



2014 Sponsor and Exhibitor Prospectus

NCCN 9th Annual Congress: **Hematologic Malignancies™**

September 19 – 20, 2014

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

Join the National Comprehensive Cancer Network® (NCCN®) at the NCCN 9th Annual Congress: Hematologic Malignancies™ and demonstrate your leadership in cancer care with NCCN as a sponsor or exhibitor. The NCCN Annual Congress: Hematologic Malignancies™ attracts more than 650 attendees.

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.



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

Visit NCCN.org/hem to view more information.



> SAVE \$500
when you reserve exhibit space by Friday, May 9, 2014

> STANDARD BOOTH SPACE
a limited amount of tabletop exhibits are offered at this event for direct access to attendees

> DEADLINE
to reserve your exhibit space is Friday, August 1, 2014



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.

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 19, 2014

4:30 – 6:30 PM

Registration, Exhibits, and Refreshments

6:00 – 8:30 PM

Scientific Sessions

SATURDAY, SEPTEMBER 20, 2014

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.

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

PAST EXHIBITORS

- Alexion Pharmaceuticals
- Amgen
- ARIAD Pharmaceuticals, Inc.
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Bristol-Myers Squibb
- Celgene Corporation
- Clariant: A GE Healthcare Company
- Dana-Farber/Brigham and Women's Cancer Center
- Genoptix Medical Laboratories
- Harborside Press, LLC
- JNCCN – *Journal of the National Comprehensive Cancer Network*
- Incyte Corporation
- Merck
- Millennium: The Takeda Oncology Company
- Novartis Oncology
- Onyx Pharmaceuticals, Inc.
- Pfizer Inc.
- Pharmacyclics
- Seattle Cancer Care Alliance/
Fred Hutchinson Cancer Research Center
- Seattle Genetics
- Sequentia
- Sigma-Tau Pharmaceuticals, Inc.
- Stanford Cancer Institute
- Teva Oncology

Attendees:

The NCCN 8th Annual Congress: Hematologic Malignancies™ attracted more than 650 oncology medical professionals.

Attendee	Number
Physicians	270
Nurses	118
Pharmacists	82
Health Care Professionals	52
Industry, Exhibitors, and Press	135
Total	657



SPONSOR LEVELS

NCCN is pleased to invite organizations to be sponsors of the NCCN 9th 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.

Sponsor Tier Structure

NCCN 9th Annual Congress: Hematologic Malignancies™

	BRONZE \$25,000	SILVER \$40,000	GOLD \$50,000	PLATINUM \$75,000	PRESENTING \$100,000
Support Level Recognition Sign Next to Exhibit					▪
Custom Door Drop				▪	▪
Coffee Break Sponsor			▪	▪	▪
Complimentary Annual Congress Registrations	2	4	6	8	10
Printing Station Sponsor (company name on display)	▪	▪	▪	▪	▪
Custom Ad in <i>NCCN Exhibition Guide</i>	1/2 Page	1/2 Page	Full Page	Full Page	3 Full Pages
Sponsor Listing in the <i>NCCN Exhibition Guide</i>	▪	▪	▪	▪	▪
Recognition Signage in Exhibition Hall(s)	▪	▪	▪	▪	▪
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:

- Two (2) complimentary full congress registrations
- Four (4) exhibit hall only badges
- Refreshments on Friday evening, breakfast, lunch, and breaks for all attendees
- One (1) 6-foot draped table
- Carpeted exhibit area space
- One (1) identification sign with company name
- Two (2) chairs
- One (1) wastebasket

NCCN Exhibition Guide:

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

Discount Advertising and Insert Rates in NCCN Exhibition Guide:

As an exhibitor, you can take advantage of discounted rates to advertise or place an insert in the *NCCN Exhibition Guide*.

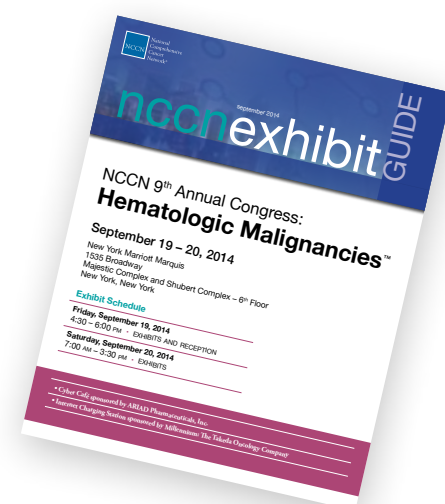
Standard Exhibit Space:

Only tabletop exhibits are permitted.

Exhibit Dates:

Friday, September 19, 2014

Saturday, September 20, 2014



EXHIBITOR OFFERINGS

All supporters of the exhibitor offerings will be recognized in:

- The *NCCN Exhibition Guide* with a highlighted notation of support next to your company's description
- A half page advertisement in the *NCCN Exhibition 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.

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.

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 - \$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.

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 distribution during the exhibition hours.



LOCATION

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

ACCOMODATIONS

NCCN has a limited number of rooms reserved for the nights of Friday, September 19th and Saturday, September 20th at a rate of \$294 per night. Please contact Marriott reservations at 1.877.303.0104 to make your reservation. Be sure to mention “National Comprehensive Cancer Network (NCCN)” when booking.

Only registered congress attendees are eligible for a room in the NCCN room block. Housing reservations should be made no later than **Thursday, August 28, 2014**. Accommodations are based on availability regardless of deadline. Early booking is strongly encouraged.

EXHIBIT DATES AND HOURS*

FRIDAY, SEPTEMBER 19, 2014

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

4:30 PM – 6:30 PM **Exhibit and Refreshments**

SATURDAY, SEPTEMBER 20, 2014

7:00 AM – 3:30 PM **Exhibit**

3:30 PM – 5:00 PM **Exhibit Dismantle**

To help increase traffic, refreshments, 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 **Friday, August 1, 2014** or until all spaces are filled. Exhibit numbers and final floor plan will be available on **Monday, August 4, 2014**.

EXHIBIT CANCELLATION

Notification of exhibit space cancellation must be received in writing on or before **Thursday, July 31, 2014** to receive a refund or partial refund of the exhibit fee. No refunds will be made for cancellation received after **Thursday, July 31, 2014**.

Booth Cancellation Penalties

- Through July 1, 2014: Exhibit fee less \$100
- July 2, 2014 – July 31, 2014: 50% refund
- After July 31, 2014: no refund

Early Bird Discount — Save \$500! Reserve exhibit space by Friday, May 9, 2014



Exhibit Space Application and Contract

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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: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail (required): _____

List exhibitors you do not wish to be next to or directly across the aisle from.

Signature required for exhibit space reservation.

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 9th Annual Congress
Exhibition Guide. _____

Payment Information

NCCN 9th Annual Congress: Hematologic Malignancies™

- \$10,000 (\$9,500 if reserved by Friday, May 9, 2014) – Tabletop Exhibit
- \$5,000 Inside front cover, 4-color, full page Ad in the *NCCN Exhibition Guide*
- \$5,000 Inside back cover, 4-color, full page Ad in the *NCCN Exhibition Guide*
- \$5,000 Center Spread, 2 full page, 4-color Ads in the *NCCN Exhibition Guide*
- \$1,500 Run-of-book, full page, 4-color Ad in the *NCCN Exhibition Guide*
- \$1,000 Run-of-book, half page, 4-color Ad in the *NCCN Exhibition 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: _____

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 1, 2014*.
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
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
Fort Washington, PA 19034
Phone: 215.690.0563
Fax: 215.690.0280
getzewich@nccn.org

For Clinicians –
NCCN.org

For Patients –
NCCN.org/patients

DATES TO REMEMBER

Friday, May 9, 2014	Deadline to receive early-bird \$500 discount.	
Friday, August 1, 2014	Deadline to submit exhibit application.	
Friday, August 1, 2014	Deadline to submit insertion order for ad in <i>NCCN Exhibition Guide</i> .	
Monday, August 4, 2014	Booth numbers assigned and floor plan available. Show services kit available.	
Monday, August 4, 2014	Deadline for submission of Exhibitor Registration Forms.	
Thursday, August 7, 2014 – Thursday, September 4, 2014	Advanced warehouse shipping timeframe.	
Friday, August 15, 2014	Notify Jennifer Tredwell at tredwell@nccn.org of intent to conduct a booth drawing.	
Thursday, August 28, 2014	Deadline for reserving rooms in the NCCN room block at the New York Marriott Marquis.	
Friday, September 19, 2014	12:00 PM – 4:00 PM	Exhibit Set-up
	4:30 PM – 6:30 PM	Exhibit and Refreshments
Saturday, September 20, 2014	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** or tredwell@nccn.org.

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NCCN.org/hem

Sponsor and Exhibit Opportunities

Jennifer Tredwell
Director, Marketing
215.690.0274
tredwell@nccn.org

Support Organizations

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

NCCN Member Institutions

Fred & Pamela Buffett Cancer Center at
The Nebraska Medical Center
Omaha, NE

City of Hope Comprehensive
Cancer Center
Los Angeles, CA

Dana-Farber/Brigham and Women's
Cancer Center | Massachusetts General
Hospital Cancer Center
Boston, MA

Duke Cancer Institute
Durham, NC

Fox Chase Cancer Center
Philadelphia, PA

Huntsman Cancer Institute
at the University of Utah
Salt Lake City, UT

Fred Hutchinson Cancer Research
Center/Seattle Cancer Care Alliance
Seattle, WA

The Sidney Kimmel Comprehensive
Cancer Center at Johns Hopkins
Baltimore, MD

Robert H. Lurie Comprehensive Cancer
Center of Northwestern University
Chicago, IL

Mayo Clinic Cancer Center
*Phoenix/Scottsdale, AZ; Jacksonville,
FL; and Rochester, MN*

Memorial Sloan-Kettering
Cancer Center
New York, NY

Moffitt Cancer Center
Tampa, FL

The Ohio State University
Comprehensive Cancer Center -
James Cancer Hospital and
Solove Research Institute
Columbus, OH

Roswell Park Cancer Institute
Buffalo, NY

Siteman Cancer Center at Barnes-
Jewish Hospital and Washington
University School of Medicine
St. Louis, MO

St. Jude Children's Research Hospital/
The University of Tennessee Health
Science Center
Memphis, TN

Stanford Cancer Institute
Stanford, CA

University of Alabama at Birmingham
Comprehensive Cancer Center
Birmingham, AL

UC San Diego Moores Cancer Center
La Jolla, CA

UCSF Helen Diller Family
Comprehensive Cancer Center
San Francisco, CA

University of Colorado Cancer Center
Aurora, CO

University of Michigan
Comprehensive Cancer Center
Ann Arbor, MI

The University of Texas
MD Anderson Cancer Center
Houston, TX

Vanderbilt-Ingram Cancer Center
Nashville, TN

Yale Cancer Center/
Smilow Cancer Hospital
New Haven, CT

The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 25 of the world's leading cancer centers devoted to patient care, research, and education, is dedicated to improving the quality, effectiveness, and efficiency of cancer care so that patients can live better lives. 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.

World-renowned experts from NCCN Member Institutions diagnose and treat patients with a broad spectrum of cancers and are recognized for dealing with complex, aggressive, or rare cancers. NCCN Member Institutions pioneered the concept of the multidisciplinary team approach to patient care and conduct innovative research that contributes significantly to understanding, diagnosing, and treating cancer. NCCN programs offer access to expert physicians, superior treatment, and quality and safety initiatives that continuously improve the effectiveness and efficiency of cancer care.

For more information, visit NCCN.org.

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.org/patients** – For Patients