Exhibitor Spotlight Theater Presentations

The Exhibitor Spotlight Theaters have proven to be successful vehicles for exhibitors to showcase their products/services to a targeted audience in intimate settings on the show floor. Whether you are launching a new product/service, branding your company, developing sales leads, or looking to increase booth traffic, these 60-minute presentations are a valuable marketing tool that can help you achieve your goals and maximize your return on investment.

New this year – We have added a smaller theatre with the maximum capacity of 50 people. You’ll get all the same benefits as the larger theaters but at a reduced fee and a smaller, more intimate setting.

AACR will arrange all logistical aspects of these fully enclosed theaters, such as audio–visual equipment, and lead retrieval units while you customize your presentation’s content for attendees. Exhibitors who wish to provide food and beverage to their audience may do so at their own cost and must go through the official caterer. The catering menu and contact information can be found in the Exhibitor Service Kit.

Benefits of Participation
- Exclusive time dedicated to promote your company’s products and services
- Ability to reach out to a new audience in an intimate environment
- Increased visibility by having the presentation title, date, time and exhibitor name listed in the:
  - AACR Annual Meeting Website
  - AACR Annual Meeting Mobile App
  - AACR Exhibitor Directory
  - On-site Distribution Material
- Announcement of the session through Social Media outlets
- Complimentary one-time use of AACR Annual Meeting Registration Mailing List

Eligibility
- Organizations must be exhibitors at the AACR Annual Meeting in order to reserve a timeslot in the Exhibitor Spotlight Theater.

Items included in the Cost:
- Hard-Wall Theater with carpet and theater seating for up to 100 participants in Theaters A and B and 50 people in Theater C.
• AV Concepts is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company. The following AV is included
  - Screen
  - LCD Projector
  - 2 Microphones
  - Sound System
  - Laser Pointer
  - AV Technician
  - Stage, podium and electrical drop
  - Internet Connection
  - Laptop (PC or Mac)

• Access to two (2) lead retrieval units for use during your time slot (company must supply staff to scan the badges)
• One-time use of pre-registration mailing list
• Signage outside of theater and throughout the meeting with scheduled listing
• Collateral table outside theater

**Exhibitor Spotlight Theater Timeslots**

<table>
<thead>
<tr>
<th>Date</th>
<th>Spotlight Theater A</th>
<th>Spotlight Theater B</th>
<th>Spotlight Theater C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 15</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$7,500</td>
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<tr>
<td>1:30 pm – 2:30 pm</td>
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<tr>
<td>3:30 pm – 4:30 pm</td>
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<td>$15,000</td>
<td>$7,500</td>
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<tr>
<td>Monday, April 16</td>
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<td>10:00 am – 11:00 am</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$7,500</td>
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<tr>
<td>Tuesday, April 17</td>
<td>$15,000</td>
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<td>10:00 am – 11:00 am</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$10,000</td>
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<tr>
<td>3:00 pm – 4:00 pm</td>
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<td>Wednesday, April 18</td>
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<tr>
<td>10:00 am – 11:00 am</td>
<td>$7,500</td>
<td>$7,500</td>
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</tbody>
</table>

**Application and Payment Policy**
• Application and 50% deposit are due by January 26, 2018.
• Spaces in the Exhibitor Spotlight Theater are assigned on a first-come, first-served basis.
• An application for the Exhibitor Spotlight Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor’s letterhead confirming exhibit space, participation in the Exhibitor Spotlight Theater and authorization that the third-party will act on its behalf.
Once your application has been approved and your time slot has been confirmed, you will be invoiced for the remaining balance due.

Payment is due within thirty (30) days of receipt of the invoice or by February 9, 2018. **Failure to send payment will result in cancellation of your time slot.**

The following cancellation fees apply:

- Prior to January 26, 2018 – Full refund, less $750 for administrative fee
- Between January 26 – February 23, 2018 – 50% penalty of total cost
- After February 23, 2018 – 100% penalty of total cost

**Theater Presentation Rules and Regulations**

- All presentations are limited to a maximum of 60 minutes in length. Each presentation is allotted a half hour for set up and a half hour for tear down.
- All presentations must be in 16-9 format. Further details will be sent in confirmation letter.
- All presenters must check in to the Speaker Prep Room. Location will be sent in confirmation letter.
- Participation is limited to a maximum of 100 participants in Theaters A and B. Should the number exceed 100 the presentation may be shut down.
- Participation is limited to a maximum of 50 participants in Theater C. Should the number exceed 50 the presentation may be shut down or the presenting company will be charged the fees of the larger theaters.
- Advanced registration is permitted and coordinated by exhibiting company.
- The exhibitor agrees to utilize the Exhibitor Spotlight Theater as a place for a promotional presentation or activity highlighting a product or service.
- Theater presentations are permitted to be recorded; however, programs must be real time; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.
- Exhibitors are permitted to hold one (1) Exhibitor Spotlight Theater during the AACR Annual Meeting Exhibits Show. Additional requests would depend upon availability and approval by AACR Exhibits Committee.
- Exhibitor Spotlight Theater presentations are not eligible for CME.
- All attendees of Theater presentations must hold an official AACR supplied badge in either an exhibitor or other attendee category.
- Customers and clients are permitted to speak on behalf of exhibitor
- In order to appear in printed publications, all titles, speakers, and abstracts must be submitted and confirmed to the AACR no later than February 9, 2018.
- Abstracts of no more than 100-words must be submitted by February 9, 2018 in order to appear in on-site distribution material. If there is more than one title for the presentation, abstracts combined cannot exceed the 100-word limit.
- All presentations are subject to approval by the AACR Exhibits Committee. You will be notified if your proposed presentation requires modification.
- All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Exhibitor Spotlight Theater must be approved by AACR prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by AACR on or before March 2, 2018. Submissions should be sent via email to exhibits@aacr.org.
- The following statement must appear prominently on all handout materials or any printed materials distributed at the Exhibitor Spotlight Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Spotlight Theater presentation:
"This Exhibitor Spotlight Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Spotlight Theater and opinions expressed by presenters are those of the sponsor or presenter and are not of the American Association for Cancer Research; (AACR).”

Cancellation and Liability Policy
• Exhibitors must take full responsibility for the number of attendees at their presentation. AACR will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.
• The AACR reserves the right to terminate an exhibitor’s Exhibitor Spotlight Theater contract.
• Theater space will be automatically cancelled upon cancellation of exhibit space.
• All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.
• The AACR and the McCormick Place Complex are not responsible for delays, damages, loss, increased costs or other unfavourable conditions which arise as a result of such termination.
• Exhibitors are liable for any damage caused to theater floors, walls, columns, or to standard theatre furnishing and equipment or to other exhibitors’ property. The contracted exhibitor is responsible for all personal and corporate property placed in the theater space.

Relocation of Theater
• The AACR reserves the right to alter the size and location of the Exhibitor Spotlight Theater as shown on the official floor plan, if deemed necessary, at its sole discretion.

Giveaways
• All giveaways in the Exhibitor Spotlight Theater must be consistent with the laws and guidelines included in the PhRMA Code on Interactions with Healthcare Professionals. Please keep in mind that the AACR Annual Meeting is a professional, educational, scientific meeting when considering giveaway items.
• Giveaway Approval forms must be submitted by February 16, 2018. Please see the rules and regulations regarding giveaways and hand outs in the exhibitor prospectus for the full policy.

Signage
• The AACR will provide directional signs in the exhibit hall to the Exhibitor Spotlight Theater and one sign outside of the Exhibitor Spotlight Theater with a listing of all presentations for that day. Signage will be uniform in design and will be produced by the AACR to include the presentation title, date, and time and exhibitor logo.
• Exhibitors may advertise the title, date, time and presenter of its presentation in their exhibit booth.
• Two additional signs may be ordered (no larger than 28” x 44”) through Freeman, the official general service contractor, and are the financial responsibility of the exhibitor.
• Signage may only be placed outside the theatre beginning 30 minutes prior to the presentation.

For additional questions or to reserve your time slot, please contact the Exhibits Team at exhibits@aacr.org.