

23rd NCCN ANNUAL CONFERENCE 2018

Improving the Quality, Effectiveness, & Efficiency of Cancer Care™
 March 22 - 24, 2018 | Rosen Shingle Creek | Orlando, Florida

Advertising Opportunities

Advertise During the NCCN 23rd Annual Conference

Reserve an NCCN Exhibition Guide Ad or Door Drop Today!

The NCCN 23rd Annual Conference will reach more than 1,600 cancer care professionals and key opinion leaders in oncology.

NCCN Exhibition Guide

Advertising in the *NCCN Exhibition Guide* provides uncommon exposure to influential oncologists, nurses, and pharmacists, as well as health care publishers, health information technology professionals, patient advocates, and managed care personnel.

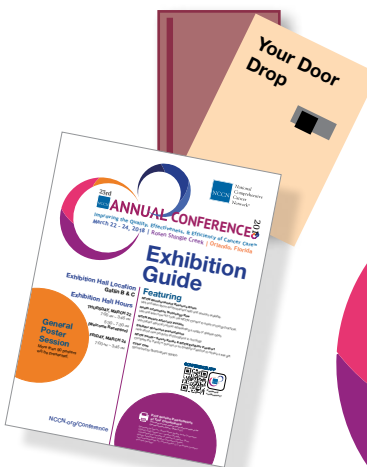
The *NCCN Exhibition Guide* will be inserted in the conference bags and distributed to all conference attendees. Additional copies will be available throughout the exhibition hall and foyers. A digital version will also be posted online at NCCN.org/conference, approximately one month prior to the NCCN

Annual Conference. A digital version will also be available on the conference mobile app, easily accessed by all attendees and speakers.

NEW

NCCN Door Drop

Invite attendees to visit your booth, 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 conference attendees. All NCCN conference attendees staying in the NCCN room block will receive your custom door drop. Wednesday or Thursday evenings are available for door drops.



Reserve Your Premier Advertising Space Today!

NCCN.org/conference

23rd



ANNUAL CONFERENCE 2018

Improving the Quality, Effectiveness, & Efficiency of Cancer Care™
March 22 - 24, 2018 | Rosen Shingle Creek | Orlando, Florida

Premium Position Rates

Ad Specifications

Position	Exhibitor	Non-Exhibitor
Half Page Horizontal - Run of Book	\$1,000	\$1,500
Full Page - Run of Book	\$2,000	\$2,500
Inside Front Cover	\$8,000	N/A
Inside Back Cover	\$8,000	N/A
Center Spread	\$10,000	N/A
Outside Back Cover	\$15,000	N/A

All prices are net to NCCN

Ad Sizes (Bleed*)	Width	Height
Half Page Horizontal	10 ³ / ₄ "	7 ¹ / ₄ "
Full Page - Run of Book and Covers	10 ³ / ₄ "	14 ¹ / ₄ "
Center Spread (2 pages)	21 ¹ / ₄ "	14 ¹ / ₄ "

*Includes 1/8" bleed; allow 1/2" around all edges and gutter for live matter.

Reproduction Requirements

- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12 pts away from corners
- All ads four-color process, no spot colors
- All ads bleed
- Tabloid Trim Size: 10¹/₂" wide x 14" tall
- Binding Method: Saddle-Stitched

Door Drop Specifications

- Proof must be submitted by Friday February 2, 2018 for review and approval by NCCN
- Please plan to supply a quantity of 1,200 pieces
- Final size of piece to be no larger than 4 pages, 8¹/₂" x 11" finished size
- Materials must be delivered by Friday, February 16, 2018
- Shipping instructions to NCCN warehouse will be provided



**Insertion Order
Deadline**
Friday, January 12, 2018

23rd



ANNUAL CONFERENCE 2018

Improving the Quality, Effectiveness, & Efficiency of Cancer Care™
March 22 - 24, 2018 | Rosen Shingle Creek | Orlando, Florida

Advertising & Door Drop INSERTION ORDER

NCCN Door Drops

Invite attendees to visit your booth, promote a service, or build brand awareness through the use of a door drop. Have your custom printed piece (quantity of 1,200) delivered directly to the hotel rooms of NCCN conference attendees.

Exhibition Guide Advertising

Advertising in the *NCCN Exhibition Guide* provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The *NCCN Exhibition Guide* will be posted on NCCN.org/conference, included in the conference mobile app, and inserted in the conference bag and distributed to all conference attendees. Additional copies are displayed in the exhibition hall and foyers.

Advertiser Information (please type or print clearly)

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail (required): _____

NCCN Exhibition Guide Ads

- \$1,000 Half Page Horizontal Ad Exhibitor
- \$1,500 Half Page Horizontal Ad Non-Exhibitor
- \$2,000 Full Page Exhibitor
- \$2,500 Full Page Non-Exhibitor
- \$8,000 Inside Front Cover
- \$8,000 Inside Back Cover
- \$10,000 Two-Page Full Bleed Center Spread
- \$15,000 Outside Back Cover
- \$20,000 Insert (provided by advertiser)

Door Drop

Sponsor provided printed piece will be delivered to all NCCN room block attendees
Quantity: 1,200

- \$10,000 Door Drop - Wednesday evening
- \$10,000 Door Drop - Thursday evening

TOTAL: \$ _____

Payment Information

- Please send an invoice
- Check Enclosed (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Accounting)
- Credit Card: American Express Discover Card MasterCard Visa

Cardholder's Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

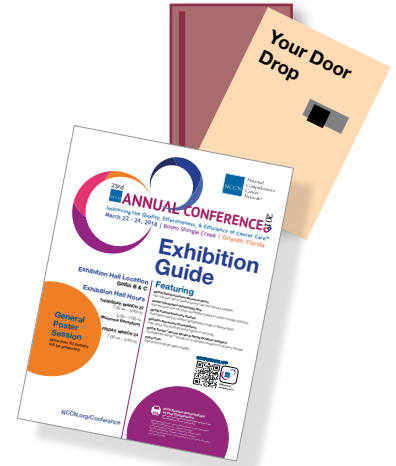
Card Number: _____

Expiration Date: _____ Verification Number: _____

Signature: _____

(electronic signature optional)

NCCN may charge the credit card for the amount as indicated above.



Deadlines

Insertion Orders Due:
Friday, January 12, 2018

Artwork Due:
Friday, January 19, 2018

Door Drop Materials Due:
Friday, February 16, 2018

Send completed application to:

Jennifer Tredwell, MBA
Senior Director, Marketing
NCCN
275 Commerce Drive
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
exhibits@nccn.org



NCCN.org/conference



23rd

NCCN

ANNUAL CONFERENCE 2018

Improving the Quality, Effectiveness, & Efficiency of Cancer Care™
 March 22 - 24, 2018 | Rosen Shingle Creek | Orlando, Florida

Sponsor and Exhibit Opportunities

Jennifer Tredwell, MBA

Senior Director, Marketing
 215.690.0274

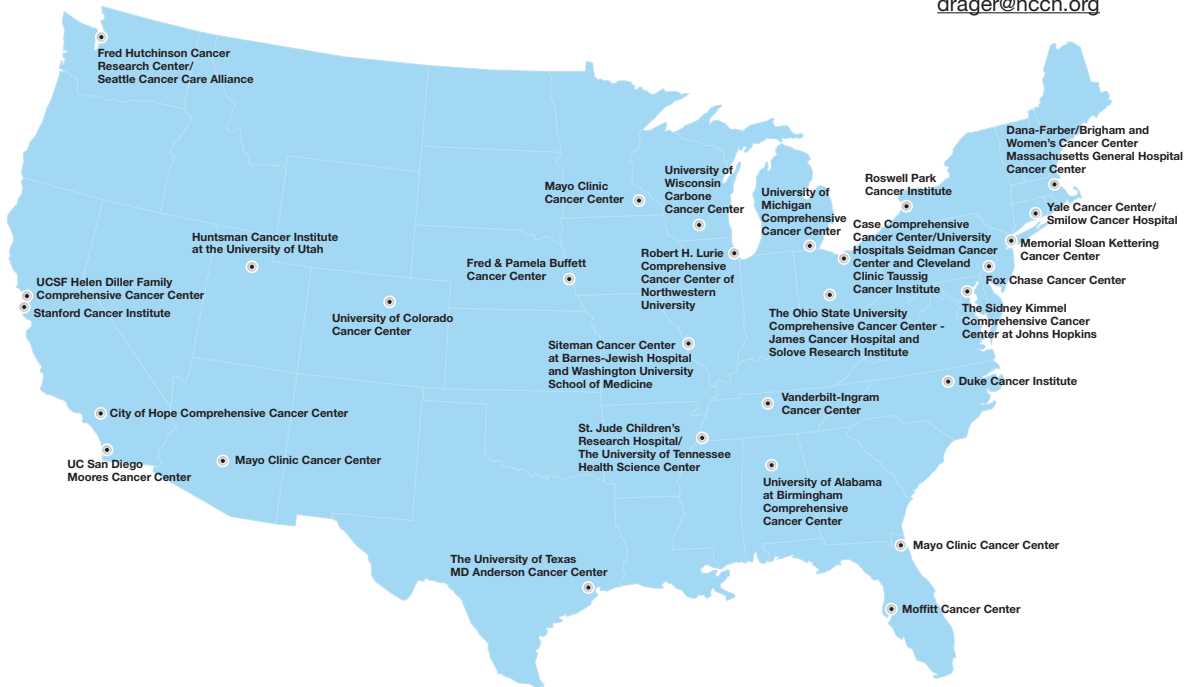
exhibits@nccn.org

Support Opportunities

Kimberly Drager

Manager, Business Development Specialist
 215.690.0573

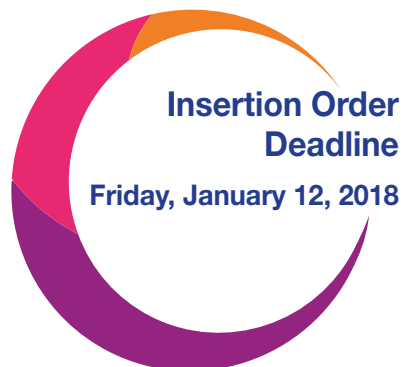
drager@nccn.org



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 27 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.

Your Best Resource in the Fight Against Cancer®

NCCN.org – For Clinicians | NCCN.org/patients – For Patients



NCCN.org/conference