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AACR Annual Meeting 2016
Please join us At the AACR Annual Meeting 2016
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 2016 in New Orleans, LA. 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 New Orleans at the Ernest N. Morial Convention Center from April 16-20, 2016 (Exhibit Dates: April 17-20) to meet with over 19,000 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 19,000 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 such as meeting rooms, spotlight presentations, and exhibit hall sponsorships.

Benefits to AACR Exhibitors

• Access to over 16,000 professional attendees; over 19,000 registrants.
• Exhibitor Spotlight Theater – Hold a presentation to a target audience – promoted widely to meeting registrants.
• Exhibitor-Only Meeting Rooms – Hold meetings without ever leaving the exhibit hall.
• Explore! Be a part of the exhibit floor activity generating traffic throughout the exhibit hall.
• Five (5) complimentary exhibitor booth personnel registrations per 10’x10’ booth. Additional badges available at $75 each.
• One (1) complimentary educational session pass per 10’ x 10’ booth reserved.
• Opportunity to purchase Exhibitor Customer Passes for you to provide to your current and potential customers to visit your booth.
• 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 Exhibitor Directory distributed to all attendees on-site (provided application, final payment, and company listing are submitted prior to January 25, 2016).
• Advertising opportunities in AACR Exhibitor Directory 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 Internet cafes, food courts, and AACRcentral.
• Representation by the Exhibitor Advisory Committee.
• Subscription to the Monthly Exhibitor e-Bulletin, which contains helpful tips, resources, and reminders.
IN 2015...

88% of exhibiting companies would recommend the AACR Annual Meeting to a colleague.

94% of participating companies will exhibit in 2016.

85% of attendees rated the meeting “Excellent” or “Very Good.”
Making National Headlines

The AACR is the authoritative resource and voice for cancer research, and the AACR Annual Meeting garners the best in national and international news coverage. The AACR Annual Meeting 2015, with 166 registered reporters, showcased an incredible mix of innovative clinical, translational, and basic research and generated a record amount of top-tier news coverage in media outlets, including The Wall Street Journal, The New York Times, CNBC, Time, Forbes, U.S. News & World Report, Reuters, Yahoo, and Bloomberg, among many others. The meeting was also covered globally, with news stories appearing in outlets in the United Kingdom, Ireland, Australia, India, Israel, Japan, Nigeria, Spain, and Sweden.

Submit your abstract for consideration for presentation at the official AACR Annual Meeting 2016 press program. For more information on the AACR Annual Meeting press program, please contact Julia Gunther at julia.gunther@aacr.org or Jeff Molter at jeff.molter@aacr.org.

Trending on Social Media

The AACR Annual Meeting 2015 also generated significant social buzz in the cancer research world. Social media highlights included:

- 4,245 people joined the conversation on Twitter
- 19,176 tweets sent
- A total of 78,079,120 impressions, a record amount for the meeting

In addition, the AACR partnered with ABC News and Richard Besser, MD, to host a Twitter chat in conjunction with our Annual Meeting on the topic of breakthroughs in cancer research. For the first time, the chat was also live-streamed on Periscope.
News Releases: 50
Press Events: 3
Registered Reporters: 166
Media Clips: 2,100+
Times the Annual Meeting was Mentioned on Twitter: 19,000
Participants in the Second Annual ABC News Twitter Chat: 406
Impressions: 78,079,120
### Professional Attendee History

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendees</th>
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<tr>
<td>2015</td>
<td>Philadelphia, PA</td>
<td>14,500</td>
</tr>
<tr>
<td>2014</td>
<td>San Diego, CA</td>
<td>16,500</td>
</tr>
<tr>
<td>2013</td>
<td>Washington, DC</td>
<td>15,794</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: 53.17%
- MD: 14.37%
- MD, PhD: 9.53%
- Master’s: 9.54%
- Other: 9.96%

### Attendees Professional Scientific Research Focus

- Translational: 45%
- Basic: 33%
- Clinical: 33%
- Population Sciences: 3%
- Other: 2%

### Attendees by Geographic Location

- North America: 77%
- Europe: 12%
- Asia: 9%
- Other: 2%

### Attendees by Primary Field of Research

- Tumor Biology: 17%
- Clinical Research/Clinical Trials: 13%
- Preclinical Pharmacology and Experimental/Molecular Therapeutics: 11%
- Molecular Biology: 10%
- Other*: 8%
- Cellular Biology: 8%
- Immunology: 7%
- Genetics and Genomics: 7%
- Carcinogenesis: 5%
- Epidemiology: 5%
- Chemistry: 4%
- Research Administration/Business Development: 2%
- Biostatistics/Bioinformatics: 2%
- Biochemistry and Biophysics: 2%
GENERAL INFORMATION

Exhibit Space Fees

<table>
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<tr>
<th>Booth Type</th>
<th>Fee</th>
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<tr>
<td>10’ x 10’ Inside Booth</td>
<td>$3,600</td>
</tr>
<tr>
<td>10’ x 10’ Corner Booth</td>
<td>$3,800</td>
</tr>
<tr>
<td>10’ x 10’ Opposite Posters, Coffee Breaks or AACRcentral</td>
<td>$3,800</td>
</tr>
<tr>
<td>Island Booth Spaces</td>
<td>$38 per square foot</td>
</tr>
<tr>
<td>Not-for-profit Booth Spaces</td>
<td>$800</td>
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(For booths providing information only about grants or educational materials)

Inline exhibit space packages include:
- 8’-high back drape and 3’-high side drape booth dividers in show colors (standard booth spaces).
- 44” x 7” 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 2016 will be held at the Ernest N. Morial Convention Center in New Orleans, LA.

Ernest N. Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130

Exhibits
- Halls G-J
- Hall J Lobby
- Hall J (entrance through Hall I Lobby)
- Hall H (entrance through Hall I Lobby)
- Halls G-J
- Hall F
- Second and Third levels

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
- Thursday, April 14: 12:00 p.m.-5:00 p.m.
- Friday, April 15: 8:00 a.m.-5:00 p.m.
- Saturday, April 16: 8:00 a.m.-5:00 p.m.
- Wednesday, April 20: 12:00 p.m.-5:00 p.m.
- Thursday, April 21: 8:00 a.m.-12:00 p.m.

Exhibit Show Dates and Times
- Sunday, April 17: 1:00 p.m.-5:00 p.m.
- Monday, April 18: 9:00 a.m.-5:00 p.m.
- Tuesday, April 19: 9:00 a.m.-5:00 p.m.
- Wednesday, April 20: 7:00 a.m.-12:00 p.m.

Exhibitor Registration Hours
- Friday, April 15: 8:00 a.m.-5:00 p.m.
- Saturday, April 16: 8:00 a.m.-5:00 p.m.
- Sunday, April 17: 7:00 a.m.-5:00 p.m.
- Monday, April 18: 7:00 a.m.-5:00 p.m.
- Tuesday, April 19: 7:00 a.m.-5:00 p.m.
- Wednesday, April 20: 7:00 a.m.-12:00 p.m.
Important Deadlines

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

**September 2015**
- September 11: Last day to cancel or reduce space without incurring penalty
- September 15: Exhibitor Housing opens for exhibitors that have submitted applications with 50% of the booth fee

**October 2015**
- October 9: Deadline to submit exhibit application in order to be included in priority point system assignments
- October 12-16: Space assignments issued using priority point system. All others on a first-come; first-served basis
- October 19-23: Space assignment letters and invoices issued (priority point system only). All others issued as applications are processed.

**November 2015**
- November 18: Exhibitor Registration opens
- November 30: Last day to cancel and receive a partial refund

**December 2015**
- December 14: Exhibitor Service Kits available

**January 2016**
- January 25: All applications must be submitted with 100% booth fee before booth space will be assigned
- January 25: All final payments are due
- January 25: Deadline to submit description to be included in the Exhibitor Directory

**April 2016**
- April 14-16: Exhibitor set-up
- April 17: Exhibit hall opens at 1:00 p.m.
- April 20: Exhibitor dismantling begins at 12:01 p.m.
Assignment of Space

During the AACR Annual Meeting 2015, an on-site selection was conducted. Exhibitors with 50+ priority points were invited to pre-select their booth for the 2016 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 12, 2015. Any applications received on or after October 12, 2015, 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 19, 2015.

Priority points are established as follows:

- One point for each 100 square feet of space
- One point for each prior year of participation
- Five points for Major Sustaining Members who have paid their 2015 dues
- Two points for Sustaining Members who have paid their 2015 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://aacr16.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 webpage 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 not-for-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.

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 approval 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 becomes available.

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 25, 2016. 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 14, 2016 will not be able to set up their exhibit.

Cancellations/Reductions

Notification of booth space cancellation or space reduction must be submitted in writing and received on or cancellation before the following dates. Prior to September 11, 2015, cancellation will be accepted with no penalty. The following fees will apply to any cancellations or reduction in exhibit space:

Prior to September 11, 2015 – Cancellation/reduction of space will be accepted with no penalty.

September 11 through October 9, 2015 - Exhibitor is refunded entire payment less $350 per booth space.

October 9 through November 30, 2015 – Exhibitor is responsible for 50% of the total booth fee.

On or After December 1, 2015 – 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 p.m. on Saturday, April 16, 2016, 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 Lisa A. McGlashen, Senior Exhibits Manager at exhibits@aacr.org. Note: All exhibit booths must be show ready by 5:00 p.m. on Saturday, April 16.
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 2016, AACR, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition (since January 1, 2015), or 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 25, 2016, or exhibitors who have not sent in their final booth payment by that date will not be listed in the Exhibitor Directory.
KEY CONTACTS

AARCR Staff
American Association for Cancer Research
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106

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LaShanna Mackey, CMP
Exhibits Associate
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Email: lashanna.mackey@aacr.org; exhibits@aacr.org

Support Opportunities
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Director, Corporate Alliances
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Email: peter.vanpelt@aacr.org

Media and Public Relations
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Senior Coordinator, Media and Public Relations
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New York, New York 10016
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Fax: 212-685-6126
Email: mperlowitz@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. Elections for this committee take place in the fall. Current exhibitors should look for a ballot and summary of candidates in October. 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 Shanna Mackey, Exhibits Associate at 215-440-9300, ext. 176 or exhibits@aacr.org to request EAC member contact information.

The following are your 2016 Exhibitor Advisory Committee Representatives:
Susan Desmond
Charles River
Doc Chaves
Li-Cor
Rebecca Madrid
Boehringer Ingelheim Pharmaceuticals, Inc.
Eileen Musser
Genentech
Neal Cosby
Promega Corp.
Vanessa Schultz
Illumina
Ralph Lopez
Merck
Joseph Ashland
Lilly Oncology
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.

Chair, Ethan Dmitrovsky, MD
UT MD Anderson Cancer Center

Edward Chu, MD
University of Pittsburgh Cancer Institute

Jonathan D. Licht, MD
Northwestern University Lurie Comprehensive Cancer Center

David G. Pfister, MD
Memorial Sloan-Kettering Cancer Center

Chris Takimoto, MD, PhD
Janssen R&D

Cheryl Lyn Walker, PhD
Texas A&M University Health Science Center

Geoff Wells, PhD
UCL School of Pharmacy, England

Affiliate Group Space Requests

The Affiliate Group Function Space Request Form, along with the rules and regulations, will be available on the Exhibits Page of the AACR Annual Meeting 2016 webpage on November 1, 2015. DISCOUNT DEADLINE: February 15, 2016. The AACR will begin to confirm function space in January on a first-come, first-served basis.

“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.

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2016 Career and Biomedical Research Career Fair

Employers and recruiters should get ready to meet scientific talent they are looking for at the AACR Seventh Career and Biomedical Research Career Fair. This event will be held on Saturday, April 16, 2016, from 9:00 a.m. to 3:00 p.m. 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 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 HumanResources@aacr.org or visit www.cancercareers.org.
EXHIBITOR SERVICES

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 sent out via e-blast in early December. This comprehensive kit will provide you with complete information on all contractor services, registration, housing, 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.

Telephone and Internet Services
Telephone and Internet service in the exhibit hall is supplied exclusively by the Ernest N. Morial Convention Center (MCC). Information on ordering these services will be available in the Exhibitor Service Kit.

Food and Beverage
Food service is permitted at the exhibitor’s booth with AACR approval. All food service arrangements must be coordinated through the MCC’s Food and Beverage Department. This includes bottled water. Popcorn and alcoholic beverages are prohibited from being served or given away in the exhibit hall. These rules are strictly enforced. Information on ordering these services will be available in the Exhibitor Service Kit.

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 15, 2015. Exhibitors are not eligible for rooms at the headquarters hotels. 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 Dates and Deadlines:
- Tuesday, September 15, 2015: Exhibitor Housing opens
- Friday, February 5, 2016: Rooming list deadline date for group blocks
- Monday, February 22, 2016: Last day to cancel reservations without penalty
- Tuesday, March 22, 2016: Last day to make changes through AACR Housing
- Friday, March 25, 2016: Reservation changes/cancels can be made directly with the hotel(s)

Exhibitor Registration
• Exhibitor Registration opens on November 18, 2015.
• 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.

Educational Session Passes
• Exhibitors will receive one (1) complimentary ‘Exhibitor/Conference’ badge per 100 sq. ft. of exhibit space reserved.
• Additional ‘Exhibitor/Conference’ registrations are available for purchase. Individuals MUST have an Exhibitor Badge in order to be registered as ‘Exhibitor/Conference’.
• Individuals registered as ‘Exhibitor/Conference’ will bear a badge holder ‘Exhibitor/Conference’ (no exceptions).
• ‘Exhibitor/Conference’ will be tied to an individual exhibitor record.
• Registrations are non-transferrable.
• Individuals using the ‘Exhibitor/Conference’ registration will not receive conference material.
Exhibitor Customer Pass

Exhibitor Customer registrations are available for a nominal fee of $75 per pass. They are provided as a courtesy so exhibitors may invite customers and/or clients to have access to the exhibit hall. Exhibitors should instruct customers to pick up their badges at the Registration Area.

Exhibitor contacts must register their customers through the Exhibitor Registration system. The information will be sent to exhibitor contacts in November.

Individuals who should pay a registration fee to attend the Annual Meeting, i.e., company employees, potential exhibitors, and those wishing access for the purpose of making contacts, cannot be designated as Customers.

Lead Retrieval

Lead retrieval unit, electricity, internet, photography, floral, security, telephone, and audio/visual services will be available to exhibitors. Information will be available in the Exhibitor Service Kit and on the Exhibit Show Section of the AACR Annual Meeting webpages.

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

The complimentary exhibitor lounge is provided by the AACR for all exhibitors during the AACR Annual Meeting. The lounge will be located in Hall J of the exhibit hall and will be open to exhibitors only beginning Friday, April 15, through Wednesday, April 20, during set-up 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 and computer/Internet access.

Exhibit Management Office

The AACR Exhibits Team will have an office on the exhibit floor in Hall J, starting on Friday, April 15 through Wednesday, April 20. The 2017 floor plan will be available for review, as well as information on exhibiting at all AACR conferences.
EXHIBITOR MARKETING OPPORTUNITIES

Exhibitor Activity Brochure

In addition to exhibiting at the premier networking event for specialists in all areas of cancer research, leasing booth space entitles you to many benefits and services that will help you maximize the opportunity to market your products and services to more than 16,000 scientists and other cancer professionals from around the world.

Detailed information, such as pricing and order forms (if applicable) will be available in the Exhibitor Activity Brochure. Please do not hesitate to contact exhibits@aacr.org for information on any of the following:

• Explore!
• Exhibitor Spotlight Theater
• Traffic Max Program
• Exhibit Hall Sponsorship Opportunities
• Exhibitor Meeting Rooms
• Relaxation Station
• Charging Stations
• Exhibit Hall Coffee Breaks
• Pre- and Post-Meeting Mailing Lists
• Exhibitor-Hosted Refreshment Breaks
• Advertising Opportunities (Including Exhibitor Directory)

Traffic Builders

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.

Traffic Builders for 2016 will Include:

• Traffic Max Program – send targeted emails to meeting registrants
• Explore!
• Larger food court with ample seating for attendees (additional signage promoting Food Court)
• Relaxation Station located on the show floor
• Charging stations interspersed among exhibit hall booths

Exhibitor Directory

The Exhibitor Directory is a valuable resource for attendees to navigate the Exhibit Hall. 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, describe what the attendee might learn when they visit your booth, and 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 25, 2016, will not appear in the Exhibitor Directory.

Advertising Opportunities

Companies interested in advertising in AACR Annual Meeting publications, which includes the Exhibitor Directory, should contact Michael Perlowitz, National Accounts Manager, Pharmaceutical Medica Inc. (PMI) at 212-904-0374 or mperlowitz@pminy.com.

Pre- and Post-Meeting Registration Lists

Pre-convention mailings increase booth traffic and exposure of your company’s products and services, while post-meeting mailings can keep you in touch with the meeting attendees. To assist exhibitors, pre- and post-meeting registration lists are available to rent. Further information will be listed in the Exhibitor Service Kit or available on the AACR website at www.aacr.org, or can be obtained by contacting Ashley Kennedy at ashely.kennedy@aacr.org, 215-440-9300, ext. 170.
Companies interested in supporting the AACR Annual Meeting or other AACR conferences should contact Iain Mitchell, at 215-446-7120 or by email at iain.mitchell@aacr.org.

**Key Meeting Elements**

**Conference Bag**

The AACR welcomes the contribution of a supporting organization to produce an appropriate carry-all bag for use by Annual Meeting attendees. Corporate logo may appear on conference bag.

Non-CME

**Lead Supporter $100,000**

**Internet Café**

The Internet Café provides instant access to the external world via the Internet, allowing attendees to be in contact with colleagues or their offices while at the meeting. Attendees will have the ability to process e-mail or search the Internet from terminals strategically placed throughout the Convention Center. The Café is professionally staffed throughout the meeting and extended hours assure efficient and reliable access.

Non-CME

**Lead Supporter $50,000**

**Wifi Zones**

The Wifi zones provide coverage in the AACR Annual Meeting space at the Convention Center (excluding the exhibit floor). Attendees will enjoy staying connected throughout the meeting.

Non-CME

**Lead Supporter $125,000**

**Charging Stations**

We are increasingly reliant upon our mobile devices to stay connected, conduct business, and manage our time - and a conference is the last place to run out of battery life. Your company will be highly visible while AACR Annual Meeting attendees power-up their smart phones, laptops, and other wireless devices.

Non-CME

**Lead Supporter $75,000**

**Wayfinding Stations**

The AACR Annual Meeting wayfinding stations are visually oriented information systems that will be used to guide attendee’s navigation through the meeting. Stations will be strategically located throughout the convention center.

Non-CME

**Lead Supporter $85,000**

**AACR Membership Center**

The AACR Membership Center provides a place where members can obtain information regarding their membership, join one or more membership groups within AACR, update contact information, pay annual dues, and become familiar with new membership services. The Membership Center provides a great opportunity for international attendees to network and collaborate. Nonmembers are also encouraged to visit the Membership Center to submit an application for membership at specially reduced rates for future meetings.

Non-CME

**Lead Supporter $45,000**

**Associate Member Resource and Career Center**

This Center serves the over 5,000 graduate students, medical students and residents, and postdoctoral and clinical fellows attending the Annual Meeting. The Associate Member Resource and Career Center provides a space for early career scientists at the Annual Meeting to meet with friends, connect with colleagues, plan their time at the Meeting, learn about funding and fellowship opportunities, and participate in informal peer-to-peer networking sessions on a variety of topics.

Non-CME

**Lead Supporter $35,000**
Registration Area

The center of activity throughout the Annual Meeting, the Registration Area is the one spot through which each of the over 19,000 attendees must pass during the Meeting. This is the site of registration for late registrants, badge and materials pick-up for advance registrants, information kiosks, membership services, and many other services required by attendees. This is one of the liveliest areas of the Meeting in terms of people and personnel. Supporters of the registration facility will contribute to an efficient operation and a more enjoyable meeting experience for all attendees.

Non-CME

Lead Supporter $100,000

Poster Sessions

At the 2016 Annual Meeting, more than 6,000 poster presentations will be given during six blocks of Poster Sessions. These sprawling, vibrant Poster Sessions bring the breadth of science fully to life on the floor of the Meeting. Poster Sessions last for four hours and provide attendees with access to a wealth of information never before published or discussed in public, covering a wide range of topics from all disciplines relating to cancer research. Presenting scientists are available for two hours for one-on-one and small group discussions of their research.

Non-CME

Lead Supporter $100,000

Late-Breaking Poster Sessions

Late-Breaking Abstracts feature research results obtained after the regular December 3rd deadline for abstract submission. This assures that information presented at the Annual Meeting is up-to-the-minute. The Late-Breaking Poster Sessions may include as many as 300 or more posters over four days.

Non-CME

Lead Supporter $75,000

Professional Advancement Series

Professional Advancement Series sessions at the AACR Annual Meeting offer advice on building critical career development skills. Most of these sessions are open to all early-career scientists attending the meeting. They feature leading AACR scientists as speakers and roundtable leaders, offering opportunities for early-career scientists to learn, network, and be mentored. Past programs have included sessions on scientific publishing, research careers for clinical fellows, setting up a laboratory, and communication skills.

Non-CME

Lead Supporter $100,000

Speaker Ready Room

AACR provides a Speaker Ready Room for all presenters to check in prior to their sessions, make minor adjustments to their presentations, and check their slides. Support the many world renowned speakers featured at the AACR Annual Meeting.

Non-CME

Lead Supporter $25,000

Shuttle Bus Service

Reliable transportation between hotels and meeting venues is essential to enable registrants to attend early morning scientific sessions and evening receptions. This is especially important in New Orleans, given the number and location of the hotels that will house the anticipated 19,000 attendees. Extended hours and frequency of operation will provide added flexibility to meet the demands of an increasingly complex schedule. Receive recognition on shuttle televisions (static recognition) in all equipped shuttle buses.

Non-CME

Lead Supporter $125,000
Cancer and Biomedical Research Career Fair

The AACR Annual Meeting 2016 will host its annual Cancer and Biomedical Research Career Fair on Saturday, April 16, 2016. The Career Fair provides scientists with an opportunity to explore scientific career opportunities in the cancer research community. The Career Fair provides a unique opportunity for jobseekers and employers to connect with each other. With AACR’s unparalleled professional attendee profile (9% MD, 13% MD/PhDs, and 35% PhDs), employers are sure to reach the right audience to meet their recruiting goals. The Annual Meeting is a wonderful opportunity to meet and interview these scientific professionals (basic, translational and prevention researchers, clinicians, and epidemiologists).

Non-CME

Gold Event Sponsorship  $10,000
Silver Event Sponsorship  $7,500
Bronze Event Sponsorship  $5,500

Social Events

Annual Reception

All Annual Meeting registrants are invited to attend the Annual Reception on Sunday evening, April 17, from 9:00 p.m. to 12:00 a.m. at the Hilton Riverside New Orleans. Complimentary light refreshments will be served, and a live band will provide music for dancing. On Sunday evening, shuttle buses will run between all AACR hotels and the Hilton Riverside New Orleans. Shuttle schedules will be posted in each hotel. Each registrant will receive a voucher for a complimentary beverage at the Annual Reception with his/her registration materials.

Non-CME

Lead Sponsor $50,000

President’s Reception

The President’s Reception honors the AACR President, Dr. José Baselga, and gives him the opportunity to talk briefly about his year as President and to thank Dr. Foti; Dr. Scott A. Armstrong, the Annual Meeting 2016 Program Chair; all the members of the Annual Meeting 2016 Program Committee; Dr. Carlos L. Arteaga, the outgoing Past-President; all the outgoing Board Members; and

Annual Meeting sponsors.

Non-CME

Lead Sponsor $25,000

Incoming President’s Receptions

The Incoming President’s Reception honors the new AACR President, Dr. Nancy Davidson, and gives her the opportunity to thank her predecessor, Dr. José Baselga; the Annual Meeting 2016 Program Chair, Dr. Scott A. Armstrong; all the members of the Annual Meeting 2016 Program Committee; all the outgoing Board Members; and Annual Meeting sponsors.

Non-CME

Lead Sponsor $25,000

Networking Hubs

After the very successful addition of the AACR Networking Hubs to the program in 2014, this event will once again be offered as a “can’t miss” opportunity for young investigators attending the Annual Meeting. The hubs will target several rapidly advancing areas of research. There will be no formal program, but participants will have the opportunity to network with potential colleagues and collaborators working in their areas of research. This group will also be joined by some of the most respected investigators in the cancer research community.

Non-CME

Lead Sponsor $35,000

Awards Reception

This elegant reception will honor all Major Awardees at the Annual Meeting and will feature brief speeches from each of the awardees and the award sponsors.

Non-CME

Lead Sponsor $35,000
Print and Electronic Publications

Print Program Guide

In a scientific congress as complex as the AACR Annual Meeting, it is helpful for attendees to have a synopsis of the program to efficiently plan their time during the meeting. The Print Program Guide provides a convenient tool, outlining key sessions, locations, and maps of the convention center. Registrants are readily able to confirm the time and place of Award Lectures, Major Symposia, Forums, Recent Advances Sessions, Poster Sessions, and much more. Attendees at past Annual Meetings have applauded this “user-friendly” publication.

Non-CME

Lead Supporter $100,000

Annual Meeting 2016 Proceedings Book - Print Edition

The print Proceedings Book (containing nearly 6,000 abstracts) will be distributed to attendees upon request. It serves as a key reference of emerging cancer science and medicine and is indexed for easy reference.

CME-designated

Lead Supporter $75,000

Program and Proceedings - Online Edition

The 2016 Online Program and Proceedings edition will be available to audiences prior to the Annual Meeting—and beyond—via the AACR website. The online edition is issued to the public in two segments: 1) Five weeks prior to the Meeting, the 2016 Online Program and Proceedings edition will be launched with an itinerary planner, 2) After the close of the Annual Meeting, the meeting abstracts will be posted as an online-only supplement to the AACR journal Cancer Research (http://cancerres.aacrjournals.org/).

CME-designated

Lead Supporter $125,000

Education Book

The Education Book will be a major publication produced for the 2016 AACR Annual Meeting. The Book will include state-of-the-art overviews of critical research areas submitted by speakers in the Educational Sessions and Methods Workshops. The 2016 AACR

Programs for Special Constituencies

Travel Awards Program for Scholars-in-Training

AACR Scholar-in-Training Awards assure that young researchers have the opportunity to present their work before the international research community and participate fully in this most important cancer research meeting in the world.

Non-CME

Supporter $25,000/$50,000

AACR Minorities in Cancer Research

AACR-Minorities in Cancer Research (MICR) is committed to meeting the professional needs and advancing the careers of minority scientists. Guided by the MICR Council, the group works diligently to increase diversity in the cancer research field by fostering participation, visibility, and recognition of minority scientists and by promoting the discussions of health disparities among minority and underserved populations as they relate to cancer. Support of the program includes:

- AACR-MICR Jane Cooke Wright Lectureship
- AACR Minority Scholar Awards Program
- AACR Minority-Serving Institution Faculty Scholar Awards
- MICR Professional Advancement Session at Annual Meeting
- MICR Forum
- MICR Networking and Resource Center

Non-CME

Lead Supporter $100,000
AACR Women in Cancer Research

The AACR-Women in Cancer Research (WICR) is a membership body within AACR that is open to all AACR members who support its mission. WICR fosters the professional developments and achievements of women in the field of cancer research by developing programs and services within AACR to advance the careers of women in the cancer field. Support of the program includes:

- AACR-WICR Charlotte Friend Memorial Lectureship
- AACR Woman Scholar Awards Program
- WICR Professional Advancement Sessions
- WICR Resource Center

Non-CME

**Lead Supporter $100,000**

AACR-Thomas J. Bardos Science Education Awards for Undergraduate Students

Outreach to undergraduate students includes Scholar Awards to promising undergraduate students in their junior and senior years to support their attendance at two successive AACR Annual Meetings. These outstanding science majors meet with senior scientific mentors, attend selected sessions, participate in feedback discussions, and present posters in special sessions. Scholar Awards help defray transportation, housing, and subsistence costs while attending the Meeting each year. Ongoing support between the first and second Annual Meeting encourages AACR Undergraduate Scholars to remain active in the network, which connects them with peers and scientific mentors around the globe.

Non-CME

**Support opportunities range from $3,000 to $15,000**

The undergraduate award is $1,500 per year for 2 years.

10th Undergraduate Student Caucus and Poster Competition

AACR’s commitment to undergraduate students is demonstrated through its development of the Undergraduate Student Caucus and Poster Competition to address educational pathways, discuss various careers in the field of cancer research, and provide students with an opportunity to compete for prizes while presenting their research during our Annual Meeting. The Poster Competition offers first, second, and third place financial prizes to students with exceptional poster presentations.

Non-CME

**Lead Supporter $10,000**

High School Science Education Program - A Unique Opportunity for New Orleans Students

You can help young people make educational choices that will affect their eventual career direction. AACR’s outreach to science students of high school age utilizes the Annual Meeting as a vehicle for informing students about the role of cancer research in the fight against cancer and the opportunities for a fulfilling life in science and research. Students hear lectures tailored to their age group, visit the Annual Meeting Exhibit Hall with investigators as their guides and role models, and have opportunities to talk in small group settings with renowned scientists about a future in science and the importance of making appropriate course choices and educational plans now.

Non-CME

**Lead Supporter $45,000**
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 Ernest N. Morial Convention Center, the city of New Orleans, or the state of Louisiana. 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.

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 24, 2016.

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. 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 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.

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.

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 20 feet. Multi-story/double-decker booths are not permitted.

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 February 24, 2016. 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 5:00 p.m. on Saturday, April 16, 2016. 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.

NOTHING may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc. must be stored off the exhibit floor. MCC inspects all exhibits to ensure compliance. Please contact Freeman or consult Exhibitor Service Kit to make arrangements for storage.

Photography

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. 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/Early Dismantle

As a courtesy to the attendees and to fellow exhibitors, 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 Manager. 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 form. 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/Copyright Fees
License agreements for music are the sole responsibility of the exhibitor. All ASCAP, BMI, SESAC, or other copyright fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency.

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.

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, is 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 helium-filled balloons.
• 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.

Distribution of Giveaways
Door drops 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 can be served or given away.

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 March 10, 2016 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 March 10, 2016. 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.
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.

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. Additional information will be included in the Exhibitor Prospectus.

Exhibitor-Appointed Contractor (EAC)

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 March 10, 2016. All EACs are required to provide proof of insurance by March 10, 2016. 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 the MCC 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. The MCC requires that all Exhibitor-Appointed Contractors and their workers wear both an MCC access credential and individual event credentials at all times. Workers without correct credentials will not be allowed to enter the facility.

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.

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 Ernest N. Morial Convention Center, the city of New Orleans, or the state of Louisiana, 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.
FUTURE ANNUAL MEETINGS
2017
April 1-5 • Washington, DC
2018
April 14-18 • Chicago, IL
Freeman, the AACR General Services Contractor, and qualified display contractors (Exhibitor Appointed Contractors) at the Ernest N. Morial Convention Center (MCC) will use unionized labor to install and dismantle displays and decorations.

**Labor**

It is best to order labor as soon as possible. Please do not wait until you arrive at the MCC. 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.

**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 carrying in their equipment and displays must use a freight gate. Loading and unloading through the lobby glass doors are prohibited.

Exhibitor-owned or leased vehicles are NOT allowed to drive on to the exhibit floor to unload or load. Access to the exhibit floor for tractor trailer trucks, cranes, etc., must be arranged in advance through Freeman. The MCC does not provide carts, dollies, pallet jacks, labor, etc., for exhibitors’ use.

**Electrical Transformers**

The MCC has available certain transformers to set power from 480 volts, 3 phase, to 380 volts, 3 phase. Also available are transformers to step 208 volts/240 volt, 3 phase or single phase. For availability, contact the MCC Operations Department at least two months in advance. MCC cannot supply electrical converters; exhibitors must furnish these.

All connections must conform to NEMA configurations.

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.

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 New Orleans 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.

**Rigging**

MCC’s prior written authorization required for any rigging installation that exceeds the limit of 250 lbs. per hanging point in peaked-ceiling areas on the Exhibit Halls. Only the MCC or Freeman is authorized to rig within the facility. Exhibitors requiring hanging of signs lights, etc., must submit rigging plans to Freeman at least 60-days before move-in. Lighting ordered from and installed by the MCC does not require prior approval. Rigging in finished-ceiling areas of Halls E, F, G, H, I, and J requires special arrangements. Please contact the MCC Exhibit Services Department for more information.

**Floor Load**

The flooring of the MCC exhibit halls is concrete slab with a maximum load capacity of 350 pounds per square foot; some areas in Halls H through J have a maximum floor load of 500 pounds per square foot. If any equipment in an exhibit exceeds the state weight limits, exhibitor must supply the MCC with detailed plans of original equipment and weight load on all points as well as plans showing proposed method of weight redistribution. A licensed structural engineer must be received by the MCC at least three months prior to the event. The MCC reserves the right to utilize outside consultants, at exhibitor’s expense.
Exhibit Construction and Decoration

All combustible materials used in exhibit construction must be treated with an effective flame-retardant. Only non-combustible materials or fire-retardant wood may be used for exhibits, scenery, or props. All curtains, drapes, carpet, carpet padding, and decorative materials must be treated with a flame-retardant. The MCC rigorously enforces this regulation and may field flame test any questionable materials.

Emergency Equipment

No equipment, booths, signs, displays, or other items can block or obstruct any emergency phones, alarms, sprinkler valves, or hose connections.

Building Damage

Painting of any kind within the MCC is strictly prohibited. NOTHING may be glued, taped, tacked, nailed, or in any way affixed to any interior or exterior surface of the MCC. Nothing may be attached to the exhibit floor columns, even within booths; drilling into MCC concrete floor is prohibited.

Glitter and adhesive-backed (stick-on) decals are strictly prohibited and may not be distributed or used for any purpose within the MCC.

Exhibitors are responsible for the removal of booth-marking tape, carpet tape, and tape residue left on exhibit hall floors. Exhibitors who do not remove tape and residue will be billed for all labor and materials charges for MCC remover for tape and residue. Procedure for removal of tape must meet MCC guidelines. Contact the MCC Operations Department for more information.

Exits

No furnishings, decorations, or other booth objects can obstruct exits, access to exits, or visibility of emergency exits. The path of travel to exits may not be blocked by furniture or any other movable objects.

Flammable Liquids

Flammable liquids are not allowed within the MCC. Filling of any tank or device with any flammable liquid inside the MCC is not permitted.

Open Flame

No open-flame lighting devices may be used in the MCC. Proper precautions must be made to prevent ignition of combustible materials. Prior written approval of MCC is necessary; a fire watch may be required.

Gratuities

The MCC has a very strict “no tipping” rule. No exhibitor, or contractor or representative of an exhibitor, may give any gratuities, tips, or gifts of any kind to any employee of the MCC or its vendors. Any request for gratuities, tips, or gifts by any employee of the MCC or its vendors should be reported at once to the MCC Service Desk in the Exhibitor Service Center.

Personal Property

Exhibitors should not leave valuables or personal items (laptops, cell phones, PDAs, purses, cameras, briefcases, etc.) on tabletops, behind booth drape, or in any unsecured areas of the exhibit. Please remove all such items from the building at the close of the show each day. During move-out, please do not leave your booth unattended until all of your display materials have been packed and crated.

Smoking

Smoking is prohibited at all times in all areas of the MCC, including exhibit halls, lobbies, food service areas, public and service corridors, restrooms, and telephone banks.
2015 ANNUAL MEETING EXHIBITORS

The AACR would also like thank all of the exhibitors from the AACR Annual Meeting 2015 for their support of the premier educational and networking event for specialists in the field of cancer research.

10X Genomics
3DHISTECH
89 North
AACR Publications
AACRCentral
Abcam
Abgent, a WuXi AppTec company
ABS Inc.
ACEA Biosciences Inc.
Active Motif
Adaptive Biotechnologies Corp.
Advanta BioInformatics
Advanced Analytical
Advanced Cell Diagnostics
Affymetrix
Agilent Technologies
Agilux Labs
AIDS and Cancer Specimen Resource (ACSR)
Alex’s Lemonade Stand Foundation
AliCells, LLC
Almac Group
ALZET® Osmotic Pumps/DURECT Corp.
American Cancer Society
American Institute for Cancer Research
American Society of Clinical Oncology (ASCO)
American Urological Association
Americans for Medical Progress
Amgen
amsbio
Analytik Jena
AnaSpec, EGT Group
ANGLE plc
AntiCancer Inc.
Appistry
Applied BioPhysics, Inc.
Applied StemCell Inc.
ArcherDX, Inc.
ArcticZymes
Arraystar Inc.
Ash Stevens, Inc.
Aspect Imaging
Astellas Pharma
Asterand Bioscience
AstraZeneca
Asuragen
ATCC
Atlas Antibodies AB
Avacta Life Sciences
Avanti Polar Lipids, Inc.
Aviva Biosciences Corporation
Aviva Systems Biology Corporation
AVMBioMed
Azure Biosystems
Bachem Americas, Inc./American Peptide Company, Inc.
Baker Ruskinn
Bangs Laboratories, Inc.
Bayer HealthCare
BD Biosciences
Beckman Coulter Genomics
Beckman Coulter, Inc.
Bentham Science Publishers
Bethyl Laboratories, Inc.
BGI Tech
Bio Options, Inc
Bio SB Inc.
Bio Serv
Bio X Cell
BioActs
BioChain
BioChain
BioCision LLC
Biocompare
Biocytogen, LLC
Biodex Inc.
BioDiscovery Inc.
BioLegend
Bioline USA
BIOLOG
Biomatria, Inc.
Biomodels, LLC
BioNano Genomics
Biopitch Corporation
Bio-Rad Laboratories
Biortx
BioreclamationIVT
Biostica
Biosearch Technologies Inc.
Biosero
Bios Inc.
Bio-Synthesis, Inc.
BioTechniques
BioTek Instruments, Inc.
Biotium, Inc.
BMG Labtech Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.
BOSTON BIOMEDICAL
Brady Corporation
BrandTech Scientific, Inc.
BreastCancer.Org
Bringing Hope Home
Bristol-Myers Squibb
Broad Institute Genomic Services
BRITi Life Sciences
Bruker Corporation
BTS Research
Cambridge Healthtech Institute
Cancer Research UK
Cancer Science/JCA
Cancer Today
Capital Biosciences, Inc.
Caprion
Carl Zeiss Microscopy, LLC
Cayman Chemical Company
Cedarlane
Celgene, Inc.
Celgene Corporation
Cell Biologics, Inc
Cell Press
Cell Signaling Technology
Cellecta, Inc.
Cellomics Technology, LLC
Cellular Technology Ltd.
Celprogen, Inc.
Champions Oncology, Inc.
Charles River
Chemblass Life Sciences
ChemoMetec A/S
Children’s Cause for Cancer Advocacy
ChromoTek
CITI Program at the University Of Miami
Clear H2O
Clearbridge BioMedics Pte Ltd
Clontech Laboratories, Inc.
Cloud-Clone Corp
Cold Spring Harbor Laboratory
Meetings & Courses Program
Cold Spring Harbor Laboratory Press
Colon Cancer Alliance
Conversant Biologics, Inc.
Cooperative Human Tissue Network
Corming Incorporated
Cosmo Bio USA
Covaris Inc
CPC Scientific, Inc.
Createv MicroTech, Inc.
Crownt Bioscience, Inc.
Cureline
CureSeq
Custom Biogenic Systems
CytoCell - An OGT Company
Cytomine
Dana-Farber Cancer Institute
DCD Medical
DDNews
Debbie’s Dream Foundation: Curing Stomach Cancer
Denator AB
DeNovix Inc.
DeNovo Sciences, Inc.
DIA
DiaCarta
Diagenode
DNA Link USA, Inc.
DNASTAR, Inc.
Dr. Susan Love Research Foundation
Dyets Inc.
eBioscience
ECCO - the European CanCer Organisation
EKF Molecular Diagnostics
Elsevier
Emb Tec
EMD Millipore
Endra Inc
Enzo Life Sciences, Inc
EpigenDx, Inc.
Epigentek
Epistem Ltd.
Epitome Pharmaceuticals
Essen BioScience
Essential Pharmaceuticals LLC
European Association for Cancer Research
European Research Council
Evotec
Exiqon, Inc
FanciAnemia Research Fund
FASEB
Fibercell Systems, Inc.
Fight Colorectal Cancer
Fimmic
Fine Science Tools
Finger Lakes Instrumentation
Fitzgerald Industries International
Flagship Biosciences
FlowJo, LLC
Fluidigm Corporation
Fluxion Biosciences
Focus Biomolecules
Foundation Medicine
Fred Hutchinson Cancer Research Center
Full Moon BioSystems, Inc.
FunkoKos Co. Ltd.
GE Healthcare
Gel Company
GeneCopoeia, Inc.
Genentech
GeneTex
Genetic Engineering & Biotechnology News
GenExWiz, Inc.
Genomeweb
GenomOncology
GenScript
Get Your Rear in Gear
Gilead Sciences
GlaxoSmithKline
Global Biological Standards Institute (GBSI)
Greiner Bio-One
Guardant Health
GVS Life Sciences
Hamamatsu Corp.
HAMILTON ROBOTICS
Harlan Laboratories
Hilltop Lab Animals, Inc.
HistoWiz, Inc.
Horizon Discovery
Houston Methodist Research Institute
Institute - Methodist Academy
HPV & Anal Cancer
Human Metabolome Technologies America
Hypoxogen
ibidi, LLC
See inside for the latest Exhibitor Information:
- Benefits to AACR Exhibitors
- Exhibitor Services and Marketing Opportunities
- Exhibit Show Schedule and Space Fees
- Important Deadlines
- Support Opportunities and Recognition