 Sponsor & Exhibitor Prospectus

NCCN 8th Annual Congress: **Hematologic Malignancies™**

September 20 – 21, 2013

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

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 8th Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care as a sponsor or exhibitor. The NCCN Annual Congress: Hematologic Malignancies™ will attract hematologists, oncologists, nurses, pharmacists, and other health care professionals interested in hematologic malignancies.

Visit NCCN.org/hem to view more information.



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



> 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 3, 2013

> DEADLINE

reserve exhibit space by Friday, August 2, 2013



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

AGENDA*

FRIDAY, SEPTEMBER 20, 2013

4:30 – 6:30 PM

Registration, Exhibits, and Reception

6:00 – 8:45 PM

Scientific Sessions

SATURDAY, SEPTEMBER 21, 2013

7:00 – 8:00 AM

Registration, Exhibits, and Breakfast

8:00 AM – 12:30 PM

Scientific Sessions (Break and Exhibits)

12:30 – 1:45 PM

Lunch and Exhibits

1:45 – 5:00 PM

Scientific Sessions (Break and Exhibits)

Faculty and sessions will be added as they are confirmed.

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.*

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 7th Annual Congress: Hematologic Malignancies™ attracted more than 500 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	205
Nurses	101
Pharmacists	60
Exhibitors, Press, and Others	79
Industry	60
TOTAL	505



PAST EXHIBITORS

- Alexion Pharmaceuticals
- Amgen
- ARIAD Pharmaceuticals, Inc.
- The Binding Site Inc.
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Bristol-Myers Squibb
- BTG International, Inc.
- Celgene Corporation
- Harborside Press, LLC
JNCCN – Journal of the National Comprehensive Cancer Network
- Incyte Corporation
- MDS Foundation, Inc.
- Memorial Sloan-Kettering Cancer Center
- Millennium: The Takeda Oncology Company
- Miraca Life Sciences
- MolecularMD
- Novartis Oncology
- Onyx Pharmaceuticals, Inc.
- Otsuka America Pharmaceutical, Inc.
- Patient Access Network (PAN) Foundation
- Personalized Medicine in Oncology™
- Pfizer Oncology
- Sanofi
- Seattle Genetics
- Sigma-Tau Pharmaceuticals, Inc.
- Signature Genomics from PerkinElmer
- Spectrum Pharmaceuticals, Inc.
- Stanford Cancer Institute
- Teva Oncology

Sponsor Levels

NCCN.org/hem

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SPONSOR LEVELS

NCCN is pleased to invite organizations to be sponsors of the NCCN 8th Annual Congress: Hematologic Malignancies™. Sponsor levels are Presenting, 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 8th Annual Congress: Hematologic Malignancies™ Sponsor Tier Structure

	BRONZE \$25,000	SILVER \$40,000	GOLD \$50,000	PLATINUM \$75,000	PRESENTING \$100,000
Support of the Attendee Reception on Friday evening					•
Support Level Recognition Sign on Exhibit Booth				•	•
Breakfast Sponsor			•	•	•
Boxed Lunch Sponsor			•	•	•
Refreshment Break Sponsor		•	•	•	•
Complimentary Annual Congress Registrations	2	4	6	8	10
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	3 Full Pages
Recognition Signage in Exhibit Hall	•	•	•	•	•
Sponsor Level Recognition Ribbon on Sponsor Attendee Badges	•	•	•	•	•
Sponsor Recognition on NCCN.org Annual Congress Website	•	•	•	•	•

To become a Bronze, Silver, Gold, Platinum, or Presenting Sponsor please contact:
Jennifer Tredwell at tredwell@nccn.org.

A WEALTH OF OPPORTUNITIES TO FIT YOUR STRATEGIC MARKETING NEEDS

Included in the Exhibit Fee, Each Exhibitor Receives:

- Carpeted exhibit area
- One (1) 6-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
- Reception on Friday evening, breakfast, lunch, and breaks for exhibit attendees

Standard Exhibit Space:

Only tabletop exhibits are permitted.

Exhibit Dates:

Friday, September 20, 2013

Saturday, September 21, 2013

NCCN Exhibit Guide:

All exhibitors will be individually listed in the *NCCN Exhibit Guide* with a company description. The *NCCN Exhibit Guide* is inserted into all attendee bags and displayed at all exhibit entrances.

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 **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 to 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.

ATTENDEE RECEPTION SPONSORSHIP - \$25,000

Sponsor a reception for all NCCN attendees on the evening of Friday, Sept. 20th 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.

CHARGING STATION - \$15,000

This station not only provides multiple cables for attendees to charge their mobile devices, but also offers the opportunity to engage in conversation while they wait. Prominently display your artwork or logo on the station billboard that is placed next to your exhibit.

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.

WATER BOTTLE SPONSORSHIP - \$12,000

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.



LANYARDS - \$8,000

Have your company logo and/or website printed on lanyards to be used by all NCCN attendees. You select from a range of colors or designs. These will be free to all attendees.

COOKIES - \$8,000

Have your company logo and or QR code printed on the icing layer of a sugar cookie! Use this innovative tasty snack as means to drive traffic to your website or app. Provide the artwork and these special cookies will be individually packaged and delivered to your exhibit for hand out during the exhibition hours.



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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



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NCCN.org/hem

Location

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

Accommodations

NCCN has a limited number of rooms reserved for the nights of Friday, September 20th and Saturday, September 21st at a rate of \$289 per night plus 14.75% tax and \$3.50 occupancy fee. Please contact Marriott reservations at 1.800.228.9290 to make your reservation. Be sure to mention “National Comprehensive Cancer Network (NCCN)” when booking.

Only registered conference attendees are eligible for a room in the NCCN room block. Housing reservations should be made no later than **Thursday, August 29, 2013**. Accommodations are based on availability regardless of deadline. Early booking is strongly encouraged.



Exhibit Dates and Hours*

Friday, September 20, 2013

12:00 PM – 4:00 PM	Exhibit Set-Up Majestic Complex and Shubert Complex – 6 th Floor
4:30 PM – 6:30 PM	Exhibit and Reception

Saturday, September 21, 2013

7:00 AM – 3:30 PM	Exhibit
3:30 PM – 5:00 PM	Exhibit Dismantle

To help increase traffic, the reception, breakfast, 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).

Exhibit Assignment

Exhibit space is assigned as exhibit space applications are received. Exhibit space applications will be accepted until **Monday, July 29, 2013** or until all spaces are filled. Exhibit numbers and final floor plan will be available on Monday, August 5, 2013.

Exhibit Cancellation

Notification of exhibit space cancellation must be received in writing on or before **Wednesday, July 31, 2013** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Wednesday, July 31, 2013**.

Booth Cancellation Penalties

- Through July 1, 2013: Exhibit fee less \$100
- July 2, 2013 – July 31, 2013: 50% refund
- After July 31, 2013: no refund

Early Bird Discount — Save \$500! Reserve exhibit space by Friday, May 3, 2013



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 8th Annual Congress Exhibit Guide, which will be distributed to all congress attendees. _____

Payment Information

NCCN 8th Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by May 3, 2013) – 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/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 indicating your method of payment by Friday, August 2, 2013.
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 29, 2013	Deadline to submit exhibit application
Monday, July 29, 2013	Cancellation clause takes effect
Monday, July 29, 2013	Deadline to submit insertion order for ad in NCCN Exhibit Guide
Monday, August 5, 2013	Booth numbers assigned and floor plan available
Monday, August 5, 2013	Deadline for submission of Exhibitor Registration Forms
Thursday, August 8, 2013	Advanced warehouse shipping timeframe
Friday, August 16, 2013	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing
Thursday, August 29, 2013	Deadline for reserving rooms within the NCCN room block at the New York Marriott Marquis
Friday, September 20, 2013	12:00 PM – 4:00 PM Exhibit Set-up
	4:30 PM – 6:30 PM Exhibit and Reception
Saturday, September 21, 2013	7:00 PM – 3:30 PM Exhibit 3:30 PM – 5:00 PM Exhibit Dismantle

Please direct any questions to Jennifer Tredwell at [215.690.0274](tel:215.690.0274) or tredwell@nccn.org.

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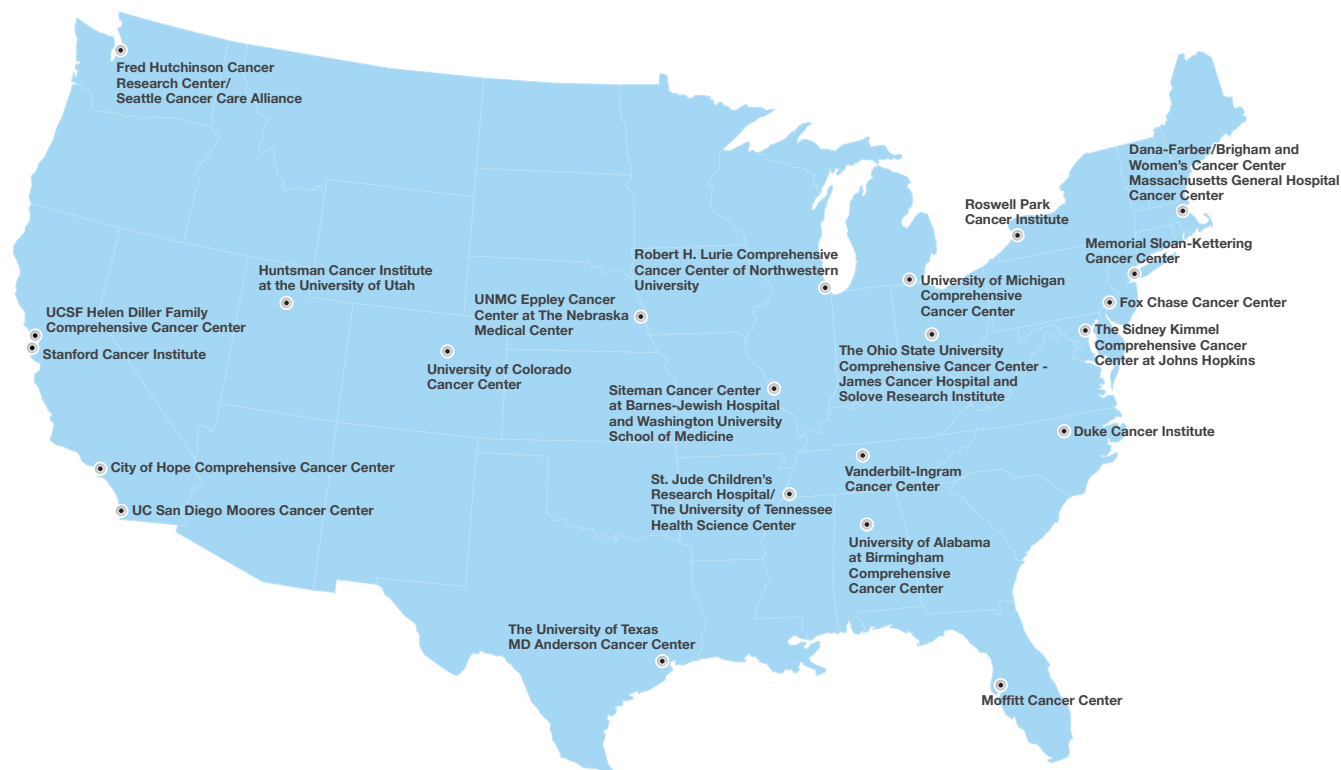
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Sponsor and Exhibit Opportunities

Jennifer Tredwell
Director, Marketing
215.690.0274
tredwell@nccn.org

Support Opportunities

Marisa Getzewich
Manager, Business Development
215.690.0563
getzewich@nccn.org



The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 23 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
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NCCN.org

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

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