



National Coalition of  
Oncology Nurse Navigators

# Exhibitor Prospectus



**5TH ANNUAL CONFERENCE**

## Setting the Course for Improved Cancer Care

**June 12-14, 2014**

Hyatt Regency, Atlanta, GA

## NCONN National Coalition of Oncology Nurse Navigators

### Welcome!



Sharon Francz  
Executive Director

**IT IS WITH GREAT PLEASURE** that I invite you to participate in the 5th Annual National Coalition of Oncology Nurse Navigator Conference, occurring on June 12-14, 2014 at the Hyatt Regency in Atlanta, GA. This year's conference topics focus on setting the course for improved cancer care in nurse navigation. Participants will include patient navigators, nurse navigators, oncology nurse navigators, social workers, healthcare professionals, and advocates. We all share one thing—a commitment to improving outcomes in cancer care.

This 3-day meeting aims to address the real-time needs of the navigator and/or health care professional developing or expanding a disease-specific or multidisciplinary navigation program. Attendees will be able to attend a variety of sessions that cover topics affecting oncology nurse navigators and their programs, cumulating with a Core Competency Certificate Course on the final day. Attendees will be given the opportunity to walk away with a certificate of completion on the general core competencies for nurse navigators.

Our sessions and exhibit halls will be hubs of discussion, with 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.

I hope that you will participate in this unique and practice-changing conference. I look forward to seeing you in Atlanta in June.

Warmly,



## NCONN Board of Directors

**Susan Keen, BSN, RN, OCN, CTTS**  
President  
Thoracic Nurse Navigator  
Tobacco Training Specialist  
Thomas Johns Cancer Hospital  
Richmond, VA

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Program Manager Cancer Support  
Services/ Patient Navigation  
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Quality Management Analyst,  
Quality Management  
MD Anderson Physicians Network  
Houston, TX

**Diane McElwain, RN, OCN, M.Ed.**  
Secretary  
Oncology Coordinator  
York Cancer Center  
York, PA

**Sharon Francz, BHA**  
Executive Director /Co-founder  
NCONN Immediate Past President  
Rockville, MD

**Rebecca Saron Trupp RN,  
OCN, CBPN-IC**  
NCONN Immediate Past  
Vice-President /Co-founder  
Breast Oncology Nurse Navigator  
MedStar Washington Hospital Center  
Washington, DC



## Conference Overview

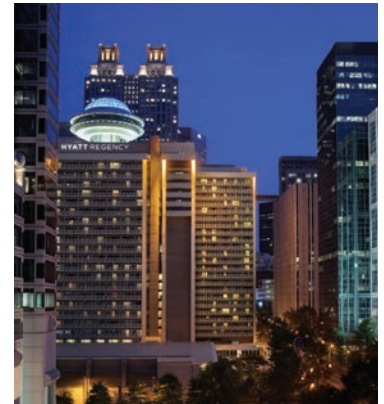
**ONCOLOGY NURSE NAVIGATORS** (ONNs) are taking an increasingly active role with their patients throughout the cancer care continuum. ONNs must stay abreast of treatment options and advances, insurance requirements, financial obstacles, quality of life issues, and the integration of survivorship principles into clinical practice. The ever-changing health care climate means there is a constant need for ONNs to update their skills and knowledge to better support their patients.

The 5th Annual National Coalition of Oncology Nurse Navigators (NCONN) Conference is a 3-day meeting that aims to address the real-time needs of the ONN and/or health care professional developing or expanding a disease-specific or multidisciplinary navigation program. Attendees will be able to attend a variety of sessions that cover topics affecting oncology nurse navigators and their programs today, including a focus on the core competencies of nurse navigation.

The 2014 program will delve into disease-specific genetic and genomic navigation needs, management of disease, new treatment options, pipeline products and clinical trials, cancer disparities, survivorship, and financial and legal obstacles in oncology practice. This year's conference will also feature an Oncology Nurse Navigation Certificate Program, which will focus on the core competencies of nurse navigation.

## Conference Target Audience

**THE TARGET AUDIENCE** for the 5th Annual NCONN Conference include oncology nurses, oncology nurse navigators, clinical nurse specialists, social workers, community health care workers, oncology case managers, hospital administrators, and patient navigators practicing in a broad spectrum of settings—large teaching hospitals, nonprofit and for-profit hospitals, and cancer centers and insurance providers.



## Location

**THE HYATT REGENCY ATLANTA** is located in the heart of downtown Atlanta on Peachtree Street. The hotel is a convenient drive from Atlanta's airport, connected to the city's MARTA transit system and just blocks away from the city's major destinations, including the Georgia World Congress Center, the Georgia Dome, the Georgia Aquarium and the World of Coca-Cola. The 22-story Hyatt Regency was the world's first atrium hotel and today is one of America's premier meeting and convention facilities. With 1,260 guest rooms, the Hyatt Regency Atlanta is a preferred destination for business and leisure travelers from around the world.

For more information  
and to make a  
reservation in the  
room block visit:

[NCONNconference.com](http://NCONNconference.com)

## Faculty

### NCONN Representatives

#### Sharon Francz, BHA

Executive Director  
President and Co-Founder  
National Coalition for Oncology  
Nurse Navigators

#### Diane McElwain, RN, OCN, M.Ed.

Oncology Coordinator  
York Cancer Center  
York, PA

### Invited Faculty\*

#### Richard Ashford, MSN, CRNP, NP-C, OCN

Kingston, PA

#### Peter Bjerkerot, RN, OCN

Piedmont Hospital  
Atlanta, GA

#### Frank de la Rama, RN, MSN, AOCNS

Palo Alto Medical Foundation  
Palo Alto, CA

#### Amy Deutsch, DNP, RN, CNS, AOCNS

Memorial Hermann System  
Cancer Services  
Houston, TX

#### Kathleen Gamblin, RN, BSN, OCN

Northside Hospital Cancer Institute  
Atlanta, GA

#### Pamela J. Haylock, PhD, RN, FAAN

San Antonio, TX

#### Jim Higley

Author, The Bobblehead Dad  
Chicago, IL

#### Jimmie C. Holland, MD

Memorial-Sloan Kettering  
Cancer Center  
New York, NY

#### Helen Meldrum, M.Ed, Ed.D

Bentley University  
Waltham, MA

#### Joanna Morales, JD

Cancer Rights Attorney  
Culver City, CA

#### Michele Myers, BSN, RN, OCN

Massachusetts General Hospital  
Boston, MA

#### Susie Park, RN, MSN

Georgetown Lombardi  
Cancer Center  
Washington, DC

#### Barbara Rogers, CRNP, MN, AOCN, ANP-BC

Fox Chase Cancer Center  
Philadelphia, PA

#### Cindy Stern, RN, MSN, CCRP

University of Pennsylvania  
Cancer Network  
Philadelphia, PA

#### Rebecca Trupp, RN, OCN, CBPN-IC

Suburban Hospital  
Bethesda, MD

#### Anne-Marie Williams, RN, BSN, CBCN

Breast Health Program at MedStar  
Health  
Washington, DC

#### Mary Lou Woodford, RN, BSN, MBA, CCM

Cancer Resource Foundation, Inc  
Southborough, MA

\*Information subject to change



## Agenda

### Thursday, June 12, 2014

Pre-Conference	Activity	Topic
2:00 - 7:00 PM	Registration	
4:00 - 4:30 PM	NCONN Board "Meet & Greet"	
4:30 - 5:30 PM	CE Session 1	The Basics of ONN Communication
5:30 - 6:30 PM	CE Session 2	Financial/Legal Obstacles
6:30 - 8:30 PM	Posters and Cocktail Reception / Exhibit Hall Opens	

### Friday, June 13, 2014

General Session	Activity	Topic
7:00 - 8:00 AM	Breakfast with Exhibitors	
8:00 - 8:15 AM	Welcome	
8:15 - 9:30 AM	Keynote Speaker	
9:30 - 10:30 AM	CE Session 3	Breast Cancer
10:30 - 11:00 AM	BREAK / Exhibits	
11:00 AM - 12:00 PM	CE Session 4	Thoracic Cancers
12:00 - 1:00 PM	Box Lunch with Exhibitors	
1:00 - 2:00 PM	CE Session 5	Gastrointestinal Cancers
2:00 - 3:00 PM	CE Session 6	Urologic Cancers
3:00 - 3:30 PM	BREAK / Exhibits	
3:30 - 4:30 PM	CE Session 7	Managing Patient Distress
4:30 - 5:30 PM	CE Session 8	Overview of Blood Cancers (Myeloma/CLL/FL)
5:30 - 7:00 PM	Wine and Cheese Cocktail Party with Exhibitors	
7:00 - 8:00 PM	CE Session 9	Genetics / Genomics

### Saturday, June 14, 2014

Breakout Sessions	Activity	Topic
7:00 - 8:00 AM	Breakfast with Exhibitors	
8:00 - 9:00 AM	CE Session 10	Survivorship Issues
9:00 - 9:30 AM	Coffee with Exhibitors	
9:30 - 10:10 AM	CE Session 11: Navigation Certificate 101	Professional, Legal and Ethical Nursing Practice + Personal Effectiveness and Professional Development
10:10 - 10:50 AM	CE Session 12: Navigation Certificate 102	Health Promotion and Health Education + Advocacy
10:50 - 11:30 PM	BREAK / Exhibits	
11:30 - 12:10 PM	CE Session 13: Navigation Certificate 103	Management and Leadership
12:10 - 1:00 PM	Q&A/Discussion Portion of Certificate Program	
1:00 - 2:00 PM	CE Session 14	Review of ACOS Standards and Implications to Navigation Programs

See page 8 for Sponsorship Opportunities

## Exhibitor Program

### Thursday, June 12, 2014

2:00 - 7:00 PM	Registration
4:00 - 4:30 PM	NCONN Board "Meet & Greet"
6:30 - 8:30 PM	Posters and Cocktail Reception / Exhibit Hall Opens

### Friday, June 13, 2014

7:00 - 8:00 AM	Breakfast with Exhibitors
10:30 - 11:00 AM	BREAK / Exhibits
12:00 - 1:00 PM	Box Lunch with Exhibitors
3:00 - 3:30 PM	BREAK / Exhibits
5:30 - 7:00 PM	Wine and Cheese Cocktail Party with Exhibitors

### Saturday, June 14, 2014

7:00 - 8:00 AM	Breakfast with Exhibitors
9:00 - 9:30 AM	Coffee with Exhibitors
10:50 - 11:30 PM	BREAK / Exhibits
11:30 - 2:00 PM	Exhibits Breakdown

## Exhibitor Registration, Setup, and Dismantling

**EACH EXHIBITOR** must be registered. Exhibitor badges and registration packets may be picked up at the registration desk. Shepard Exhibits will have a service desk in operation at the time of installation and dismantling of the exhibits. Shepard 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 11:00 am on Thursday, June 12, 2014, for exhibit installation. All exhibits must be set up and all aisles cleared by 5:00 pm on Thursday, June 12, 2014.

### Dismantling

The official closing time of the exhibits is 12:00 pm on Saturday, June 14, 2014. All exhibit material must be packed and ready for removal from the exhibit area no later than 2:00 pm on Saturday, June 14, 2014.

## Exhibit Space

### 10' x 10' Exhibit Booth

- Commercial/for profit: \$2,500
- Non-profit rate: \$750

### Exhibit Booth Space

#### Package includes:

- Floor marking
- 8' blackwall and 3'-high side drape
- One 6-foot draped table
- Two side chairs
- One wastebasket with liner
- One 7" x 44" identification sign
- Two Complimentary Exhibitor Registration Badges

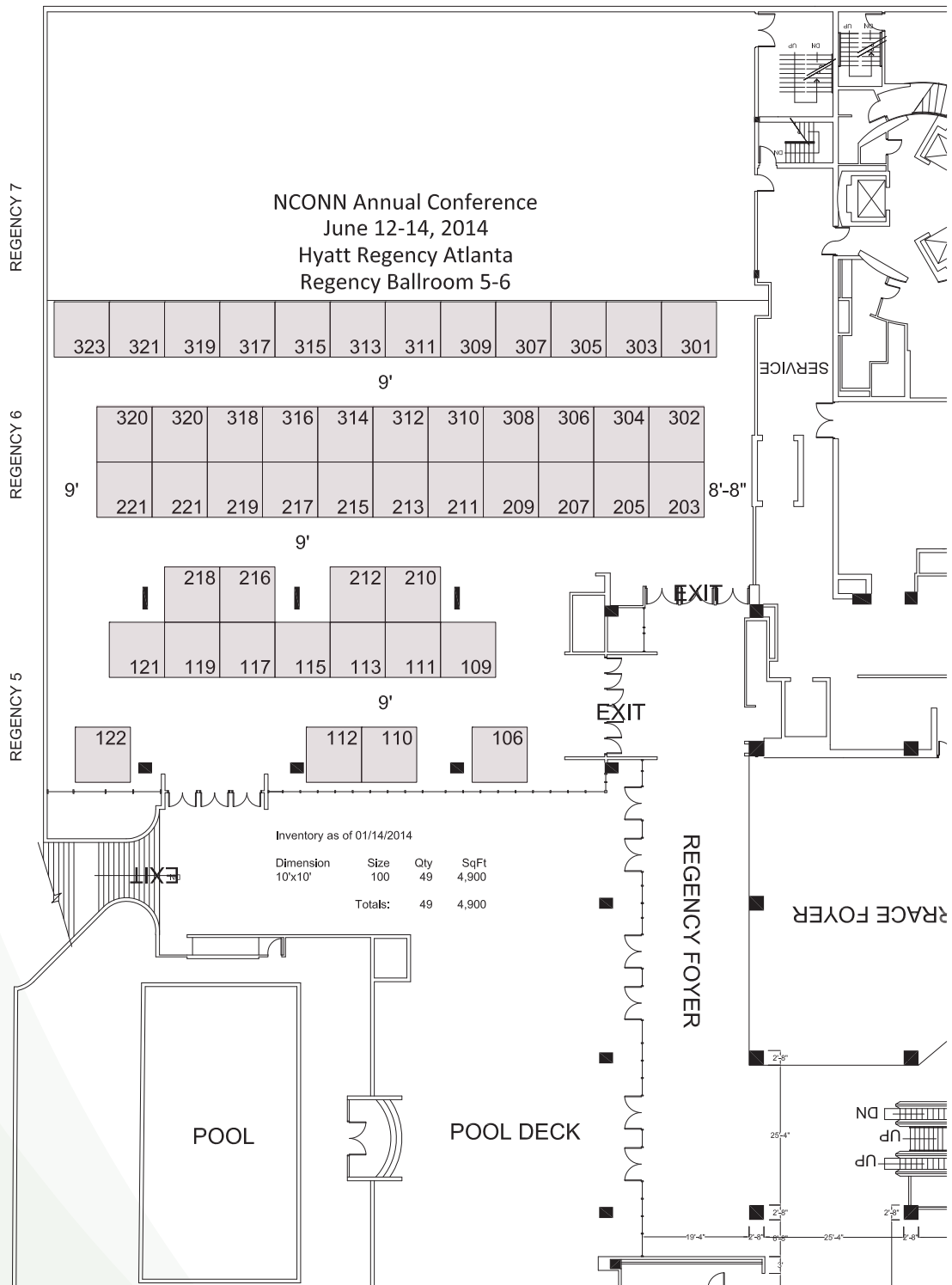
Exhibit service kits, shipping details, and address labels, along with optional show services, will be sent to each registered exhibitor prior to the meeting. These optional services include, but are not limited to, furnishings, carpet, electrical, Internet, audiovisual, and shipping.

### Exhibitor Services Contact Information

Shepard Exposition Services  
 1531 Carroll Drive NW  
 Atlanta, GA 30318  
 404-720-8600  
[shepardes.com/kit/2014/06\\_June/NCONN/NCONN\\_G165330614.pdf](http://shepardes.com/kit/2014/06_June/NCONN/NCONN_G165330614.pdf)

Contact: Mike Webb  
 678-414-4637  
[mwebb@shepardes.com](mailto:mwebb@shepardes.com)

## Floor Plan



## Sponsorship Opportunities

### Platinum—\$20,000

- One 10'×10' booth
- Premier booth location at NCONN Conference
- 728×90 and/or 300×250 ad in NCONN e-Newsletters (pre and post meeting)
- Company logo on NCONN website linked to your website
- Co-sponsorship of 3 Refreshment Breaks
- Complimentary copy of NCONN mailing list (one-time use post meeting)
- 4 complimentary exhibitor registration badges
- Passport Challenge sponsorship
- 1 promotional insert distributed in Conference Bag
- Company logo printed on Conference Bag
- Platinum sponsorship recognition on signage at the conference
- Co-sponsorship of conference program guide distributed at time of registration

### Gold—\$10,000

- One 10'×10' booth
- 4 complimentary exhibitor registration badges
- Passport Challenge sponsorship
- 1 promotional insert distributed in Conference Bag
- Company logo printed on Conference Bag
- Gold sponsorship recognition on signage at the conference
- Gold sponsorship recognition with text link in NCONN e-Newsletters (pre and post meeting)

### Silver—\$5,000

- One 10'×10' booth
- 2 complimentary exhibitor registration badges
- Passport Challenge sponsorship
- 1 promotional insert distributed in Conference Bag
- Silver sponsorship recognition on signage at the conference
- Silver sponsorship recognition with text link in NCONN e-Newsletters (pre and post meeting)

#### Sales Contact Information

**Alyssa DaBronzo** 201-799-4874; alyssa.dabronzo@prihcs.com

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

#### Welcome Cocktail Reception

- Solo Sponsorship—\$20,000
- Thursday, June 12, 6:30-8:30pm in Exhibit Hall

#### Breakfast with Exhibitors

- Solo Sponsorship—two available at \$7,500 each
- Friday, June 13 and Saturday, June 14, 7:00-8:00am in Exhibit Hall

#### Wine and Cheese Cocktail Party

- Solo Sponsorship—\$15,000
- Friday, June 13, 5:30-7:00pm in Exhibit Hall

#### Conference WiFi

- Solo Sponsorship—\$12,000

#### Conference Lanyards

- Solo Sponsorship—\$15,000
- Logo will be printed on the lanyard along with the NCONN logo.

#### Conference Water Bottles

- Solo Sponsorship—\$3,500

#### Conference Hotel Key Cards

- Solo Sponsorship—\$8,500

#### Conference Door Drop

- \$2,000 per drop

#### Session Slides on USB Flash Drive

- Solo Sponsorship—\$6,000
- All session slides will be included on this USB and provided to each attendee in their Conference Bags
- Logo will be printed on the USB case



## Application for Exhibitor Space

Please Print or Type

Company Name

Complete Company Address

City

State

Country

Postal Code

Exhibitor Contact & Title

Phone

E-mail

Fax

### Additional Exhibit Badges

Quantity: \_\_\_\_\_ at \$50 per badge

Total Amount: \_\_\_\_\_

### Exhibitor Booth Pricing

Quantity: \_\_\_\_\_ 10' x 10' booth(s) at \$2,500 (for profit) Total Amount: \_\_\_\_\_

Quantity: \_\_\_\_\_ 10' x 10' booth(s) at \$750 (non-profit) Total Amount: \_\_\_\_\_

### Sponsorship Pricing

Platinum (\$20,000)     Gold (\$10,000)     Silver (\$5,000)

### Payment

Payment Method:     Check     Credit Card

Provide credit card information below. Please note: Your statement will reflect payment to Haymarket Media. Fax application with credit card information to 646-638-6117

Card Type:     Visa     MasterCard     AmEx

Charge Amount

Account Number Exp Date

Printed Name on Card

Security Code on Card

Credit Card Billing Address

Billing Zip

Authorized Signature

E-mail Address for Payment Confirmation

The person signing certifies that he/she has the authority to sign this contract and has read and accepts the Terms & Conditions on page 7 of this prospectus.

### Interested in Product Theaters?

Please contact:

**Dominic Barone**

646-638-6097

dominic.barone@haymarketmedia.com

### Notes

- Funds must be in US dollars.
- Please make checks payable to: **Haymarket Media, Inc.**
- Memo field should include NCONN14.
- **Check** applications should be mailed to:  
Haymarket Media, Inc  
114 West 26th Street, 4th Floor  
New York, NY 10001  
Attn: Dominic Barone
- **Credit card** applications can also be e-mailed to:  
Alyssa DaBronzo  
alyssa.dabronzo@prihcs.com

If cancellation is received by May 1, 2014, a 50% refund will be credited. After that time, there will be no refunds for cancellations.

For further information or questions, please contact:

**Dominic Barone**

646-638-6097

dominic.barone@haymarketmedia.com

## Terms & Conditions

### 1. LOCATION OF EXHIBIT SPACE:

Haymarket has booked "Exhibit Space" (or the "Exhibit Facility") for the 5th Annual NCONN at the following location: 265 Peachtree St NE, Atlanta, GA 30303. 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 Media, Inc.  
114 West 26th Street, 4th Floor  
New York, NY 10001  
Attn: Dominic Barone

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, 2014, 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 non-exhibiting 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.