MOLECULAR TARGETS AND CANCER THERAPEUTICS
The Premier International Meeting Featuring Novel Cancer Therapeutics

November 5-9, 2015
Exhibit Dates: November 6-8, 2015
Hynes Convention Center • Boston, MA

Exhibitor Prospectus

For more information and to bookmark this important event, go to www.AACR.org/Targets15
The American Association for Cancer Research (AACR), founded in 1907, is a nonprofit scientific society of more than 35,000 laboratory, clinical, translational, and epidemiological cancer researchers around the world. Its mission is to prevent and cure cancer through research, education, communication, and collaboration. This work is carried out through high-quality scientific programs in all disciplines in the cancer field.

The National Cancer Institute (NCI), founded in 1971, is the principal government agency in the United States charged with coordinating the National Cancer Program. It facilitates international cooperation in clinical trials involving U.S. and foreign collaborating institutions.

The European Organization for Research and Treatment of Cancer (EORTC), based in Brussels, Belgium, unites European cancer clinical research experts from all disciplines for trans-national collaboration. It links a network of over 2,500 collaborators from all disciplines involved in cancer treatment and research in more than 300 hospitals in over 30 countries and offers an integrated approach to drug development, drug evaluation programs and medical practices.

The International Conference

This is an exciting time in basic science-based translational research in cancer. Don’t miss the opportunity to participate in this multidisciplinary meeting. Successful conferences were held previously in Boston in 2013 and Barcelona in 2014.

An outstanding program is being assembled, which will capture the current challenges and enormous opportunities in this multifaceted area of applied cancer research. This premier international meeting on drug development and cutting-edge therapeutics is the major annual forum for clinical investigators and laboratory scientists from all sectors to discuss the latest advances in this field. The rapid pace of discovery in molecular biology and genetics as it applies to cancer therapeutics makes this meeting a must to gain visibility and recognition for products, services, and important research advances! It is organized jointly by the AACR, NCI, and EORTC and held every other year in the U.S.

The Participants

This multidisciplinary meeting will be attended by those who are leading the discovery and drug development effort against cancer worldwide. Overall, attendees at the Molecular Targets meeting include senior level research scientists, heads of discovery and drug development from both industry and academia, as well as those in international and U.S. marketing of oncology products and those working on in-licensing and pipeline development.

The anticipated attendance is 3,000, nearly half of which will come from outside the U.S.; more than half from industry. At the last U.S. meeting on Molecular Targets in 2013, more than 50 companies sent scientific and management delegations. Leading scientists and administrators from NCI, FDA, and other governmental and regulatory agencies, along with a host of senior leaders from major academic research centers, cancer centers, and pharmaceutical and biotech companies in the U.S., Europe, and Asia will participate this year.

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GENERAL INFORMATION, DATES, AND TIMES

Meeting Dates and Location
November 5-9, 2015 (Exhibits: November 6-8)
John B. Hynes Memorial Convention Center
Boston, Massachusetts

Installation and Exhibitor Registration
Thursday, November 5 8:00 a.m.–5:00 p.m.*
Friday, November 6 8:00 a.m.–10:00 a.m.
*Note: All crates/cartons must be off the floor by 5:00 p.m. on Thursday, November 5. Aisle carpet will be set at that time. Installation within the booth can continue from 8:00 a.m.–10:00 a.m. on Friday, November 6.

Tear Down
Sunday, November 8 4:00 p.m.–8:00 p.m.
Monday, November 9 8:00 a.m.–12:00 p.m.

Exhibit/Show Hours and Dates
Poster sessions have been scheduled in the exhibit hall during exhibit hours to encourage attendees to visit the exhibits. Exhibits will be closed while the meeting is in session. The exhibit hall will be open during the following days and times.
Friday, November 6 12:00 p.m.-4:00 p.m.
Saturday, November 7 12:30 p.m.-4:00 p.m.
Sunday, November 8 12:30 p.m.-4:00 p.m.

Poster Session Hours and Dates
Friday, November 6 12:15 p.m.-3:15 p.m.
Saturday, November 7 12:30 p.m.-3:30 p.m.
Sunday, November 8 12:30 p.m.-3:30 p.m.

Exhibitor Access to Exhibit Hall
Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening on Friday, Saturday and Sunday. Request for access to the hall before these hours, or after closing hours, must be made in advance by contacting the Exhibits Manager.

Exhibitor Badges and Registration
All exhibitors must be registered. Exhibitors will receive two (2) complimentary exhibitor booth personnel badges and one (1) complimentary scientific session pass per 10’ x 10’ booth purchased. This does not, however, entitle the exhibitor to conference bags or printed materials. Additional exhibitor booth personnel badges may be purchased for $75.00 per badge. To receive additional scientific session badges, you must register as a conference attendee. View the AACR website for conference registration rates. Exhibitor badges will permit access to the exhibit floor only.

Registration of booth personnel will be done through the online registration system. Once approved as an exhibitor, a user name and password will be sent to the exhibitor contact listed on the exhibit space application. Badges will not be mailed in advance but will be available onsite for pickup at exhibitor registration. Each person issued an exhibitor’s badge must be employed by the exhibiting company or have a direct business affiliation. Badges must be worn at all times while in the exhibit hall. The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company’s name.

Conference Housing
The Headquarter Hotel is the Sheraton Boston Hotel. Room blocks have also been arranged at Hilton Boston Back Bay Hotel and the Boston Marriott Copley Place Hotel. All hotels are in close proximity to The Hynes Convention Center. Contracted exhibitors will have the opportunity to reserve hotel rooms via the internet, mail, or fax. More information will be provided with your exhibit space confirmation.

CME Accreditation
The AACR is accredited by the ACCME to provide continuing medical education for physicians. All promotional activities shall be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support. Exhibitors are required to comply with the following rules:
• Promotional activities must be identified as such and must be kept separate from CME activity rooms.
• Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
• Product promotion material or product-specific advertisement of any type is prohibited in or during the CME activities. No product advertisement of any type shall be permitted in the same room as the educational activity.
• Exhibit staff is prohibited from engaging in sales or promotional activity in the activity room before, during, or after the CME activity.
A deposit of 50% of the total booth rental fee must accompany the application in order to process the application.

- **10’ x 10’ inline:** $3,750.00
- **10’ x 10’ corner:** $4,250.00
- **Island Booth:** $42.50/sq. ft.
- **10’ x 10’ not-for-profit:** $600.00

Your booth fee includes the following:

- A listing in the AACR Program/Proceedings
- Two (2) exhibitor booth personnel badges per 10’x10’ booth space
- One (1) scientific session pass per 10’x10’ booth space
- Additional exhibitor booth personnel badges are $75.00 each
- Aisle carpeting and nightly vacuuming of aisles

To qualify for the not-for-profit rate, the organization must be a government entity or must be recognized by the IRS as a 501(c)3 charitable organization.

**Payment Policy**

The exhibitor agrees to include a deposit of 50% of the rental fee with their application for booth space.

Payment can be made by either credit card (AMEX, Visa or MasterCard) or check in U.S. dollars, drawn on a U.S. bank, payable to the American Association for Cancer Research.

All payments should be sent to the following address:
AACR, 615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Attn: Finance Department

If you require wire transfer instructions, please contact us at exhibits@aacr.org.

The remaining balance of the booth fee is due Friday, July 31, 2015. An invoice will be mailed 30 days prior to due date.

**Cancellations/Reductions**

Written notification of a booth cancellation or reduction must be submitted to AACR. The date of receipt of an exhibitor’s written notice of cancellation/reduction by AACR will be considered the official cancellation date.

- **Prior to or on June 22, 2015:** Exhibitor is refunded entire payment less $500 processing fee
- **Between June 22, 2014 and August 24, 2015:** Exhibitor is responsible for 50% of the total booth fee.
- **After August 24, 2015:** Exhibitor will be responsible for the entire booth fee. No refund will be issued.
**Violations**

Violations of any of these regulations on the part of the exhibitor, its employees, or agents, shall annul the right to occupy the space and such exhibitor will forfeit to Management all monies which may have been paid. Upon evidence of violation, Management may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses or damages which Management may incur.

**Food and Drug Administration (FDA) Approval and Off-Label Indications**

The mention (directly or indirectly) of pharmaceutical products not approved by the FDA is strictly prohibited. Handouts or literature of any kind that mention such products directly or indirectly are, likewise, prohibited from display in the exhibit space or in spaces contracted by the AACR. An exhibiting company may disseminate from its exhibit space peer-reviewed journal articles about off-label product(s), provided the company commits itself to file a supplemental application based on appropriate research, to establish the safety and effectiveness of an unapproved use.

**Subletting Space**

The subletting, assignment, or appointment of the whole or any part of space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in the space any goods other than those manufactured or handled by the contracting exhibitor or permit the solicitation of business by others within the space.

**Booth Sharing**

The sharing of booth space is prohibited except between divisions of the same company or between companies co-marketing a product. The company name that appears on the exhibit application will be listed in the Program, and only the co-marketed product can be exhibited in that exhibit space.

**Security**

Perimeter security shall be furnished by Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor’s property shall remain the responsibility of the exhibitor. The AACR, Hynes Memorial Convention Center, and the city of Boston will not be responsible for loss of any material by or for any reason. Each exhibitor is recommended to purchase a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire, damage, etc. Forms to order additional security in booths will be included in the Exhibitor Service Kit.

**Insurance**

Exhibitors wishing to insure their exhibit materials, goods, and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

**Contract Obligations and Liability**

The exhibitor agrees to protect, save, and keep the AACR, and the occupied Hynes Memorial Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between the AACR and the occupied Hynes Memorial Convention Center regarding the exhibition premises; and further, exhibitor shall at all times protect, indemnify, save, and keep harmless the AACR, and the occupied convention center against and from any and all loss, cost, damage, liability, or expense which arises out of or from or by reason of any act or omission by the exhibitor, his employees, or agents.

**Fire Protection**

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

**Cancellation of the Exposition**

It is mutually agreed that in the event of cancellation of the Molecular Targets and Cancer Therapeutics International Conference due to fire, strikes, governmental regulations, or causes which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the AACR shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.
General

All matters and questions not covered by these regulations are at the discretion of AACR. AACR may amend these regulations at any time, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations. Please be certain to review the rules and regulations in their entirety as they become legally binding once the exhibit space is signed and submitted.

Conduct of Exhibitors

• Canvassing or distributing advertising matter outside the exhibitor’s own booth is not permitted.
• Solicitation of business except by exhibiting firms is prohibited.
• The nature of the exhibits is subject to the approval of AACR.
• The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect against the character of the meeting.
• Non-professional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
• Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
• Market research companies must indicate on the exhibit application the companies for which they are conducting market research. All market research surveys must be conducted only within the market research booth.
• Door drops are not permitted.
• No exhibitor may enter another exhibitor’s booth without permission.

Photography

Photographing or videotaping of the exhibit hall is not allowed. Photographing another exhibit or display items is strictly prohibited. Unauthorized photographs (digital and analog) and photographic equipment storage, including emails, electronic distribution on social media sites and systems, cellular phones, electronic tablet devices, etc., will be confiscated. The photographing of posters is permitted only with the express consent of the presenter. Exhibitors may request permission in writing from the AACR to photograph their own booth for internal marketing purposes only.

Staffing

As a courtesy to the attendees and to fellow exhibitors, exhibits must be staffed at all times during exhibit hours. All exhibitors are expected to make their travel arrangements in accordance with this policy and the move-in, show, and dismantling hours. Exhibitors dismantling early and/or leaving their booth unattended will result in a major violation, which could result in not being asked to exhibit at any AACR conference or meeting.

Booth Activity

If you are planning to conduct any booth activities, you will need to complete the booth activity approval form which will be included in the Exhibitor Service Kit. The Molecular Targets and Cancer Therapeutics International Conference is a professional, scientific, educational meeting. Please keep this in mind when selecting booth activities. Please be sure they are appropriate and are in compliance with AACR Rules and Regulations. All requests must be submitted to the AACR by September 25, 2015 for review and approval. Any exhibitor found conducting unauthorized events/activities will be required to cease immediately. The AACR will not accept requests onsite.

Activities Prohibited in the Exhibit Hall

• Press events without prior approval by the AACR Communications Department
• Live, videotaped, or audiotaped delivery of didactic presentations
• Activities offering CME credits
• Playing or performing of copyrighted recorded or live music during the published Exhibit Hall hours
• Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees
• Distribution of alcoholic beverages in the exhibit booth
• Distribution of any item of more than the minimal value without the prior written approval from the AACR
• Demonstration, promotion, or sales of the products of any non-exhibiting companies
• Affixing the AACR name or logo to, incorporating them in, or otherwise making them a part of exhibitor-distributed materials without prior written approval from the AACR
• Unauthorized reproduction or distribution of AACR abstracts
• Contests, raffles, lotteries, and games of any chance without prior written approval from the AACR
• Games or group activities of any kind
• Magicians, jugglers, motivational speakers, sleight-of-hand artists, or illusionists
• Multilevel booths
• Soliciting attendees in the aisle(s) outside of booth space
• Fundraising, without prior written approval from the AACR

Distribution of Giveaways and Food Service
Please keep in mind that Molecular Targets and Cancer Therapeutics International Conference is a professional, educational, scientific meeting when considering giveaway items. Customary descriptive product literature, notepads, pens, pencils, and other items may be distributed from the booth with prior written approval by the AACR. Submit requests by September 25, 2015. Product samples, giveaways, or literature may only be distributed within the exhibitor's booth and must not interfere with other exhibitors' spaces. Representatives may not distribute materials in any hotel utilized by Molecular Targets or in any areas of the convention center other than their exhibit space or company-leased rooms, or in public areas outside the convention center or hotels.

Contests, Raffles, and Drawings
The Molecular Targets and Cancer Therapeutics International Conference is a professional, scientific, educational meeting. Please keep this in mind when planning a contest, drawing, raffle, etc. All contests, lotteries, drawings, raffles, and games of chance must be approved by AACR prior to the Meeting. All drawings must be held off of the exhibit hall floor.

All requests must be submitted to AACR for review and approval in advance of the meeting. A form will be provided in the Exhibitor Service Kit to facilitate this process. No unapproved items may be used as a “prize.” Deadline for submitting the form is Friday, September 25, 2015.

Distribution of Food and Beverages
Food service is permitted at the exhibitor's booth with approval. All food service arrangements must be coordinated through the Hynes Memorial Convention Center. No alcoholic beverages can be served or given away.

Sales and/or Order Taking
The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products and the products or services must be pertinent to the attendees' professional interest. AACR reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors selling or taking orders at Molecular Targets must adhere to certain business license and sales and use tax regulations, which vary from state to state.

Music Licensing
License agreements for music are the sole responsibility of the exhibitor.

Notice of Disability
In compliance with the Americans with Disabilities Act of 1990, Molecular Targets will make all reasonable efforts to accommodate persons with disabilities at the meeting. Please call 215-440-9300, ext. 190 to make arrangements no later than September 25, 2015.
Booth Space
Each standard inline booth space will include an 8-foot draped back wall and 3-foot draped sidewall. Also included is a two-line sign, 44 inches long by 7 inches high, including the name, city, and state of the company.

Booth Construction
All exhibits must conform to the following standards:
• No side rails or counters may exceed 48 inches in height
• Backgrounds are limited to 8 feet in height and must not protrude from the back wall more than 50% of the distance from the back wall to the front of the booth
• No obstructions in the front half of the booth above a height of 48 inches should be permitted
• No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture in any way to deface same
• Damage arising by failure to observe these rules shall be payable by the exhibitor

Carpeting
The AACR requires all exhibitors to carpet their booths. All booths must be carpeted by 5:00 p.m. on Friday, November 6, 2015. There are no exceptions to this rule. If a booth is not carpeted, the AACR will order carpet on the exhibitor’s behalf at the exhibitor’s expense.

Island Exhibit Space
The island exhibitor receives the following benefits
• Waiver of the 8 feet height restriction, not to exceed 20 feet
• Waiver of the sidewall restrictions
• Increased visibility from all areas of the exhibit hall
• Ability to utilize hanging signs

Island Exhibit Space Floor Plans
Any company that is assigned an island exhibit space must submit a floor plan and elevation blueprint to Exhibit Management by September 25, 2015. The AACR requires floor plans from every island exhibitor to ensure that the rules and regulations governing exhibit booth design, outlined in this brochure, are followed. Advance review also provides the AACR with the opportunity to resolve any potential issues.

Hanging Signs
Hanging signs may be utilized only in island booth spaces. The height from the floor to the top of the sign may not exceed 20 feet.

Labor Regulations and Set Up of Exhibits
The unpacking, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of an exhibiting company. Exhibitors are allowed to set up and/or dismantle their own booths, provided that they use their own bona fide, full-time employees. It is acceptable for exhibitors to safely use power tools to set up and/or dismantle their own booths.

No one under the age of 18 is permitted on the loading docks, in truck bays, or in the loading dockyard. Additionally, no one under the age of 18 is permitted in the exhibit hall during move-in or move-out operations. The Licensee will determine age restrictions, if any, for hours when the exhibit hall is open for attendees.

Hand-Carry Policy
The Massachusetts Convention Center Authority (MCCA) reserves the right to restrict all freight and package deliveries to the loading dock. MCCA Public Safety personnel will be onsite to direct and assist exhibitors during move in and move out.

For the convenience and safety of exhibitors and patrons, all freight and material handling must enter and exit the facility through the loading dock. The Licensee and its exhibitors will be allowed to hand carry one item, one time, in or out of the facility without having to access the loading dock. (Hand carried freight is defined as one item that can be easily carried by an individual without the need for dollies or other mechanized equipment.)

No parking is allowed at the entrance of the facility; and the use of passenger elevators for movement of freight is not allowed. All packages are subject to inspection by facility personnel.

Lights
Only Underwriters Laboratories (UL) approved clamp-on types of portable spotlights are allowed. All display lights must be turned off when the exhibitor leaves for the day. Only UL-approved extension cords 12-gauge or greater rated for 20 amps are allowed. Note: Household extension cords are not permitted. These are generally 14- or 16-gauge and only rated at 15 amps.
Public Safety Recommendations

The MCCA is not liable for, nor does the MCCA carry any insurance on, Exhibitor property or fixtures. Please bear in mind that all of your exhibit material and displays are your property. Therefore, it is important that you take every precaution to protect this material. Below are some suggestions toward this end:

- Ship your materials with a qualified carrier and be sure to lock trunks/crates
- If cartons are used, be sure that they are securely taped or banded and under no circumstances marked with the name or type of articles contained therein
- Be sure to furnish your shipping company with an accurate account and complete bill of lading
- Do not leave your booth unattended during the set-up period
- Do not leave exhibit material under tables or displays
- Do not include exhibit material in containers to be stored with empties
- At the close of the exhibit, be sure to pack as quickly as possible and under no circumstances leave your space unattended during this period
- If at all possible, have one of your staff remain in your space with your shipment, until it is actually picked up by the drayage contractor’s personnel
- Promptly report any missing items or suspicious person(s) to Public Safety

Exclusive Services

The Hynes Memorial Convention Center and its contracted entities are the exclusive providers of the following services: food and beverage, cleaning, electrical, medical, business center, telephone, internet, rigging, the operation of ground-supported crank-ups, the operation and provision of lifts for theatrical purposes, plumbing, the use of the house sound system, and the supply of compressed airs and gases.

Exhibitor-Appointed Contractors

Exhibitors who plan to use the services of a display house/service firm for supervision other than the designated contractors must abide by the following:

1. The exhibitor shall notify AACR in writing by September 25, 2015 with the names of the display house/service firm, address, telephone number, and contact persons.

2. The display house/service firm must furnish to the AACR no later than September 25, 2015 a copy of an insurance certificate in the amount of $2 million liability to include property damage. The Certificate must indicate full coverage for installation days, show days, and dismantling days.

3. Upon arrival at the exposition site, display house/service firms must check in with Official Service Contractor to receive work/labor badges that will allow them access to the show floor.

4. Display house/service firms may not solicit business on the exhibit floor at any time.

5. Display house/service firms must follow all of the move-in and move-out rules in a timely and professional manner and must supervise work within the AACR established deadlines.

6. Display house/service firms must cooperate with the “official” designated contractors especially by not interfering with the sufficient use of an Official Service Contractor’s workers.

7. Display house/service firms may not set up a service desk in a “common area” unless approved in writing by AACR and Official Service Contractor. Such requests must be submitted to AACR no later than October 6, 2015. Display house/service firms are required to pay the costs of constructing the service desks if approved.

Force Labor

All exhibit materials must be unpacked and displays completed by 10:00 a.m. on Friday, November 6, 2015 to permit the removal of empty crates and cartons from the exhibit floor. This will help expedite the time required for the laying of the aisle carpet and cleaning of the exhibit hall. Any exhibitor not unpacked and set up by this time will be ordered to be set up by the AACR – all costs incurred will be at the exhibitor’s expense.

Freight Regulations

Hand-carried Freight: Move in or move out through The Hynes Memorial Convention Center lobbies is strictly limited to hand-carried items. Wheels of any kind (dollies, flatbeds, or anything mechanical) are prohibited. Material that requires the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docks.

Freight Deliveries: The center cannot accept any freight or materials (including overnight freight services) prior to the contracted move-in date. The Official Service Contractor or freight carrier must deliver all freight, and all shipments delivered to our facilities during move in must be sent to the attention of Freeman.
Exhibitor Service Kits

Order forms for the rental of furniture and other special materials will be forwarded to each exhibitor and available online. Exhibitors should order all furnishings no later than two weeks before the opening of the meeting to reduce costs and minimize delays during set up.

Utilities/Audio Visual Equipment/Florist

Electricity, water, drain, air, telephone, audiovisual equipment, and floral will be available for rental by exhibitors. Order forms will be included in the Exhibitor Service Kit.

Booth Cleaning

Booth cleaning services are available. An order form for the custom cleaning of tile, carpet, and booths will be included in the Exhibitor Service Kit. It is the responsibility of the exhibitor to make arrangements for booth cleaning.
To find out more about increasing your visibility to conference attendees and AACR members throughout the year and to gain additional points for a preferred booth assignment at the Annual Meeting, contact Iain Mitchell, Assistant Director, Corporate Relations at 215-440-9300, ext. 388 or by email at iain.mitchell@aacr.org.

Molecular Targets Corporate Supporters provide unrestricted grants to AACR to help defray the cost of various elements of the Molecular Targets meeting. All Supporters are acknowledged in advance publications to the extent possible, so the earlier you make your support commitment, the greater the visibility you will receive. In addition, Supporters are recognized with distinctive onsite signage displayed throughout the Molecular Targets meeting site. Supporters of scientific sessions are acknowledged on slides shown in session halls.

Sole support and shared support opportunities are available for each element of the Molecular Targets meeting with examples listed below. Interested companies are encouraged to contact AACR directly at the number noted below for further information about each available support opportunity listed.

Many of the specific Support Opportunities listed here include other unique recognition elements not detailed in this brochure. For more detailed information, contact Iain Mitchell at 215-440-9300, ext. 388, or by email at iain.mitchell@aacr.org.

**Corporate Support Opportunities for 2015**

General Support (Platinum, Gold, Silver, and Bronze levels)

- Keynote Lectures
- Plenary Sessions
- Educational Sessions
- Concurrent Sessions
- Poster Sessions
- Program and Proceedings
- Travel Awards for Scholars in Training
- Registration Area
- Internet Café
- Shuttle Bus Service
- Coffee Breaks
- Speakers Dinner
- Conference Bag
- And more...

**CONFERENCE CONTACT INFORMATION**

**American Association for Cancer Research (AACR)**
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Main Number: 215-440-9300

**Exhibit Management:**
Lisa A. McGlashen, CEM, Senior Exhibits Manager, Meetings and Exhibits
Phone Extension: 190
Fax: 267-825-9537
Email: exhibits@aacr.org
LaShanna Mackey, Exhibits Associate, Meetings and Exhibits
Phone Extension: 176
Fax: 267-825-9583
Email: exhibits@aacr.org

**Meeting Management:**
Victoria Sichelstiel, Manager, Meetings and Exhibits
Phone Extension: 248
Email: victoria.sichelstiel@aacr.org

**Housing Management:**
Coleen McMahon, Manager, Meetings and Exhibits
Phone Extension: 291
Email: coleen.mcmahon@aacr.org

**Supporter/Sponsorship Opportunities:**
Iain Mitchell, Assistant Director, Corporate Relations
Phone Extension: 388
Email: iain.mitchell@aacr.org
IMPORTANT DEADLINES

May 1  Applications for Exhibit space accepted

June 30  Last day for cancellation of Exhibit space with $500 penalty

July 31 – August 16  Cancellation of Exhibit space permitted with forfeit of 50% deposit

August 17 – October 18  Cancellations of Exhibit space permitted with forfeit of 100% deposit.

July 31  Remaining 50% deposit for space is due to AACR

September 1  Deadline to submit Exhibitor Program Listing description

September 7  Exhibitor Service Kit available (print and online formats)

September 25  Deadline to notify AACR of use of Exhibitor-appointed contractors (EAC)

Deadline to submit EAC Certificate of Insurance

Deadline to submit request for contests, raffles, or drawings

Deadline to submit request for distribution of giveaways

Deadline to submit Island Exhibit Space Floor Plan
2013 CONFERENCE EXHIBITORS AND SUPPORTERS

AACR
Abpro
Advanced Analytical
Arog Pharmaceuticals, LLC
Aspect Imaging
Asterand Inc.
BD - Becton Dickinson
Biosearch Technologies, Inc.
Cabenda Pharmaceutical Research, Ltd.
Caliper Life Sciences
Cell Signaling Technology
Champions Oncology, Inc.
Compendia Bioscience
Crown Bioscience
Cureline Inc.
Cytoskeleton Inc.
DiscoverX
EMD Serono, Inc.
Epistem, Ltd.
European Organisation for Research and Treatment of Cancer (EORTC)
Exosome Diagnostics, Inc.
Genentech
GlaxoSmithKline
Horizon Discovery
Indivumed GmbH
Janssen Biotech
Metabolon Inc.
Millennium: The Takeda Oncology Company
Molecular Imaging Research, Inc.
Novartis Oncology
Oncodesign
Oncotest GmbH
Oxford Optronix LTD
Precos LTD
Promega Corporation
ProQinase GmbH
ProteoGenex Inc.
QIAGEN
Quanta BioDesign, Ltd.
Reaction Biology Corp.
Singulex
Southern Research Institute
SRI International
Studylog Systems Inc.
Taconic
The Jackson Laboratory
Toray Industries, Inc.
vivoPharm, LLC
WaferGen Biosystems
XenTech
Zeptosens – Bayer Technology Services
Official Application for Exhibit Space

AACR-NCI-EORTC International Conference
MOLECULAR TARGETS AND CANCER THERAPEUTICS, 2015
November 5-9, 2015 • Exhibit Dates: November 6-8

General Information

Company Name ________________________________
Contact ________________________________
Street Address ________________________________
City/State or Province/Zip ________________________________
Telephone ________________________________ Fax ________________________________
Email ________________________________

Signature ________________________________ Date __________

Note: Please direct all further correspondence to (if different from above):
Company Name ________________________________
Contact ________________________________
Email ________________________________

Rules and Regulations: The undersigned agrees to abide by all rules, requirements, and restrictions and regulations as set forth in this agreement or as may be especially designated by the AACR, the Hynes Memorial Convention Center, and the city of Boston, MA. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due AACR under terms of this agreement.

AACR reserves the right to rearrange the floor plan or relocate booths.

Exhibit Space

1. Total number of booths requested: ____________
2. Please list six choices of exhibit space.
3. Booth Choices

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<th>Booth #</th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
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<td>Cost $</td>
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4. List any exhibitor applicant wishes to be near.

___________________________________________________

5. List any exhibitor applicant does not wish to be near.

___________________________________________________

6. Are you a first-time exhibitor?  □ Yes  □ No

Fees and Booth Sizes (US Dollars)

50% of the payment of the fee must accompany this application. The remaining balance is due by July 31, 2015.

10’ x 10’ inline: $3,750.00
10’ x 10’ corner: $4,250.00
Island Booth: $42.50/sq. ft.
10’ x 10’ nonprofit: $600.00

Method of Payment

The undersigned agrees to pay 50% of the rental fee with the application. (Applications will not be processed until deposits are received.)

□ Payment provided in full.
□ Check or money order enclosed payable to the American Association for Cancer Research, drawn on a U.S. bank.
□ Wire transfer
□ VISA  □ MasterCard  □ American Express

Card # ____________________________ Expiration Date ____________ CSV Code ____________

Print Name of Cardholder ________________________________
Signature of Cardholder ________________________________

Return completed application, with appropriate payment in U.S. Dollars to:

Mail: AACR, Molecular Targets Exhibits, c/o AACR, 615 Chestnut Street, 17th Floor Philadelphia, PA 19106
Attention: Finance Department

Fax: 267-825-9537

Email: exhibits@aacr.org

AACR USE ONLY

Fax/Postal Stamped ____________ Date Rec’d ____________
Booth # ________________________________
Cost of Space: $ ________________________________ Deposit Rec’d: $ ________________________________
Check # ________________________________ Balance Due ________________________________
Description Completed ________________________________ Points Earned ________________________________