EXHIBITOR PROSPECTUS

AACR-NCI-EORTC INTERNATIONAL CONFERENCE

MOLECULAR TARGETS AND CANCER THERAPEUTICS

DISCOVERY, BIOLOGY, AND CLINICAL APPLICATIONS

THE PREMIER INTERNATIONAL MEETING FEATURING NOVEL CANCER THERAPEUTICS

October 26-30, 2017
Pennsylvania Convention Center | Philadelphia, PA

Exhibit Dates: October 28-29, 2017

Continuing Medical Education Activity-AMA PRA Category 1 Credits™ available

www.AACR.org
THE CONFERENCE CONVENORS
ABOUT THE CONFERENCE ORGANIZERS

Founded in 1907, the American Association for Cancer Research (AACR) is the world's first and largest scientific organization in the world focused on every aspect of high-quality, innovative cancer research. Its reputation for scientific breadth and excellence attracts the premier researchers in the field. The programs and services of the AACR foster the exchange of knowledge and new ideas among scientists dedicated to cancer research, provide training opportunities for the next generation of cancer researchers, and increase public understanding of cancer.

The mission of the AACR is to prevent and cure cancer through research, education, communication, and collaboration. Through its programs and services, the AACR fosters research in cancer and related biomedical science; accelerates the dissemination of new research findings among scientists and others dedicated to the conquest of cancer; promotes science education and training; and advances the understanding of cancer etiology, prevention, diagnosis, and treatment throughout the world.

The National Cancer Institute (NCI), founded in 1937, is the U.S. Federal Government’s principal agency for cancer research and training. As the nation’s leading federal agency for cancer research, NCI has 30 divisions, offices, and centers that work together to build, maintain, and enhance a cohesive and comprehensive cancer research agenda. Their work ranges from cutting-edge research on cancer causes, treatment, and prevention; to training the next generation of cancer researchers; to funding and supporting the nation’s vast network of scientists and cancer research institutions; to informing and educating the American public and the world about cancer.

The aims of the European Organisation for Research and Treatment of Cancer (EORTC) are to develop, conduct, coordinate, and stimulate translational and clinical research in Europe to improve the management of cancer and related problems by increasing survival but also patient quality of life. Extensive and comprehensive research in this wide field is often beyond the means of individual European hospitals and can be best accomplished through the multidisciplinary multinational efforts of basic scientists and clinicians.

The ultimate goal of the EORTC is to improve the standard of cancer treatment through the testing of more effective therapeutic strategies based on drugs, surgery, and/or radiotherapy that are already in use. The EORTC also contributes to the development of new drugs and other innovative approaches in partnership with the pharmaceutical industry. This is accomplished mainly by conducting large, multicenter, prospective, randomized, phase III clinical trials. In this way, the EORTC facilitates the passage of experimental discoveries into state-of-the-art treatments.

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. Previous successful meetings were held in Boston in 2015 and Germany in 2016.

An outstanding program is being assembled, which will capture the current challenges and enormous opportunities in this multipaceted area of applied cancer research. This premier international meeting on drug development and cutting-edge therapeutics is the major annual forum 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 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 conference 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, held in 2015, 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.

THE LOCATION

The AACR-NCI-EORTC International Conference on Molecular Targets and Cancer Therapeutics will be held in the Pennsylvania Convention Center. Located in Philadelphia, Pennsylvania, the Convention Center is among the nation’s premier meeting and convention facilities with advanced technology, a remarkable Pennsylvania-based art collection and unmatched views of Philadelphia’s famous City Hall. A floor-to-ceiling glass facade entrance on North Broad Street serves as the gateway to Philadelphia’s arts and cultural venues on Broad Street and the City’s renowned museums along the Benjamin Franklin Parkway, via Lenfest Plaza. The Arch Street entrance leads to the famous Reading Terminal Market and Philadelphia’s Historic District.

Exhibitors and attendees will appreciate direct access to transportation options, including bus, subway, regional rail, and taxis. With more than 11,500 hotel rooms within walking distance and world-class restaurants, shops and cultural attractions across Center City, Philadelphia offers a memorable visit. The Convention Center’s convenient location in the heart of downtown Philadelphia also makes it easier to explore the city’s neighborhoods.

Pennsylvania Convention Center
1101 Arch Street | Philadelphia, PA 19107
Phone: 1-800-428-9000 | 1-215-418-4700
info@paconvention.com

Exhibits – Hall E
Registration – Broad Street Atrium
Poster Session – Hall E
Plenary Sessions – Terrace Ballroom

TABLE OF CONTENTS

General Information, Dates, Times ........................................... 2
Exhibit Fees, Payment Policies, and Booth Assignment .................. 4
Exhibitor Rules and Regulations ............................................... 6
Convention, Display, Trade Show Labor Regulations ............. 11

ABOUT THE COVER


MEETING DATES AND LOCATION
October 26-30, 2017 (Exhibits: October 28, 29)
Pennsylvania Convention Center
Philadelphia, PA

EXHIBIT SHOW HOURS
Saturday, October 28: 12:30 p.m.-5:30 p.m.
Sunday, October 29: 12:30 p.m.-5:30 p.m.

POSTER SESSION HOURS
Saturday, October 28: 12:30 p.m.-4:00 p.m.
Sunday, October 29: 12:30 p.m.-4:00 p.m.

EXHIBIT HALL MOVE-IN HOURS
Thursday, October 26: 3:00 p.m.-7:00 p.m.
(Friday, October 27: 8:00 a.m.-5:00 p.m.
Saturday, October 28: 8:00 a.m.-11:00 a.m.

EXHIBIT HALL MOVE-OUT HOURS
Sunday, October 29: 5:30 p.m.-8:00 p.m.
Monday, October 30: 8:00 a.m.-12:00 p.m.

*Note: All crates/cartons must be off the floor by 5:00 p.m. on Thursday, October 26. 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, October 27.
EXHIBITOR ACCESS TO EXHIBIT HALL

On Saturday, October 28 and Sunday, October 29, exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening. Special consideration will be given to exhibitors setting up on Saturday, October 28.

EXHIBITOR BADGES AND REGISTRATION

All exhibitors must be registered. Exhibitors will receive two (2) complimentary exhibitor booth personnel badges and one (1) Exhibitor/Conference registration, per each 10’x10’ booth reserved. The Exhibitor/Conference registrants must also be registered as an exhibitor. Additional exhibitor booth badges may be purchased for $75.00 per badge; while additional Exhibitor/Conference registrations can be purchased at the full conference rate. Please view the AACR website for conference registration rates. Exhibitor badges will permit access to the exhibit floor only; while Exhibitor/Conference registrants have access to both the exhibit hall and all sessions.

Each person issued an exhibitor or Exhibitor/Conference badge must be employed by the exhibiting company. Badges must be worn at all times while in the exhibit hall. The exhibiting company is responsible for the actions of anyone authorized to receive a badge under the exhibiting company’s name.

Exhibitor registration will open on Wednesday, June 28. Exhibitors will be able to utilize the single sign-on by going into their Map Your Show Exhibitor Dashboard to access the Exhibitor Registration page.

CONFERENCE HOUSING

The Headquarter Hotel is the Philadelphia Marriott Hotel. Room blocks have also been arranged at the Loews Philadelphia and Courtyard by Marriott Philadelphia. All hotels are in close proximity to the convention center. Housing will open on June 21 and all contracted exhibitors will receive an email with the link to reserve rooms.

EXHIBITOR SERVICE KITS

Order forms for the rental of furniture and the ordering of utilities and other show services will be forwarded to each exhibitor and available online.

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 defined 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 advertisements 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.

CORPORATE SUPPORT OPPORTUNITIES

To find out more about increasing your visibility to conference attendees, contact Peter VanPelt, Director, Corporate Alliances, at 215-446-7256 or email peter.vanpelt@aacr.org.
APPLICATION AND FLOOR PLAN

Exhibit space may be reserved at http://mt17.exh.mapyourshow.com/boothsales. Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after the application submission.

The most updated floor plan can be found on the Exhibit show section of the Molecular Targets Conference webpages at www.AACR.org.

A deposit of 50% of the total booth rental fee must accompany all applications for exhibit space.

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<thead>
<tr>
<th>Size</th>
<th>Fee</th>
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<tbody>
<tr>
<td>10’x10’ inline</td>
<td>$3,750</td>
</tr>
<tr>
<td>10’x10’ corner</td>
<td>$4,250</td>
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<tr>
<td>Island Booth</td>
<td>$42.50/sq. ft.</td>
</tr>
<tr>
<td>10’x10’ non-profit</td>
<td>$600 (for first booth; second is at regular published rate)</td>
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To qualify for a non-profit rate, the organization must be a government entity or must be recognized by the IRS as a 501(c)3 charitable organization.

Your booth fee includes the following:

- A listing in the AACR Program
- Two (2) exhibitor booth personnel badges per 10’x10’ booth space
- One (1) Exhibitor/Conference registration per 10’x10’ booth space

Inline booth package include:

- 8’ high back drape and 3’ high side drape booth dividers in show colors
- 44” x 7” booth identification sign
- 24-hour general security in exhibit hall

PAYMENT POLICY

The exhibitor agrees to enclose with the application for booth space a deposit of 50% of the total fee. 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:

AACR
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Attn: Finance Department.

If you require wire transfer instructions, please email exhibits@aacr.org.

Exhibitors who are not paid in full by September 1, 2017 will not be listed in the Exhibitor Directory or in the mobile app. AACR reserves the right to refuse company from setting up if the booth balance is not paid in full.
CANCELLATIONS/REDUCTIONS

Notification of booth space cancellation or space reduction must be submitted in writing and received on or before the following dates. Prior to June 1, 2017, cancellation will be accepted with no penalty. The following fees will apply to any cancellations or reduction in exhibit space:

- **Prior to June 1, 2017** – Cancellation/Reduction of Space will be accepted with no penalty.
- **June 1, 2017 through July 14, 2017** – Exhibitor is refunded entire payment less $350.00 per booth space.
- **July 15 through August 24, 2017** – Exhibitor is responsible for 50% of the total booth fee.
- **On or After August 24, 2017** – Exhibitor is responsible for the entire booth fee. No Refund will be issued.

*Exhibitors that change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by the AACR and to the cancellation/reduction policy as stated above.

NO SHOW POLICY

In the event that an exhibiting company has not arrived on the exhibit floor by the morning of the exhibit show opening and has not been granted pre-approval for late set-up, the AACR reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor’s expense. Substitute booth space will be available at the discretion of the AACR. The exhibitor is responsible for all fees associated with removing freight from storage.

If an exhibitor requires additional time to set up beyond the hours listed they must obtain permission from Management. Therefore, should special circumstances arise and additional time is required for set up, please submit a request to the exhibits team at exhibits@aacr.org.

BOOTH RELOCATION POLICY

Every effort will be made not to relocate an exhibitor’s booth. However, should relocation be deemed necessary, the exhibitor will be notified and offered the opportunity to relocate their exhibit or cancel with no further penalty.
TERMS AND CONDITIONS

By applying for exhibit space, the exhibitor agrees to adhere to all rules (Terms), requirements, restrictions and regulations as set forth in the Exhibitor Prospectus, Exhibitor Service Kit and the AACR Rules and Regulations enclosed herewith and any regulations especially designated by the AACR, the Pennsylvania Convention Center, and the city of Philadelphia. Failure to abide by such rules and regulations may result in forfeiture of all monies paid or due the AACR under the terms of this agreement. No exhibitor may assign or sublet the whole or any part of the space allotted, nor exhibit therein any goods other than those manufactured or handle by the exhibitor in the regular course of business.

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.

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.

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.

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.

EXHIBIT BOOTH CONFIGURATION

A standard booth size is 10’ x 10’ (100 square feet).

- Inline Booth: “Inline” booths are a row of standard booths that are exposed to the aisle on one side.
- Corner Booth: “Corner” booths are standard in-line booths that are exposed to an aisle on two sides.

All exhibit backgrounds must conform to the standards set by the Healthcare Convention and Exhibitors Association which are as follows:

- No side rails or counters may exceed 48” in height.
- Backgrounds are limited to 8’ in height, including any identification sign, 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” 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.

EXHIBIT SET-BACK

Set-back rules are in place to maintain an open atmosphere in the exhibit hall by maintaining sight lines and traffic flow. Inline exhibits may not place any display component that is taller than 4’ high in the front 5’ of the exhibit, unless it is product. Also, all demonstrations must be confined to the back half of the exhibit, so they can be viewed from within the exhibit. 20’ wide island exhibits must maintain a 1’ setback of all exhibit structure from the floor to 8’ in height. Reception counters/information kiosks may not be closer than 2’ from the aisle. 50’ wide island exhibits must maintain a 2’ setback of all exhibit structure from the floor to 8’ in height. Reception counters/information kiosks may not be closer than 3’ from the aisle. 80’ wide island exhibits must maintain a 3’ setback of all exhibit structure from the floor to 8’ in height. Reception counters/information kiosks may not be closer than 4’ from the aisle.

For detailed design specifications with diagrams, see Exhibitor Display Rules on the Exhibits Page of the AACR website.

ISLAND EXHIBIT SPACE

An island is typically defined as a 400 square feet (20’ x 20’) or larger exhibit space surrounded with aisles on all sides. Island booths should be constructed to allow access from all sides. The maximum height of an island is twenty (20’) feet.

The Island Exhibitor receives the following benefits:

- Waiver of the 8’ height restriction, not to exceed 20’ where applicable
- Waiver of 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 island exhibit space must submit floor plans and elevation blueprints to Exhibit Management by September 11, 2017. The AACR requires floor plans from every island exhibitor to ensure that the rules and regulations governing exhibit booth design, outlined in this section, 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 22’.
EXHIBITOR RULES AND REGULATIONS

CARPETING
The AACR requires all exhibitors to carpet their booths/displays. All booths must be carpeted. 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.

STORAGE OF CRATES AND BOXES
Proper identification and tags will be available at the Exhibitor Service Desk. Storage of crates and boxes can be arranged with the official service contractor, as outlined in the Exhibitor Service Kit.

All cartons, crates, containers, packing materials, etc. which are necessary to repacking must be labelled with “EMPTY” stickers. They will be removed from the floor and stored by Freeman. Access to storage will be available through Freeman. Arrangements can be made at the Exhibitor Service Desk. Crates and boxes cannot be stored behind booth displays.

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, Pennsylvania Convention Center, and the city of Philadelphia 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.

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 Pennsylvania 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 Pennsylvania 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.

NOTICE OF DISABILITY
In compliance with the Americans with Disabilities Act of 1990, the AACR will make all reasonable efforts to accommodate persons with disabilities at the meeting. Please contact Lisa McGlashen at 215-415-9300, ext. 190 or via e-mail at exhibits@aacr.org to make arrangements no later than September 25, 2017.

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.

EXHIBITOR ACCESS TO EXHIBIT HALL

Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening on 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 team at exhibits@aacr.org. Each representative issued an exhibitors badge must be employed by the exhibitor or have a direct business affiliation. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered via the exhibit registration website. Exhibitor badges will not be issued to registrants who
should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts.

ENTERING ANOTHER EXHIBITOR’S BOOTH

Exhibit personnel should not enter another exhibitor’s booth space without obtaining permission, nor should personnel block access to another booth.

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, 2017 for review and approval. Any exhibitor found conducting unauthorized events/activities will be required to cease immediately. The AACR will not accept requests onsite.

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, 2017.

OFF-SITE/AFFILIATE EVENTS

If you plan to hold a function during the conference, you must complete an Affiliate Group Function Space Request Form. In order to be able to secure your event, the Affiliate Group Request Form must be submitted, along with appropriate payment. “Affiliate Groups” include corporate and institutional affiliates of the AACR who request meeting/function space for the purpose of social events (<100 guests) and small committee meetings. Organizations that do not meet this criteria and are not exhibiting at the Molecular Targets and Cancer Therapeutics Conference are subject to approval and a non-exhibitor fee per submission.

Requests for meeting/function space from Affiliate Groups will be considered for the purpose of social events and small committee meetings. The unauthorized presentation of educational symposia or other scientific program activities are prohibited during the Molecular Targets and Cancer Therapeutics Conference. The form, along with rules and regulations will be available on the exhibits page of the AACR website.

If an exhibitor is found to violate the rules governing affiliate events, they will forfeit priority points for the current year and face a stiff penalty.

MUSIC LICENSING

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

AGE RESTRICTION

No one under the age of 12 years old is permitted in the exhibit hall at any time. Strollers are strictly prohibited. The AACR provides supervised child care services in the Convention Center for a nominal cost for children under 12 years of age. The exact hours, location, and costs of this service will be available on the AACR website.
Freeman, the AACC General Services Contractor, and qualified display contractors (Exhibitor Appointed Contractors) at the Pennsylvania Convention Center (PCC) will use unionized labor to install and dismantle displays and decorations.

LABOR

If you have an oversized booth (larger than 600-square feet) you have to use the labor supplied by either the General Services Contractor or your own exhibitor-appointed decorator (EAC) to build your booth. It is best to order labor as soon as possible. Please do not wait until you arrive at the Pennsylvania Convention Center. There is a substantial price difference between advance and on-site ordering. Early labor orders also will increase your efficiencies when at the Convention Center. By preordering labor, you can schedule the time that you want labor in your booth so that it is a convenient window for you. If you wait to order labor on-site, you may have to adjust to the workers’ schedule.

Labor can be ordered in advance by returning the Display Labor Order Form, included in your Exhibitor Service Kit or at show site at the Freeman Service Desk. To avoid any misunderstandings in advance or at the show, contact the show management for additional clarification. Rules and regulations pertaining to union labor and the convention center will appear in your Exhibitor Service Kit.

In exhibit booths that are no larger than 600 net square feet, an Exhibitor or a full-time company representative(s) may erect or teardown booths. The use of hand tools, power tools, battery-operated tools and ladders up to 6’ are permitted. As noted above, if a booth size is more than 600 net square feet, union labor is required for the installation.

LOADING AND UNLOADING

Freeman will control access to the trade show floor, which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by Freeman. Rates for material handling services will be included in the Exhibitor Service Kit.

Exhibitors may load and unload non-commercial automobiles, station wagons, mini-vans, SUV’s, and non-commercially registered 4 wheel pick-up trucks or vans. Exhibitors may use equipment, including but not limited to, carts, dollies, luggage carriers, 4 wheel flatbed carts, and 2 wheel hand trucks. The use of any motorized or hydraulic devices is prohibited. The use of motorized pallet jackets by Exhibitors is prohibited within the PCC. The exhibitor is free to move any freight within their booth using non-motorized dolly.

COMPUTERS

All full-time regular employees of exhibiting companies shall be permitted to connect their personal computers (desktops and laptops), computer components and peripherals with no limitation for non-public uses. All third-party vendors, including rental companies, contractors, and/or vendors must utilize union workers to install and to dismantle their laptops, desktops, computers, and audio-visual equipment.
AUDIO-VISUAL

If you need to rent audio-visual equipment (monitors etc.) for your exhibit booth, please use the show-appointed audio-visual vendor for your show. The rental price will be comparable to an outside company but the labor cost will be significantly lower if you use the appointed vendor. When an outside company comes into the building, they are required to use union labor at a four-hour minimum. The show-appointed AV vendor will be able to utilize labor in multiple booths, allowing you to be billed per hour rather than the four-hour minimum rate. When a non-appointed vendor comes into the facility, they are able to work in your booth only and must include the four-hour rate in your billing. These rules apply to the set up and dismantling of booths.

ELECTRICAL

Exhibitors cannot run cords under carpet. In addition, exhibitors can run cords over carpet as long as they are concealed and do not impose a trip hazard, i.e. side curtains or under tables with skirts. All cords within booth must be grounded 3-wire, 12-gauge UL cords. No household undergrounded 2-wire extension cords are allowed.

SECURITY

Peripheral watchmen shall be furnished by AACR 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, the Pennsylvania Convention Center, the city of Philadelphia, or the state of Pennsylvania, 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.

BUILDING REQUIREMENTS: THE PENNSYLVANIA CONVENTION CENTER

Exhibitors and their agents must comply with all federal and local fire and building codes that apply to places of public assembly. Fire-fighting and emergency equipment may not be hidden or obstructed, including fire extinguishers, strobes, fire hose cabinets, Public Emergency Reporting System (PERS) stations and standpipes. Booth construction shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisle. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame-retardant to meet with Philadelphia Fire Department requirements and have flameproof certificate or tag. Certificates or tags must be prominently attached to the material used so they may be easily seen by the facility Fire Marshal. Exhibit contents or products and decorations provided by the official service contractor under the same guidelines, but may have detached flameproof certificates or tags. Additional information will be supplied in the Exhibitor Service Kit.

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. The Pennsylvania Convention Center and the Philadelphia Fire Department Prevention Division reserve the right to make any final decisions regarding fire and public safety.

PCC Safety Guidelines for Exhibitors Working in Booths 600 sq. ft. or Less

- A ladder up to 6’ may be used in accordance with the manufacturer guidelines.
- Power actuated tools, such as Hilti guns and gas filled nailers, may not be used under any circumstances.
- The use of gasoline powered equipment is prohibited.
- The use of one scaffolding section will be permitted, multi-tier scaffolding is not permitted.
- Rigging of heavy objects is not permitted. Riggers would be required for such work.
- The use of safety protection is required when needed, such as safety glasses, gloves, etc.
- The use of hoists will not be permitted.
- The use of a device with an open flame, such as a propane torch, is prohibited.
- No smoking shall be permitted inside the facility.
- Exhibit booths or displays may not block fire equipment.
Third CRI-CIMT-EATI-AACR International Cancer Immunotherapy Conference  
Conference Cochairs: Stanley Riddell, Robert D. Schreiber, Christoph Huber, and Guido Kroemer  
September 6-9, 2017 | Mainz/Frankfurt, Germany

Advances in Modeling Cancer in Mice: Technology, Biology, and Beyond  
Conference Cochairs: Cory Abate-Shen, Kevin M. Haigis, Katerina A. Politi, and Julien Sage  
September 24-27, 2017 | Orlando, FL

Tenth AACR Conference on The Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved  
Conference Cochairs: John M. Carethers, Rick A. Kittles, Christopher I. Li, and Electra D. Paskett  
September 25-28, 2017 | Atlanta, GA

Tumor Immunology and Immunotherapy  
Conference Cochairs: James P. Allison, Carl H. June, Miriam Merad, and Giorgio Trinchieri  
October 1-4, 2017 | Boston, MA

Addressing Critical Questions in Ovarian Cancer Research and Treatment  
Conference Cochairs: Robert C. Bast, Jr., Ursula A. Matulonis, and Anil K. Sood  
October 1-4, 2017 | Pittsburgh, PA

Advances in Breast Cancer Research  
Conference Cochairs: Myles A. Brown, Tak W. Mak, Ramon E. Parsons, and Laura J. van ’t Veer  
October 7-10, 2017 | Hollywood, CA

AACR-NCI-EORTC Molecular Targets and Cancer Therapeutics  
Scientific Committee Cochairs: Antoni Ribas, James L. Gulley, and Charles Swanton  
October 26-30, 2017 | Philadelphia, PA

New Horizons in Cancer Research  
Conference Cochairs: Nancy E. Davidson, Kornelia Polyak, Chi Van Dang, Hongyang Wang  
November 6-9, 2017 | Shanghai, P.R. China

Prostate Cancer: Advances in Basic, Translational, and Clinical Research  
Conference Cochairs: Johann S. de Bono, Karen E. Knudsen, Peter S. Nelson, and Mark A. Rubin  
December 2-5, 2017 | Orlando, FL

Pediatric Cancer  
Conference Cochairs: Peter C. Adamson, Nada Jabado, and Charles W. M. Roberts  
December 3-6, 2017 | Atlanta, GA

San Antonio Breast Cancer Symposium  
Presented by CTRC-AACR-BCM  
Codirectors: Carlos L. Arteaga, Virginia G. Kaklamani, and C. Kent Osborne  
December 5-9, 2017 | San Antonio, TX

Obesity and Cancer  
Conference Cochairs: Lewis C. Cantley, Michael N. Pollak, and Elizabeth A. Platz  
January 27-30, 2018 | Austin, TX

Immunobiology of Primary and Metastatic CNS Cancer: Multidisciplinary Science to Advance Cancer Immunotherapy  
Conference Cochairs: Hideho Okada, Robyn S. Klein, Ignacio Melero, and Patricia S. Steeg  
February 12-15, 2018 | San Diego, CA

Targeting DNA Methylation and Chromatin for Cancer Therapy  
Conference Cochairs: Stephen B. Baylin, Margaret A. Goodell, and Peter A. Jones  
March 1-4, 2018 | Atlanta, GA

AACR Annual Meeting 2018  
Program Committee Chair: Elaine R. Mardis  
April 14-18, 2018 | Chicago, IL
AACR-NCI-EORTC INTERNATIONAL CONFERENCE

MOLECULAR TARGETS AND CANCER THERAPEUTICS
DISCOVERY, BIOLOGY, AND CLINICAL APPLICATIONS

October 26-30, 2017
Pennsylvania Convention Center • Philadelphia, PA

Exhibit Dates: October 28-29, 2017

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