VIRTUAL
EXHIBITOR PROSPECTUS

AACR
American Association for Cancer Research®

ANNUAL MEETING
2021
VIRTUAL ★ #AACR21
★ ★ ★ ★ ★ ★ ★

APRIL 10-15
MAY 17-21

CME MOC ABIM
ACCREDITED
Continuing Medical Education Activity -
AMA PRA Category 1 Credits™ available

DISCOVERY SCIENCE
DRIVING
CLINICAL BREAKTHROUGHS

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DISCOVERY SCIENCE *DRIVING* **CLINICAL BREAKTHROUGHS**

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VIRTUAL EXHIBITOR PROSPECTUS

The Premier Educational and Networking Event for Specialists in the Field of Cancer Research

The mission of the American Association for Cancer Research (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.

On behalf of the AACR, the oldest and largest cancer research organization in the world, we invite you to participate in the AACR Annual Meeting 2021. The meeting will take place in a virtual setting in April 2021. 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 AACR Annual Meeting 2021 will provide exhibitors with networking and engagement opportunities such as one to one meetings, product presentations and live chat features. Gain a competitive edge by exhibiting and showcasing your products and services to the cancer research community.

ABOUT THE COVER IMAGE:

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Inside of sphere (*clockwise*): AACR Virtual Special Conference: Epigenetics and Metabolism art; Glioblastoma (iStock); DNA sequencing (Getty)

Foreground of sphere (*clockwise*): 3D render of T cells attacking cancer cells (Getty); 3D illustration of a method of DNA sequencing (Getty); Medical 3D illustration of a dividing cancer cell (Getty)

WHY EXHIBIT

★ Access to complimentary marketing tools

★ Ability to capture attendee leads for future engagement

★ Ability to have your showcase page be searched easily by attendees using key words

★ Exclusive attendee list for rental

★ Opportunities to purchase additional sponsorship opportunities for high-level brand and thought leadership exposure in the educational area of the event

★ Opportunities to showcase your company through purchased E-blasts, and Daily Alerts

★ Ability to network and chat with attendees

★ Exhibitor resources available for all participating companies (check lists, tutorials, monthly bulletins, articles related to the exhibiting industry, important deadlines, and dates)

★ Extended exposure on the AACR Virtual Meeting platform

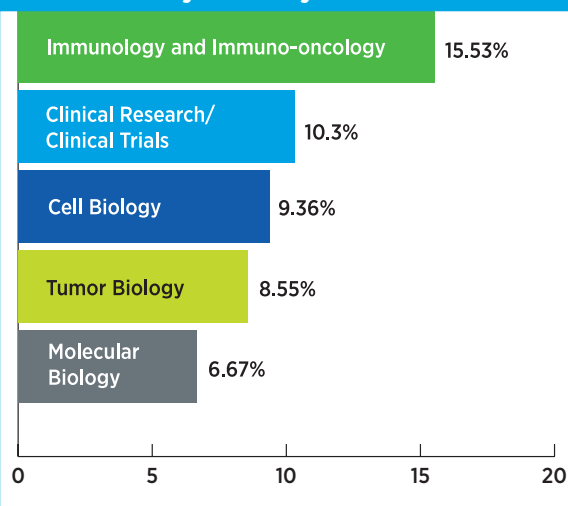"If you want to reach the scientists, researchers, collaborators, and important target audiences, exhibit here."
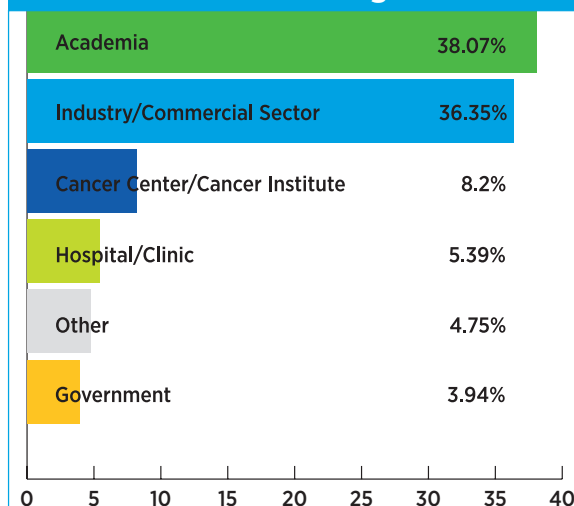
Professional Attendee History

AACR Virtual Annual Meeting I (April 2020) drew in more than 60,000 attendees and Virtual Annual Meeting II (June 2020) recorded 39,000 attendees across the globe.

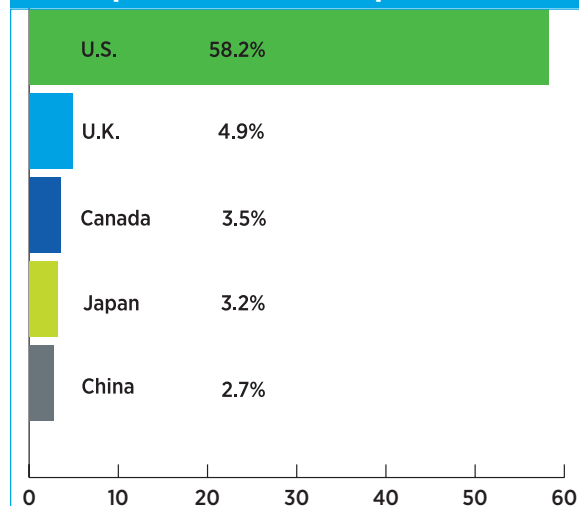Below please find demographics for the AACR Virtual Annual Meeting II:
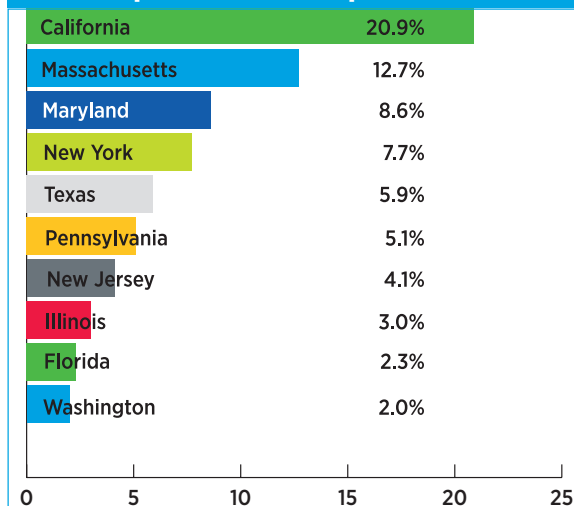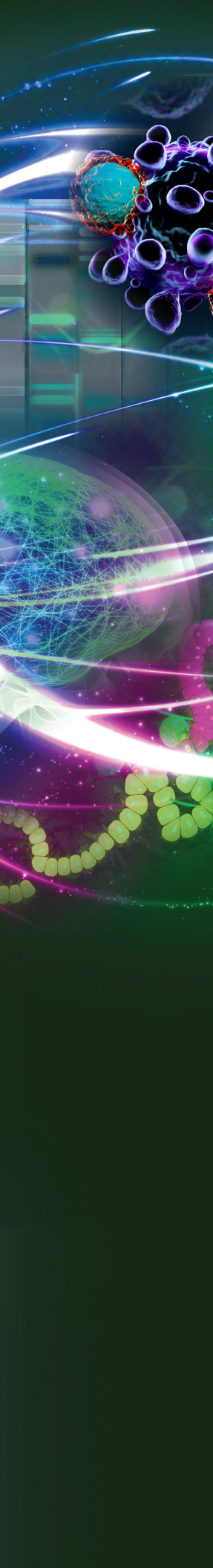
Attendees by Primary Field of Research

Field	Percentage
Immunology and Immuno-oncology	15.53%
Clinical Research/Clinical Trials	10.3%
Cell Biology	9.36%
Tumor Biology	8.55%
Molecular Biology	6.67%

Work Setting

Setting	Percentage
Academia	38.07%
Industry/Commercial Sector	36.35%
Cancer Center/Cancer Institute	8.2%
Hospital/Clinic	5.39%
Other	4.75%
Government	3.94%

Top Ten Countries Represented

Country	Percentage
U.S.	58.2%
U.K.	4.9%
Canada	3.5%
Japan	3.2%
China	2.7%

Top Ten States Represented

State	Percentage
California	20.9%
Massachusetts	12.7%
Maryland	8.6%
New York	7.7%
Texas	5.9%
Pennsylvania	5.1%
New Jersey	4.1%
Illinois	3.0%
Florida	2.3%
Washington	2.0%

VIRTUAL EXHIBIT PACKAGES

Level 4 $150,000 (max 4)	Level 3 $75,000 (max 25)	Level 2 $30,000 (max 50)	Level 1 $5,000

★ Company Name and Location
★ Company Description
★ Company Web Address
★ Company Social Links
★ Searchable Product Categories
★ Priority Placement in Search
★ Real-Time Metrics – Customized Dashboard
★ Metric/Leads (Post Event)
★ Complimentary Eblast to Registrants
★ Content/Collateral Pieces (brochures or weblinks) (5)
★ Logo in Profile
★ Exhibitor Representatives (5)
★ Highlighted in Promotional Email
★ Resources on Exhibitor Dashboard
★ **Network with Attendees:**
  • Schedule a Meeting
  • Meeting Room Accessibility – link to company zoom account on company website
  • Attendee Drop Business Cards
  • 1-1 Exhibitor Chat
  • Matchmaking Capabilities
★ **Product Promotion:**
  • 60-Minute Spotlight Theater
  • 15-Minute Product Demo (pre-recorded video) (3)
  • Company Showcase (5)
★ Tower Ad on Virtual Meeting Landing Page
★ Banner Ad on Virtual Meeting Landing Page
★ Complimentary Conference Registrations (5)
★ Earned Priority Points (25)
	★ Company Name and Location
	★ Company Description
	★ Company Web Address
	★ Company Social Links
	★ Searchable Product Categories
	★ Metric/Leads (Post Event)
	★ Content/Collateral Pieces (brochures or weblinks) (3)
	★ Logo in Profile
	★ Exhibitor Representatives (3)
	★ Highlighted in Promotional Email
	★ Resources on Exhibitor Dashboard
	★ **Network with Attendees:**
	  • Schedule a Meeting
	  • Meeting Room Accessibility – link to company zoom account on company website
	  • Attendee Drop Business Cards
	  • 1-1 Exhibitor Chat
	  • Matchmaking Capabilities
	★ **Product Promotion:**
	  • 15-Minute Product Demo (pre-recorded video) (1)
	  • Company Showcase (3)
	★ Tower Ad on Virtual Meeting Landing Page
	★ Complimentary Conference Registrations (3)
	★ Earned Priority Points (15)
		★ Company Name and Location
		★ Company Description
		★ Company Web Address
		★ Company Social Links
		★ Searchable Product Categories
		★ Metric/Leads(Post Event)
		★ Content/Collateral Pieces (brochures or weblinks) (2)
		★ Logo in Profile
		★ Exhibitor Representatives (2)
		★ Highlighted in Promotional Email
		★ Resources on Exhibitor Dashboard
		★ **Network with Attendees:**
		  • Schedule a Meeting
		  • Attendee Drop Business Cards
		  • 1-1 Exhibitor Chat
		  • Matchmaking Capabilities
		★ **Product Promotion:**
		  • Company Showcase (1)
		★ Complimentary Conference Registrations (2)
		★ Earned Priority Points (10)
			★ Company Name and Location
			★ Company Description
			★ Company Web Address
			★ Company Social Links
			★ Searchable Product Categories
			★ Metric/Leads (Post Event)
			★ Content/Collateral Pieces (brochures or weblinks) (1)
			★ Logo in Profile
			★ Exhibitor Representatives (1)
			★ Highlighted in Promotional Email
			★ Resources on Exhibitor Dashboard
			★ **Network with Attendees:**
			  • Attendee Drop Business Cards
			  • Matchmaking Capabilities
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			★ Earned Priority Points (5)

SOLD (overlaid on Level 4 column)

PACKAGE INCLUSIONS AND ENHANCEMENTS

Exhibitor Spotlight Theater Presentations
60 min $50,000/limit 2 per company

The Exhibitor Spotlight Theater Presentations have proven to be successful vehicles for exhibitors to showcase their products/services to a targeted audience. Whether you are launching a new product/ service, branding your company, developing sales leads, or looking to increase virtual 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 link dedicated to promoting your company's products and services

★ Presentations will be included in main navigation menu

★ Ability to reach out to a new audience in an intimate environment

★ Announcement of the session through Social Media outlets

★ Complimentary one-time use of AACR Annual Meeting Pre-Show Registration Mailing List

Eligibility

Organizations must be exhibitors at the AACR Annual Meeting in order to reserve an Exhibitor Spotlight Theater Presentation.

For additional details on pricing and presentation guidelines, please contact exhibits@aacr.org.

15 Minute Product Demo*
$10,000

Exhibitors have the option to purchase a 15 Minute Product Demo as an add-on to their package. This demo enhances the opportunity to highlight your research, products, or marketplace advancements to conference participants with a pre-recorded 15-minute video or presentations. This unique feature provides the ability to increase product awareness and brand recognition among your targeted audience. Some of the many benefits:

★ Ability for exhibitors to conduct scheduled pre-recorded product demonstrations directly through their showroom page

★ All demos will be recorded and available on demand for exhibitors to post in their showroom

★ Presentations will be highlighted on the main exhibit platform page

★ The Exhibits Team will help in building a marketing plan to help promote your product demo

Company Showcase*
$3,000

The Company Showcase embodies the latest cancer research technology and is a pivotal piece to your virtual exhibitor experience. Don't have a new product to launch yet? Use this space to showcase your company's current products and services, highlight your team, advertising company specials, etc.! A special link will be published on the Virtual Exhibits Page directing attendees to the showcase. This is a flexible part of your exhibit experience and is a great marketing tool.

Explore! Gamification
$3,000/limit 20 companies

Attendees of the meeting will earn points by visiting specific pages, including select exhibitor tiles. For $3000 your company can be included in this fun, exciting, interactive traffic builder.

For additional details on pricing and next steps, please contact exhibits@aacr.org.

Virtual Meeting Room

Exhibitors can host the Virtual Meeting Room button on their page to promote upcoming sessions, make quick connections, rally with your colleagues, or any additional way you choose. The Virtual Meeting Room is a convenient add-on in which you can utilize to host clients and prospects. This feature is a unique and ideal space for private product demos to a targeted audience. The button will be displayed prominently on your exhibitor showroom and link to your desired meeting platform.

*available as an add-on to published packages

Business Cards

Just like an in-person meeting, attendees are able to drop their business cards off to directly connect with exhibitor contacts (think of this as a fishbowl). With the Virtual Business Cards, exhibitors will collect data from attendees to increase their marketing efforts and to build your database of prospective clients.

1-1 Exhibitor Chat Virtual

Provides the option to network with attendees using the one-to-one chat function designed to increase engagement and make quick connections. Virtual Networking is a critical component in order to create meaningful connections. Attendees and Exhibitors have the convenience of chatting at anytime and anywhere.

Real Time Metrics on Deliverables*
$500

Exhibitors will have the opportunity to add a customized, personal dashboard to view real time data, including event interactions and leads. By using this feature, exhibitors can see at a glance who is clicking on any of their elements. The dashboard becomes a critical piece to marketing as companies are then able to capture interest in real time. Target marketing becomes much more precise when you know the level of interest from your prospects.

Advertising Information

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 virtual booth. Digital Advertising Opportunities are available through TriStar Event Media and The Walchli Tauber Group. Both are the only official advertising vendors of the AACR Annual Meeting 2021. So, before contracting your advertising, make sure the publication is official. If you have any question on legitimacy, contact the exhibits team.

AACR News

AACR is excited to announce the introduction of AACR News, the official news source of the AACR Annual Meeting 2021. TriStar Event Media, our official vendor partner, is responsible for the selling and managing advertising for the AACR News website and emails. Build traffic to your virtual exhibit space by advertising on these official digital properties. Several sponsorship packages and advertising units are available. To learn more about AACR News and the advertising offerings available, please visit **AACR Rate Card** or contact Melanie Holt, Event Media Strategist at TriStar Event Media at mholt@tristarpub.com or by phone at 913-491-4200, ext. 487.

Daily Alerts, the Best of AACR Journals, and AACR Journals online collections

Daily Alerts are sent each morning of the meeting and will feature breaking conference news and program updates. The Walchli Tauber Group is responsible for selling Daily Alerts and anything related to AACR Journals. For information on advertising in any of these formats, please contact Maura Paoletti, of The Walchli Tauber Group. She can be reached at maura.paoletti@wt-group.com or at 443-512-8899 (x110). For more details, such as rate cards and a media kit, please visit **www.wt-group.com/aacr/**.

Email and Mailing Lists

Exhibitors can reach attendees 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. 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.

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 for purchase. 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. For additional details, please contact contacting exhibits@aacr.org.

*available as an add-on to published packages

CORPORATE SUPPORT

AACR offers several opportunities for sponsorship to target highly influential decision makers and option leaders. Support opportunities will increase visibility for your company in a competitive marketplace and demonstrate your organization's support of the life-saving cancer research.

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.

Please note that corporate sponsorship does not include an exhibit. Exhibits need to be purchased separately.

"The event to meet the cancer research community."

SATELLITE EDUCATION SYMPOSIA AND 2021 CAREER AND BIOMEDICAL RESEARCH CAREER FAIR

Satellite Educational Symposia

Satellite Educational Symposia will be held in conjunction with the AACR Annual Meeting 2021. These CME-accredited events are supported by parties other than AACR and are not part of the official program of the AACR Annual Meeting 2021. Symposia are evaluated by the Satellite Educational Symposia Committee to ensure that the educational content will enhance that provided by the official AACR scientific program. Applications are due January 25, 2021. For additional details on pricing and official guideline and application please contact coleen.mcmahon@aacr.org.

2021 Career and Biomedical Research Career Fair

Employers and recruiters should get ready to meet scientific talents they are looking for at the virtual AACR Career and Biomedical Research Career Fair. As a Career Fair virtual exhibitor, your organization will gain exposure to the best scientists in basic, translational, clinical, and preventive cancer research and biomedicine.

For additional information, please contact careerfair@aacr.org or visit **cancercareers.org**.

"The AACR Annual Meeting is very useful to learn what is trending in the industry, learn new science, promote the brand, and network with experts in the field."