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

Based on the success of last year, we will have a smaller theatre with the maximum capacity of 50 people. You’ll get all the same benefits as the larger theaters but at a reduced fee and a smaller, more intimate setting.

AACR will arrange all logistical aspects of these fully enclosed theaters, such as audio-visual equipment, and lead retrieval units. Exhibitors who wish to provide food and beverage to their audience may do so at their own cost and must go through the official caterer, Levy. The catering menu and contact information can be found in the Exhibitor Service Kit.
EXHIBITOR SPOTLIGHT THEATERS

Benefits of Participation

• Exclusive time dedicated to promoting your company’s products and services
• Ability to reach out to an audience in an intimate environment
• Increased visibility by having the presentation title, date, time and exhibitor name listed in the:
  - AACR Annual Meeting Website
  - AACR Annual Meeting Mobile App
  - AACR Guide to Posters and Exhibits
  - On-site Distribution Material
  - Signage outside of the theater and in the convention center
• Announcement of the session through Social Media outlets
• Complimentary one-time use of AACR Annual Meeting Registration Mailing List

Eligibility

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

• Theater slot applications must be in good standing with the AACR. Any applicants with outstanding balances with AACR must settle their balances in order for their Theater applications to be considered.

• If an accepted Theater applicant cancels or defaults on Exhibit space at the 2019 AACR Annual Meeting, the contracted Theater slot will be revoked and cancellation fees will apply, as outlined in these guidelines.
## Exhibitor Spotlight Theater Timeslots

<table>
<thead>
<tr>
<th>Date</th>
<th>Spotlight Theater A</th>
<th>Spotlight Theater B</th>
<th>Spotlight Theater C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sunday, March 31</strong></td>
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<tr>
<td>1:30 pm – 2:30 pm</td>
<td>$15,000</td>
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<td>$7,500</td>
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<td>3:30 pm – 4:30 pm</td>
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<tr>
<td><strong>Monday, April 1</strong></td>
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<tr>
<td>10:00 am – 11:00 am</td>
<td>$15,000</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>$20,000</td>
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<tr>
<td>3:00 pm – 4:00 pm</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$7,500</td>
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<tr>
<td><strong>Tuesday, April 2</strong></td>
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<tr>
<td>10:00 am – 11:00 am</td>
<td>$15,000</td>
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<td>$7,500</td>
</tr>
<tr>
<td>12:30 pm – 1:30 pm</td>
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<td>$10,000</td>
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<tr>
<td>3:00 pm – 4:00 pm</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Wednesday, April 3</strong></td>
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<td></td>
</tr>
<tr>
<td>10:00 am – 11:00 am</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Items included in the Cost:**

- Hard-Wall Theater with carpet and theater seating for up to 100 participants in Theaters A and B and 50 people in Theater C.

- Freeman AV is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company. The following AV is included:
  - Screen
  - LCD Projector
  - 2 Microphones
  - Sound System
  - Laser Pointer
  - AV Technician
  - Stage, podium and electrical drop
  - Internet Connection
  - Laptop (PC or Mac)
• Access to two (2) lead retrieval units for use during your time slot (company must supply staff to scan the badges). The scanned leads will be emailed (in Excel format) to the contact provided on the application within 24 hours of the completion of the Exhibitor Spotlight Theater timeslot.

• One-time use of pre-registration mailing list (does not include phone numbers or email addresses).

• Signage outside of theater and throughout the meeting with scheduled listing

• Collateral table outside theater

Application and Payment Policy

• Application and 50% deposit are due by January 28, 2019 in order to be included in the Guide to Poster Sessions and Exhibits.

• Spaces in the Exhibitor Spotlight Theater are assigned on a first-come, first-served basis.

• An application for the Exhibitor Spotlight Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor’s letterhead confirming exhibit space, participation in the Exhibitor Spotlight Theater and authorization that the third-party will act on its behalf.

• Once your application has been approved and your time slot has been confirmed, you will be invoiced for the remaining balance due. You will also receive a letter requesting all information pertaining to your Theater including speaker information, title, abstract, and company logo.

• Payment is due within thirty (30) days of receipt of the invoice or by February 15, 2019. Failure to send payment will result in cancellation of your time slot.

The following cancellation fees apply:

- Prior to January 28, 2019 – Full refund, less $750 for administrative fee
- Between January 28 – February 15, 2019 – 50% penalty of total cost
- After February 15, 2019 – 100% penalty of total cost

Cancellation and Liability Policy

• The AACR reserves the right to terminate an exhibitor’s Exhibitor Spotlight Theater contract.

• Theater space will be automatically cancelled upon cancellation of exhibit space.

• All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.

• Exhibitors must take full responsibility for the number of attendees at their presentation. AACR will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.

• The AACR and the Georgia World Congress Center are not responsible for delays, damages, loss, increased costs or other unfavorable conditions which arise as a result of such termination.
• Exhibitors are liable for any damage caused to theater floors, walls, columns, or to standard theatre furnishing and equipment or to other exhibitors’ property. The contracted exhibitor is responsible for all personal and corporate property placed in the theater space.

Installation and Dismantling

• **Installation:** Theater Participants will have access to the Theater 30 minutes before their assigned Theater slot. Theater Participants and their speaker(s) are allowed to “prep” during this time.

• **Dismantling:** Theater Participants must remove all literature, materials, handouts, etc., from the Theater within 30 minutes after the end of their assigned Theater slot. Any conversations or other activities that exceed 30 minutes after their slotted time should be taken back to their exhibit booth space. Any materials left longer than 30 minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

Theater Presentation Guidelines

• Theater presentations are meant to highlight a new service or present information on the development of a particular product, such as data on a product. Theater presentations should be tasteful, appropriate, and professional and educational in nature.

• The exhibitor agrees to utilize the Exhibitor Spotlight Theater as a place for a promotional presentation or activity highlighting a product or service.

• Theater presentations must be live programs and are permitted to be recorded; however, programs must be real time; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.

• All presentations are limited to a maximum of 60 minutes in length. Each presentation is allotted a half hour for set up and a half hour for tear down.

• All presentations must be in 16-9 format. Further details will be sent in confirmation letter.

• All presenters must check in to the Speaker Ready Room. Location will be sent in confirmation letter.

• Participation is limited to a maximum of 100 participants in Theaters A and B. Should the number exceed 100 the presentation may be shut down.

• Participation is limited to a maximum of 50 participants in Theater C. Should the number exceed 50 the presentation may be shut down or the presenting company will be charged the fees of the larger theaters.

• Room set, including seating and stage, cannot be modified

• Advanced registration is permitted and coordinated by exhibiting company.

• Exhibitors must obtain written approval from AACR to photograph, videotape, and/or audiotape their own presentations. For approval, please contact AACR Exhibits team at exhibits@aacr.org.

• Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own Spotlight Theater. Any additional fees incurred will be the responsibility of the exhibitor.
Exhibitors are permitted to hold one (1) Exhibitor Spotlight Theater during the AACR Annual Meeting Exhibits Show. Additional requests would depend upon availability and approval by AACR Exhibits Committee.

Exhibitor Spotlight Theater presentations are not eligible for CME.

Exhibitors shall submit speakers and topics to AACR for approval prior to being publicized.

All attendees of Theater presentations must hold an official AACR supplied badge in either an exhibitor or other attendee category.

Theater activities shall not include information, papers, or abstracts scheduled for presentations during the AACR Annual Meeting and under the embargo at the time of the Theater presentation. All Theater activities shall comply with AACR’s Abstract Confidentiality Policy.

Each Theater participant is solely responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

Customers and clients are permitted to speak on behalf of exhibitor.

The final deadline to submit an application for an Exhibitor Spotlight Theater is February 15, 2019.

Speakers, Titles, Abstracts and Printed Publications

In order to appear in printed publications, it is encouraged that all titles, speakers, and abstracts must be submitted and confirmed to the AACR with the initial application. The latest these items can be received is no later than January 21, 2019.

Abstracts of no more than 100-words are encouraged to be submitted with the initial application. The latest this can be received is January 21, 2019 in order to appear in on-site distribution material. If there is more than one title for the presentation, abstracts combined cannot exceed the 100-word limit.

Promotion of Theater and Promotional Materials

All presentations are subject to approval by the AACR Exhibits Committee. You will be notified if your proposed presentation requires modification.

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Exhibitor Spotlight Theater must be approved by AACR prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by AACR on or before February 15, 2019. Submissions should be sent via email to exhibits@aacr.org.
The following statement must appear prominently on all handout materials or any printed materials distributed at the Exhibitor Spotlight Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Spotlight Theater presentation:

“This Exhibitor Spotlight Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Spotlight Theater and opinions expressed by presenters are those of the sponsor or presenter and are not of the American Association for Cancer Research (AACR).”

All materials promoting an Exhibitor Spotlight Theater presentation must clearly indicate the name of the Exhibiting Participant for the presentation.

No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Theater presentation may use the AACR name or logo, or otherwise suggest or imply that AACR has endorsed, sponsored, or accredited the presentation. The name of the AACR Annual Meeting may be mentioned one (1) time in each communication for identification purposes, in a reasonably-sized, neutral font. AACR, or the name of the AACR Annual Meeting may not be part of a title or heading of the Exhibitor Spotlight Theater presentation, be prominently featured, or listed first in print materials. AACR slide templates, color schemes, or other means of confusing the Spotlight Theater presentation with an AACR-sponsored event may not be used.

Repurposed or post-Theater materials developed as a result of content from the Spotlight Theater must NOT include any reference to AACR, or the AACR Annual Meeting.

Distribution of materials is only permitted by a Spotlight Theater Participant from the Theater during the Participant’s contracted slot. Distribution of materials shall be consistent with the Exhibitor Policy.

Promotional materials may be sent to the participating Exhibitors’ in-house mailing list. For approval, contact exhibits@aacr.org.

AACR will offer a one-time complimentary use of the 2019 AACR Annual Meeting advance registration mailing list to each Exhibitor Spotlight Theater participant, to be used solely for promotion of the Participant’s Theater presentation. This list does not include phone numbers or email addresses. Prior to receiving the list, the Theater Participant must submit its promotional material for approval and execute AACR’s One-time Use Agreement. The deadline to request this list is Thursday, February 28, 2019. For approval, contact exhibits@aacr.org.

Solicitation in the aisles of the Exhibit Hall, including outside the Exhibitor Spotlight Theater and the participating Exhibitors’ exhibit space, is strictly prohibited.

All promotional activities relating to the Exhibit Spotlight Theater shall be in compliance with AACR policies, including the Policy for Exhibitors and Other Organizations at AACR Meetings. AACR does not allow inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc. at the AACR Annual Meeting site (i.e. at the Convention Center for the Annual Meeting).

**Location of Theater**

The Theater will be located on the AACR Annual Meeting Exhibit Hall show floor. The AACR reserves the right to alter the size and location of the Exhibitor Spotlight Theater as shown on the official floor plan, if deemed necessary, at its sole discretion.
Disciplinary Action

• AACR may take disciplinary action for any violation of these guidelines or the terms and conditions of the application in the same manner as any violation of other provisions of the Terms and Conditions for Exhibitors and other organizations at AACR Meetings. Violations of these guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor Spotlight Theater activities, in AACR’s discretion.

Giveaways

• All giveaways in the Exhibitor Spotlight Theater must be consistent with the laws and guidelines included in the PhRMA Code on Interactions with Healthcare Professionals. Please keep in mind that the AACR Annual Meeting is a professional, educational, scientific meeting when considering giveaway items.

• Giveaway Approval forms must be submitted by March 16, 2019. Please see the rules and regulations regarding giveaways and hand outs in the exhibitor prospectus for the full policy.

Signage

• The AACR will provide directional signs in the exhibit hall to the Exhibitor Spotlight Theater and one sign outside of the Exhibitor Spotlight Theater with a listing of all presentations for that day. Signage will be uniform in design and will be produced by the AACR to include the presentation title, date and time and exhibitor logo.

• Exhibitors may advertise the title, date, time and presenter of its presentation in their exhibit booth.

• Two additional signs may be ordered (no larger than 28” x 44”) through Freeman, the official general service contractor, and are the financial responsibility of the exhibitor.

• Proposed copy for signage must be approved by AACR Exhibits Management prior to printing (see “Promotional Materials,” above, for more information). For approval, contact exhibits@aacr.org.

• A maximum of two signs may be displayed at the Theater. Signage may only be placed outside the Theater beginning 30 minutes prior to the Theater Participant’s timeslot, and must be removed within 15 minutes of the conclusion of the slot. Any signs left longer than 15 minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

• Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc.

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