

OncologyNurseAdvisor



Bringing Navigation to the Forefront

EXHIBITOR
PROSPECTUS

June 26-28, 2015
Hyatt Regency Denver
Denver, Colorado

OncologyNurseAdvisor.com/navsummit

haymarketoncology

Welcome!

As you may already know, *Oncology Nurse Advisor (ONA)* is a trusted resource—online and in print—for nurses, nurse navigators, and other healthcare professionals working in the cancer care field, and as such, we have become acutely aware that there is a significant need for information that is specifically geared toward the oncology nurse navigation profession.

Therefore, ONA will be hosting its first Annual Navigation Summit, June 26-28, 2015, in Denver, Colorado. The goal of this summit, first and foremost, is to provide quality oncology navigation education. Participants in this meeting will include patient navigators, nurse navigators, oncology nurse navigators, social workers, healthcare professionals, and advocates.

This 3-day meeting aims to address the practice needs of the navigator and/or health care professional—those who are new to navigation and looking to expand their knowledge, as well as experienced navigators who want to further develop their programs. The agenda will cover such topics as best practice navigation models, survivorship tools, and disease-specific, clinically focused sessions, and will be supported by experts in the field of navigation, as well as pharmaceutical and technology companies that are dedicated to the education of nurse navigators as crucial members of the cancer care continuum.

Our sessions and exhibit halls will provide unique opportunities to network with oncology professionals from across the United States and to showcase new technologies, pharmaceutical products, and oncology-dedicated non-profit societies and organizations. In fact, this summit provides exhibitors with 8-10 unopposed exhibit hours to interact with attendees! See pages 10-14 to learn more about our exhibit and sponsorship opportunities.

We hope you will join us for this important conference. Look forward to seeing you there!



Chad Holloway • Publisher, Haymarket Oncology

LOCATION

Hyatt Regency Denver
650 Fifteenth Street
Denver, Colorado 80202

Reservations: (888) 421-1442

A limited number of rooms have been blocked at the Hyatt Regency Denver for Friday, June 26th and Saturday, June 27th at a special discounted rate of \$159 (single) plus applicable state and local taxes. Rates and rooms are subject to availability at the time of the reservation. Cut off date for discounted rate is Thursday, June 4, 2015.

To make a reservation, call (888) 421-1442 and mention **ONA Navigation Summit** to receive the discounted rate. Or you can make room reservations on the Summit website at www.OncologyNurseAdvisor.com/navsummit.



DENVER—THE MILE HIGH CITY

Join us in Denver, where 300 days of sunshine, a thriving cultural scene, diverse neighborhoods, and natural beauty combine for the world's most spectacular playground. A young, active city at the base of the Colorado Rocky Mountains, Denver's stunning architecture, award-winning dining and unparalleled views are all within the walking distance from the 16th Street pedestrian mall. Upscale shopping awaits in Cherry Creek, while Denver's seven professional sports teams entertain year-round. Learn more at www.Denver.org.

Haymarket Oncology / Oncology Nurse Advisor

Oncology Nurse Advisor (ONA) is a trusted resource—online and in print—for nurses, nurse navigators, and other healthcare professionals working in the cancer care field. As one of the brands brought to you by Haymarket Oncology, a leading publisher of oncology-focused content and communications, *ONA* offers clinical updates and evidence-based information relevant to the oncology nurse community, including daily online exclusives that cover recent oncology news, safe handling and administration of chemotherapy drugs, side effect management, and disease-specific treatment advances, to name a few.

Haymarket Oncology and *ONA* recognize the increased presence of nurse navigators in cancer

centers and community hospitals and their significant contribution to the effective care of patients with cancer. As a result of the need for information and education that is specifically geared toward this profession, we've planned and will be hosting a navigation-specific annual summit launching June 26-28, 2015.

Based on direct feedback from nurse navigators, including a 5-person advisory board of practicing KOL nurse navigators, and knowledge of our own *ONA* staff who are well-versed and experienced in the needs of the oncology nursing community, a robust independent meeting agenda has been developed.

haymarketoncology
OncologyNurseAdvisor

ONCOLOGY NURSE ADVISOR STAFF:

Lauren Burke

Navigation Summit Editor
Haymarket Oncology

Joyce Pagan

Editor
Oncology Nurse Advisor

Jason Hoffman, PharmD, RPh

Oncology Writer
Oncology Nurse Advisor



Reader and User Stats

ONCOLOGY NURSE ADVISOR



ONA print is issued every other month and provides clinical updates and evidence-based information to over 26,600 oncology nurses, nurse practitioners, physician assistants and directors of nursing. Content includes:

- Side-effect management
- Survivorship issues
- Patient education and navigation
- Safe handling and administration of medications
- Impact of genomics/genetics on cancer treatment
- Communication with patients, caregivers, and the cancer care team

Audience Penetration

OVER 76% read cover to cover or articles of interest and look through the remaining pages¹

#3 ad page exposure ranking out of 14 publications reaching this audience¹

How Does the Audience Feel About Oncology Nurse Advisor?

9 OF 10 readers find ONA offers high overall quality²

9 OF 10 readers find ONA provides practical, useful information²

9 OF 10 readers find ONA articles of high value for their specific need²

ONCOLOGYNURSEADVISOR.COM

ONA.com is an online resource that provides oncology information that is timely, relevant, and applicable to current practice. Content includes:



- Electronic access to information that enables quality oncology care
- Daily reports from the recent literature
- Up-to-date drug information
- Patient information and fact sheets
- Point-of-care guides and tools
- Interactivity with oncology colleagues

Audience Penetration

MORE THAN 149,000 page views per month¹

OVER 84,000 unique visitors per month¹

17,000 newsletter opt-ins²

How Does the Audience Feel About OncologyNurseAdvisor.com?

29% of visitors to ONA return in less than 1 day³

27% of visitors to ONA return in 1 to 7 days³

1. Omniture, June 2014, ONA Monthly Report

2. Silverpop, July 2014, ONA Monthly Report

3. Omniture, July-September 2014, ONA Frequency Report

Advisory Board



Karyl Blaseg, RN, MSN, OCN

Manager of Cancer Programs
Billings Clinic
Billings, Montana



Cynthia Cantril, RN, MPH, OCN

Director, Oncology Service Lines/
Patient Navigation
Sutter Health, Sutter Pacific Medical Foundation
Santa Rosa, California



Frank dela Rama, RN, MSN

Clinical Nurse Specialist, Oncology/Genomics
and Prostate Cancer Nurse Navigator
Palo Alto Medical Foundation, Sutter Health
Palo Alto, California



Pamela J. Haylock, PhD, RN, FAAN

Oncology Consultant
San Antonio, Texas



Diane McElwain, RN, OCN, M.Ed.

Nurse Coordinator
York Cancer Center
York, Pennsylvania



"Haymarket Media and *Oncology Nurse Advisor* should be applauded for creating an outstand-

ing meeting to educate nurse navigators. The quality of the speakers and organization of the conference is exemplary. A calendar must for every nurse navigator!"

—Cynthia Cantril, RN, MPH, OCN



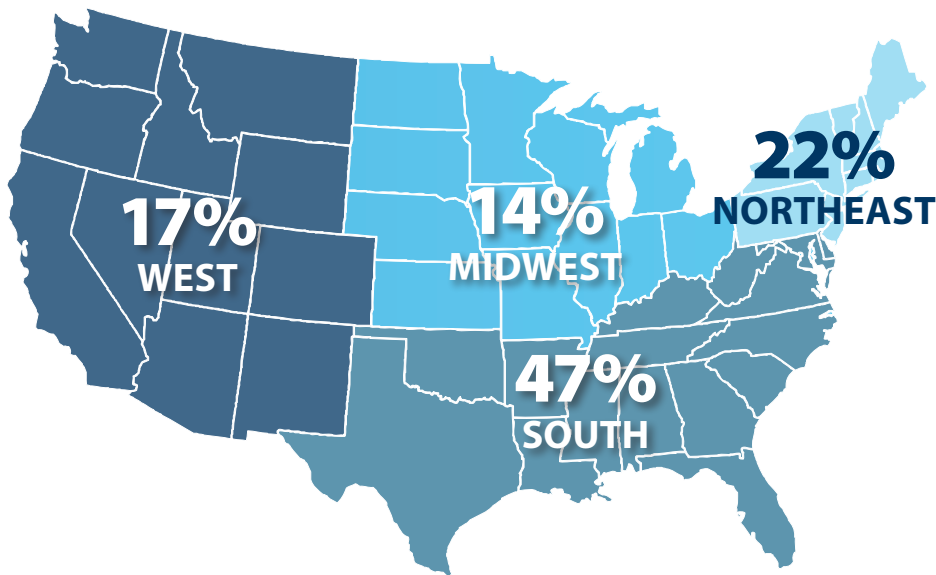
"Haymarket Media is a highly professional group that seeks to provide quality education as well as

an affordable choice to navigators, as the medical education reimbursement for nurses has been eliminated. They also have *Oncology Nurse Advisor* and other professional contacts available to help with the timely disbursement of navigation educational opportunities. Since patient navigation is such a distinct role, Navigators tend to work alone in their job function and can greatly benefit from navigation tools, tips, networking and hot topics that pertain to their specific job function at a conference designed for them. I have been a long standing program Chairperson for my local ONS Chapter and understand the details of running such a conference and Haymarket Media has proven to be a valuable resource to produce a quality conference."

—Diane McElwain, RN, OCN, M.Ed.

2014 Attendee Demographics*

Attendance by Region*



Attendee Profile*

44%	Registered Nurse
18%	Administrator
12%	Care Coordinator
3%	Nurse Practitioner
23%	Other

Current Work Setting*

9%	Large Medical/Cancer Center
29%	Community Hospital
11%	Academic Medical Center
14%	Regional Cancer Center
21%	Healthcare System (Multidisciplinary)
8%	Industry
8%	Other

TARGET AUDIENCE

This Summit is designed to meet the educational needs of numerous key practitioners and decision makers involved in oncology navigation working in a broad spectrum of settings including large teaching hospitals, nonprofit and for-profit hospitals, cancer centers and insurance providers.

Attendees include:

- Oncology Nurses
- Oncology Nurse Navigators
- Clinical Nurse Specialists
- Social Workers
- Oncology Case Managers
- Hospital Administrators
- Patient Navigators



* Based on Haymarket Media/Oncology Nurse Advisor NCONN 5th Annual Conference, June 12-14, 2014

Preliminary Agenda*

FRIDAY, JUNE 26, 2015

2:00-4:00 pm	Exhibits Open
2:00-7:00 pm	Registration
4:00-4:15 pm	Welcome
4:15-5:45 pm	Breakout Sessions Navigation 101 Frank delaRama, RN, MSN OR Beyond the Basics: Advanced Concepts in Navigation Tricia Strusowski, RN, MS Karyl Blaseg, RN, MS, OCN
5:45-6:00 pm	Break/Exhibits
6:00-7:00 pm	Commission on Cancer For the Navigator: Tricks of the Trade Cindy Stern, RN, MSN, CCRP
7:00-8:30 pm	Welcome Reception and Poster Session Opening

SATURDAY, JUNE 27, 2015

7:00-8:00 am	Breakfast with Exhibitors
8:00-9:00 am	Keynote Team Building and Communication—How to Assess Your Landscape and Communicate Effectively Helen Meldrum, PhD
9:00-10:00 am	Navigation and Personalized Medicine Susan Tinley, PhD
10:00-10:30 am	Coffee Break/Exhibits
10:30-11:30 am	Navigating Adolescents and Young Adults through Cancer Brad Zebrack, PhD, MSW, MPH
11:30 am -12:30 pm	Healing the Wounded Healer Peter Bjerkerot, RN, OCN
12:30-1:30 pm	Lunch with Exhibitors
1:30-3:00 pm	Breakout Sessions—Disease-Specific Navigation Breast Cancer Cynthia Cantril, RN, MPH, OCN OR GI/Pancreatic To Be Determined OR Oral Adherence Jody Pelusi, PhD, FNP, AOCNP

Preliminary Agenda* (continued)

SATURDAY, JUNE 27, 2015

3:00-3:30 pm	Break/Exhibits
3:30-4:30 pm	Finding the Middle Ground: Challenges in Rural and Urban Cancer Care Linda U. Krebs, PhD, RN, AOCN, FAAN
4:30-5:30 pm	Panel Discussion What Navigation Means to Me: The Patient/Survivor Perspective Cynthia Cantril, RN, MPH, OCN—Moderator Donna McPherson, RN, OCN—Cancer Survivor and Nurse Navigator Ann Talman—Cancer Survivor Brad Zebrack, PhD, MSW, MPH—Cancer Survivor and Social Worker
5:30-7:00 pm	Wine and Cheese Cocktail Party with Exhibitors

SUNDAY, JUNE 28, 2015

7:00-8:00 am	Breakfast with Exhibitors					
8:00-9:00 am	Emerging Issues in Cancer Survivorship Pamela J. Haylock, PhD, RN, FAAN					
9:00-9:30 am	Coffee Break/Exhibits					
9:30-11:00 am	Breakout Sessions—Disease-Specific Navigation <table border="0"> <tr> <td>GYN/Cervical Cancer Natasha Curry, RN, NP</td> <td style="text-align: center;">OR</td> <td>Hematologic Malignancies Stacie L. Holloway, RN, BSN, OCN</td> <td style="text-align: center;">OR</td> <td>NSCLC (Lung Cancer) Diane McElwain, RN, OCN, M.Ed.</td> </tr> </table>	GYN/Cervical Cancer Natasha Curry, RN, NP	OR	Hematologic Malignancies Stacie L. Holloway, RN, BSN, OCN	OR	NSCLC (Lung Cancer) Diane McElwain, RN, OCN, M.Ed.
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11:00-11:15 am	Break/Exhibits					
11:15am-12:15 pm	How Navigators Can Impact Side Effect Management Carol Curtiss, MSN, RN-BC					
12:15-12:30 pm	Closing Remarks					

*Subject to change



Who Should Exhibit...

Any company who provides products and services to both oncology healthcare professionals as well as oncology patients including:

- Pharmaceutical and Biotech Companies
- Oncology Device Manufactures
- Patient Education & Support Companies
- Professional Oncology Associations/Organizations/Societies
- Tumor Specific Foundations/Coalitions
- Young Adults & Cancer Organizations
- Training Programs and Program Development Resources
- Navigation Documentation Software
- Prescription Programs

...and Why

Exhibitors will have valuable opportunities to:

- Access actively practicing oncology nurse navigators, an ever growing, important member of the oncology treatment team, in an intimate and personal setting
- Positively position their company in the eyes of key decision makers and recommenders
- Increase customer awareness of their products and services during 8-10 unopposed exhibit hours
- Network with key opinion leaders in the oncology nurse field who are leading the way in navigation programs



Photos: Haymarket Media/Oncology Nurse Advisor NCONN 5th Annual Conference

2014 EXHIBITORS*

- The Annie Appleseed Project
- AstraZeneca
- Basal Cell Carcinoma Nevus Syndrome Life Support Network
- bioTheranostics
- Boehringer Ingelheim
- Bristol-Myers Squibb
- Celgene
- Dendreon
- Equicare Health
- Foundation Medicine
- Free to Breathe
- Genentech
- The Gideons International
- Incyte
- Janssen
- Lasting Impressions Jewelry
- Lungevity
- Meals to Heal
- Merck
- Mesocare
- Millenium
- Navigating Cancer
- Novartis Oncology
- Novocure
- Open Software Solutions
- PathGroup
- Pfizer Oncology
- Prevent Cancer Foundation
- ReproTech
- Seattle Genetics
- Society for Oncology Massage
- St. David's HealthCare
- Young Survival Coalition

*Based on Haymarket Media/Oncology Nurse Advisor NCONN 5th Annual Conference, June 12-14, 2014

Exhibit Space

10'x10' EXHIBIT BOOTH:

- Commercial Rate (for profit): \$2,550
- Non-profit Rate: \$775

EXHIBIT BOOTH PACKAGE INCLUDES:

- 8'-high back drape and 3'-high side drape
- One 6' x 30" draped table
- Two side chairs
- One wastebasket
- One 7" x 44" identification sign
- Two exhibitor badges
- Meals for all days for 2 exhibitor staff
- Two exhibit hall badges
- Listing on meeting website with link

Exhibit service kits, shipping details, and address labels, along with optional show services, will be sent to each registered exhibitor prior to the meeting. These optional services include, but are not limited to, furnishings, carpet, electrical, Internet, audiovisual, and shipping.

EXHIBITOR SERVICES CONTACT INFORMATION:

Brede Exposition Services
5140 Colorado Blvd
Denver, CO 80216
(303) 339-8600

Please click on the link below to access the Exhibitor Service Kit that includes all order forms for booth needs, additional equipment and services.

http://shows.brede.com/Brede-Built/2015_ONA_Exhibitor_Service_Manual.pdf

Brede Customer Service
(303) 399-8600 - phone
(303) 321-8694 - fax
cscolorado@brede.com



2014 Exhibitor Survey Results*

71% of exhibitors were Satisfied or Very Satisfied with the 2014 conference

100% of exhibitors were Likely or Highly Likely to participate in a 2015 Navigation Summit

86% of exhibitors were Likely or Highly Likely to recommend a 2015 Navigation Summit run by Haymarket/Oncology Nurse Advisor to a colleague

86% of exhibitors stated the sponsorship opportunities at the 2014 conference met their expectations

* Based on Haymarket Media/Oncology Nurse Advisor NCONN 5th Annual Conference, June 12-14, 2014

TO BECOME AN EXHIBITOR

Contact one of our sales staff:

Henry Amato 646-638-6096
henry.amato@haymarketmedia.com

Dominic Barone 646-638-6097
dominic.barone@haymarketmedia.com

Scott Bugni 917-882-0658
scott.bugni@haymarketmedia.com

Chad Holloway 201-799-4878
chad.holloway@haymarketmedia.com

Exhibit Program

Exhibitor Hours

FRIDAY, JUNE 26, 2015

2:00-4:00 pm	Exhibit Hall Opens
5:45-6:00 pm	Break/Exhibits
7:00-8:30 pm	Welcome Reception/Poster Session Opening

SATURDAY, JUNE 27, 2015

7:00-8:00 am	Breakfast with Exhibitors
10:00-10:30 am	Coffee Break/Exhibits
12:30-1:30 pm	Lunch with Exhibitors
3:00-3:30 pm	Break/Exhibits
5:30-7:00 pm	Wine & Cheese Cocktail Party with Exhibitors

SUNDAY, JUNE 28, 2015

7:00-8:00 am	Breakfast with Exhibitors
9:00-9:30 am	Coffee Break/Exhibits
11:00-11:15 am	Break/Exhibits

EXHIBITOR REGISTRATION, SETUP, AND DISMANTLING

Each exhibitor must be registered. Exhibitor badges and registration packets may be picked up at the registration desk. Brede Exposition Services will have a service desk in operation at the time of installation and dismantling of the exhibits. Brede will direct and manage the following services: exhibitor service kit, signage, installation and dismantling labor, electrical, and shipping.

INSTALLATION

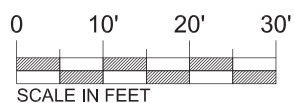
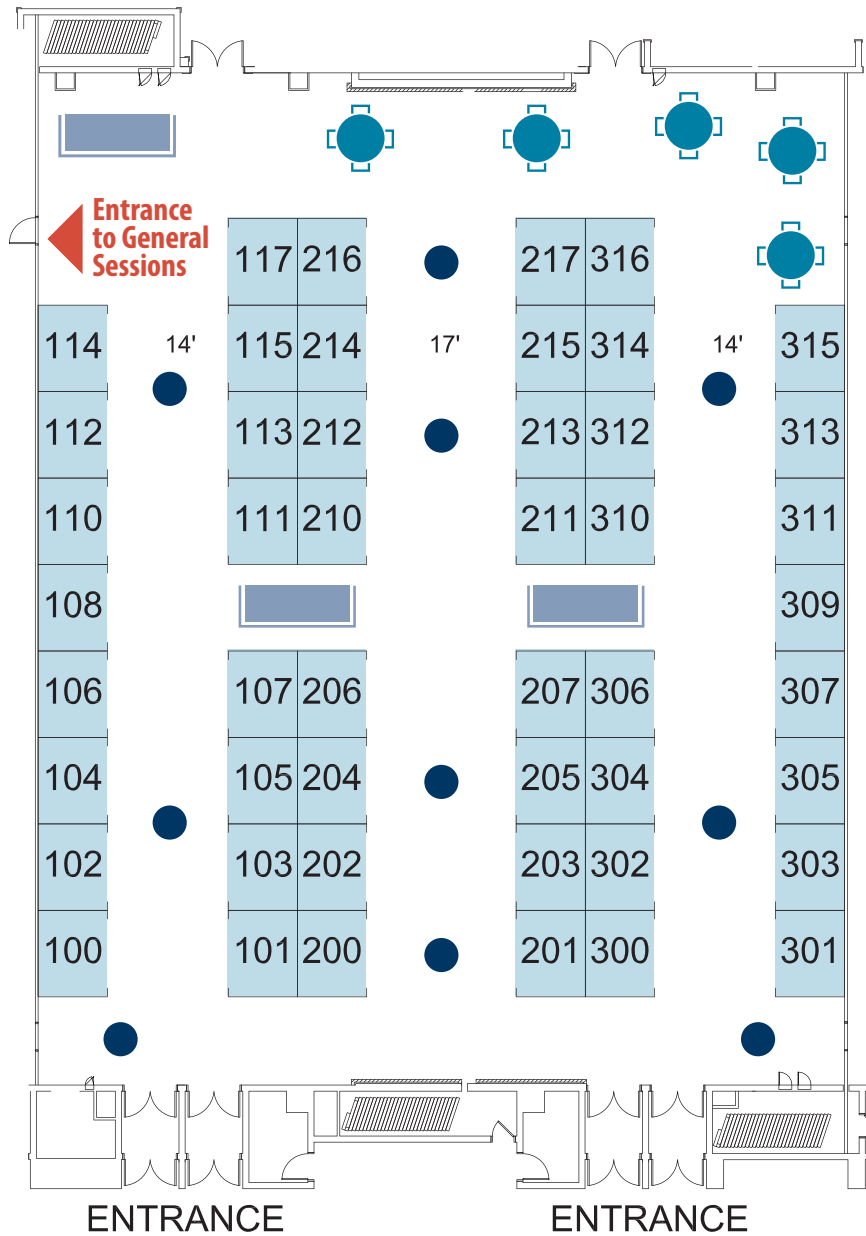
The exhibit hall will open at 9:00 am on Friday, June 26, 2015, for exhibit installation. All exhibits must be set up and all aisles cleared by 1:00 pm on Friday, June 26, 2015.

DISMANTLING

The official closing time of the exhibits is 11:15 am on Sunday, June 28, 2015. All exhibit material must be packed and ready for removal from the exhibit area no later than 1:15 pm on Sunday, June 28, 2015.



Exhibit Hall Floor Plan



Bar and Food tables will rotate around the exhibit floor throughout the meeting

Corporate Sponsorship Levels

	EXHIBITOR \$2,550 (non-profit \$775)	SILVER \$5,000	GOLD \$10,000	PLATINUM \$20,000
10' x 10' Booth	×	×	×	×
Sponsor Recognition on Meeting Website	×	×	×	×
Sponsor Listing in On-Site Program Guide	×	×	×	×
Exhibit Badges	2	4	4	4
Full Conference Registration Badges		2	4	6
Passport Challenge Sponsor		×	×	×
Conference Bag Insert		×	×	×
Conference Guide Ad			½ page	Full page
Logo on Conference Bag			×	×
Premier Booth Location			×	×
Meeting Registration Email List (3x use - pre/during/post meeting)				×
Door Drop				×
Coffee Break Co-Sponsorship (5 breaks)				×
Verbal Recognition during Welcome				×

TO BECOME A PLATINUM, GOLD OR SILVER SPONSOR

Please contact one of our sales staff:

Henry Amato 646-638-6096 • henry.amato@haymarketmedia.com

Dominic Barone 646-638-6097 • dominic.barone@haymarketmedia.com

Scott Bugni 917-882-0658 • scott.bugni@haymarketmedia.com

Chad Holloway 201-799-4878 • chad.holloway@haymarketmedia.com

Other Sponsorship Opportunities

ACTIVITIES

\$12,000 (limit 1)	Welcome Reception / Poster Session Opening	Friday, June 26 • 7:00-8:30 pm	Held in Exhibit Hall
\$12,000 (limit 1)	Wine and Cheese Cocktail Party	Saturday, June 27 • 5:30-7:00 pm	Held in Exhibit Hall
\$7,500/each	Breakfast with Exhibitors	Saturday, June 27 • 7:00-8:00 am Sunday, June 28 • 7:00-8:00 am	Held in Exhibit Hall

AMENITIES

\$10,000 (limit 1)	Conference WiFi	
\$5,000 (limit 1)	Lanyards	Sponsor logo along with the meeting logo
\$3,000 (limit 1)	Water Bottles	Sponsor logo along with the meeting logo Distributed during the first meeting refreshment break

ADVERTISING (Conference Bag Insert and Hotel Door Drop due June 12, 2015)

\$1,500/each	Conference Bag Insert	Bags provided to each attendee upon check-in
\$2,000/each	Hotel Door Drop	Available dates: Friday, June 26 or Saturday, June 27
\$5,000 (limit 1)	Conference Hotel Key Cards	
\$10,000 (limit 1)	Conference App Sponsorship	

ON-SITE CONFERENCE GUIDE ADVERTISING (Deadline May 23, 2015)

\$525	Full page, 4/C	Conference guide provided to each attendee upon check-in
\$2,000	Cover 2	Conference guide provided to each attendee upon check-in
\$3,000	Cover 4	Conference guide provided to each attendee upon check-in

PRODUCT THEATERS

\$25,000/each	Breakfast	Two slots available: Saturday, June 27 or Sunday, June 28
\$35,000/each	Lunch	One slot available: Saturday, June 27
\$30,000/each	Dinner	Two slots available: Friday, June 26 or Saturday, June 27

All Product Theaters Include: 60 minute time slot (15 minute registration, 45 minute presentation) • room set-up • food & beverage • basic audiovisual package • conference bag insert • full page, 4/C ad in on-site conference guide (deadline: 5/23/15) • listing in on-site conference guide (deadline: 5/23/15) • listing on meeting website • one lead retrieval scanner • on-site signage

Exhibit Space Application & Contract

Please Print or Type

Organization Name

Contact Name

Title

Street Address

City

State

Zip

Phone

Fax

Email

Signature

Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)

Exhibitor Booth Pricing

10' × 10' booth(s) at \$2,550/each (for profit) × _____ (booths) = \$_____ (Total Amount)

10' × 10' booth(s) at \$775/each (non-profit) × _____ (booths) = \$_____ (Total Amount)

Additional Exhibitor Badges at \$50/each × _____ (badges) = \$_____ (Total Amount)

Total Sponsorship \$ _____

Payment Information

Payment Method: Check Credit Card Send Invoice (Due Net 30)

Card Type: Visa MasterCard AmEx

(your statement will reflect payment to Haymarket Media):

Account Number

Exp Date

Printed Name on Card

CSC/Security Code

Credit Card Billing Address

City, State

Billing Zip

E-mail Address for Payment Confirmation

Authorized Signature

The person signing this certifies that he/she has the authority to sign this contract and has read and accepts the Terms & Conditions on page 18 of this prospectus.

Applications can be emailed or faxed to Tara Means.

EMAIL

tara.means@

haymarketmedia.com

FAX

(201) 822-6323

Payments must be received before May 25, 2015 to be guaranteed admission. Make checks payable to Haymarket Media (with ONA Navigation Summit in memo field) and mail to:

MAIL

Haymarket Oncology

140 East Ridgewood Avenue
Suite 176N

Paramus, NJ 07652

Attn: Tara Means

Cancellations

If cancellation is received by May 1, 2015, a 50% refund will be credited. After that time, there will be no refunds for cancellations.

FOR OFFICIAL USE ONLY

Date Received: _____

Date of Assignment: _____

Total Cost \$: _____

Payment Received: _____

Check #: _____

Payment Forwarded to
Accounting: _____

Sponsorship Application & Contract

Please Print or Type

Organization Name		
Contact Name	Title	
Street Address		
City	State	Zip
Phone	Fax	Email
Signature		
Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)		

Corporate Sponsorships

- \$20,000 Platinum \$_____
- \$10,000 Gold \$_____
- \$5,000 Silver \$_____

Activity Sponsorships

- \$12,000 Welcome Reception /Poster Session Opening (Friday, 6/26) \$_____
- \$12,000 Wine and Cheese Cocktail Party (Saturday, 6/27) \$_____
- \$7,500 Breakfast with Exhibitors (Saturday, 6/27) \$_____
- \$7,500 Breakfast with Exhibitors (Sunday, 6/28) \$_____

Amenity Sponsorships

- \$10,000 Conference WiFi \$_____

- \$5,000 Lanyards \$_____
- \$3,000 Water Bottles \$_____

Advertising

- \$1,500 Conference Bag Insert \$_____
- \$2,000 Friday Hotel Door Drop \$_____
- \$2,000 Saturday Hotel Door Drop \$_____
- \$5,000 Conference Hotel Key Cards \$_____
- \$525 On-site Conference Guide Ad (Full page, 4/C) \$_____
- \$2,000 On-site Conference Guide Ad (Cover 2, 4/C) \$_____
- \$3,000 On-site Conference Guide Ad (Cover 4, 4/C) \$_____
- \$10,000 Conference App Sponsorship \$_____

TOTAL SPONSORSHIP(S) \$_____

Payment Information

- Payment Method:** Check Credit Card Send Invoice (Due Net 30)
- Card Type:** Visa MasterCard AmEx

(your statement will reflect payment to Haymarket Media):

Account Number	Exp Date
Printed Name on Card	CSC/Security Code
Credit Card Billing Address	City, State Billing Zip
E-mail Address for Payment Confirmation	
Authorized Signature	

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FOR OFFICIAL USE ONLY

Date Received: _____

Date of Assignment: _____

Total Cost \$: _____

Payment Received: _____

Check #: _____

Payment Forwarded to Accounting: _____

Product Theater Agreement

Please Print or Type

Organization Name

Contact Name

Title

Street Address

City

State

Zip

Phone

Fax

Email

Signature

Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)

- | | | | |
|--|---------|---|---------|
| <input type="checkbox"/> \$25,000 Breakfast
Saturday, June 27 | \$_____ | <input type="checkbox"/> \$30,000 Dinner
Friday, June 26 | \$_____ |
| <input type="checkbox"/> \$25,000 Breakfast
Sunday, June 28 | \$_____ | <input type="checkbox"/> \$30,000 Dinner
Saturday, June 27 | \$_____ |
| <input type="checkbox"/> \$35,000 Lunch
Saturday, June 27 | \$_____ | Total Sponsorship | \$_____ |

Payment Information

Payment Method: Check Credit Card Send Invoice (Due Net 30)

Card Type: Visa MasterCard AmEx

(your statement will reflect payment to Haymarket Media):

Account Number

Exp Date

Printed Name on Card

CSC/Security Code

Credit Card Billing Address,

City, State

Billing Zip

E-mail Address for Payment Confirmation

Authorized Signature

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FOR OFFICIAL USE ONLY

Date Received: _____

Date of Assignment: _____

PT Assignment: _____

Total PT Cost \$: _____

Payment Received: _____

Check #: _____

Payment Forwarded to Accounting: _____

Exhibit Rules & Regulations / Terms & Conditions

1. LOCATION OF EXHIBIT SPACE: Haymarket has booked "Exhibit Space" (or the "Exhibit Facility") for the ONA Navigation Summit at the following location: Hyatt Regency Denver, 650 Fifteenth Street, Denver, Colorado, 80202. Haymarket intends to sublease the exhibit space to Haymarket approved "Exhibitors" for the purpose of exhibit booths.

2. ALLOCATION OF EXHIBIT SPACE:

Haymarket intends to allocate the selection of exhibit space for exhibitors' booths on a first-come, first-served basis. Haymarket reserves the right to make changes to the floor plan.

3. PAYMENT: Exhibitors shall make payments via check or credit card, payable in full to Haymarket Media, Inc.

Mail checks to:

Haymarket Oncology
140 East Ridgewood Ave.
Suite 176N
Paramus, NJ 07652
Attn: Tara Means

If Invoiced, checks should be mailed directly to

Haymarket Media, Inc.
PO Box 536331
Pittsburgh, PA 15253-5905

Funds must be in US dollars. Full payment must be received at time of application.

4. CANCELLATION OF CONTRACT: If cancellation is received by May 1, 2015, a 50% refund will be credited. After that time, there shall be no refunds for cancellations. Exhibitor agrees that the total space rental fee for the cancelled space shall be retained or paid to Haymarket.

5. ELIGIBLE EXHIBITS: Haymarket reserves the right to determine eligibility of any company or product to participate in the exhibit. Haymarket can refuse or revoke rental of exhibitor booth space to any company whose display of goods or services is not, in the opinion of Haymarket, compatible with the character and objectives of the exhibit. In such event, this agreement shall terminate and Haymarket shall refund all funds paid to it.

6. SUBLETTING OF EXHIBIT SPACE: Exhibitors may not assign, sublet, or share their exhibitor booth space to or with another business or firm. Should an article of a nonexhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

7. AGREEMENT TO INDEMNIFY, HOLD HARMLESS, AND WAIVE: (a) Exhibitor agrees to make no claim of any nature whatsoever against Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors and assigns, or any of them, except for specified claims: (1) arising directly from the gross negligence of Haymarket or its employees acting within the scope of their employment, and (2) caused by circumstances under the control of Haymarket. This waiver shall include, without limitations: (i) loss, damage, or injury to any property of the exhibitor by fire, theft, destruction, vandalism, or any other cause, except that loss or damage directly attributable to the gross negligence of Haymarket or its employees; (ii) any injury to the exhibitor, its agents, or employees by any cause, except for such injury directly attributable to the gross negligence of Haymarket or its employees; (iii) loss, damage, or injury to the exhibitor's business by reason of space location or the failure to provide space for the exhibit, or by any failure to hold the exhibit as scheduled, and waiver as to such loss or injury shall here include claims arising from the gross negligence of Haymarket, its employees or agents; (iv) loss, damage, or injury to the exhibitor's business caused by fire, electrical service interruption,

or any other interruptive occurrence, and waiver as to such loss, damage, or injury shall here include claims arising from the gross negligence of Haymarket, its employees, or agents; and (v) all consequential commercial damages arising out of any aspect of this agreement, including those damages resulting from the gross negligence of Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors, and assigns, or any of them. (b) The exhibitor shall indemnify and hold Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors, and assigns, or any of them, harmless from and against any and all claims, penalties, damages, losses, costs, charges, and expenses whatsoever, including reasonable attorney's fees and costs arising out of the exhibitor's participation in the exhibit, except where such claims are directly attributable to the gross negligence of Haymarket or its employees, including without limitation the following: (i) damage or injury to any person, persons, or property arising from or by reason of the occupation and use of the exhibit space; (ii) acts done or caused to be done by Exhibitor, its agents, employees, guests, or invitees; (iii) any breach by the exhibitor of its obligations hereunder; (iv) any loss, damage, or destruction to property of the exhibit facilities caused by the exhibitors, its agents, employees, guests, or invitees; and (v) any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the exhibitor or its employees brought into the exhibit facility. (c) Exhibitor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. The exhibitor understands that Haymarket does not maintain insurance covering the exhibitor's property and it is the responsibility of the exhibitor to obtain such insurance.

8. INSTALLATION AND DISMANTLING: Each exhibitor must name one person to be his or her representative in connection with installation, operation, and removal of the firm's exhibit. Exhibit installation and dismantling for the exhibit booths shall be provided exclusively by the designated exhibition shipping agent. Exhibitor move-in and move-out dates are listed on the "Description of Exhibition Services" which will be included in your Show Kit (to be sent under separate cover). No exhibits should arrive at, or depart from, the exhibit facility on dates other than the dates scheduled. Materials not removed by the exhibitor or the designated exhibition shipping agent by the move-out date and move-out times specified on the "Description of Exhibition Services" will be considered abandoned by the exhibitor and may be immediately disposed of by Haymarket in any manner Haymarket chooses.

9. DELIVERY AND REMOVAL DURING EXHIBIT: Delivery or removal of any portion of an exhibit will not be permitted during the exhibit without written permission from Haymarket. No deliveries may be made during exhibit hours.

10. BADGES: Badges will be required for entry into the exhibit hall at all times. Business cards are not to be used in exhibit badge holders. Haymarket has the right to limit the total number of exhibitor credentials that may be included with each booth.

11. SECURITY: Exhibitors are responsible for the security of their exhibit. Haymarket will provide crowd-control admittance security. Exhibitors are solely responsible for securing all sensitive or valuable items. If insurance to cover the above is desired, it must be placed and paid for by the individual exhibitor.

12. ACCEPTANCE: This agreement shall be deemed accepted by Haymarket when received by an authorized representative of Haymarket, either in person or upon receipt by US Mail or other delivery method and confirmed by Haymarket with an Exhibitor Space Contract acceptance form specifying booth assignment.

13. Other Regulations: Any and all matters not specifically covered by preceding rules and regulations shall be subject solely to the decision of show management. ENTIRE AGREEMENT: The provisions contained herein constitute the entire agreement and supersede all previous communications, representations, and agreements either verbal or written, between the parties hereto with respect to the subject matter hereof.