## 2019 EXHIBITOR PROSPECTUS

**NCRA Adds Bang to Your Marketing Buck**

The National Cancer Registrars Association will hold its 45TH Annual Educational Conference, May 19-22, 2019, at the Sheraton Denver Downtown Hotel in Denver, CO.

NCRA has over 5,800 members dedicated to the cancer registry community including registrars, administrators, researchers, publishers, software companies, staffing agencies, and data managers.

Come to Denver for a chance to meet cancer registry professionals who are looking for new ways to thrive using a wide range of technologies, products, and services. Exhibiting at the conference will be your opportunity to meet registrars — your clients and potential clients. We know you will invest time, effort, and resources in your NCRA booth and we want your return on investment to be as BIG as possible. NCRA has set up a system to make the most of your marketing dollars.

### Before the Show
- Exhibitors are listed with links to their homepages in the exhibitor section of NCRA’s website.
- Exhibitors have access to a pre-show attendee mailing list.

### During the Show
- NCRA will include your company description and contact information in the Conference Program.
- You can advertise in the NCRA Conference Program.
- Take advantage of sponsorship opportunities! NCRA will include your name in show marketing and publicity, increasing your visibility.
- Rent a Lead Retrieval. This is a great way to capture data on your clients and potential clients.
- NCRA will provide you with private meeting passes to invite your clients and potential clients to meet at the Exhibit Hall after hours.

### After the Show
- NCRA will include your information in the post-show website, helping attendees easily find and contact you!
- Produce promotional mailings with access to the data from the Lead Retrieval contacts, which you can access immediately after the show.
- NCRA will offer you a post-show attendee mailing list for follow-up marketing mailings.

For more information, contact Caitlin Irvin at cirvin@ncra-usa.org or 703-299-6640 Ext. 322.
Tap into Our Market!

All sponsors will be listed in the Conference Program and acknowledged at the Opening Session.

Sponsorship

Attendee Conference Bags
Every conference registrant receives a tote bag! Get in on the action as well as benefit from the exposure your company will receive by putting your logo on one side of the tote bags. (NCRA determines the sponsorship item colors. If a sponsor requires a special color or logo accommodation, NCRA will try to honor, but reserves the right to make the final decision.)

This sponsorship opportunity is $4,000 and is available to only one exhibitor, on a first-come, first-served basis.

Attendee Neck Wallets
Your company can have its logo on the neck wallets worn by each conference participant. It is a great way to get your company name in front of conference attendees. (NCRA determines the sponsorship item colors. If a sponsor requires a special color or logo accommodation, NCRA will try to honor, but reserves the right to make the final decision.)

This sponsorship opportunity is $3,500 and is available to only one exhibitor, on a first-come, first-served basis.

Basket Raffle Tickets
The state basket raffles are one of the most popular programs at NCRA's annual conference. Each year, over 2,500 tickets are purchased by conference attendees. By sponsoring the state basket raffle tickets, your company logo would be printed on the tickets for all conference attendees to see.

This sponsorship opportunity is $1,500 and is available to only one exhibitor, on a first-come, first-served basis.

Company Flyer in Attendee Conference Bag
We invite you to provide a promotional piece (brochure, flyer, trinket, etc.) for the conference bag that each attendee receives. You ship your choice of a promotional piece to the conference site, and NCRA will take care of the rest.

This sponsorship opportunity is $1,000 and is available to multiple exhibitors.

Email Showcase
This exclusive email is sent to all conference attendees two weeks prior to the conference and provides an excellent opportunity for three exhibitors to introduce themselves, highlight their presence at NCRA, and link attendees to their website prior to the conference.

This sponsorship is $1,500 and available to three exhibitors, on a first-come, first-served basis.

Internet Café Sponsor
Sponsor the Internet Café in the Exhibit Hall. The café offers an area for conference attendees to access the internet and check their emails. This new sponsorship is a great way to gain high visibility and invaluable goodwill for your company. Your sponsorship includes four computer workstations with high-speed internet access, prominent signage within the Internet Café, company recognition in promotional materials, and your company logo on the screen savers of all café workstations.

This sponsorship opportunity is $5,000 and is available to only one exhibitor, on a first-come, first-served basis.

Mobile App
Sponsor NCRA's Conference Mobile App and have your company logo rotating on the App with a link to your website throughout the conference. The App launches 10 days prior to the conference.

This sponsorship is $2,000 and available to three exhibitors, on a first-come, first-served basis.

Email Showcase
This exclusive email is sent to all conference attendees two weeks prior to the conference and provides an excellent opportunity for three exhibitors to introduce themselves, highlight their presence at NCRA, and link attendees to their website prior to the conference.

For more information, contact Caitlin Irvin at cirvin@ncra-usa.org or 703-299-6640 Ext. 322.
Exhibit Hall Map
Sheraton Denver Downtown Hotel
Priority booth locations are highlighted in orange.

To sign up for your booth space, email completed forms to Caitlin Irvin at cirvin@ncra-usa.org or fax to 703-299-6620.
Questions? Call Caitlin at 703-299-6640 Ext. 322.

Grand Ballroom

For more information, contact Caitlin Irvin at cirvin@ncra-usa.org or 703-299-6640 Ext. 322.
## Exhibitor Registration and Sponsorship Form

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority Booths</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Priority Booth</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Priority Booth(s)</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard Booths</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Standard Booth</td>
<td>$1,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Standard Booth(s)</td>
<td>$1,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State Cancer Registry Association/ Special Vendor* Booth</td>
<td>$100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meal Package for Booth Personnel</td>
<td>$150</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Advertising in Conference Program</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Page Inside Front/Back Cover</td>
<td>$1,370</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Page (NCRA placement)</td>
<td>$1,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-Page (NCRA placement)</td>
<td>$630</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General Sponsorships</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Conference Bags</td>
<td>$4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Neck Wallets</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basket Raffle Tickets</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Flyer in Attendee Conference Bag</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Showcase</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Café</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile App</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Event Sponsorships</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Reception and Drink Tickets in Exhibit Hall</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continental Breakfasts (each)</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breaks (each)</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awards Luncheon</td>
<td>$4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total $</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Special vendors are state or regional cancer registry associations.

**Company Information (Please print)**

| Company:      |          |
| Contact Person: |      |
| Address:      |          |
| City/State/Zip: |      |
| Telephone:    |          |
| Email:        |          |
| Company Website: |      |
| Name for Exhibit Sign: | |

**BOOTH ASSIGNMENTS**
Assignments will be made by NCRA. NCRA will confirm booth assignments prior to the show.

**Booth Selection**
1st: 2nd: 3rd:
Each 10’ x10’ booth allows for five individuals to staff the booth. (Additional booth personnel badges may be purchased for $200 per person.)

Booth personnel are not entitled to attend the conference educational sessions or meals. Full conference registration and meal packages may be purchased separately.

**PAYMENT INFORMATION**
50% booth deposit due with reservation. 100% due April 4, 2019.

Note: Reserve your booth by June 30, 2018, and receive a complimentary half-page ad in the 2019 Conference Program.

**Payment Method**

- [ ] Check (payable to NCRA)
- [ ] MasterCard
- [ ] Visa
- [ ] American Express

Credit Card Number:
Expiration Date: CV Code:

| Name on Card: |          |
| Billing Address: |    |

[ ] I agree to abide to the terms and conditions set forth in NCRA’s Exhibitor Rules.

Signature: Date:

Please mail or fax this form to:
NCRA/Attn: Caitlin Irvin
1330 Braddock Place, Suite 520
Alexandria, VA  22314

Fax: 703-299-6620

Questions? Contact Caitlin Irvin at cirvin@ncra-usa.org or 703-299-6640 Ext. 322.
Exhibitor Rules

1. Assignment of Space
Every effort will be made to respect the exhibitor’s space request for “priority” space whenever possible, but the National Cancer Registrars Association’s (hereafter known as “exhibit management”) decisions shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.

2. Payment
Fifty percent of the payment is due upon reservation. Exhibitors can pay by cash card or check; make checks payable to National Cancer Registrars Association. Balances will be due April 4, 2019. Mail to: NCRA, 1330 Braddock Place, Suite 520, Alexandria, VA, 22314. Ph: 703-299-6640 Ext. 322, Fax: 703-299-6620.

3. Eligible Exhibits
Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exposition.

4. Refund for Cancellation
Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management. All sums paid by the exhibitor, less a service charge of 75%, will be refunded. No refund or cancellation will be made on or after February 1, 2019.

5. Booth Equipment and Services
Booths include the following: 10’ X 10’ deluxe booth consisting of polished aluminum telescopic frames with flameproof fabrics. Backdrops are 8’ high. Side dividers are 36” high. A 7’ X 44” ID sign, indicating company name will be provided for all exhibitors.

6. Contractor Service Information
In the best interest of the exhibitors, exhibit management has selected certain firms to serve as official contractors to provide various services to the exhibitors. It is agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the exposition facility or with authorized contractors employed by show management. Complete information, instructions and schedule of services regarding drainage, labor for erecting and dismantling, electrical work, furniture, cleaning etc. will be included in the exhibitor’s kit to be forwarded after space has been confirmed. An Exhibitor’s Service Center will be maintained on the exhibit floor until the opening of the exhibit hall to facilitate service requests from exhibitors.

7. Security
During the hours the show is closed, exhibit management will provide security. Each exhibitor, however, should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. NCRA will NOT be responsible for loss or damage due to any cause.

8. Booth Construction and Arrangement
Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans for specialty-built displays not in accordance with regulations are to be submitted to exhibit management before construction is ordered. Regular and specialty-built back walls, including signs, may not exceed an overall height of 8’. The maximum booth height of 8’ may extend out half the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 36”, except for product and equipment on display, which in itself exceeds this height.

9. No Dismantling Permitted before Exhibit Hall

Clues
It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her exhibit space, or fails to pay the space rental at the time specified, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. No exhibitor shall have the right prior to closing of exposition to pack or remove articles in exhibit without permission from and approved in writing from exhibit management. Exhibitors who dismantle their booths early will lose all priority points for future shows.

10. Use of Exhibit Space
Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, not to display or advertise goods other than those manufactured or carried by them in the regular course of business. No persons, firm or organization not connected with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.

11. Exhibitor Representative/Booth Personnel
Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible. For each booth purchased, five (5) booth personnel are included. Additional booth personnel may be added for a fee. Booth personnel only have access to the Exhibit Hall. Booth personnel do not have access to the educational sessions or meal packages. These may be purchased separately.

12. Restrictions
Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor’s space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management.

13. Exhibitor Activities
Exhibitor agrees not to schedule or conduct any outside activities including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the National Cancer Registrars Association, whether such activities are held at or away from the hotel, except with written approval of exhibit management. Exhibit will submit to exhibit management 30 days prior to the exhibit date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place. If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

14. Compliance
The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state, and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters’ rules.

15. Liability
The National Cancer Registrars Association, the Sheraton Denver Downtown Hotel and its agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability, which might ensue from any cause whatsoever, if the exhibitor’s material fails to arrive, the exhibitor is nevertheless responsible for all amount due hereunder. Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.

16. Cancellation or Termination of Exposition
In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other cause beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor’s pro-rated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection there with. In case exhibit management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against exhibit management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.

17. Management
Exhibit management reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the exposition.