

The poster features a large, stylized circular graphic composed of many small, colorful rectangular segments arranged in concentric rings. The segments are in various colors including red, orange, yellow, green, blue, and purple. Within this circular frame, several images are integrated: a young girl with a pink headband, a family of three, a large crowd of people, a microscopic view of a cell, a DNA double helix, and scientists in a lab. A blue rectangular box in the upper right corner contains the AACR logo and event details.

AACR

American Association
for Cancer Research®

**ANNUAL
MEETING**
2020 • SAN DIEGO

**TURNING SCIENCE
INTO LIFESAVING CARE**

APRIL 24-29 • SAN DIEGO CONVENTION CENTER • **AACR.ORG** • **#AACR20**

EXHIBITOR ACTIVITY/
MARKETING OPPORTUNITIES

Dear Exhibit Partners:

We are pleased to provide you with several opportunities to increase your marketing efforts at the AACR Annual Meeting 2020 in San Diego, CA.

Building on the success of 2019, this year promises to bring new opportunities and added excitement to the exhibit show. From additional meeting rooms to 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 sponsorship.

Note: All marketing opportunities are available on a first-come; first-serve basis to exhibiting companies only.

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MARKETING OPPORTUNITIES

MOBILE CHARGING LOUNGES - \$100,000

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. Each station will be branded with sponsor's logo and placed in high traffic areas throughout the meeting.

Sponsorship Includes:

- Logo displayed on Charging Station.
- 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 27, 2020)

PROFESSIONAL HEADSHOT STATION - \$25,000

(First rights of refusal from the 2019 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 Poster Sessions and Exhibits, and Mobile App (if confirmed by January 27, 2020).

WELLNESS LOUNGE - \$5,000/Exhibitor Sponsor*

*Maximum 6 Exhibitor Sponsorships Available

Sponsor the Wellness Lounge on the exhibit floor and be a hero to attendees who can 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 (option to add flavored water pitchers).
- 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 27, 2020).

EXHIBIT HALL COFFEE BREAKS - THREE LOCATIONS! - \$30,000

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. For an additional fee you may add speciality drinks such as cold brew and espresso as well as branded cups!

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.

HAND SANITIZER STATIONS - \$20,000

Provide attendees the convenience of hand sanitizer stations located throughout the convention center in high-traffic locations. Fifteen (15) stations will be branded with your company logo. Attendees will appreciate the accessibility of the antibacterial hand sanitizer stations being offered by your organization.

MARKETING OPPORTUNITIES

Sponsorship includes:

- Fifteen (15) touchless activated hand sanitizer stations.
- 22x28 identification sign at each hand sanitizer station.
- Recognition of your sponsorship on signage.
- Recognition of your sponsorship in the Annual Meeting Program, Guide to Poster Sessions and Exhibits, and Mobile App (if confirmed by January 27, 2020)

WATER REFILL STATIONS - \$50,000

Refresh attendees by sponsoring sustainable water stations throughout the convention center. Attendees have the opportunity to refill their water bottles at these convenient water stations branded with your sponsored name and logo. This opportunity provides your company the visibility throughout the convention center.

Sponsorship includes:

- Twenty (20) water stations throughout the convention center.
- Branded wrap-around on water jug.
- Recognition of your sponsorship on signage.
- Recognition of your sponsorship in the Annual Meeting Program, Guide to Poster Sessions and Exhibits, and Mobile App (if confirmed by January 27, 2020)

ADVOCACY PARTNERS PAVILION LOUNGE AT THE ANNUAL MEETING - \$50,000

The Advocacy Partners Pavilion is a designated area where not-for-profit cancer patient advocacy organizations can educate Annual Meeting attendees about resources and services as well as network among groups, patients, and health care professionals.

Your branding will create a networking lounge designed to draw in attendees and welcome them to the Advocacy Partners Pavilion.

Benefits of Participation

- Logo recognition in the Advocacy Partners Pavilion Lounge.
- 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 27, 2020).
- Lounge includes: furniture, carpeting, wastebasket, 6 ft. draped table, light refreshments and snacks.

EXPLORE! - \$3,000

Explore!, AACR's successful traffic builder is back..better than ever! We are offering this activity on the mobile app, in which over 14,000 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. The top five attendees with the most points will receive a \$250 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

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 Exhibitor Registration System that is accessible through the MYS Exhibitor Dashboard.

EXHIBITOR SPOTLIGHT THEATERS

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

Benefits of Participation

- Exclusive time dedicated to promoting your company's products and services
- Ability to reach out to a new audience in an intimate environment
- Increased visibility by having the presentation title, date, time and exhibitor name listed in the:
 - AACR Annual Meeting Website
 - AACR Annual Meeting Mobile App
 - AACR Guide to Poster Sessions and Exhibits
 - On-site Distribution Material
- Announcement of the session through Social Media outlets
- Complimentary one-time use of AACR Annual Meeting Pre-Show Registration Mailing List
- Eligible to utilize TrafficMax at cost for broadcast email to Pre-Show Registration List

Eligibility

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

Items included in the Cost

- Hard-Wall Theater with carpet and theater seating for up to 100 participants in Theaters A and B and 50 people in Theater C.
- Access to two (2) lead retrieval units for use during your time slot (company must supply staff to scan the badges)
- Signage outside of theater and throughout the meeting with scheduled listing
- Collateral table outside theater
- Complimentary one-time use of AACR Annual Meeting Pre-Show Registration Mailing List
- 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)

Exhibitor Spotlight Theater Timeslots

	Spotlight Theater A	Spotlight Theater B	Spotlight Theater C
Sunday, April 26			
1:30 pm – 2:30 pm	\$20,000	\$20,000	\$10,000
3:30 pm – 4:30 pm	\$20,000	\$20,000	\$10,000
Monday, April 27			
10:00 am – 11:00 am	\$20,000	\$20,000	\$10,000
12:30 pm – 1:30 pm	\$25,000	\$25,000	\$15,000
3:00 pm – 4:00 pm	\$20,000	\$20,000	\$10,000
Tuesday, April 28			
10:00 am – 11:00 am	\$20,000	\$20,000	\$10,000
12:30 pm – 1:30 pm	\$25,000	\$25,000	\$15,000
3:00 pm – 4:00 pm	\$20,000	\$20,000	\$10,000
Wednesday, April 29			
10:00 am – 11:00 am	\$7,500	\$7,500	\$5,000

MARKETING OPPORTUNITIES

Application and Payment Policy

- Application and 50% deposit are due by January 27, 2020
- Spaces in the Exhibitor Spotlight Theater are assigned on a first-come, first-served basis.
- An application for the Exhibitor Spotlight Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor's letterhead confirming exhibit space, participation in the Exhibitor Spotlight Theater and authorization that the third-party will act on its behalf.
- Once your application has been approved and your time slot has been confirmed, you will be invoiced for the remaining balance due.
- Payment is due within thirty (30) days of receipt of the invoice or by **February 24, 2020. Failure to send payment will result in cancellation of your time slot.**

The following cancellation fees apply:

- Prior to January 27, 2020 – Full refund, less \$750 for administrative fee
- Between January 27 – February 24, 2020 – 50% penalty of total cost
- After February 24, 2020 – 100% penalty of total cost

Theater Presentation Rules and Regulations

- All presentations are limited to a maximum of 60 minutes in length. Each presentation is allotted a half hour for set up and a half hour for tear down.
- All presentations must be in 16-9 format. Further details will be sent in confirmation letter.
- All presenters must check in to the Speaker 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.
- Advanced registration is permitted and coordinated by exhibiting company.
- The exhibitor agrees to utilize the Exhibitor Spotlight Theater as a place for a promotional presentation or activity highlighting a product or service.

- Theater presentations are permitted to be recorded; however, programs must be real time; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.
- Exhibitors are permitted to hold one (1) Exhibitor Spotlight Theater during the AACR Annual Meeting Exhibits Show. Additional requests would depend upon availability and approval by AACR Exhibits Committee.
- Exhibitor Spotlight Theater presentations are not eligible for CME.
- All attendees of Theater presentations must hold an official AACR supplied badge in either an exhibitor or other attendee category.
- Customers and clients are permitted to speak on behalf of exhibitor
- In order to appear in printed publications, all titles, speakers, and abstracts must be submitted and confirmed to the AACR no later than **February 1, 2020.**
- Abstracts of no more than 100 words must be submitted by **February 1, 2020** in order to appear in onsite distribution material. If there is more than one title for the presentation, abstracts combined cannot exceed the 100-word limit.
- All presentations are subject to approval by the AACR Exhibits Committee. You will be notified if your proposed presentation requires modification.
- All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Exhibitor Spotlight Theater must be approved by AACR **prior to printing or use.** Final versions of materials shall be submitted by the Theater Participant for review and approval by AACR on or before March 2, 2020. Submissions should be sent via email to exhibits@aacr.org.
- The following statement must appear prominently on all handout materials or any printed materials distributed at the Exhibitor Spotlight Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Spotlight Theater presentation:

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

Cancellation and Liability Policy

- Exhibitors must take full responsibility for the number of attendees at their presentation. AACR will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.
- The AACR reserves the right to terminate an exhibitor's Exhibitor Spotlight Theater contract.
- Theater space will be automatically cancelled upon cancellation of exhibit space.

- All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.
- The AACR and the San Diego Convention 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.

Relocation of Theater

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

Giveaways

- All giveaways in the Exhibitor Spotlight Theater must be consistent with the laws and guidelines included in the PhRMA Code on Interactions with Healthcare Professionals. Please keep in mind that the AACR Annual Meeting is a professional, educational, scientific meeting when considering giveaway items.
- Giveaway Approval forms must be submitted by March 13, 2020. Please see the rules and regulations regarding giveaways and hand outs in the exhibitor prospectus for the full policy.

Signage

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

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





APRIL 24-29 • SAN DIEGO CONVENTION CENTER

EXHIBITOR ACTIVITY/MARKETING APPLICATION

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)

Size of Theater 100 persons _____; 50 persons _____

Sunday, April 26 1:30 p.m. _____; 3:30 p.m. _____

Monday, April 27 10:00 a.m. _____; 12:30 p.m. _____; 3:00 p.m. _____

Tuesday, April 28 10:00 a.m. _____; 12:30 p.m. _____; 3:00 p.m. _____

Wednesday, April 29 10:00 a.m. _____

Please list any competing companies: _____

The AACR will take this into consideration when scheduling the Exhibitor Spotlight Theater presentations.

☐ Explore! (Cost: \$3,000)

☐ Hand Sanitizer Stations (Cost: \$20,000)

☐ Water Stations (Cost: \$50,000)

☐ Wellness Lounge (Cost: \$50,000)

☐ Advocacy Partners Pavilion Lounge (Cost: \$50,000)

☐ Mobile Charging Stations (Cost: \$100,000)

☐ Exhibit Hall Coffee Breaks

(Cost: \$10,000 each location – three locations available)

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

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, San Diego Convention Center, or the city of San Diego, CA. 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 27, 2020:** Full refund, less \$750 for administrative fee
- **Between January 27–March 9, 2020:** 50% penalty of total cost
- **After March 9, 2020:** 100% penalty of total cost
- Any applications received after January 27, 2020 must be accompanied by full payment. Failure to send payment will result in cancellation of Exhibitor Marketing Opportunity

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)

Credit Card #

CSV #

Exp. Date

Print name of Cardholder

Signature

If paying by check please send to:

AACR, Annual Meeting Exhibits 2020
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Attention: Finance Department
Fax: 267-765-1020
Email: exhibits@aacr.org

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 Maura Paoletti, National Sales Manager at The Walchli Tauber Group at maura.paoletti@wt-group.com; 443-8899, ext. 110.

SPONSORSHIP AND SUPPORT 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
- Annual Meeting 2020 Webcast
- WiFi Zones
- Scholar-in-Training Awards

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.





AACR American Association
for Cancer Research®

FINDING CURES TOGETHER®

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APRIL 24-29

TAKE ADVANTAGE OF EARLY REGISTRATION RATES AND SAVE!

Abstract Submission Deadline: December 5, 2019

Late-Breaking Abstracts and Clinical Trials

Abstract Submission Deadline: January 30, 2020



Continuing Medical Education Activity -
AMA PRA Category 1 Credits™ available