EXHIBITOR PROSPECTUS

Abstract Submission Deadline: December 1, 2017

Continuing Medical Education Activity - AMA PRA Category 1 Credits™ available
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AACR ANNUAL MEETING 2017
Please Join Us at the AACR Annual Meeting 2018

The Premier Educational and Networking Event for Specialists in the Field of Cancer Research

On behalf of the American Association for Cancer Research (AACR), the oldest and largest cancer research organization in the world, we invite you to participate in the AACR Annual Meeting 2018 in Chicago, IL. This is the world’s preeminent event where the latest and most exciting discoveries in cancer research are presented. This forum provides a unique opportunity for members of the worldwide cancer research community to discover, interact, and collaborate.

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.

Join us in Chicago, IL at McCormick Place Complex from April 14-18, 2018 (Exhibit Dates: April 15-18) to meet with over 20,000 scientists and other cancer professionals who are projected to attend from around the world. AACR Annual Meeting attendees are laboratory scientists and clinical investigators specializing in all aspects of cancer research including experimental therapeutics, molecular targeted therapies, chemistry, molecular biology and genetics, immunology and immunotherapy, tumor biology, virology, toxicology, prevention, and clinical and translational research.
TOP REASONS TO EXHIBIT AT THE AACR ANNUAL MEETING

• Connect with more than 20,000 scientists and other cancer professionals from around the world.
• Target highly influential decision makers and opinion leaders.
• Interact face to face with cancer research professionals from across the U.S. and around the world.
• Build visibility for your company in a competitive marketplace.
• Expand your prospect base.
• Strengthen existing customer relationships.
• Introduce new products and services.
• Generate new sales leads.
• Give product demonstrations.
• Exhibitor-only benefits

Benefits to AACR Exhibitors

• Access to over 16,000 professional attendees; over 20,000 registrants.
• Opportunity to hold an Exhibitor Spotlight presentation which is promoted by AACR in the Posters and Exhibits Guide, Program Book, Mobile App, and signage. Companies also receive complimentary registration mailing list to help promote their presentation.

• Opportunity to rent an Exhibitor Meeting Room for your meeting needs.
• Traffic Builders – Product Display Kiosks (New!), Explore!, TrafficMax, Enhanced Refreshment Breaks
• Five (5) complimentary exhibitor booth personnel registrations per 10’ x 10’ booth. Additional badges available at $75 each.
• One Exhibitor/Conference Registration per 10 x 10 booth, with maximum of 10 per company.
• Opportunity to rent the pre-or-post registration list.
• Listing in the AACR Annual Meeting Mobile App. This complimentary listing directs attendees to your booth.
• Listing in the AACR Guide to Posters and Exhibits distributed to all attendees on-site (provided application, final payment, and company listing are submitted prior to January 22, 2018).
• Advertising opportunities in AACR Guide to Posters and Exhibits and various other AACR publications.
• Complimentary Coffee Breaks during Exhibit Hours.
• Enhanced Refreshment Breaks placed throughout the Exhibit Hall to increase traffic.
• Attendee services in the exhibit hall that will drive traffic such as Advocacy Pavilion, food courts, and AACRcentral.
• Representation by the Exhibitor Advisory Committee.
• Subscription to the Monthly Exhibitor e-Bulletin, which contains helpful tips, resources, and reminders.
Making National Headlines


Submit your abstract for consideration for presentation at the official AACR Annual Meeting 2018 press program. For more information on the AACR Annual Meeting press program, please contact Julia Gunther at julia.gunther@aacr.org or Rick Buck at rick.buck@aacr.org.

Trending on Social Media

The AACR Annual Meeting 2017 also generated significant social media activity in the cancer research world. Social media highlights included:

- 7,928 people joining the conversation on Twitter
- 34,212 tweets sent
- A total of 139.8 million impressions

In addition, AACR President Michael A. Caligiuri, MD, hosted a Facebook Live broadcast on “Important Science from the AACR Annual Meeting 2017,” in which he interviewed experts about advances presented at the meeting.

MEDIA COVERAGE HIGHLIGHTS:
17 NEWS RELEASES
3 PRESS CONFERENCES
200 REGISTERED REPORTERS
2,165 MEDIA MENTIONS
7,928 PEOPLE JOINING THE CONVERSATION ON TWITTER
34,212 TWEETS SENT
139+ MILLION IMPRESSIONS
### Professional Attendee History

<table>
<thead>
<tr>
<th>Year</th>
<th>City, State</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Washington, DC</td>
<td>17,624</td>
</tr>
<tr>
<td>2016</td>
<td>New Orleans, LA</td>
<td>16,470</td>
</tr>
<tr>
<td>2015</td>
<td>Philadelphia, PA</td>
<td>13,955</td>
</tr>
<tr>
<td>2014</td>
<td>San Diego, CA</td>
<td>13,396</td>
</tr>
<tr>
<td>2013</td>
<td>Washington, DC</td>
<td>13,202</td>
</tr>
<tr>
<td>2012</td>
<td>Chicago, IL</td>
<td>12,415</td>
</tr>
<tr>
<td>2011</td>
<td>Orlando, FL</td>
<td>11,761</td>
</tr>
<tr>
<td>2010</td>
<td>Washington, DC</td>
<td>12,254</td>
</tr>
<tr>
<td>2009</td>
<td>Denver, CO</td>
<td>10,282</td>
</tr>
<tr>
<td>2008</td>
<td>San Diego, CA</td>
<td>12,400</td>
</tr>
</tbody>
</table>

### Attendees by Professional Degree

- **PhD**: 51.13%
- **MD**: 13.44%
- **MD, PhD**: 8.99%
- **Master’s**: 9.61%
- **Bachelor’s**: 8.35%
- **Other**: 8.48%

### Top Ten Primary Fields of Research

1. **Tumor Biology**: 12%
2. **Molecular Biology**: 9.1%
3. **Immunology**: 9.1%
4. **Cellular Biology**: 9%
5. **Genetics and Genomics**: 8.7%
6. **Clinical Research/Clinical Trials**: 7.2%
7. **Experimental and Molecular Therapeutics**: 4.8%
8. **Carcinogenesis**: 3.8%
9. **Pharmacology**: 3.6%
10. **Epigenetics**: 3.5%
Attendees by Professional Scientific Research Focus

- Translational: 38.93%
- Basic: 28.35%
- Clinical Research: 16.01%
- Business Development: 4.14%
- Population Sciences: 2.52%
- Clinical Practice: 2.49%
- Other: 7.56%

Top Ten Countries Represented

- U.S.: 79.97%
- Japan: 4%
- United Kingdom: 3.6%
- South Korea: 3.3%
- China: 3%
- Germany: 2.5%
- Canada: 2.2%
- France: 2.1%
- Switzerland: 1.3%
- Taiwan: 1.2%

Top Ten States Represented

- California: 17%
- Maryland: 14%
- Massachusetts: 11%
- New York: 8%
- Pennsylvania: 7%
- New Jersey: 6%
- Texas: 4%
- District of Columbia: 3%
- Illinois: 2%
- Florida: 2%
**Exhibits Show Schedule**

Hours are subject to change. Set up, tear down and registration hours will appear in the exhibitor service kit.

**Exhibit Hall Move-in/Move-out**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, April 12</td>
<td>12:00 p.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Friday, April 13</td>
<td>8:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 14</td>
<td>8:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday, April 17</td>
<td>12:00 p.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Thursday, April 18</td>
<td>8:00 a.m.-12:00 p.m.</td>
</tr>
</tbody>
</table>

**Exhibit Show Dates and Times**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 15</td>
<td>1:00 p.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Monday, April 16</td>
<td>9:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, April 17</td>
<td>9:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday, April 18</td>
<td>9:00 a.m.-12:00 p.m.</td>
</tr>
</tbody>
</table>

**Exhibitor Registration Hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, April 13</td>
<td>8:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Saturday, April 14</td>
<td>8:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Sunday, April 15</td>
<td>7:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Monday, April 16</td>
<td>7:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, April 17</td>
<td>7:00 a.m.-5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday, April 18</td>
<td>7:00 a.m.-12:00 p.m.</td>
</tr>
</tbody>
</table>

**Exhibit Space Fees**

<table>
<thead>
<tr>
<th>Size</th>
<th>Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>Inside Booth</td>
<td>$3,750</td>
</tr>
<tr>
<td>10’ x 10’</td>
<td>Corner Booth</td>
<td>$3,950</td>
</tr>
<tr>
<td>10’ x 10’</td>
<td>Opposite Posters</td>
<td>$3,950</td>
</tr>
</tbody>
</table>

Coffee Breaks or AACR Central

<table>
<thead>
<tr>
<th>Booth Space</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island Booth Spaces</td>
<td>$39.50 per square foot</td>
</tr>
<tr>
<td>Non-profit Booth Spaces</td>
<td>$850</td>
</tr>
</tbody>
</table>

(See page 10)

**Inline exhibit space packages include:**

- 8’ high back drape and 3’ high side drape booth dividers in show colors (standard booth spaces).
- 44”x7” booth identification sign with company name and booth number (standard booth spaces).
- 24-hour general security in the exhibits.
- Aisle carpeting and nightly vacuuming of aisles.
**Venue**

The AACR Annual Meeting 2018 will be held at the McCormick Place Complex in Chicago, IL.

McCormick Place Complex
2301 S. King Drive
Chicago, IL 60616

Exhibits – Hall A (McCormick Place South)
Exhibitor Registration – Hall C (McCormick Place South)
Exhibitor Spotlight Theater – Hall A (McCormick Place South)
Exhibitor Meeting Rooms – Hall A (McCormick Place South)
Poster Sessions – Hall A (McCormick Place South)
Opening Ceremony – Hall B (McCormick Place North)
Plenary Sessions – Hall B (McCormick Place North)
Educational Sessions – McCormick Place South, North, and West

**Important Deadlines**

Dates are subject to change. Be sure to check the Exhibitor Service Kit and Exhibitor Bulletins for any updates.

**September 2017**

- September 4: Last day to cancel or reduce booth space with no penalty
- September 12: Exhibitor Housing opens for exhibitors that have submitted applications with 50% of the booth fee

**October 2017**

- October 6: Deadline to submit exhibit application in order to be included in priority point system assignments
- October 9-13: Space Assignments issued using priority point system. All others on a first-come; first-serve basis
- October 16: Space Assignment Letters and Invoices issued (priority point system only). All others issued as applications are processed.

**November 2017**

- November 7: Exhibitor Registration Open (available through Map Your Show Dashboard)
- November 12: Last day to cancel and receive a partial refund

**December 2017**

- December 11: Exhibitor Service Kits Available

**January 2018**

- January 22: All Applications must be submitted with 100% booth fee before booth space will be assigned
- January 22: All Final Payments are Due
- January 22: Deadline to submit description to be included in the Exhibitor Directory

**February 2018**

- February 9: Deadline to submit request for affiliate space to receive discount
- February 16: Deadline to submit renderings for island booth space (if applicable)
- February 16: Deadline to submit to Exhibitor Rooming Lists to CMR (Convention Management Resource)
- February 16: Deadline to submit Certificate of Liability Insurance Form for Exhibitor Appointed Contractor
- February 16: Deadline to submit Booth Activity Form (if applicable)
- February 16: Deadline to submit Giveaway Items Form (if applicable)

**March 2018**

- March 10: Deadline for pre-registration for exhibitor guest passes
- March 15: Advance shipments to the warehouse to begin
- March 22: Discount order deadline for Freeman

**April 2018**

- April 4: Deadline for advance warehouse receiving
- April 12: On-site shipments accepted at McCormick Place
- April 12-14: Exhibitor move-in
- April 15: Exhibit Hall opens at 1 p.m.
- April 18: Exhibitor dismantling begins at 12:01 p.m.
Assignment of Space

During the AACR Annual Meeting 2017 an on-site selection was conducted. Exhibitors with 45+ priority points were invited to pre-select their booth for the 2018 Annual Meeting. Those exhibitors have already received confirmation of booth space. For those exhibitors not eligible to participate in the advance sales process, booth space will be assigned on a priority point system basis during the week of October 9, 2017. Any applications received on or after October 6, 2017 will be assigned on a first-come, first-served basis. Assignments will only be made for those exhibitors whose applications are accompanied by their appropriate deposit. All confirmations will be issued the week of October 16, 2017.

Priority points are established as follows:

1. One point for each 100 square feet of space.
2. One point for each prior year of participation.
3. Ten points for Major Sustaining Members who have paid their 2017 dues.
4. Five points for Sustaining Members who have paid their 2017 dues.

Note: When companies merge or are involved in a buyout, the new company will receive the highest number of points that have been earned by either company. Applications for exhibit space must be made on the Official Application Form. Exhibitors wishing to avoid assignment of booth space adjacent to a competitor should indicate this on the application. Careful consideration will be given to all requests but cannot be guaranteed.

Application and Floor Plan

Exhibit space may be reserved at http://aacr18.exh.mapyourshow.com/boothsales. Click the ‘I Need Space’ button to begin the process. A completed application for exhibit space using the online system, along with appropriate payment, must be received before space will be assigned. 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 AACR Annual Meeting webpages at www.AACR.org.

Eligibility Requirements

The AACR is committed to providing a quality exhibition. Exhibits will be limited only to the company and the product(s) listed on the application and are subject to approval by the AACR Exhibits Committee for accepted and acknowledged effectiveness and commercial availability. Only the sign of the company whose name appears on the contract may be placed in the booth or appear on any printed list of exhibitors. The AACR reserves the right to accept or reject a potential exhibitor based on its assessment of whether that company or organization’s products and/or services are relevant to AACR members and their meeting attendees. All exhibits will be reviewed onsite.

Full documentation as to the extent and results of any research done on the exhibited items must be available at the company’s booth throughout the AACR Annual Meeting. All exhibited items must comply with local, state, and FDA regulations, and must be related to cancer research.

Non-Profit Exhibitors

Exhibit space at the non-profit rate is limited. The AACR Exhibits Committee has the responsibility of approving applications for non-profit exhibitors. The organization must be a government entity or must be recognized by the IRS as a 501(c)3 charitable organization. The organization must have demonstrated support for cancer research through financial contributions or provisions of infrastructure. The organization may not offer a product or service for sale on the exhibit floor.

The Non-profit rate is only available to booths in the Non-Profit Section. When space is no longer available in the Non-Profit Section, or organization chooses to be placed in another location on the floor, full exhibit rates will apply.

Any organization reserving two or more booths in the Non-Profit Section will pay the Non-Profit rate for the first booth and full rate for any additional space.

New Exhibitors

Companies applying for exhibit space that have never exhibited at the AACR Annual Meeting will need to go through an approval process. The potential exhibitor is required to submit an application for exhibit space, a product summary form, and company literature, which is sent to the AACR Exhibits Committee. The booth chosen by the company is put on hold during the review period. The company is notified of the Committee’s decision in a timely manner. Upon approval, the application is processed and the booth is released to the company. Upon rejection, the application is denied and the booth goes back into inventory.
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.

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.

The final balance will be due 30 days from date of invoice or by January 22, 2018. Exhibitors who are not paid in full will not be listed in the Exhibitor Directory or in the mobile app. Those not paid in full by Thursday, April 12, 2018 will not be able to unload their material or set-up their exhibit.

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 September 4, 2017, cancellation will be accepted with no penalty. The following fees will apply to any cancellations or reduction in exhibit space:

Prior to September 4, 2017 – Cancellation/Reduction of Space will be accepted with no penalty

September 4 through October 9, 2017 – Exhibitor is refunded entire payment less $500.00 per booth space.

October 9 through November 13, 2017 – Exhibitor is responsible for 50% of the total booth fee.

On or After November 13, 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 5:00 on Saturday, April 14, 2018 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. Note: All exhibit booths must be show ready by 5 p.m. on Saturday, April 14, 2018.

Subletting and/or Sharing of Exhibit Space
No exhibitor may sublet, share, apportion, or assign all or any part of its exhibit space with or to another organization or business unless prior written consent has been obtained from AACR. If the exhibitor submits a written request prior to AACR Annual Meeting 2018, AACR, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition (since January 1, 2017); divisions of the same company and companies co-marketing a product. Exhibitors must provide to AACR written documentation of the particular relationship. AACR retains the right to remove from the exhibit halls any company or organization without a signed contract. Only those companies and organizations that are the authorized occupants of each exhibit space will be entitled to exhibitor badges and only those authorized companies will be included on published exhibitor lists.

Late Applications
Exhibitors who apply for booth space after January 22, 2018 or exhibitors who have not sent in their final booth payment by that date will not be listed in the Guide to Poster Sessions and Exhibits.
AACR Staff

Exhibits
Lisa A. McGlashen, CEM, CMP, HMCC
Assistant Director, Exhibits
Phone: 215-440-9300, ext. 190
Email: lisa.mcglashen@aacr.org; exhibits@aacr.org

Suzanne Lesher
Coordinator, Meetings and Exhibits
Phone: 215-440-9300, ext. 238
Email: exhibits@aacr.org

Sarah Tuck
Exhibits Staff Assistant
Phone: 215-440-9300, ext. 192
Email: exhibits@aacr.org

Support Opportunities
Peter VanPelt
Director, Corporate Alliances
Phone: 215- 440-9300, ext. 298
Email: peter.vanpelt@aacr.org

Media Relations
Lauren Riley
Senior Coordinator, Media and Public Relations
Phone: 215-440-9300, ext. 298
Email: lauren.riley@aacr.org

Abstract Information
Peggy Pickels
Senior Program Administrator
Phone: 215-440-9300, ext. 125
Email: peggy.pickels@aacr.org

Mailing Lists/TrafficMax
Ashley Kennedy
Marketing Coordinator
Phone: 215-440-9300, ext. 170
Email: ashley.kennedy@aacr.org

Career Fair
Amy Domard
Human Resources Coordinator
Phone: 215-440-9300, ext. 163
Email: careerfair@aacr.org

AACR Official Vendors

Please be assured that AACR never provides exhibitor lists to anyone other than official vendor partners. If you receive any solicitation you are unsure of, contact the Exhibits Team at exhibits@aacr.org.

Advertising Sales
Daniel Simone, Pharmaceutical Media Inc. (PMI)
National Accounts Manager
30 East 33rd Street
New York, NY 10016
Phone: 212-904-0360 • Fax: 212-685-6126
Email: dsimone@pminy.com

Exhibitor Advisory Committee (EAC)
The AACR enlists the help and support of industry by maintaining an Exhibitor Advisory Committee (EAC) consisting of elected industry professionals who serve in an advisory capacity to the AACR. The Committee’s goal is to foster communications and corporation between exhibitors and the association. Members of the EAC meet to find ways to improve the exhibits portion of the AACR Annual Meeting.

Committee members serve a renewable three-year term. Members should represent a broad cross-section of the exhibitor population. Company representatives interested in serving on the Exhibitor Advisory Committee should send requests to exhibits@aacr.org.

All exhibitors are invited to contact any EAC member with concerns, suggestions or ideas. Please contact the Exhibits Team at exhibits@aacr.org to request EAC member contact information.

The following are your 2018 Exhibitor Advisory Committee Representatives.

Elise Arsenault, Abcam Inc.
Susan Desmond, Charles River
Doc Chaves, Li-Cor
Eric Ibsen, Studylog
Rebecca Madrid, Boehringer Ingelheim Pharmaceuticals, Inc.
Antony Rockwell, Genentech
Vanessa Schultz, Illumina
Ralph Lopez, Merck
Joseph Ashland, Lilly Oncology
EXHIBITOR PROSPECTUS

AACR Exhibits Committee

The AACR would like to thank the Exhibits Committee for their support of the AACR and the AACR Annual Meeting Exhibit Show. This committee is responsible for ensuring the content displayed by exhibiting companies meets the standards set forth by the AACR. All companies new to the AACR Annual Meeting Exhibit Show must go through a very thorough review process by submitting an application to exhibit, along with supporting documents. Please contact the Exhibits Team at exhibits@aacr.org, should you have any questions regarding this process or members of this committee.

Chair, Eric P. Winer, MD
Dana-Farber Cancer Center

Craig J. Burd, PhD
Ohio State University

Maximilian Diehn, MD, PhD
Stanford University

Olivera J. Finn, PhD
University of Pittsburgh School of Medicine

Tona M. Gilmer, PhD
TMGilmer Consulting LLC

Ajay Goel, PhD
Baylor Research Institute

Tari A. King, MD
Dana-Farber/Brigham and Women's Cancer Center
Traffic Builder

Every year AACR implements traffic building ideas suggested by our exhibitors. Now more than ever, with the Sunshine Law as well as industry imposed PhRMA codes limiting the points of contact with healthcare professionals, the AACR is working with exhibitors to utilize every possible traffic building generator.

Detailed information, such as pricing and order forms (if applicable) will be available on the Exhibits Page of the AACR Annual Meeting website, which will be available in September 2017. Please do not hesitate to contact exhibits@aacr.org for information on any of the following Traffic Builders:

- **NEW!** Digital Product Showcase
- Explore! (using the mobile app)
- Exhibitor Spotlight Theater
- TrafficMax
- Exhibit Floor Sponsorship Opportunities
- Exhibitor Meeting Rooms
- Relaxation Station
- Charging Stations throughout the convention center and exhibit hall
- Pre- and Post-Meeting Mailing Lists
- Enhanced Refreshment Breaks
- Larger Food Court with ample seating for attendees (additional signage promoting Food Court)
- Advertising Opportunities (including mobile app and printed publications)

Guide to Poster Sessions and Exhibits

The Exhibitor Directory is a valuable resource for attendees to navigate the Exhibit Hall. Included with your booth fee the AACR includes a complimentary 50-word description, two primary product/service categories and the alphabetical and numerical listing for your exhibit in the Exhibitor Directory. This booth description and product/service categories are important as they will give your company additional exposure, will describe what the attendee might learn when they visit your booth, and will assist the attendees in locating companies on the exhibit hall floor. If the description is not provided, ONLY the name of the exhibiting company and booth number will appear in the Exhibitory Directory. Don’t miss the opportunity to maximize your presence at the AACR Annual Meeting, include your description with your application.

Exhibitors who are not paid in full and descriptions received after January 22, 2017 will not appear in the Exhibitor Directory.

Advertising Opportunities

Daniel Simone, Pharmaceutical Media Inc. (PMI)
National Accounts Manager;
30 East 33rd Street
New York, NY 10016
Phone: 212-904-0360 • Fax: 212-685-6126
Email: dsimone@pminy.com

Pre- and Post-Meeting Registration Lists and Email Blasts

Pre-convention mailings and email blasts increase booth traffic and exposure of your company’s products and services, while post-meeting communications can keep you in touch with the meeting attendees. Exhibitors have the option to purchase the pre- and post-meeting registration lists or send an email blast through CompuSystems. Information will be listed on the Map Your Show Dashboard in November or by contacting Ashley Kennedy at mailinglists@aacr.org.
CONTINUALLY IMPROVING YOUR MARKETING EXPERIENCE!
Why Support?

• Target highly influential decision makers and opinion leaders.

• Interact face-to-face with cancer research professionals from across the U.S. and around the world.

• Build visibility for your company in a competitive marketplace.

• Demonstrate your organization’s support of life-saving cancer research.

To find out more about increasing your visibility to conference attendees and AACR members throughout the year and to gain additional priority points for a preferred booth assignment at the Annual Meeting, contact Peter VanPelt at 215-446-7256 or peter.vanpelt@aacr.org.
EXHIBITOR SERVICES

Marketing Opportunities Available to Exhibitors

Information on additional opportunities for exhibitors will be available in October 2017. These include support and sponsorship opportunities, Exhibitor Spotlight Theaters, Exhibitor Meeting Rooms, Product Display Kiosks, Traffic Builders, and advertising in the mobile app and printed publications. For additional information, please contact the Exhibits Team at exhibits@aacr.org.

Exhibitor Bulletin

The AACR exhibits team distributes a monthly Exhibitor Bulletin e-blast containing important upcoming deadlines, guidelines for exhibitors, and also highlights timely issues of interest.

Exhibitor Service Kit

The Exhibitor Service Kit will be available to all exhibitors in early December. This comprehensive kit will provide you with complete information on all contractor services, lead retrieval, labor and more. When available, all elements of the kit will also be located on the Exhibit Show section of the AACR Annual Meeting webpages.

Exhibitor Housing

Exhibitors who submit their exhibit space application with a 50% deposit will be able to make reservations or book a block of rooms when Exhibitor Housing opens on Tuesday, September 12, 2017. As a reminder, Exhibitors are not eligible to obtain rooms at the Marriott Marquis Chicago and the Hyatt McCormick Place. An email will be sent to exhibitors with a link to the housing website. Additional information will be posted on the Exhibit Show section of the AACR Annual Meeting webpages when available.

Important Exhibitor Housing Deadline Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, February 11</td>
<td>Rooming List deadline date for group blocks.</td>
</tr>
<tr>
<td>Monday, February 20</td>
<td>Last day to cancel reservations without penalty.</td>
</tr>
<tr>
<td>Wednesday, March 22</td>
<td>Last day to make changes through AACR Housing.</td>
</tr>
<tr>
<td>Friday, March 24</td>
<td>Reservation changes/cancellations must be made directly with the hotel(s).</td>
</tr>
</tbody>
</table>

AACR Customer Contact Center

Monday - Friday, 9:00 a.m. – 9:00 p.m. (Eastern Time)
(888) 381-7166 (Toll Free U.S. and Canada)
(415) 979-2262 (Outside U.S. and Canada)

The American Association for Cancer Research has partnered with Convention Management Resources (CMR) as the official provider of Housing services for the AACR Annual Meeting 2018. Exhibitors are strongly encouraged to book within the AACR block as we cannot guarantee any hotel reservations made directly with hotels or third party websites.

Exhibitor Registration

• Exhibitor Registration opens on November 7, 2017.
• Exhibitors will receive five (5) complimentary exhibitor badges per 100 sq. ft.
• Additional badges for exhibit personnel may be purchased for $75 per badge.
• Exhibitor Registration log-in credentials will only be sent to Official Exhibitor Contact.
• Badges will not be mailed in advance. Badges will be available onsite at Exhibitor Registration.
• Each person issued an exhibitor’s badge must be employed by the exhibiting company.
• 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.
EXHIBITOR SERVICES

Exhibitor/Conference Registrations

- Exhibitors are allotted one ‘Exhibitor/Conference’ registration per 10x10 booth reserved. The maximum number of these registrations per exhibiting company is ten.
- Individuals MUST have an Exhibitor Badge in order to be registered as ‘Exhibitor/Conference’.
- ‘Exhibitor/Conference’ will be tied to an exhibitor record.
- Individuals registered as ‘Exhibitor/Conference’ will bear a badge holder ‘Exhibitor/Conference’ – no exceptions
- Registrations are non-transferrable. The individual registered for the ‘Exhibitor/Conference’ is the only person able to use it.

Lead Retrieval Services

CompuSystems, Inc., the official registration company, will once again offer lead retrieval services to exhibiting companies. Please refer to the Registration link of your Exhibitor Dashboard for more information.

Shuttle Bus Service

AACR will provide shuttle bus service from designated AACR hotels. Information will be found on the AACR Annual Meeting webpages when available.

Exhibitor Lounge

There will be an Exhibitor Lounge provided by the AACR for all exhibitors during the AACR Annual Meeting. The lounge will be located in Hall A, McCormick Place South. It will be open to exhibitors only beginning Friday, April 13, through Wednesday, April 18, during setup and show hours. Only exhibitors are permitted in the lounge. As a courtesy to other exhibitors, Guests and Conference Attendees are not permitted. The lounge will have complimentary snacks and beverages, furniture, computers, printers, and internet access.

Exhibit Management Office

The AACR Exhibits Team will have an office, located in upper level of Hall A, McCormick Place South, starting on Friday, April 13, through Wednesday, April 18. The 2019 floor plan will be available for review, as well as information on exhibiting at all AACR conferences.
2018 Career and Biomedical Research Career Fair

Employers and recruiters should get ready to meet scientific talents they are looking for at the AACR Seventh Career and Biomedical Research Career Fair. This event will be held on Saturday, April 14, 2018 from 9:00 am to 3:00 pm. As a Career Fair exhibitor, your organization will gain exposure to the best scientists in basic, translational, clinical, and preventive cancer research and biomedicine. Employers will also have the ability to post up to ten (10) open positions on the CancerCareer.org’s Job Board, potentially reaching thousands of scientific jobseekers.

Discounted Career Fair exhibit space will be provided to any company exhibiting in the main exhibit show. In addition, companies will have an added bonus of being able to use their lead retrieval units for the Career Fair and Freeman will transfer booth material from the Career Fair to the main booth in a timely manner.

Career Fair booths are furnished, equipped with a table, chair, carpet, pipe/drape, and an identification size. Companies will also have the opportunity to order enhancements from Freeman.

For additional information, please contact careerfair@aacr.org or visit www.cancercareers.org.
Terms and Conditions

By submitting the AACR Annual Meeting 2018 Application and Contract for Exhibit Space (Application), the undersigned agrees to abide by all rules (Terms), requirements, restrictions and regulations as set forth in the Exhibitor Prospectus, the Rules and Regulations enclosed herewith and any regulations especially designated by the AACR, McCormick Place, and the city of Chicago, IL. 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.

General

All matters and questions not covered by these regulations are at the discretion of AACR Exhibits Management (Management). Management may amend these regulations at any time, and all amendments that may be made shall be equally binding, upon publication on all parties affected by them as the original regulations.

Violations

Violation 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.

Enforcement of Rules and Regulations Policy: Each exhibitor shall agree to observe all policies. Violators will incur one penalty for each regulation violated.

1. The first violation of any rule or regulation detailed on the Application and Contract for Exhibit Space, in the Exhibitor Service Kit, or any subsequent amendments will result in the company receiving a written warning.

2. A second violation will result in forfeiture of priority points for exhibiting for that year.

3. A third violation will result in one year’s suspension of exhibit privileges at any AACR meeting or exposition.

Notwithstanding the foregoing, the AACR and AACR Exhibit Management reserve the right to remove any exhibitor or exhibition, in their sole discretion, for the best interests of the exhibitors, and attendees.

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 email at exhibits@aacr.org to make arrangements no later than February 23, 2018.

Cancellation of Exposition

It is mutually agreed that in the event of cancellation of the AACR Annual Meeting due to fire, strikes, government 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. Hand-outs 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 organization may disseminate from its exhibit space peer-reviewed journal articles about off-label indications of its product(s), provided the company commits itself to file a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use.

Off-site/Affiliate Events

If you plan to hold a function during the AACR Annual Meeting 2018, 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 AACR Annual Meeting 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 AACR Annual Meeting. The form, along with rules and regulations can be found on the exhibits page of the AACR website or by contacting Kelsey Kliwinski at kelsey.kliwinski@aacr.org.

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.

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
Inline: 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.

Island: 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

Double Decker Booths
Multi-level/Double decker booths are not permitted.

Island Exhibit Space Floor Plans
Any company that is assigned island exhibit space must submit floor plans and elevation blueprints to Exhibit Management by February 23, 2018. 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’.
Carpeting
The AACR requires all exhibitors to carpet their booths/displays. All booths must be carpeted by 5 p.m. on Saturday, April 14, 2018. 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. In accordance with the fire marshal, crates and boxes cannot be stored behind booth displays.

Staffing/Early Dismantle
Exhibits must be staffed at all times during official show hours. All exhibitors are expected to make their travel arrangements in accordance with this policy. Any exhibitor found to leave prior to the end of the show will not be invited to participate in any future AACR Annual Meetings.

Exhibitor Access to Exhibit Hall
Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening on Sunday through Wednesday. 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. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as exhibitors. 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.

Surveys
All surveys must be conducted within the confines of the booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire.

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

Distribution of Giveaways
Door drops in hotels are not permitted. Please keep in mind that the AACR Annual Meeting is a professional, educational, scientific meeting when considering giveaway items. 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 the AACR 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. Customary items such as descriptive product literature, notepads, pens, pencils, company information on USBs/CDs or journals may be distributed from the booth without written approval by AACR Management.

Food Service
Food service is permitted at the exhibitor’s booth with AACR approval. All food service arrangements must be coordinated through the convention center caterer. No alcoholic beverages or popcorn can be served or given away. Information on ordering these services will be available in the Exhibitor Service Kit.
Exhibitor/Booth Activity

If you are planning to conduct any booth activities or activities in the exhibit hall, you will need to complete the booth activity approval form which will be included in the Exhibitor Service Manual. The AACR Annual Meeting 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 the AACR Rules and Regulations. All requests must be submitted to the AACR by February 16, 2018 for review and approval.

Contests, Raffles, Drawings

The AACR Annual Meeting is a professional, scientific, educational meeting. Please keep this in mind when planning your contest, drawing, raffle, etc. All contests, lotteries, drawings, raffles, and games of chance must be approved by AACR Exhibits Management. All drawings must be held off the exhibit hall floor. All requests must be submitted to the AACR for review by February 16, 2018. A booth activity approval form will be provided in the Exhibitor Service Kit to facilitate this process. No unapproved items may be used as a “prize.” All “prizes” need to be submitted on the Distribution of Giveaways form. Any exhibitor found conducting contests, raffles, or drawings that have not been approved by the AACR will be required to cease immediately.

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. The AACR reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements.

Activities Prohibited in the Exhibit Hall

• 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 Management and the AACR Exhibits Committee.
• Nonprofessional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
• Contests, raffles, lotteries, and games of any chance without prior written approval from the AACR
• All games and activities must be approved by AACR. No group activity is permitted.
• Lines of any kind may not be formed outside of the exhibit space. All activity must be contained within the booth area.
• Soliciting attendees in the aisle(s) outside of booth space, including session rooms, public space, and poster area.
• Fundraising, without prior written approval from the AACR
• Press events are strictly prohibited without prior approval by the AACR Communications Department
• Live, videotaped, or audiotaped delivery of didactic presentation
• 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 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
• Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists
• Multi-level booths
• 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.
The AACR Annual Meeting 2018 will bring together 20,000 representatives from academia, industry, government, and advocacy organizations from across the globe. In order for all participants to have the opportunity to gain the most benefit from this conference, the AACR is committed to providing a safe and secure environment. Please review the following policies and procedures for conference participants. By registering for the AACR Annual Meeting 2018, you agree to the following terms:

• **NEW** AACR Policy Regarding Photography. Effective April 1, 2017, conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, noncommercial use and are not to be published in any form. Attendees are prohibited from using flash photography or otherwise distracting the presenters or members of the audience.

• **NEW** AACR Policy Regarding Social Media. Conference attendees may share information from presentations on social media provided that they respect the wishes of presenters. Oral presenters may label any or all slides in their presentations with “DO NOT POST.” Similarly, poster presenters may label their posters with “DO NOT POST.” Attendees must respect the presenters’ requests in these instances; while attendees may take photographs of all slides and posters, they must refrain from posting on social media any images from slides or posters labeled “DO NOT POST.”

• No photographing or videotaping of the exhibit hall is 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. may request permission in writing from the AACR to photograph their own booth for internal marketing purposes only.

• The AACR prohibits intimidating, threatening, or harassing conduct of any kind during this program. This applies to all participants—attendees, presenters, exhibitors, staff, vendors, etc.

• The AACR is committed to a safe, hospitable, and productive environment for all participants of this program, regardless of age, disability, ethnicity, gender, religion, or sexual orientation.

• The AACR expects all participants to communicate professionally and constructively, handling dissent and disagreement with courtesy, dignity, and an open mind, being respectful when providing feedback, and being open to alternate points of view.

• Children under 12 years of age are not permitted in any scientific session, poster session, the exhibit hall, or any official event taking place at this program at any time. Children cannot be left unattended or unsupervised in the convention center. 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.

• The AACR expects participants to share information about this program responsibly and clearly distinguish individual opinion from fact.

• A professional photographer and videographer will be on-site to document conference events and activities between April 14 and April 18, 2018. Photographs and video footage are the sole property of AACR. By registering for and attending these events, attendees understand that AACR may use their likenesses for future promotional purposes. If you do not wish to be photographed, please notify the photographer and/or videographer on-site.

• Participants must obey all applicable laws and regulations of the relevant government authorities while attending this program. Participants must comply with all applicable safety guidelines related to the conference venue.

• The hours of the exhibit hall are published in the Program Guide, Guide to Posters and Exhibits, the mobile app, and on signage at the exhibit hall entrances. Exhibitors and attendees are expected to follow these rules and to abide by the instructions of posted security guards and AACR Staff.
BUILDING REQUIREMENTS, CONTRACTORS, LABOR

Contract Obligations and Liability

The exhibitor agrees to protect, save, and keep the AACR and the occupied convention center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, their 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 convention center regarding the exhibition premise. Furthermore the 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.

Chicago, IL Union Labor

Exhibitor personnel are permitted to perform work within your booth space to setup and dismantle your exhibit regardless of the booth size. This work can be done with the use of exhibitor owned ladders, hand tools, cordless or power tools and other tools designated by the MPEA. Exhibitor personnel are any persons who have been employed by the exhibitor as a full-time employee for a minimum of 6 months before the shows opening date and must be prepared to provide proof of full time employee status if requested. 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. While every effort is made to minimize the exhibitor’s costs to install an exhibit on the show floor, we will follow the practices of the nation’s building trades. To avoid any misunderstandings in advance or at the show, contact the show management by letter for additional clarification. Rules and regulations pertaining to union labor and the convention center will appear in your Exhibitor Service Kit.

In addition to the work currently performed, exhibitors may also perform the following within their booth:

- Setting up and dismantling exhibits
- Assembling and disassembling materials, machinery or equipment
- Installing all signs, graphics, props, other decorative items and drapery, including the skirting of tables
- Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, computers, audi-visual devices and other equipment
- Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies

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 by letter for additional clarification. Rules and regulations pertaining to union labor and the convention center will appear in your Exhibitor Service Kit.

Loading and Unloading Materials

Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies. Additional information on the ASUV program, and the register form, will be included in the Exhibitor Service Kit.

McClormick Place Contact – Exhibitor Bill of Rights

If you have any questions or need clarification regarding the Exhibitor Bill of Rights, please call 312-791-7299. Leave a detailed message including Your Name, Company Name, Telephone Number, Date and Time of the call. Your call will be promptly returned between the hours of 7:00 a.m. – 6:30 p.m. CST.

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. The AACR does not carry insurance of any sort on the exhibit or other property of Exhibitors and the AACR assumes no liability for loss or damage thereto from any cause. 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.

Exhibitor Appointed Contractor (EAC)

All registered companies and contractors operating at McCormick Place must be in compliance with the new State of Illinois Legislation regarding display installation/dismantling. One of the significant changes to the new legislation is that it allows “Full Time Exhibitor Personnel” to perform work on their display without any size limitation. This work includes the use of tools both hand and power tools and electrical work. It is important to note that the new legislation does not allow exhibitors to transfer their rights to contractor personnel. For more information visit www.mccormickplace.com.

All Exhibitors utilizing an Exhibitor Appointed Contractor (EAC) must notify the AACR of all EAC services well in advance of the Show. Official Notification of EAC Forms will be in the Exhibitor Service Kit and are due by February 16, 2018. All EACs are required to provide proof of insurance by February 16, 2018. Failure to provide these documents to the AACR by the indicated
due dates will be cause to exclude the EAC from participation at the Show.

EACs may not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EAC and all exhibitor rules apply to this sub-contractor of the exhibitor. The EAC must provide worker names for each day at the exhibit hall in advance to McCormick Place South and Security Company and check in at the convention center/security checkpoint upon arrival to receive installation/dismantling passes allowing access to the exhibit hall. These passes are typically in the form of wrist bands that must be worn on the wrist, for security reasons. Workers without properly displayed exhibit hall access passes will be prohibited from work during set-up.

The AACR reserves the right to remove any EAC or its employees who do not comply with AACR exhibitor rules or the operating rules of McCormick Place South. The AACR reserves the right to prohibit EAC participation at the AACR Annual Meeting, both at McCormick Place South and at future exhibit locations, at the sole discretion of the AACR, when such actions are necessary.

Display Guidelines
All exhibits must conform to the rules and regulations of the Convention Center and to the International Association of Exhibitions and Events Display Guidelines adopted by AACR and distributed with booth assignments. The guidelines will also be available in the Exhibitor Service Kit, viewable online through the Exhibits Show webpage, and available upon request.

Drayage and Shipping
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. Freeman will receive all crated shipments up to 30 days in advance and deliver them to the booths for installation, remove empty crates from the exhibit area before show time and return same to exhibit booths upon close of the AACR Annual Meeting.

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. In accordance with the fire marshal, crates and boxes cannot be stored behind booth displays.

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, McCormick Place South, the city of Chicago, or the state of Illinois, 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.

Fire Protection
All materials used in display construction or decorating will be made of fire retardant materials and be certified as flame retardant. Samples should be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate must be available for inspection. Exhibitor is responsible for compliance with life/safety and fire codes.

Telephone and Internet Services
Telephones and internet service in the exhibit hall is supplied exclusively by McCormick Place. Information on ordering these services will be available in the Exhibitor Service Kit.
The AACR would also like thank all of the Exhibitors from the AACR Annual Meeting 2017 for their support of the premier educational and networking event for specialists in the field of cancer research.
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