

2020

# SPECIAL CONFERENCES

## Exhibitor Prospectus

**AACR** American Association  
for Cancer Research®

**FINDING CURES TOGETHER®**

For more information on exhibiting, contact the Exhibits Team at [Exhibits@AACR.org](mailto:Exhibits@AACR.org)

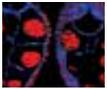
## ABOUT US



Founded in 1907, The American Association for Cancer Research (AACR) is a scientific society of over 3 4,000 laboratory and clinical cancer researchers. It was founded in order to facilitate communication and dissemination of knowledge among scientists and others dedicated to the cancer problem, to foster research in cancer and related biomedical sciences, encourage presentation and discussion of new and important observation in the field, to foster public education, science education, and training and to advance the understanding of cancer etiology, prevention, diagnosis, and treatment throughout the world.

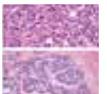
## AACR SPECIAL CONFERENCES OFFERING TABLETOP EXHIBITIONS FOR 2020:

\*PLEASE NOTE THAT ADDITIONAL CONFERENCES FOR 2020 ARE BEING COUNTINUOUSLY ADDED THROUGHOUT THE YEAR



### **AACR IASLC Lung Cancer Conference**

January 11-14, 2020 | Marriott Marquis San Diego; San Diego, CA



### **Advances in Liquid Biopsies**

January 13-16, 2020 | Hilton Miami Downtown; Miami, FL



### **The Microbiome and Viruses**

February 21-24, 2020 | Hyatt Regency Orlando; Orlando, FL



### **The Evolving Landscape of Cancer Modeling**

March 2-5, 2020 | Hard Rock Hotel San Diego; San Diego, CA



### **Advances in Prostate Cancer Research**

March 12-15, 2020 | Grand Hyatt Denver; Denver, CO



### **Heterogeneity and Single Cell Sequencing**

September 10-13, 2020 | Philadelphia 201 Hotel; Philadelphia, PA



### **CRI-ENCI-AACR Sixth International Cancer Immunotherapy Conference: Translating Science into Survival**

September 14-17, 2020 | New York Hilton; New York, NY



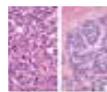
### **AACR Special Conference on Pancreatic Cancer**

September 29 - October 2, 2020 | Loews Philadelphia Hotel; Philadelphia, PA



### **Myeloma Conference**

October 2-5, 2020 | Westin Copley Place; Boston, MA



### **Tumor Immunology and Immunotherapy**

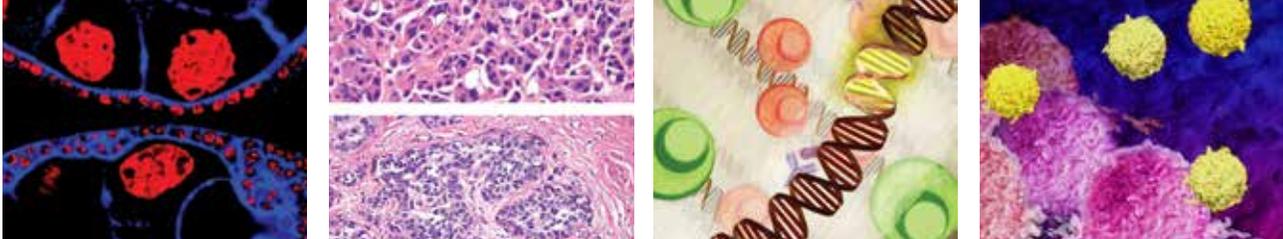
October 16-19, 2020 | Westin Boston Waterfront; Boston MA



### **Endometrial Cancer: New Biology Driving Prevention and Treatment**

November 7-9, 2020 | JW Marriott Marquis; Miami, FL





## AACR SPECIAL CONFERENCES INFORMATION

### **AACR IASLC Lung Cancer Conference**

January 11-14, 2020 | Marriott Marquis San Diego; San Diego, CA

The American Association for Cancer Research (AACR) and the International Association for the Study of Lung Cancer (IASLC) are pleased to invite you to our sixth biennial international conference on lung cancer science. Established in 2010, this conference has historically joined a diverse group of attendees (physicians, patient advocates, and scientists in basic, translational, and clinical lung cancer research) and provided a venue to discuss recent advances and establish new collaborations. Sessions will range in topics spanning preneoplasia and early detection, immunotherapy, molecular targets, drug resistance, tumor progression, metastasis, and more. This conference is not only a dynamic collaboration of the AACR and the IASLC, two organizations committed to the study of cancer, but also a dynamic collaboration of the many individuals charged with the study and treatment of this disease.

▶ **PLEASE NOTE:** *Tabletop exhibit fee for this conference is \$5,000*

### **Advances in Liquid Biopsies**

January 13 -16, 2020 | Hilton Miami Downtown, Miami, FL

This AACR Special Conference will cover the latest advances in liquid biopsies and how these may be translated to the clinic. Join internationally recognized experts and hear the latest on early detection with ctDNA; minimal residual disease and early-stage disease; hematologic malignancies; genotyping, monitoring of advanced disease, and molecular resistance; circulating tumor cells; alternative “fluids”; and emerging approaches. This conference will provide a unique opportunity for interactions and exchanges between basic scientists, translational researchers, and clinicians. Make plans now to take part in these discussions and meet the top investigators in the field.

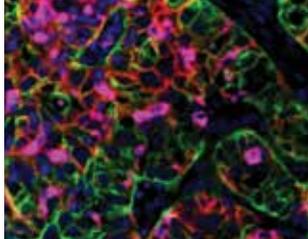
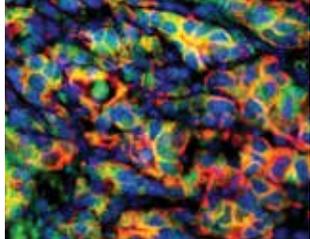
### **The Microbiome and Viruses**

February 21-24, 2020 | Hyatt Regency Orlando; Orlando, FL

Over the last several years, the complexity and diversity of gut microbiota within and between individuals has been shown. Studies have shown the influence of the microbiota on immune cell function, tumorigenesis, and more. Sequencing studies have shown the composition of microbial communities differs significantly between those who are healthy and those who are unhealthy, and thus has a profound influence on disease progression and overall health. Within the development of cancer, the microbiota has been implicated in both cause and prevention. The role viruses play in tumor development is also linked to the microbiome. Both genetic and environmental factors can tip the scales from clearance of an infection to the development of cancer. Recent studies have shown that the microbiota is a potential factor that can affect this balance, increasing or decreasing the ability of viral infections to promote carcinogenesis.

The special conference aims to illuminate various areas, including bacterial, viral, and fungal pathogens, and their contributions to the development of cancers. Moreover, the impact of the microbiome on cancers and cancer therapy will also be discussed. The study of the microbiota and its effects on cancer have transformed how we examine therapies and relationships with the immune system. Tumor microenvironments, and the associated tumor microbiota, have also played a role in individualized immunotherapy, and the development of novel therapeutics. This conference will cover a wide range of topics including the role of the microbiota in metabolism and immunity, oncogenic viruses, and the microbiota in cancer prevention and therapy.

**SOLD OUT**



## AACR SPECIAL CONFERENCES INFORMATION

### **The Evolving Landscape of Cancer Modeling**

**March 2-5, 2020 | Hard Rock Hotel San Diego; San Diego, CA**

A veritable explosion of cancer models in recent years has been fueled by technological advances that have enabled the rapid generation of models of increasing complexity and relevance for human cancer. Genetically engineered mouse (GEM) models and cancer cell lines are mainstays for basic and translational cancer research; organoids and patient-derived xenograft (PDX) models are allowing for a better recapitulation of cancer characteristics; and cell-based computational modeling simulates single-cell behavior in virtual tissues of cancer systems. These next-generation models have, in turn, provided key insights into all aspects of cancer biology, including elucidating the actions of stem cells and developmental pathways and the impact of lineage plasticity, understanding metastatic progression, uncovering the roles of the tumor microenvironment and immune system, exploring tumor evolution, and discovering new therapeutic approaches and mechanisms of drug sensitivity and adaptive response. This meeting will highlight recent advances in modeling cancer using mouse models, cell lines, organoids, PDX models, and computational models, focusing on their impact for advancing our understanding of cancer biology, prevention and treatment, and drug response and resistance.

### **Advances in Prostate Cancer Research**

**March 12-15, 2020 | Grand Hyatt Denver; Denver, CO**

This AACR Special Conference will cover the current findings on the basic biology underlying prostate cancer and how these may be translated to the clinic. Join internationally recognized experts and hear the latest on the biologic drivers of prostate cancer risk, advances in detection and diagnosis, tumor evolution and plasticity, DNA repair, hormone receptor signaling and crosstalk, metabolism, tumor and immune microenvironment, and novel targets. This conference will provide a unique opportunity for interactions and exchanges between basic scientists, translational researchers, and clinicians. Make plans now to take part in these discussions and meet the top investigators in the field of prostate cancer research.

### **Tumor Heterogeneity: From Single Cells to Clinical Impact**

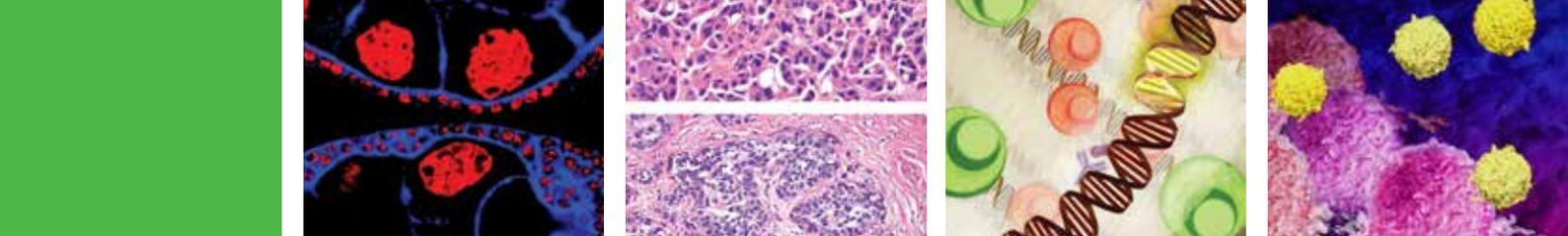
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### **Endometrial Cancer: New Biology Driving Prevention and Treatment**

November 7-9, 2020 |

JW Marriott Marquis; Miami, FL

Endometrial cancer is the most common cancer of the female reproductive tract, and the third most common cause of death in cancers which only affect women. This AACR Special Conference on Endometrial Cancer will explore New Biology Driving Research and Treatment. A broad range of topics will be discussed, from basic research in model systems, exploration of cause, and early detection and characterization to novel immunologic therapies, precision, and targeted therapeutics. The Conference Cochairs have developed a program that will appeal to laboratory scientists as well as clinical oncologists, all for the commitment to understanding and eliminating endometrial cancer.

# GENERAL INFORMATION FOR EXHIBITING AT AACR SPECIAL CONFERENCES



## TABLETOP EXHIBIT FEES

**\$2,500 - For-Profit Companies**

**\$5,000 - For AACR IASLC Lung Cancer Conference ONLY**

**\$600 - Not-For-Profit**

Full payment of your tabletop rental fee must accompany your application. To qualify for the Not-For-Profit rate, the organization must be a government entity or must be recognized by the IRS as a 501(c)3 charitable organization.

## PAYMENT POLICY

The exhibitor agrees to enclose full payment for tabletop space with their completed application. Payment can be made either by 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 the following address:

AACR, 615 Chestnut Street, 17th floor Philadelphia, PA 19106-4404 Attention: Finance Department

If you require wire transfer instructions, please contact Suzanne Lesher, Exhibits Coordinator, at [exhibits@aacr.org](mailto:exhibits@aacr.org).

### Tabletop Includes

6'x30" draped table	(1) one wastebasket
(1) one chair	Acknowledgment on
(1) one exhibitor/ conference registration	AACR signage

All other requirements such as electrical connections, internet and telephone lines are not included and should be contracted separately.

## ELIGIBILITY REQUIREMENTS

The AACR is committed to providing a quality exhibition. Tabletop 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 tabletop space 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 on-site.

Full documentation as to the extent and results of any research done on the exhibited items must be available at the company's tabletop space throughout the meeting. All exhibited items must comply with local, state, and FDA regulations, and must be related to cancer research.

## NON-PROFIT EXHIBITORS

Tabletop 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 tabletop exhibitor is required to submit an application for tabletop exhibit space, a product summary form, and company literature, which is sent to the AACR Exhibits Committee. The tabletop 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 table is assigned to the company. Upon rejection, the application is denied and the table becomes available.

## SPACE ASSIGNMENTS

Tabletop exhibits are made on a first come first served basis and will be assigned randomly. Space is very limited at these special conferences, so don't delay. Tabletops will be located at the best visible location, depending upon contracted space. In most instances they are placed in the lobby, pre-function area or at the conference registration area. The AACR reserves the right to relocate the tabletop exhibits.

## TABLETOP RELOCATION POLICY

Every effort will be made not to relocate an exhibitor's tabletop. 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.

## EXHIBIT CANCELLATIONS

Requests for cancellations and refunds must be made in writing, by mail or fax to the attention of AACR Exhibits Team. Cancellations and requests for refunds are accepted until 30 days prior to the start of the event. After this time, no refunds will be given.

## SHIPPING INFORMATION

Shipping information is specific to each conference and will be provided to exhibitor with confirmation of tabletop exhibit space. Shipping is at the cost to the exhibiting company.

## LABOR

Special Conferences do not require hired labor. Therefore, all tabletops must be set and dismantled by exhibiting company.

## REGISTRATION

Exhibitors will receive one (1) Exhibitor/Conference Badge per exhibit or tabletop, which will allow participants to access scientific sessions. Additional exhibitor badges may be obtained at the regular registration rates. A registration form for the Exhibitor/Conference badge will be provided after the application and payment is received.

## EXHIBIT MANAGEMENT TEAM

### **Lisa McGlashen, CEM, CMP, HMCC**

Associate Director of Meetings & Exhibits

Phone: 215-440-9300, Ext, 190

[exhibits@aacr.org](mailto:exhibits@aacr.org)

### **Suzanne Leshner**

Exhibits Coordinator

Phone: 215-440-9300, Ext, 238

[exhibits@aacr.org](mailto:exhibits@aacr.org)

# RULES AND REGULATIONS FOR EXHIBITING AT AACR SPECIAL CONFERENCES



## CME ACCREDITATION

The AACR is accredited by the ACCME to provide continuing medical education for physicians. All promotional activities shall be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support. Exhibitors are required to comply with the following rules:

- Promotional activities must be identified as such and must be kept separate from CME activity rooms.
- Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
- Product promotion material or product-specific advertisement of any type is prohibited in or during the CME activities. No product advertisement of any type shall be permitted in the same room as the educational activity.
- Exhibit staff is prohibited from engaging in sales or promotional activity in the activity room before, during, or after the CME activity.

## 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 exhibit or will forfeit to Management all monies, which may have been paid. Upon evidence of violation, Management may reenter 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.

## TABLETOP SHARING

The sharing or subletting of tabletop exhibit space is prohibited except between divisions of the same company and between companies co-marketing a product.

## INSURANCE

Exhibitors wishing to insure their materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind, must do so at their own expense. 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.

## FIRE PROTECTION

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau.

Any exhibits or parts thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

## CANCELLATION OF EXPOSITION

It is mutually agreed that in the event of cancellation of the AACR Conferences listed in this brochure, 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.

## GENERAL

All matters and questions not covered by these regulations are at the discretion of 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.

## 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 Suzanne Leshner at [exhibits@aacr.org](mailto:exhibits@aacr.org) to make arrangements prior to conference dates.

## 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

## PHOTOGRAPHY

The use of any camera equipment in the Tabletop Exhibit area is strictly prohibited.

This includes, but is not limited to, any photographic device or equipment, such as a camera, video recorder, camera phones, and/or recording devices, digital or otherwise. For specific policies regarding photography in poster area and session rooms, please visit the AACR website: [www.aacr.org](http://www.aacr.org).

## STAFFING

As a courtesy to the attendees and to fellow exhibitors, exhibits must be staffed during the designated times. All exhibitors are expected to make their travel arrangements in accordance with this policy.

# RULES AND REGULATIONS FOR EXHIBITING AT AACR SPECIAL CONFERENCES

## DISTRIBUTION OF MATERIAL

The distribution of material outside of the exhibit tabletop is strictly prohibited. Any material found in unauthorized areas will be discarded and the exhibitor will receive a violation notice.

## TABLETOP ACTIVITY

If you are planning to conduct any tabletop activities you will need to complete the activity approval form. Contact Suzanne Leshner at [exhibits@aacr.org](mailto:exhibits@aacr.org) for more information. AACR conferences are professional, scientific, a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use. AACR conferences are professional, scientific, educational meetings. Please keep this in mind when selecting your activities. Please be sure they are appropriate and are in compliance with the AACR Rules and Regulations. Any exhibitor found conducting contests, raffles, drawings, or unauthorized events will be required to cease immediately. The AACR will not accept requests on-site.

### Activities Prohibited in the Exhibit Area

- Distribution of material outside of exhibit area
- 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
- 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
- Contests, raffles, lotteries, and games of any chance without prior written approval from the AACR
- Games or group activities of any kind
- Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists
- Soliciting attendees in the aisle(s) outside of tabletop space
- Fundraising, without prior written approval from the AACR

## 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. AACR reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements.

## SECURITY

The exhibitor agrees to assume all risks of loss, injury, theft or damage of any kind to any exhibit or component thereof, including any goods, merchandise, papers, business records or other property which may be in or come into exhibitor's possession during the course of the exhibit, or in the assembling or disassembling the exhibit. The exhibitor also agrees to assume all liability for damage of property, person or persons arising from accidental or other causes incidental to movement and operation of the exhibit and hereby releases AACR, AACR Staff, its contractors, and the hotel from any liability.

## 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.

# TABLETOP EXHIBITION APPLICATION 2020

## AACR SPECIAL CONFERENCES (PLEASE CHOOSE ALL THAT APPLY):

- |   |   |
|---|---|
| <input type="checkbox"/> AACR IASLC Lung Cancer **                      | <input type="checkbox"/> Prostate Cancer                    |
| <input type="checkbox"/> Advances in Liquid Biopsies                    | <input type="checkbox"/> CRI-ENCI-AACR Immunotherapy        |
| <input type="checkbox"/> The Microbiome and Viruses                     | <input type="checkbox"/> Pancreatic Cancer                  |
| <input type="checkbox"/> Cancer Modeling                                | <input type="checkbox"/> Myeloma                            |
| <input type="checkbox"/> Tumor Heterogeneity and Single Cell Sequencing | <input type="checkbox"/> Tumor Immunology and Immunotherapy |
|   | <input type="checkbox"/> Endometrial Cancer                 |

### Exhibitor Application

Have you exhibited with AACR in the past?  Yes  No

**IMPORTANT:** PLEASE TYPE/PRINT APPLICATION: (AACR Federal ID# 23-6251648)

Exhibiting Company Name \_\_\_\_\_

Exhibiting	Company	Address		
City/State/Province		Zip/Postal	Code	Country
Phone	Fax	Email		
Contact Title	Person	Signature	/	

Space will be randomly assigned, AACR reserves the right to rearrange the floor plan or relocate booths.

Number of tabletop spaces requested: \_\_\_\_\_ \$2,500 (\$600 for Non-Profit Organizations) \*\* \$5,000 for AACR IASLC Lung Cancer Conference

### Method of Payment:

The undersigned agrees to pay 100% of the rental fee with this application. (Applications will not be processed until deposits are received.)

Check or money order enclosed payable to the American Association for Cancer Research, drawn on a U.S. bank.

VISA  MasterCard  American Express Amount: \_\_\_\_\_

Card# \_\_\_\_\_ Exp.Date \_\_\_\_\_ CSV: \_\_\_\_\_

Print Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

### Mail Payment in US Dollars to: AACR Exhibits

c/o AACR 615 Chestnut St, 17th Floor Philadelphia, PA 19106

Attention: Finance Department

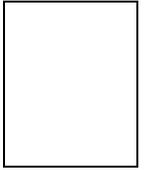
Email: exhibits@aacr.org Fax: 267-825-9562

### AACR USE ONLY

DATE RECEIVED:	_____
CONFERENCE CODE:	_____
SPACE(S) ASSIGNED:	_____
COST OF BOOTH(S):	_____
CK#:	_____

### Rules & Regulations:

The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by the AACR, the designated properties and cities in which they are located. Failure to abide by such rules and regulations results 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 manufactured or handles by the exhibitor in the regular course of business.



615 Chestnut Street, 17th Floor  
Philadelphia, PA 19106-4404  
215-440-9300 • Fax: 215-599-0111  
Email: [programs@aacr.org](mailto:programs@aacr.org)

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