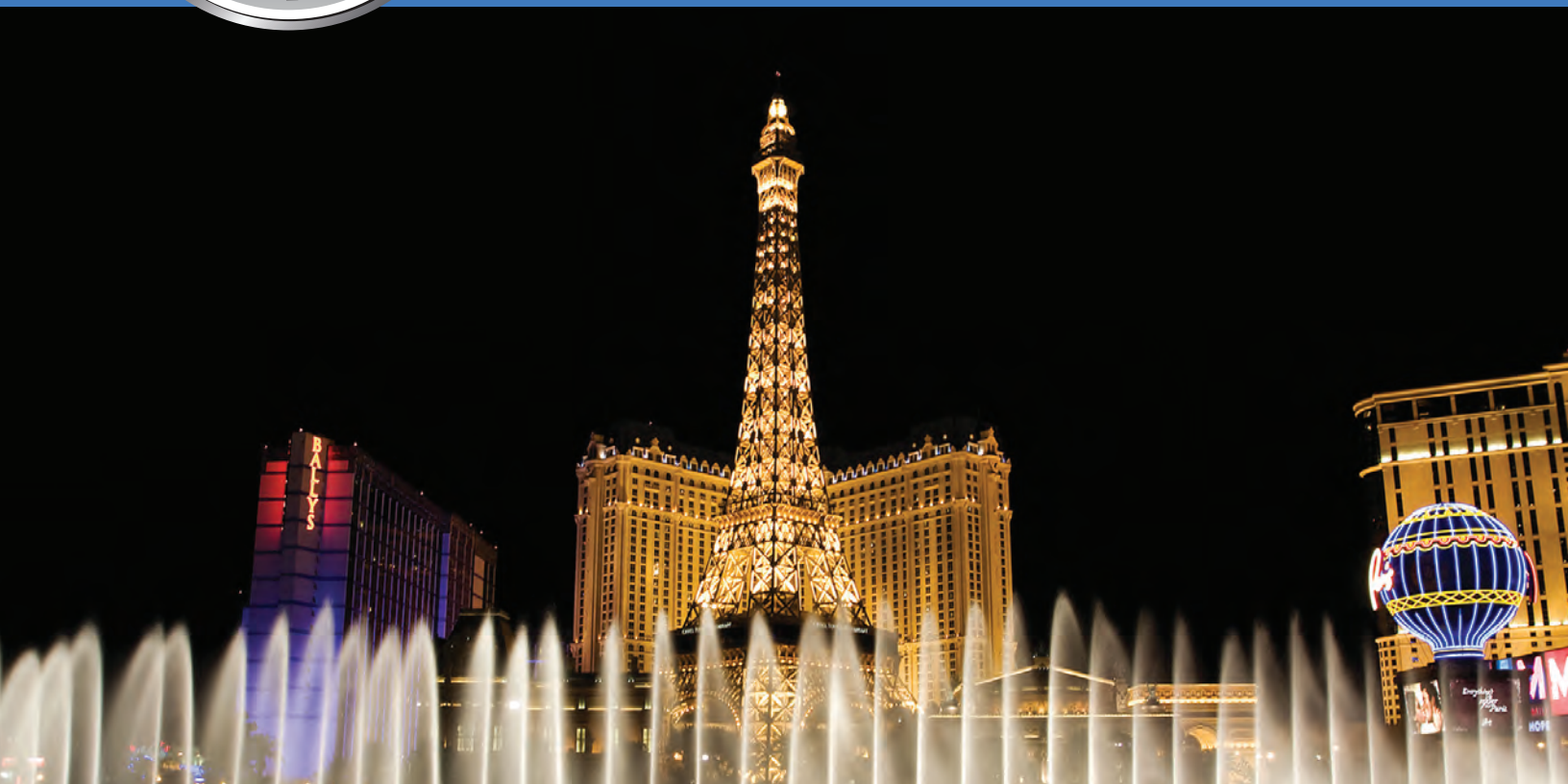


# Reach Over 1,000 Breast Care Professionals *at the 27th Annual Interdisciplinary Breast Center Conference*



# NCBC2017

March 11-15, 2017 • Paris Las Vegas



# Exhibitor and Sponsorship Kit

*All New Sponsorship Opportunities! - see pages 8-11*



## **Background**

What started in 1985 as a small group of multidisciplinary breast health professionals has continued to grow into an ever-increasing group of medical professionals who assemble to exchange information, network and learn from each other. The focus continues to be on the development, implementation and expansion of breast center programs to allow these experts to become informed of the most up-to-date breast care techniques and options available to their patients. With the addition of private sector businesses and corporations as part of the membership, breast health professionals are also kept informed about advances in equipment, technology, drugs and services available to them to improve patient quality care. Through monthly newsletters, an annual conference and networking throughout the year, NCBC members are kept informed of the changing breast health care world.

**Mission:** The National Consortium of Breast Centers is the premier interdisciplinary organization committed to the development, maintenance, advancement and improvement of the highest quality patient-focused Breast Centers by supporting education, certification and interdisciplinary communication among those we serve.

**Vision:** To positively impact quality breast care and improve the experience, satisfaction and outcomes of the breast care patient as well as the care providers while being recognized as the premier organization supporting interdisciplinary Breast Centers in the world.

**Organizational Methodology:** The organization's mission is achieved through evidence-based education, advocacy, certification and quality validation programs, with the goal of improving breast care for all. Interdisciplinary collaboration is promoted through networking opportunities among the Breast Center community.

The corporation is operated exclusively as an educational, scientific and charitable organization within the meaning of Section 501(c) (3) of the Internal Revenue Code.

## **The Members**

Communication among breast health professionals is paramount to the NCBC. The NCBC newsletter, the "Breast Center Bulletin" is published bi-monthly and highlights programs and administrative tips. Centers around the country can emulate these to streamline operations and expand services to patients.

The NCBC Info Exchange Program/Blog allows members to request input from peers across the country on providing care, administrative considerations, protocols, salary ranges and other issues of concern and serves to foster nation-wide networking among the membership.

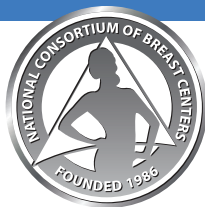
The web site "members only section" contains archives of all newsletters and allows access to all responses to each email question ever asked.

The web site also serves as a search tool. Breast health professionals can be located - each member is listed on the web site in the professional section. Breast health facilities can be identified - each facility is highlighted with a description of services and a picture. A business providing services and products to breast health professionals can be researched - each business is listed with a description and picture if provided.

The most important communication and networking opportunity is the NCoBC Annual Conference. Each spring the NCBC coordinates an annual breast center conference for members and guests. Consortium members only pay a nominal fee to cover meals and conference materials. Attendees meet and exchange information with other breast health professionals from around the world and form new relationships that expand collegial sharing throughout the remainder of the year. The focus of each conference varies as the issues facing breast health professionals change.

Presently, the NCBC has among its members, individuals that represent the medical fields of radiology, surgery, oncology, ob/gyn and pathology. The clinical fields are represented by members in all levels of counseling, oncology and clinical nursing as well as by nurse practitioners. Radiologic technology is also represented in the membership by radiologists specializing in breast imaging. Administrators and managers of breast centers are also included in the membership. These individuals represent centers that are freestanding, community hospital based and university hospital based. NCBC has members who work at women's centers, wellness centers, other non-profit organizations or are in private practice. Breast health consultants, authors, and representatives from the commercial sector, who deliver equipment and supplies to providers, rounds out the NCBC membership.

The members are the backbone to NCBC. These are the professionals who are committed to putting the patient first and who bring to our attention the challenges they face in providing patient care. The trustees are faced with determining how best to meet these needs, setting goals, creating committees, allocating resources and coming back to the membership to ask for volunteers to help implement programs to address these challenges. We look forward to allocating our resources and working with fellow breast health care professionals who strive daily to treat each patient as a very special person who deserves the best care that we, as professionals, can provide.



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## Corporations and Sole Proprietorships

*This level of membership was created to inform NCBC members of the various private sector products and services available to them to improve patient care. The membership benefits were designed to provide a marketing mechanism for private sector business members to inform breast center members around the country about products and services. We trust that making information about products and services available to the membership will increase the opportunities to improve the care provided patients and will enhance the medical and administrative environment under which patient care is provided.*

- ✓ **Exhibit Space at the Annual Interdisciplinary Breast Center Conference** – Each spring the NCBC coordinates an annual conference for breast health professionals and their guests. Attendees meet and exchange information with other breast care professionals from around the world and form new relationships to expand collegial sharing throughout the remainder of the year. Continuing education credits (CME's and CEU's) are offered for RT's, RN's and Physicians. The focus of each conference varies as the issues facing breast health professionals change. Exhibits are an important part of this conference. Exhibit space is located in the conference meeting area. This area is also where all meal and reception functions are held. It has been found that exhibits in the meeting room draw more interest. Conference attendance has been between 725-925 attendees. *Please see page 6 for exhibit space costs.*

Along with exhibit space at the annual conference, exhibitors are encouraged to take advantage of the many avenues of marketing available through the NCBC. These programs bring awareness to your specific product or service and or increase traffic to your exhibit booth at the conference. *Please contact NCBC staff for current rates to the following marketing options:*

- ✓ **Marketing Opportunity-Newsletter** The Breast Center Bulletin now offers advertising as well as the opportunity to write an editorial regarding their organization or products. The Breast Center Bulletin is the NCBC's newsletter that contains articles highlighting issues involved in managing breast centers, spotlight articles on specific breast centers and their activities, psychosocial aspects of breast health care, updates on breast health care legislation and information on the organization and its members. Members receive a 50% discount on all forms of advertising.
- ✓ **Marketing Opportunity - NCBC Website Rotating Banners** – Announcements about products, services, special offers, etc., as well as company logos and slogans, can run as a banner ad on the new NCBC website. The banner appears on every page of the website. Banners rotate and are limited to five per month to allow for maximum visibility. Members receive a 50% discount on all forms of advertising.
- ✓ **Marketing Opportunity - Email** – The NCBC office sends an average of 10 e-mails each month to all NCBC members. Banners similar to the website banners can be placed on those e-mails to let members know about products, services, new approvals, etc. Members receive a 50% discount on all forms of advertising.
- ✓ **Marketing Opportunity - Email Blasts** – This opportunity is to increase product visibility and highlight new services. This opportunity was offered in a limited capacity to promote vendor booth location and products at the up-coming conference. Due to the positive response from both the vendors and conference attendees, we have decided to offer this form of advertising year-round. Email blasts can be sent out to all members in html format or a text blurb with linked photos and/or graphics. Members receive a 50% discount on all forms of advertising.
- ✓ **Internet Directory of Businesses Providing Services/Products to Professionals** – Each business and corporate member is listed in the Breast Health Business Services and Products Directory and has its own listing on the NCBC website. The listing for each member contains: the business name and location; the name and title of a contact person; a descriptive narrative about the business and services/products; a picture of products; and a hot link to the business's website. Individuals visiting the NCBC website will be able to search the Business Directory to locate specific products by searching with a keyword. It is hoped this will serve as another marketing tool for business members and provide information to professionals.













# 2016 Conference Exhibitors And Sponsors

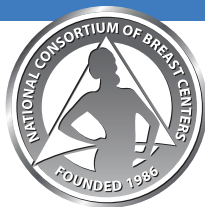


## NCBC2017

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### Conference Sponsors NQNBC™ Sponsors Navigator Sponsors

106	Armada Medical Marketing	150	Ma'am Software, LLC
140	Bard Biopsy 	109-110	MagView Mammography Information System 
126	BD (formerly - CareFusion)	160	Mammotome
127	Breast Cancer Awareness Magazine	131	MEDSource, Inc.
130	Breast Microseed	113	Middlesex MD
135	CancerIQ 	141	MRS Systems
146	Candelis	144	Myriad 
117	Care Wise	100	NAPBC
152	Carestream	101	NCBC
158	Cianna Medical	172	PenRad Technologies 
122	CRA Health (Formerly -Hughes RiskApps, LLC)	134-145	Pfizer Oncology  
153	Dune Medical Devices	128	Phenogen Sciences
129	Educare	107	Progeny Genetics
157	Epidemio3D	164	Provista Diagnostics
120	Equicare Health	142	PTM Document Systems
116	Faxitron 	112	Quest Diagnostics
133	FUJIFILM Medical Systems 	104	RamSoft, Inc.
118	Gamma Medica	169	Ready for Recovery 
167	GE Healthcare 	121	Sectra 
139	Genentech	102	Sharsheret
163	Genomic Health	108	Siemens 
165	Hitachi Aloka Medical 	151	Sonocine
115	Hologic 	156	Summit Bodyworks
143	iCAD, Inc	125	Supersonic Imagine
132	Ikonopedia	162	Susan G. Komen
138	Imaging Technology News	168	TeleMammography Specialists, LLC
173	ImpediMed, Inc.	149	Teva Pharmaceuticals
174	Insight Management Systems, Inc. 	161	The Breast Milagro
124	Invitae	170	The Suremark Company
105	Invuity	111	Tractus Corporation
171	J Stone Promotional Advertising	119	Viztek
159	Kubtec Digital X-ray	114	Volpara
137	Lange Productions	103	Wrapped in Love
123	LDV, Inc		



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### Exhibitors please note the following important changes:

- The “post conference” is on Tuesday and half day Wednesday. There are no exhibitor hours for those days.
- New sponsorship items are available for 2017 Conference. (They are offered on a first come first serve basis.)
- Saturday night will be the Vendor Gala (No vendor events this night that conflict with the NCBC event)
- Monday night will be an open night for Vendor events.

*\* Vendors are not to entertain the membership, speakers or board members during the event times of the NCBC.*

### ► SCHEDULE: THIS IS THE TENTATIVE SCHEDULE AND IS SUBJECT TO CHANGE WITHIN 30 MINUTE INCREMENTS OF THE SCHEDULED TIME. REVISED SCHEDULE WILL BE SENT BY NOV 1, 2016.

#### Saturday March 11

7:00 am – Exhibit Floor Opens  
7:00 am – 8 am Breakfast Symposiums  
10:15 am – 10:45 am Break  
11:45 am – 1:00 pm Lunch  
3:15 pm – 3:45 pm Break  
6:30 pm – 8:30 pm \*\*Vendor Gala

Prime  
Exhibit  
Times

#### Sunday March 12

7:00 am – Exhibit Floor Opens  
7:00 am – 8 am Breakfast Symposiums  
10:00 am – 10:30 am Break  
12:10 pm – 1:15 pm Lunch  
2:55 pm – 3:30 pm Break  
5:45 pm – 6:45 pm Poster Reception

Prime  
Exhibit  
Times

#### Monday March 13

7:00 am – Exhibit Floor Opens  
7:00 am – 8 am Breakfast Symposiums  
10:15 am – 10:45 am Break  
12:25 – 1:30 pm Lunch  
3:00 pm – 3:30 pm Break

Prime  
Exhibit  
Times

**\*Prime exhibit times** are the designated times that your exhibit space will be experiencing the most traffic. We have scheduled as much prime exhibit time as possible, so that you may greet attendees and have time to continue additional discussions with interested clients. (The prime times listed are the NCBC required times that your company have a representative at their booth.)

**\*\*This reception will include hors d'oeuvres and 1 drink ticket for each registered exhibitor.**

### • EXHIBITOR GIVE-AWAY AND DRAWINGS:

We invite exhibitors to have registrations for prize drawings and other incentives to increase exhibit traffic. The NCBC will provide a slide listing each company and their prize to promote registering for the give-away. To be included on the slide, please send NCBC staff the details of your give-away by Dec 1, 2016.

### ✓ EXHIBITOR BENEFITS INCLUDE:

- Recognition and listing in the conference brochure if received by September 15, 2016 and/or program if received by 2/9/17 to be included;
- A free listing on the NCBC 's Internet web page;
- A paragraph description included on the Internet with listing if provided;
- Exhibits located in the conference meeting room with lunches and breaks for better exposure;
- Up to three exhibitor / conference passes for exhibiting company employees per 10x10 booth space;\***
- Non-profits will receive up to two (2) exhibitor/conference passes for exhibiting non-profit company employees per single non-profit booth space.\***
- Up to three sets of lunch tickets for exhibiting company employees per 10x10 booth space;
- Up to two sets of lunch tickets for exhibiting company employees per single non-profit booth space.
- One drink ticket per exhibiting company employee;
- Continuing education credits for the conference are available to exhibiting company employees.
- 50% off membership for corporations not sponsoring at the bronze, gold, silver or platinum level.

**\*This excludes consultants, clients and business associates; they may register at the regular conference attendee rate instead of the \$2000 non-exhibiting company rate at your request or \$700 day pass.**



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### • EXHIBIT SPACE:

Exhibits will be located in the conference meeting area. We have found that having exhibits actually in the conference meeting area draws more interest. The floor plan can be viewed on page 13.

### • EXHIBIT SPACE COST:

Exhibitors will be provided with a 10' x 10' floor space, one 6' skirted table, one 7" x 44" one line identification sign, two chairs and a wastebasket. The tabletop exhibits (non-profits only) will be a 6' space which will include one 6' skirted table, one 7" x 44" one line identification sign, two chairs and a wastebasket. CEUs are available for exhibitor company staff at no additional cost. Additional name badges are \$75 and will include entrance to the conference and 1 drink ticket. Meal tickets are provided for 3 people per 10 X 10 (non-profit booths will receive meal tickets for 2 people). Additional meal tickets can be purchased at cost and are \$200 per person.

\$1500	10 x 10 – Non-Profit ONLY	
\$3500	10 x 10 Exhibit Space	(1 10 x 10 space)
\$6500	10 x 20 Exhibit Space	(2 – 10 x 10 spaces)
\$9500	10 x 30 Exhibit Space	(3 – 10 x 10 spaces)
\$12500	20 x 20 Exhibit Space	(4 – 10 x 10 spaces)

### • EXHIBITOR REGISTRATION:

Friday, March 10th, registration hours: 11 am to 8 pm

Exhibitors may pick up registration materials at the registration desk. We ask that you assign one exhibit contact person to secure the registration materials on-site. The name of this person and their cell phone number is to be emailed to the Exhibit Manager by March 1, 2017. Only this person will be allowed to secure booth and registration materials for all booth registrants at the registration desk on-site. The registration package will include all name badges and registration materials for each person registered. Name badges must be picked up by the contact person by 8 pm on Friday.

### • EXHIBIT SET-UP:

Friday, March 10 hours: 9am to 9pm

**\* All Set-up must be complete by 9 PM Friday night**

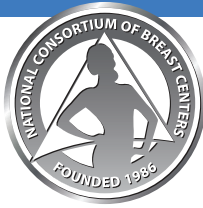
**Exhibit Floor Opens 7:00 AM on Saturday March 11, 2016**

Should you have any questions or need assistance during set-up, please contact: Robin Mount (714) 981-5966

### • EXHIBIT DISMANTLING:

Exhibitors will dismantle after the final break on Monday, March 13. If electricity is needed to dismantle the booth, please let the office know so it may be kept on in your area.

**\*There will be an \$800.00 fee charged to ANY exhibitor who dismantles their booth prior to 3:30 pm on Monday, March 13, 2017.**



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- **EXHIBITOR MEALS:**

Registration includes 3 lunch ticket packages per 10 X 10 exhibit space. (Breakfast tickets are not included in the package as breakfast will be sponsored symposiums.) To encourage interaction between conference guests and exhibitors all meal functions will be held in the exhibit area. Additional lunch tickets can be purchased at cost and are \$200 per person.

- **ADDITIONAL NAME BADGES:**

Registration includes 3 name badges per 10 X 10. (Additional name badges are only for company employees working your booth.) Additional name badges are \$75 and will include entrance to the conference. Additional badges with lunch ticket \$275.00. **Badge requests due by January 30, 2017. On site badges or badge changes - Additional \$ 25.00 fee.**

- **EXHIBIT SPACE ALLOCATION:**

Last year's exhibitors and NCBC members will have first choice of space, **when accompanied by 1/2 or full payment and signed exhibitor agreement.** Remaining space allocations will be made on a first come first served basis.

- **ELECTRICAL NEEDS:**

Electric service will be provided under contract with the hotel's electric vendor. Information will be sent 12 weeks prior to show. Exhibitors requiring electric must contract for services directly from the electric provider.

- **SHIPPING INFORMATION TO AND FROM THE HOTEL:**

**ALL shipments must go through the ADVANCE WAREHOUSE.** No SHOW-SITE shipping will be accepted at the dock or unloaded until all advance warehouse shipping has been unloaded. Shipping information will be through Century Transportation Services. A complete exhibitor prospectus with shipping, handling, additional rental items, dates, etc. will be sent to each exhibiting company.

- **EXHIBIT SECURITY:**

Exhibits will be locked in the meeting room. The NCBC will hire security Thursday thru Wednesday evenings. However, exhibitors are responsible for exhibit loss, damage and theft. It is suggested that portable components be taken down at the close of each day. **The NCBC will not be responsible for any handling, mishandling or lost shipments.**

- **EXHIBITOR SPACE PAYMENT:**

The application must include 50% of the total payment. **Full payments must be received by February 15, 2017.**

- **CANCELLATION/REFUND OF EXHIBIT SPACE FEES:**

There will be no refunds if exhibiting company cancels.

- **CANCELLATION/REFUND OF HOTEL:**

If you need to cancel your hotel reservation you must contact the hotel directly.

**NOTE:** If you reserve a room outside the NCBC's block, you will be charged a \$25.00 per night resort fee charged by the hotel.

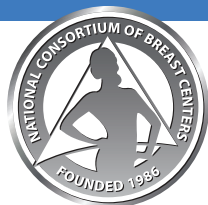
- **SUBLETTING OF SPACE:**

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by them or their subsidiaries.

- **INSURANCE AND LIABILITY:**

Exhibitors should maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition.

- **NOTE: NCBC reserves the right to decline Non Breast Health Company Exhibitors.**



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The National Consortium is pleased to offer sponsorship opportunities for the **27<sup>th</sup> Annual Interdisciplinary Breast Center Conference**. All items are on a first-come first-served basis with first right of refusal on all items of previous sponsors. NCBC is willing to discuss any other sponsorship opportunities in which an exhibiting company may be interested. Please let us know your sponsorship selection by November 16, 2016.

## À la Carte descriptions

**Logo and Banner Ad on Breastcare.org**      \$800 large (325x55 pixels) \$400 small (235X64 pixels)  
Have your logo and company name prominently displayed on the breastcare.org site home page slide show along with a banner ad that links directly to your site for a full year.

**NEW!**

**Charging Station**      \$ 5,000

Sponsor a charging station next to your booth for the attendees to charge their phones, tablets, laptops and the like. Giving attendees a place to recharge, both electronically and mentally as the station also serves as a rest area. A charging station is sure to drive traffic to your booth location. Station will be branded with your company logo.

**Breakfast Symposium**      \$10,000

The breakfast symposium is a 60 minute presentation (unaccredited) on the topic of your choice. This will allow you to reach approximately 400-600 attendees at one time. A breakfast symposium sign promoting your discussion will be displayed outside the meeting room.

**Poster program**      \$5,000

This opportunity gives an exhibitor the chance to be the sole sponsor of our poster program. This company's name will be displayed on slides, poster numbers, reception signage and certificates given to the oral presenters.

**NEW!**

**Coffee Cart** \$6,000 / break session      **Coffee and Snack Cart** \$10,000 / break session

Sponsor a coffee cart at our break sessions and drive traffic to your exhibit booth. The cart will be placed by your booth and will be identified as a sponsored event. The cart will contain all the break time beverages and snacks if you wish to provide snacks (snacks provided only if your company chose the coffee and snack cart option). You are welcome to commit to a coffee cart for one break session or the entire conference. \*Please contact the Exhibit Manager for pricing if you would like a cart for the entire conference: [exhibits@breastcare.org](mailto:exhibits@breastcare.org)

**NEW!**

**Live Entertainment for the Gala** \$5,000

Sponsor the gift of Music... the 3 piece band to play background music during the Gala.

**Conference Programs**      \$4,000

Sponsor our conference program. Your company logo with (sponsored by) will appear on the front cover and throughout the program pages. Also included is an exclusive full page advertisement inside the program. No other advertising will appear in the 2016 conference program.

**Conference Mobile App**      \$2,000

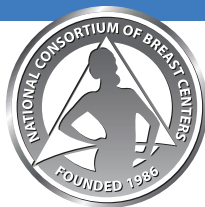
Sponsor the mobile conference app for the attendees to get all the lectures, power point and current up to date information about the conference (this will replace our USB sticks and hard copy materials). Sponsors will be marketed to all users of the applications each time they log on getting up to date information about your booth, product(s) and company.

**Welcome/Vendor Reception** \$2,000

Help sponsor the Welcome Reception. We are looking for 20 Vendors to donate an additional 2,000 dollars in addition to their booth. This will be a Saturday Night Event with entertainment so the members enjoy their time in Vegas. NCBC will provide a free marketing eblast to promote your company to our members and attendees as a sponsor of this reception.

Descriptions continue





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## À la Carte descriptions continued

**NEW!**

### Hotel Room Keys **SOLD!**

\$10,000

(Limit of one company)

Receive continued exposure throughout the conference with your logo prominently displayed on all attendees' room key cards.

### Conference Satchels

\$6,500

(Limit of one company)

Your company's name and logo will be seen throughout the four-day conference as each attendee receives a reusable satchel.

### Nametags **SOLD!**

\$2,500

(Limit of one company)

Increase your exposure at this conference each time someone looks at a nametag. Have your company name and logo appear on each attendee's name tag in the colors of your choice.

### Ink Pens

\$1,500

(Limit of one company)

Every conference attendee will receive a beautiful clip-it pen that is an integral carabiner with your company's name and logo engraved on it. These will be included in each registration kit.

**NEW!**

### Stylus Pens

\$1,500

(Limit of one company)

Every attendee will receive a convenient stylus pen. Perfect for use with all of today's PDA's such as tablets and smart phones. Your logo prominently displayed on an item that will be used over and over again.

### Meal Tickets **SOLD!**

\$2,500

(Limit of one company)

Your company logo will appear on each meal ticket that is given to the conference attendees. A meal ticket is required for each meal and the conference attendees see your company logo each day.

### Magnetic Power Clips

\$1,500

(Limit of one company)

Popular magnetic translucent power clips will keep your name before breast health care professionals even at home! Your logo will appear on clip top. These are available in many colors.

**NEW!**

### Chap Stick

\$1,500

(Limit of two companies)

Always a welcome item! Lip balm stick with your company name and logo for attendees to use at the conference and when they return home.

### Satchel ID Tags

\$2,500

Each satchel will be equipped with an ID tag to keep track of their satchel at the conference. Your company logo will be printed on one side.

### Exhibitor Bingo Raffle Cards

\$2,500

(Limit of one company)

Every meeting attendee will receive an Exhibitor Bingo Raffle Card. Object of the game: Visit all exhibitor booths for color-coded dabs in order to make a BINGO and to qualify to enter drawing for prizes. Game card will display sponsor Name and Logo on front and full company description on back.

### Hand Sanitizer Spray

\$2,000

(Limit of two companies)

The attendees will really utilize this in Las Vegas. Antibacterial hand sanitizer kills 99.9% of common germs within a few seconds. It will leave your hands clean and delicately scented.

### Promotional Flyer in Satchel

\$1,000

Your company will gain a higher level of visibility when attendees look in their registration satchels and discover your flyer, one page ad or coupon inside. You must be an exhibitor to take advantage of this offer.

### Promotional Item in Satchel

\$1,500

Your company will gain a higher level of visibility when attendees look in their registration satchels and discover your item (i.e., CD, Book, Pen, Notepad, etc). You must be an exhibitor to take advantage of this offer. This item must be pre-approved by the NCBC.

### Insulated Hot or Cold Tumbler

\$5,500

(Limit of one company)

This stainless steel tumbler really lets your logo stand out. The attendees would love to use this at the conference for coffee or cold beverages! Also, have attendees remember your company even after the conference ends as they utilize this high quality stainless steel tumbler wherever they go.

### NCoBC Gala Tee Shirts

\$6,000

**NEW!**

(Limit of one company)

Your company will receive continued brand recognition each time the attendees wear these premium tees printed with the Gala design and your company logo.

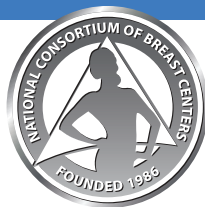
### Note Pads

\$3,000

**NEW!**

(Limit of one company)

Be top of mind with notepads branded with your logo. Each attendee will receive a notepad included in their registration satchels which they will find very useful during and after the 2017 conference.



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Sponsorship of the Annual Interdisciplinary Breast Center Conference provides recognition and exposure for your company. The below opportunities are available to suit any budget. In order to obtain a sponsorship level, all required items purchased at cost could allow you to fall into one of these categories.

### Platinum: (\$75,000-UP) - Event Sponsor

**Required: Booth**

- Conference Sponsor / Unrestricted Grant (30,000-up)
- Choose one (1): Breakfast (\$10,000), hands on lunch workshop (\$6,000) or break coffee cart (\$6,000)
- Choose two (2) Sponsorship Items from á la carte list\*

**Receive:** Company Name listed in the Brochure (if received prior to September 15, 2016)

- Company Name listed on the website
- Slide on the home page of the NCBC website
- Three (3) Complimentary email blast
- Free NCBC Membership
- Signage throughout conference
- Sponsorship level ribbon to be displayed at your booth

**\*Á la Carte: ✓**

### Gold: (\$40,000-74,999)

**Required: Booth**

- Course sponsor / unrestricted grant (\$20,000- up)
- Choose one (1): Breakfast (\$10,000), hands on lunch workshop (\$6,000) or break coffee cart (\$6,000)
- Choose two (2) sponsorship items from á la carte list

**Receive:** Company Name listed in the Brochure (if received prior to Sept. 15, 2016)

- Company Name listed on NCBC's website
- Two (2) complimentary email blasts
- Free NCBC Membership
- Signage outside course
- Sponsorship level ribbon to be displayed at your booth

Note Pads (\$3,000)	_____
NCoBC Gala Tees (\$6,000)	_____
Hotel Room Key (\$10,000)	<b>SOLD!</b>
Logo and Banner Ad - Large (\$800)	_____
Logo and Banner Ad - Small (\$400)	_____
Charging Station (\$5,000)	_____
Breakfast (\$10,000)	<b>SOLD!</b>
Vendor Gala (\$2,000)	_____
Exhibitor Bingo Raffle Cards (\$2,500)	_____
Poster program (\$5,000)	_____
Coffee Cart (\$6,000)	_____
Pre-conference eblast (\$800)	_____
Conference Mobile App (\$2,000)	_____
Conference Satchel (\$6,500)	_____
Conference Program (\$4,000)	_____
Nametags (\$2,500)	<b>SOLD!</b>
Stylus Pens (\$1,500)	_____
Ink Pens (\$1,500)	_____
Meal Tickets (\$2,500)	<b>SOLD!</b>
Magnetic Power Clips (\$1,500)	_____
Chap stick (\$1,500)	_____
Hand Sanitizer Spray (\$2,000)	_____
Flyer in Satchel (\$1,000)	_____
Item in Satchel (\$1,500)	_____
Satchel ID Tags (\$2,500)	_____
Insulated Hot or Cold Tumbler (\$5,500)	_____
Unrestricted Educational Grant (\$5,000 and up)	_____
Post Conference Sponsorship (\$3,500)	_____
Live Entertainment for Gala (\$5,000)	_____

### Silver: (\$15,000-39,999)

**Required: Booth**

- Choose one (1): Breakfast (\$10,000), hands on lunch workshop (\$6,000) or break coffee cart (\$6,000)
- Choose one (1) sponsorship item from á la carte list

**Receive:** Company Name listed in the Brochure (if received prior to Sept. 15, 2016)

- Company Name listed on NCBC's website
- Two (2) complimentary email blasts
- Free NCBC Membership
- Signage outside course
- Sponsorship level ribbon to be displayed at your booth

### Bronze: (\$5,000-14,999)

**Required: Booth**

- Choose one (1) sponsorship item from á la carte list

**Receive:** Company Name listed in the Brochure (if received prior to Sept. 15, 2016)

- Company Name listed on NCBC's website
- One (1) complimentary email blast
- Free NCBC Corporate Membership
- Sponsorship level ribbon to be displayed at your booth



**NCBC2017**  
27th Annual Interdisciplinary Breast Center Conference  
March 11-15, 2017 • Paris Las Vegas

## Breakfast Symposium Sponsorship Application

Applications must be received by September 30, 2015 to be considered.

Exhibiting companies will have an exciting new opportunity to present information about their products and services directly to the conference attendees. A limited number of corporate sponsored breakfast symposia will be offered to conference exhibitors. This opportunity allows each sponsor to host its own symposium, to choose its own faculty and to share directly with attendees important information about products and services. NCBC will cover the cost of standard AV set-up, food and registration. Sponsors would be responsible for the hosting fee and any handouts or promotional materials. Each symposium will hold between 400 and 600 in a classroom type set-up.

☐ I am interested and want additional information  
☐ Please sign me up to sponsor a breakfast symposium

**Dates available:**  
Saturday, March 11, 2017  
Sunday, March 12, 2017  
Monday, March 13, 2017  
Tuesday, March 14, 2017

**Times:**  
**SOLD!** 7:00- 8:00am  
**SOLD!** 7:00- 8:00am  
**SOLD!** 7:00- 8:00am  
**SOLD!** 7:00- 8:00am

**Fees:**  
Hosting Fee \$10,000  
NCBC will cover food cost, set-up and AV.

**Course Title:**

**Session Objective:**

**Speaker:**

Company

Representative Title

Representative Printed Name

Representative Signature

Address

City/State/Zip

Phone

Fax

Email

By signing this application, I am entering in an agreement to sponsor a Breakfast Symposium at the 27th Annual Interdisciplinary Breast Center Conference.

The company that I represent will agree to pay the room fee, any hosting fees and any handouts or promotional material. Symposiums must be paid in full prior to the Conference. I understand that our company will not be refunded if we cancel our symposium.

Please return this application by September 30, 2016 to:

Exhibit Manager/Corporate Liaison  
National Consortium of Breast Centers, Inc.  
PO Box 1334      Shipping: 1017 E. Winona Ave.  
Warsaw, IN 46581      Warsaw, IN 46580  
Voice: 574-268-9015  
Fax: 574-267-8268  
Email: [exhibits@breastcare.org](mailto:exhibits@breastcare.org)

**\*Symposium Sponsors receive 2 complimentary speaker badges for the day of the breakfast symposium only. Speaker info due by January 30, 2017. \*\* For all onsite badge requests, there is a \$25.00 fee.**

# 2017 Conference Sponsorship Agreement



**NCBC2017**  
27th Annual Interdisciplinary Breast Center Conference  
March 11-15, 2017 • Paris Las Vegas

(ADDITIONAL INFORMATION REQUESTED ON FOLLOWING PAGES)

► \_\_\_\_\_  
Facility or company name

► \_\_\_\_\_ Signature of authorized company representative

► \_\_\_\_\_  
Name of individual entering into agreement on behalf of company

► \_\_\_\_\_  
Phone and email of company representative for contact purposes

## SPONSOR ITEM

Note Pads (\$3,000)	\$ _____
NCoBC Gala Tees (\$6,000)	\$ _____
Hotel Room Key (\$10,000)	\$ <b>SOLD!</b>
Logo and Banner Ad - Large (\$800)	\$ _____
Logo and Banner Ad - Small (\$300)	\$ _____
Charging Station (\$5,000)	\$ _____
Breakfast (\$10,000)	\$ <b>SOLD!</b>
Vendor Gala (\$2,000)	\$ _____
Exhibitor Bingo Raffle Cards (\$2,500)	\$ _____
Poster program (\$5,000)	\$ _____
Coffee Cart (\$6,000)	\$ _____
Pre-Conference blast (\$800)	\$ _____
Conference Mobile App (\$2,000)	\$ _____
Conference Satchel (\$6,500)	\$ _____
Conference Program (\$4,000)	\$ _____
Nametags (\$2,500)	\$ <b>SOLD!</b>
Stylus Pens (\$1,500)	\$ _____
Ink Pens (\$1,500)	\$ _____
Meal Tickets (\$2,500)	\$ <b>SOLD!</b>
Magnetic Power Clips (\$1,500)	\$ _____
Chap stick (\$1,500)	\$ _____
Hand Sanitizer Spray (\$2,000)	\$ _____
Flyer in Satchel (\$1,000)	\$ _____
Item in Satchel (\$1,500)	\$ _____
Satchel ID Tags (\$2,500)	\$ _____
Insulated Hot or Cold Tumbler (\$5,500)	\$ _____
Unrestricted Educational Grant (\$5,000 and up)	\$ _____
Post Conference Sponsorship (\$3,500)	\$ _____
Live Entertainment for Gala (\$5,000)	\$ _____
Total Amount of Sponsorship	\$ _____

### Cancellation Policy

There will be no refunds if exhibiting company cancels.

### COMMENTS:

Please initial

## EXHIBIT BOOTH OPTIONS

_____ \$1500	10 x 10 – Non-Profit ONLY	
_____ \$3500	10 x 10 Exhibit Space	(1 10 x 10 space)
_____ \$6500	10 x 20 Exhibit Space	(2 – 10 x 10 spaces)
_____ \$9500	10 x 30 Exhibit Space	(3 – 10 x 10 spaces)
_____ \$12500	20 x 20 Exhibit Space	(4 – 10 x 10 spaces)

## SPONSORSHIP

Thank you for choosing to be a promotional sponsor of the 27th Annual Interdisciplinary Breast Center Conference. Please note the following:

**Full payment must be received by December 31, 2016.** This will allow the NCBC to provide the sponsorship items ordered and have them shipped in a timely manner. The tax ID number for NCBC is 22-2721653.

### CREDIT CARD

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Billing Zip Code \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CV# \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Card Holder Signature \_\_\_\_\_

**CHECK NUMBER** \_\_\_\_\_

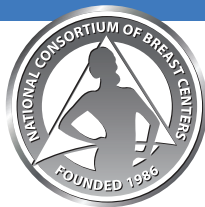
**ANTICIPATED RECEIPT DATE** \_\_\_\_\_

### RETURN AGREEMENT TO:

National Consortium of Breast Centers, Inc.  
P.O. Box 1334, Warsaw, IN 46581-1334  
Fax: 574-267-8268 Phone: 574-267-8058  
Email: exhibits@breastcare.org



# Exhibitor Floorplan - Paris Las Vegas



**NCBC2017**  
27th Annual Interdisciplinary Breast Center Conference  
March 11-15, 2017 • Paris Las Vegas

Rivoli / Concorde Ballrooms  
57,121 sq. ft

**1 Early Registration Benefit:** Pay in full by Jan 8th 2017, and choose your booth space(s):

Circle the booth spaces below and mark 1st, 2nd and 3rd choice:

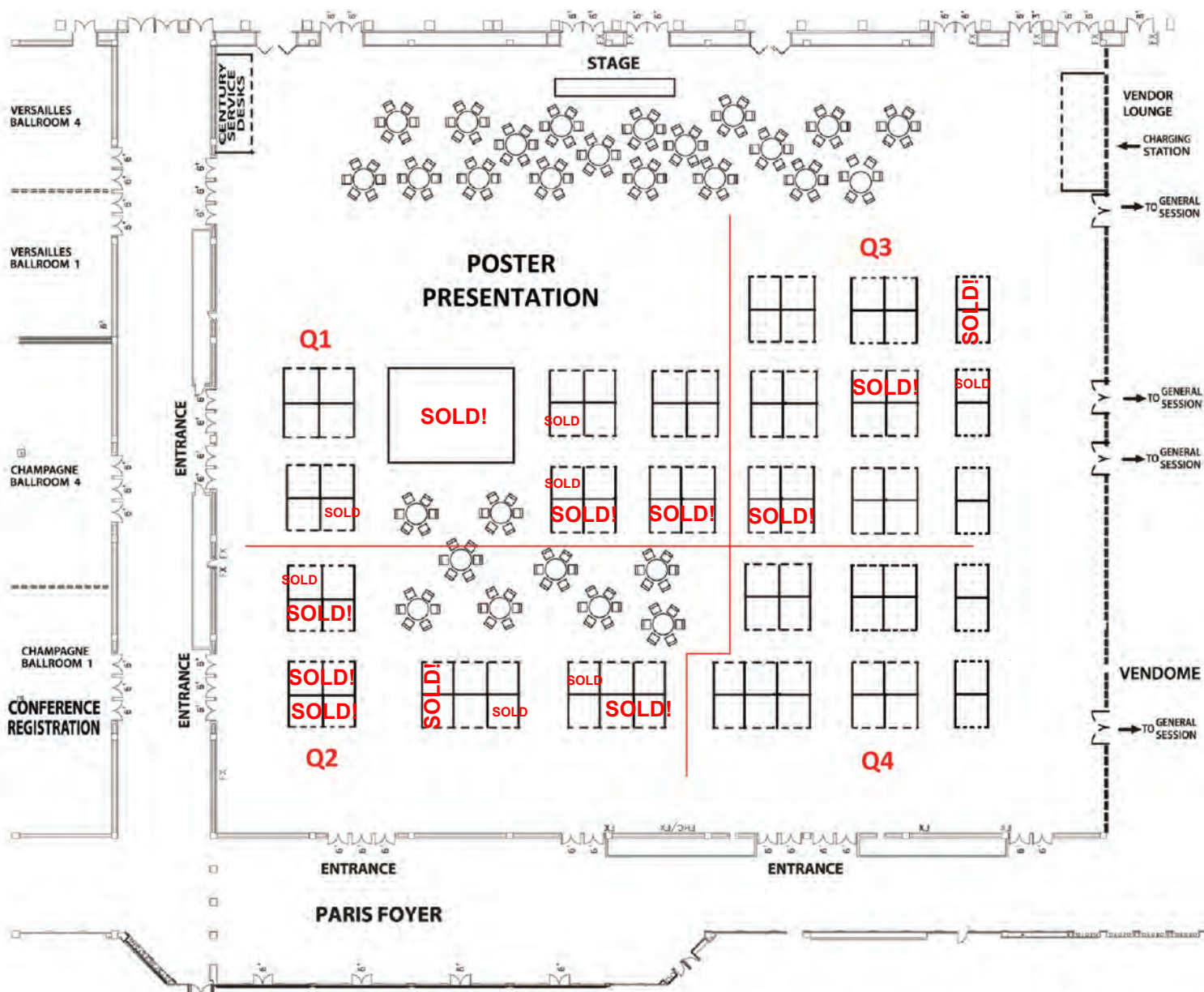
1	

**2 Regular Registration:** Please check quadrant choice for your booth space(s)

1st choice ☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4

2nd choice ☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4

**3 List any competing company / exhibitors you do not wish your booth to be next to:**



----- INDICATES FRONT OF BOOTH

# Contact Information & Syllabus Copy Request



## NCBC2017

27th Annual Interdisciplinary Breast Center Conference

March 11-15, 2017 • Paris Las Vegas

### ► PARTICIPATING COMPANY INFORMATION (MUST BE RECEIVED BY DECEMBER 31, 2016)

Please provide information, as it is to appear in the brochure, internet and other printed literature as the company listing.

Facility/Company name			Email Address
Individual			Title
Address			Phone Number
Address			Fax Number
City	State	Zip	Web site

### ► INDIVIDUAL TO CONTACT REGARDING EXHIBITING INFORMATION

This person will be sent all exhibitor confirmation materials and the contact for exhibiting, nametags, shipping, etc.

Name			Phone Number
Title			Fax Number
Address			Email Address
City	State	Zip	

### ► INDIVIDUAL TO CONTACT ONSITE REGARDING EXHIBIT

This person will be contacted with questions regarding setup onsite in Las Vegas and badges.

Name
Title
Cell Phone Number
Email

### • ACKNOWLEDGEMENT IN THE CONFERENCE PROGRAM, SYLLABUS AND INTERNET

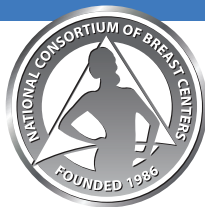
To be listed in the conference brochure that is sent to 40,000 recipients, the NCBC **must** receive 50% payment and booth agreement **no later than September 25, 2016**. To be listed in the program, the NCBC office **must** receive full payment and booth agreement **no later than Jan 30, 2017**. To be listed on the NCBC website, [www.breastcare.org](http://www.breastcare.org), the NCBC office **must** receive a paragraph and company information **no later than Jan. 30, 2017**. Exhibitors may wish to identify how products/services may assist breast health professionals and their patients. It is hoped that this information will encourage attendees to visit the exhibits and serve as an additional marketing piece.

#### PROVIDE BROCHURE COPY VIA:

**Email** - send an attached file or a message containing copy to [exhibits@breastcare.org](mailto:exhibits@breastcare.org)

**US Mail** – NCBC, P.O. Box 1334, Warsaw, IN 46581-1334    Voice: 574-267-8058    Fax: 574-267-8268

# Name Badges Included With Exhibit Fee



**NCBC2017**  
27th Annual Interdisciplinary Breast Center Conference  
March 11-15, 2017 • Paris Las Vegas

**NAME BADGES:** Each exhibitor receives three complimentary company registrations (name badges) for each 10 x 10 exhibit space. If names are not known, please note number of badges that will be needed. \_\_\_\_\_

**\*Must be received by Jan 30, 2017. \*\*On site changes or additions subject to an additional \$25 processing fee.**

**1.**

First Name Middle (if Used) Last Name Professional Credentials (i.e., MD, RN)

Title Email or phone

Company Name as shown on agreement will be used on name badge unless noted otherwise here

City and State as shown on agreement for company will be used on name badge unless noted otherwise here

**2.**

First Name Middle (if Used) Last Name Professional Credentials (i.e., MD, RN)

Title Email or phone

Company Name as shown on agreement will be used on name badge unless noted otherwise here

City and State as shown on agreement for company will be used on name badge unless noted otherwise here

**3.**

First Name Middle (if Used) Last Name Professional Credentials (i.e., MD, RN)

Title Email or phone

Company Name as shown on agreement will be used on name badge unless noted otherwise here

City and State as shown on agreement for company will be used on name badge unless noted otherwise here

Return this form to the NCBC Office Email: [exhibits@breastcare.org](mailto:exhibits@breastcare.org) Voice: 574-267-8058 Fax: 574-267-8268

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

Print or type See Specific Instructions on page 2.	<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	<b>2</b> Business name/disregarded entity name, if different from above	
	<b>3</b> Check appropriate box for federal tax classification; check only <b>one</b> of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <b>Note.</b> For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	<b>5</b> Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	<b>6</b> City, state, and ZIP code	
<b>7</b> List account number(s) here (optional)		

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>										
				-				-		
<b>or</b>										
<b>Employer identification number</b>										
				-						

## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

<b>Sign Here</b>	<b>Signature of U.S. person ▶</b>	<b>Date ▶</b>
------------------	-----------------------------------	---------------

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



# HOTEL INFORMATION



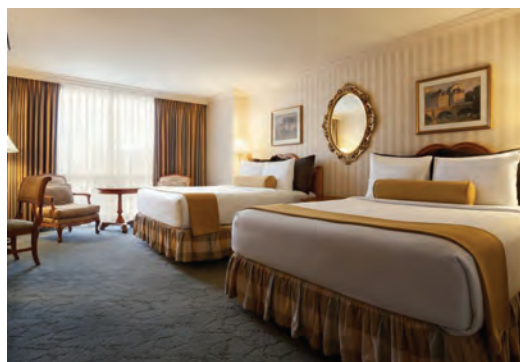
Paris Las Vegas Hotel and Casino  
3655 Las Vegas Blvd. South • Las Vegas, Nv 89109

Rooms can be booked through the NCoBC website at:

[www.breastcare.org](http://www.breastcare.org)

click on "Register to Attend" then find the "Hotel Registration"  
link in the right margin

In addition to reduced room rates, NCBC has negotiated that there are  
NO "Resort Fees" charged during your stay ( a \$29 / day value!), but you **MUST**  
book your room(s) through the [www.breastcare.org](http://www.breastcare.org) website to take advantage!



## National Consortium of Breast Centers, Inc.

**Mailing:** P.O. Box 1334, Warsaw, IN 46581-1334

**Shipping:** 1017 E. Winona Ave., Suite A, Warsaw IN 46580

**Tel:** 574-267-8058 • Fax 574-267-8268

**Email:** [exhibits@breastcare.org](mailto:exhibits@breastcare.org)

**Web:** [www.breastcare.org](http://www.breastcare.org)