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Dear Exhibit Partner:

We are pleased to provide you with several opportunities to increase your marketing efforts at the AACR Annual Meeting 2019 in Atlanta, GA.

Building on the success of 2018, this year promises to bring new opportunities and added excitement to the exhibit show. With these enhanced marketing tools, bringing attendees to your booth has never been easier. After reviewing all there is to offer please feel free to reach out to your Exhibits Team with any questions. We’re here to help!

**ELIGIBILITY**

Organizations must be exhibitors at the AACR Annual Meeting in order to participate in any of the listed marketing opportunities. If a company cancels their participation at the Annual Meeting, they also forfeit their eligibility in any of these activities.
MARKETING OPPORTUNITIES

Digital Product Showcase (DPS) - $2000 per product

The Digital Product Showcase (DPS) has proven to be a successful tool for exhibitors to increase foot traffic by allowing attendees to search for your products and/or keywords. This opportunity is an affordable platform to showcase your company name, booth number, and promotional materials to all Annual Meeting attendees. So, whether you are launching a new product/service, branding your company, developing sales leads, or looking to increase booth traffic. The DPS kiosks will be a great resource to your marketing plan.

DPS kiosks will be placed in high-traffic locations—such as the registration area, exhibit hall entrance, and throughout the venue—so that attendees have multiple opportunities to interact with your products and brand.

The DPS captures badge information and tracks the activity and interest of those who interact with it. Once an attendee chooses your product and/or service, a touchscreen pinch-to-zoom map will lead them directly to your booth. Post-event data will be shared so you can quickly follow up on any leads that were curated during the show.

Benefits of Participation

• Lead generation
• Analytics Capture
• Wayfinder mapping to your exhibit booth
• Increased exposure for exhibitors and sponsors
• Drive revenue and generate measurable ROI
• Increased promotion by AACR
• Daily Alerts—distributed before & during the meeting to all attendees
• AACR Alerts—broadcast e-mails distributed weekly, prior to the meeting
• Additional signage throughout the Convention Center promoting DPS
• Working with exhibitors on marketing and promotion of their products
Eligibility
The participating company must be an exhibitor at the AACR Annual Meeting 2019. The company must be the manufacturer or exclusive distributor of the product. Information regarding the product must be available at your exhibit booth. Product submission will be categorized under the category/categories chosen for the exhibitor directory.

Application and Payment Policy
• $2000/per product or $5000 for three (3) products.
• Application and 50% deposit are due by January 28, 2019.
• Payment is due within thirty (30) days of receipt of the invoice or by March 1, 2019. Failure to send payment will result in cancellation of your space in the Digital Product Showcase.

The following cancellation fees apply:
- Prior to January 28, 2019 – Full refund
- Between January 28 – March 1, 2019 – 50% penalty of total cost
- After March 1, 2019 – 100% penalty of total cost

Product Submission
• In order to be placed in the rotation of products on DPS video screen, please submit a high-resolution .jpg image of your product(s) and/or service(s) to exhibits@aacr.org as soon as possible but no later than February 22, 2019.
• In order for your product to be included in your company profile, please submit a high-resolution .jpg image of your product(s) and/or service(s) to exhibits@aacr.org by March 1, 2019.

For additional questions, please contact the Exhibits Team at exhibits@aacr.org

Digital Product Video Wall Sponsorship - $100,000
This is a great opportunity to sponsor our Digital Product Showcase (DPS) mega video wall which will be conveniently placed in a high-traffic area in the convention center. Attendees have multiple opportunities to engage with the interactive digital product gallery.

The DPS takes product awareness to the next level. Don’t miss out on the opportunity to have your company recognized on the DPS mega video wall.

Sponsorship Includes:
• Static Logo or video placement on one mega screen.
• Recognition of your sponsorship on signage.
• Recognition of sponsorship in the Annual Meeting Program, Guide to Poster Sessions and Exhibits, and Mobile App (if confirmed by January 28, 2019).

Mobile Charging Lounges - $100,000
(First rights of refusal to 2018 sponsor)
Looking for a great way to connect your company with conference attendees? Offer them the opportunity to charge their mobile device on-site at the conference, compliments of your mobile charging lounge.

Most attendees rely heavily on mobile technology to stay connected. At the AACR Annual Meeting, mobile devices are often the key to networking opportunities, and the moment the battery runs out, business stops. Attendees need mobile charging stations to keep their devices fully charged and operating flawlessly. A smart phone/cell phone charging station or table/iPad charging station provides attendees with the backup power they need. Each table will be branded with sponsor’s logo and placed in high traffic areas throughout the meeting.

Sponsorship Includes:
• Static Logo displayed on Charging Tables.
• Recognition of your sponsorship on signage.
• Recognition of sponsorship in the Annual Meeting Program, Guide to Poster Sessions and Exhibits, and Mobile App (if confirmed by January 28, 2019).
Wellness Lounge - $50,000

Sponsor the Wellness Lounge on the exhibit floor and be a hero to attendees who will receive a much-needed break. Massage therapists will be on-hand to provide neck and back massages in the lounge by certified massage therapists. Sponsoring company has the option of utilizing lead retrieval scanner to collect leads at the lounge.

Sponsorship Includes:
• Corporate logo recognition in the Wellness Lounge.
• Banner sign with corporate logo hanging over the lounge.
• Custom area including carpeting, wastebaskets, draped tables, and standard chairs for wait area.
• Massage therapists providing neck and back massages.
• Sponsor can supply their own signature clothing such as a T-shirt or golf shirt for the massage therapists to wear.
• 6’ draped table for company literature (optional)
• Water coolers
• Variety of healthy snacks
• Recognition of your sponsorship on signage.
• Recognition of sponsorship in the Annual Meeting Program, Guide to Poster Sessions and Exhibits, and Mobile App (if confirmed by January 28, 2019)

Professional Headshot Station – $25,000
(First rights of refusal to 2018 sponsor)

Take advantage of a unique opportunity to provide a complimentary professional head shot to all attendees. The station will be located on the exhibit floor and available during exhibit hours.

Guaranteed to be a hit, this station will allow attendees to take professional photos they can use on business cards, social media, and professional resumes. Attendees will appreciate the gift of a professional headshot that will create a buzz around the rest of the meeting.

Sponsorship Includes:
• Corporate logo recognition in the headshot station.
• Custom area including carpeting, wastebaskets, draped tables, and standard chairs for wait area.
• 6’ draped table for company literature.
• Recognition of your sponsorship on signage.
• Recognition of sponsorship on the website, Guide to Posters and Exhibits, and Mobile App (if confirmed by January 28, 2019)

Exhibit Hall Coffee Breaks – Three Available! - $30,000
(First rights of refusal to 2018 sponsor)

Three coffee breaks will be located throughout the exhibit hall. Coffee is served each morning and afternoon that the Exhibit Hall is open. In addition, the coffee break lounges are part of the enhanced refreshment breaks on Monday and Tuesday afternoons in the exhibit hall.

This will be sold on a first-come, first-served basis. Sponsor will be recognized on signage in the Coffee Break area and at the Exhibit Hall entrances.

Explore! - $3,000

Explore!, AACR’s successful traffic builder is back...better than ever! We are now offering this activity on the mobile app, in which over 16,000 registrants downloaded last year. This activity is designed exclusively for exhibitors in booths 400 sq. ft. or less only. Exhibitors purchase a slot on the Explore! mobile app game. Attendees will visit your booth, scan the QR code, and be eligible to win prizes! Attendees must visit all the participating exhibitors and all areas indicated on the exhibit floor. Each winner will receive a $250 AMEX gift card. This is the perfect opportunity to bring attendees to your booth.

The cost for this activity is $3,000 and is limited to the first 20 exhibitors who respond to exhibits@aacr.org. Participating exhibitors will be highlighted in the Guide to Poster Sessions and Exhibits, on signage throughout the hall, and on the Explore! section of the mobile app. Payment must be submitted at time of agreement, no exceptions.
**TrafficMax and Mailing Lists**

Exhibitors can reach buyers quickly and effectively with our broadcast email tool. This system supports both HTML and plain text email messages, and conforms to all federal laws regarding email broadcasting. Exhibitors first select an attendee list, then they simply create their promotional message, define a few broadcast parameters and launch their email. The AACR Marketing Team will review all outgoing messages. Opt-out links are automatically added and managed for the exhibiting company. Exhibitors can also measure the effectiveness of their HTML emails with our real time online tracking reports that include statistics such as opens and clicks.

**Cost:** $.58 per record plus $75 set-up fee; $500 minimum purchase

**Benefits include:**

- Exhibitors increase company exposure
- Save time and money
- Real time online tracking
- Increase booth traffic
- Tailor your promotions to a specific audience
- Professional looking marketing pieces

The traditional pre-registered mailing list will also be available through the CompuSystems portal.

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 ashley.kennedy@aacr.org, (215) 440-9300, ext. 170.

*Note: All marketing opportunities are available on a first-come; first-serve basis to exhibiting companies only. If a company cancels their participation at the Annual Meeting, they also forfeit their eligibility.*

Please contact the Exhibits Team, exhibits@aacr.org, should you have any questions or wish to secure any opportunity listed above.
Exhibitor Information

Exhibiting Company Name

Contact Name and Title

Street Address

City/State/Province Zip/Postal Code

Country

Telephone Fax

Email Address

Signature

Activity, Day, and Time Preference

Please indicate your activity and preference of day/time (if applicable):

- Exhibitor Spotlight Theaters
  Please rank your desired date/time slot choices below (i.e., 1, 2, 3, and 4)
  
<table>
<thead>
<tr>
<th>Size of Theater</th>
<th>Sunday, March 31</th>
<th>Monday, April 1</th>
<th>Tuesday, April 2</th>
<th>Wednesday, April 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 persons</td>
<td>1:30 p.m. – 3:30 p.m.</td>
<td>10:00 a.m. – 12:30 p.m.</td>
<td>10:00 a.m. – 12:30 p.m.</td>
<td>9:30 a.m. –</td>
</tr>
<tr>
<td>50 persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Exhibitor Meeting Room
  Please indicate the meeting room size you are reserving:
  
  - 10 x 10 Meeting Room
  - 10 x 20 Meeting Room
  - 20 x 20 Meeting Room

TrafficMax and mailing lists are available through the CompuSystems Exhibitor Registration System.

The undersigned agrees to abide by all rules, regulations, and restrictions as set forth in this brochure or as may be specifically designated by the AACR, Georgia World Congress Center, or the city of Atlanta, GA. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due the AACR under the terms of this agreement.

The undersigned agrees to pay 50% of the activity fee with this application and agrees to the cancellation policy. (Applications will not be processed until deposits are received.) Invoices will be issued with confirmations and payment is due 30 days from date of invoice. All cancellations must be submitted in writing to exhibits@aacr.org. The following penalties will be incurred upon cancellation:

- Prior to January 28, 2019: Full refund, less $750 for administrative fee
- Between January 28–March 1, 2019: 50% penalty of total cost
- After March 1, 2019: 100% penalty of total cost

Method of Payment

- Check enclosed payable to the American Association for Cancer Research, drawn on a US bank.
- VISA MasterCard American Express Amount: $__________
- Wire transfer (email exhibits@aacr.org for details)

Pricing and specific details on Exhibitor Spotlight Theaters and Meeting Rooms can be found in their specific marketing brochures.
ADVERTISING OPPORTUNITIES

The key to a successful exhibit show is to maximize your exposure to attendees. Whether your goal is branding, generating leads, or increasing your visibility, we want to help encourage attendees to visit your booth. Both Print and Digital Advertising Opportunities are available.

Print Opportunities include:

• Program Guide

• Guide to Poster Sessions and Exhibits

• Print Package (includes Program Guide and Guide to Poster Sessions and Exhibits)

• Publications Special Collections

Digital Opportunities include:

• Daily Alerts

• Mobile App

• “Best Of” Print and Digital Edition

For more information on advertising opportunities, please contact Daniel Simone, National Accounts Manager at PMI at Dsimone@pminy.com; 212-904-0360.
SUPPORT AND SPONSORSHIP OPPORTUNITIES

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 the life-saving cancer research.

A sampling of new support opportunities:

• Hotel Key Cards/Card Sleeves

• Conference Bag Inserts

• Registration Landing Page

• Housing Landing Page

To find out more about increasing your visibility to conference attendees and AACR members throughout the year and to gain additional priority points for preferred booth assignment at the Annual Meeting, contact Peter VanPelt at 215-446-7256 or at peter.vanpelt@aacr.org.
ANNUAL MEETING
2019 \ ATLANTA

SEE INSIDE FOR THE LATEST INFORMATION:

- Marketing Opportunities
- Advertising Opportunities
- Sponsorship and Support Opportunities
- Exhibitor Activity/Marketing Application