

AACR

American Association
for Cancer Research®

**ANNUAL
MEETING**

2021

VIRTUAL ★ #AACR21



APRIL 10-15
MAY 17-21

DISCOVERY
SCIENCE
DRIVING
CLINICAL
BREAKTHROUGHS

EXHIBITOR RULES AND REGULATIONS

The AACR Virtual Exhibitor Rules and Regulations for 2021 are a binding and integral part of the exhibitor's contract with AACR. The policies and procedures may differ greatly from other meetings or trade shows. We encourage you to read them in their entirety.

I. Terms and Conditions

By submitting the AACR Annual Meeting 2021 Application and Contract for Virtual Exhibit Space (Application), the company agrees to abide by all rules (Terms), requirements, restrictions and regulations as set forth in the Exhibitor Prospectus, the Rules and Regulations enclosed herewith, and any regulations especially designated by the AACR. Failure to abide by such rules and regulations may result in forfeiture of all monies paid or due the AACR under the terms of this agreement.

All exhibit matters and questions not covered by these AACR Exhibitor Rules and Regulations are subject to the decision of AACR. These AACR Rules and Regulations may be amended at any time by AACR and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Rules and Regulations, written notice will be given by AACR to such exhibitors as may be affected.

General

All matters and questions not covered by these regulations are at the discretion of AACR Exhibits Management (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.

Exhibitor and AACR agree that any funding provided by Exhibitor shall not be used for gifts, promotional items, prohibited meals, entertainment or recreation for healthcare providers or their guests.

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Violations

Violation of any AACR Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the opinion of Management, result in forfeiture of the exhibitor's right to participate in the AACR Annual Meeting 2021, and such exhibitor shall forfeit to AACR all monies paid or due. Upon evidence of substantial violation, Management may remove the virtual exhibit from the virtual meeting site. The exhibitor shall pay all expenses and damages that AACR may incur through the enforcement of this rule. Failure to adhere to the AACR Exhibitor Rules and Regulations will result in immediate penalties during the virtual meeting. AACR strictly enforces the rules and regulations and will make all parties responsible for upholding them.

Violations of AACR's rules and regulations will result in the following penalties:

1. The first violation will result in the company receiving a written warning.
2. A second violation will result in forfeiture of priority points for exhibiting for that year or change of preferred exhibitor status. Management may, at its discretion, deem an exhibitor ineligible for preferred exhibitor space rate for the next year due to violations of current year AACR Exhibitor Rules and Regulations.
3. A third violation will result in one year's suspension of exhibit privileges at any AACR meeting or exposition.

Cancellation of Exposition

It is mutually agreed that in the event of cancellation of the AACR Annual Meeting 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.

Sharing Contact Data

While in the virtual meeting, attendees clicking on any of the participating company links or tiles are sharing their contact data with that exhibiting company and, therefore, consent to be contacted by that exhibiting company. If you have questions on how a specific company uses your contact data, please contact them directly.

Code of Conduct

AACR is dedicated to providing a safe, productive, and welcoming environment for all meeting participants and AACR staff. All participants, including, but not limited to, attendees, speakers, exhibitors, AACR staff members, vendors, and all others are expected to abide by this Virtual Programs Code of Conduct. This Policy applies to all AACR meeting-related events, including those sponsored by organizations other than AACR but held in conjunction with AACR events, on public or private platforms.

II. Application and Space Availability

Eligibility Requirements

The AACR is committed to providing a quality exhibition. 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 company whose name appears on the contract may appear on any 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.

Full documentation as to the extent and results of any research done on the exhibited items must be available at the company's virtual booth throughout the AACR Annual Meeting 2021. All exhibited items must comply with local, state, and FDA regulations, and must be related to cancer research.

Virtual Exhibit Packages

Exhibitors include a wide array of companies with the latest in products and services in laboratory and clinical research. We are happy to offer five virtual exhibit packages:

AACR Annual Meeting 2021 Virtual Exhibits Packages

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

Note: Further information on the Virtual Exhibits Packages can be found within the AACR Annual Meeting 2021 Virtual Exhibitor Prospectus. Packages are not customizable, however add-ons are available and are listed in the prospectus.

Priority Points

Priority points are established as follows:

Level 1	5 Points
Level 2	10 Points
Level 3	15 Points
Level 4	20 Points

Note: When companies merge or are involved in a buyout, the new company will receive the highest number of points that have been earned by either company.

Non-Profit Exhibitors

Exhibit space at the not-for-profit rate (\$1000 for the Level 1 Basic Package) 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 within their virtual booth.

New Exhibitors

Companies applying for virtual exhibit space, that have never exhibited at an AACR Annual Meeting, will need to go through an approval process. When the application is received, a copy of the application, a product summary form, and company literature is sent to the AACR Exhibits Committee. The company is notified of the Committee's decision in a timely manner.

Payment Policy

The exhibitor agrees to submit payment with the application for virtual booth space. Exhibitors who choose to roll over any funds credited in their Map Your Show Dashboard should notify the exhibits team upon submission of application. In addition, payment can be made by either 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: AACR, 615 Chestnut Street, 17th Floor, Philadelphia, PA 19106, Attn: Finance Dept., AM21 Exhibits. If you require wire transfer instructions, please email exhibits@aacr.org.

The final balance will be due 30 days from date of invoice or by January 25, 2021. Exhibitors who are not paid in full will not be included in the virtual exhibit hall.

Cancellations/Downgrades

Notification of booth space cancellation or exhibit package downgrade must be submitted in writing and received on or before the following dates. Prior to December 31, 2020, cancellation will be accepted with no penalty. The following fees will apply to any cancellations or reduction in exhibition:

Prior to December 31, 2020 – Cancellation/Downgrades will be accepted with no penalty

January 1 through January 31, 2021 - Exhibitor is refunded entire payment less \$500.00 per virtual exhibits package.

February 1 through March 1, 2021 – Exhibitor is responsible for 50% of the total exhibit fee.

On or After March 2, 2021 – Exhibitor is responsible for the entire exhibit fee. No Refund will be issued.

Show Ready Policy

In the event that an exhibiting company has not submitted/uploaded all collateral to their Virtual Booth by the published deadline, and has not been granted pre-approval for late set-up, Management reserves the right to use the current collateral provided by the exhibitor as it sees fit, with no obligation to issue a refund.

If an exhibitor requires additional time to set up beyond the hours listed above, they must obtain permission from Management.

Subletting and/or Sharing of Virtual Exhibit Space

No exhibitor may sublet, share, apportion, or assign all or any part of its virtual exhibit booth with or to another organization or business. AACR, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition (since January 1, 2019); divisions of the same company and companies co-marketing a product. Written consent must be obtained from AACR and exhibitors must provide to AACR written documentation of the particular relationship. Only those companies and organizations that are the authorized occupants of each virtual exhibit space will be included on published exhibitor lists. AACR retains the right to remove from the virtual exhibit hall any company or organization without a submitted application to exhibit.

III. Exhibitor Conduct and Booth Activity

Exhibitor/Booth Activity

If you are planning to conduct any virtual booth activities, you will need to complete the booth activity approval form which will be included in the Exhibitor Service Kit. The AACR Annual Meeting is a professional, scientific, educational meeting.

Please keep this in mind when selecting booth activities. Please be sure they are appropriate and are in compliance with the AACR Rules and Regulations. All requests must be submitted to the AACR by March 15, 2021 for review and approval. Any exhibitor found conducting contests, raffles, drawings, or unauthorized events will be required to cease immediately. The AACR will not accept requests during the meeting.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.

Virtual Content

AACR will not attempt to settle disputes between exhibitors over issues such as trademark violations, content, and copyright violation claims. Show management understands the sensitivity of these issues; however, AACR is not a judge, jury, regulator or police officer and its enforcement or protection options are limited. It is the responsibility of the exhibitor to receive prior approval from Management for any product demonstration or presentation that may be questionable in nature.

Market Research/Surveys

Market research companies must indicate on the exhibit application the companies for which they are conducting market research. All market research surveys must be conducted only within the market research booth. All surveys must be conducted within the confines of the individual's virtual exhibitor booth.

Activities Prohibited in the Virtual Exhibit Hall

- ★ Canvassing or distributing advertising matter outside the exhibitor's own virtual booth is not permitted.
- ★ Solicitation of business except by exhibiting firms is prohibited. The nature of the exhibits is subject to the approval of Management and the AACR Exhibits Committee.
- ★ Nonprofessional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
- ★ Contests, raffles, lotteries, and games of any chance without prior written approval from the AACR
- ★ All games and activities must be approved by AACR. No group activity is permitted.
- ★ Soliciting attendees outside of booth space, including session rooms, public space, and poster area.
- ★ Fundraising, without prior written approval from the AACR
- ★ Press events are strictly prohibited without prior approval by the AACR Communications Department
- ★ Live, videotaped, or audiotaped delivery of didactic presentation
- ★ Activities offering CME credits
- ★ Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees
- ★ 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
- ★ Market research companies must indicate on the exhibit application the companies for which they are conducting market research. All market research surveys must be conducted only within the market research booth.

Distribution of Giveaways

Please keep in mind that the AACR Annual Meeting 2021 is a professional, educational, scientific meeting when considering giveaway items. Product samples, giveaways, or literature may only be distributed within the virtual exhibitor's booth and must not interfere with other exhibitors' spaces. Representatives may not distribute materials within the AACR Virtual Meeting. Customary items such as descriptive product literature, notepads, pens, pencils, company information on USBs/CDs or journals may be distributed without written approval by AACR Management. As a reminder, all giveaways must be distributed AFTER the conclusion of the AACR Annual Meeting 2021.

Contests, Raffles, Drawings

The AACR Virtual Annual Meeting is a professional, scientific, educational meeting. Please keep this in mind when planning your contest, drawing, raffle, etc. All contests, lotteries, drawings, raffles, and games of chance must be approved by AACR Exhibits Management. All drawings must be held after the conclusion of the AACR Annual Meeting 2021. All requests must be submitted to the AACR for review by March 15, 2021. A booth activity approval form will be provided in the Exhibitor Service Kit to facilitate this process. No unapproved items may be used as a "prize." All "prizes" need to be submitted on the Distribution of Giveaways form. Any exhibitor found conducting contests, raffles, or drawings that have not been approved by the AACR will be required to cease immediately.

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

Social Media

NEW AACR SOCIAL MEDIA POLICY (effective April 1, 2017)

Conference attendees may share information from presentations on social media provided that they respect the wishes of presenters. Oral presenters may label any or all slides in their presentations with "DO NOT POST." Similarly, poster presenters may label their posters with "DO NOT POST." Attendees must respect the presenters' requests in these instances and refrain from posting any images from these designated slides or posters on social media.

Fundraising

Exhibitors may not engage, directly or indirectly, in any fundraising on the virtual meeting platform. Any organization seeking such an exception, including to make AACR Foundation a recipient of any fundraising activities, must submit the Booth Activity form at least thirty (30) days prior to the day of the meeting.

IV. 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 virtual booth peer-reviewed journal articles about off-label indications of its product(s), provided the company commits itself to file a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use.