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Timeline/Deadlines

March 5:
Exhibitor Spotlight Title and Speaker Names due

March 12:
Exhibitor Spotlight Video Upload deadline
15-Minute Product Demo Upload deadline
Company Showcase Upload deadline
Last day to apply to exhibit

March 15:
Last day to submit Activity/Giveaway Forms

March 17:
Last day to upload assets to Lennd

March 24:
Exhibitor Spotlight 100-word Abstracts due

Additional deadlines will be added as we receive them from vendor partners.
Virtual Meeting Navigation Menu

Program > On-Demand > CME > Exhibitors > Meetings Resources > AACR

- Spotlight Theaters
- 15-Minute Demos
- Company Showcases
- Exhibitor Search
Attendee Flow Chart

Virtual Meeting Homepage ➔ Exhibits ➔ Exhibits Subpage ➔ Spotlight Theaters, 15-Minute Demos, Company Showcases, Exhibitor Search
Exhibitor Packages

**Level 4**
**$150,000**
- Company Logo
- Company Details (Name, Location)
- Tower Banner Ad on Virtual Meeting home page
- Banner Ad on Virtual Meeting home page
- Company Description (Limit 5,000 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories (unlimited)
- Priority Placement in Search
- Company Representatives (3)
- Collateral Upload (.pdf or weblink) (5)
- Video Upload (Limit 5)
- Network with attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Host virtual group meetings (on company platform)
  - Matchmaking functionality
- Product Promotion
  - 60-minute Exhibitor Spotlight Presentation
  - 15-minute Product Demo (3)
  - Company Showcase (5) - (Product/Research Spotlight)
  - Matchmaking functionality
  - Drop a Business Card Functionality
- Real-Time Metrics dashboards
- Complimentary Eblast to Registrants
- Pre-registration list (Report will not include contact information)
- Metric Reports post conference
- 5 Full Conference Registrations
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (25)

**Level 3**
**$75,000**
- Company Logo
- Company Details (Name, Location)
- Tower Banner Ad on Virtual Meeting home page
- Company Description (Limit 5,000 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories
- Company Representatives (3)
- Collateral Upload (.pdf or weblink) (2)
- Network with attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Matchmaking functionality
- Product Promotion
  - Company Showcase (1) - (Product/Research Spotlight)
- Drop a Business Card Functionality
- Metric Reports post conference
- 2 Full Conference Registrations
- 2 Exhibitor Representatives
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (15)

**Level 2**
**$30,000**
- Company Logo
- Company Details (Name, Location)
- Company Description (Limit 5,000 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories
- Collateral Upload (.pdf or weblink) (1)
- Network with attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Matchmaking functionality
- Product Promotion
- Company Showcase (1) - (Product/Research Spotlight)
- Drop a Business Card Functionality
- Metric Reports post conference
- 2 Full Conference Registrations
- 2 Exhibitor Representatives
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (10)

**Level 1**
**$5,000**
- Company Logo
- Company Details (Name, Location)
- Company Description (Limit 5,000 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories
- Collateral Upload (.pdf or weblink) (1)
- Network with attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Matchmaking functionality
- Drop a Business Card Functionality
- Metric Reports post conference
- 1 Full Conference Registration
- 1 Exhibitor Representative
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (5)
Exhibitor Packages

EXHIBITOR LIST

The Exhibitor Listing Page of your event is based upon each individual tier. Logo should be submitted as 300px x 300px and will be sized according to your tier.
Level 4

$150,000

Includes
• Company Logo
• Company Details (Name, Location)
• Tower Banner Ad on Virtual Meeting home page
• Banner Ad on Virtual Meeting home page
• Company Description (Limit 2,000 characters)
• Company Web Address (1)
• Social Media Links
• Searchable Product Categories (unlimited)
• Company Representatives (3)
• Collateral Upload (.pdf or weblink) (5)
• Video Upload (4)
• Network with attendees
  • Schedule a Meeting
  • 1:1 Chat Feature
  • Host virtual group meetings (on company platform)
  • Matchmaking functionality
• Product Promotion
  • 60-minute Exhibitor Spotlight Presentation
  • 15-minute Product Demo (3)
  • Company Showcase (3) - (Product/Research Spotlight)
• Drop a Business Card Functionality
• Real-Time Metrics dashboards
• Complimentary Eblast to Registrants
• Pre-registration list (Report will not include contact information)
• Metric Reports post conference
• 5 Full Conference Registrations
• 5 Exhibitor Representatives
• Highlighted in AACR Promotional Email
• Resources on Exhibitor Dashboard
• Earned Priority Points (25)
Level 3

$75,000

Includes

- Company Logo
- Company Details (Name, Location)
- Tower Banner Ad on Virtual Meeting home page
- Company Description (Limit 2,000 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories
- Company Representatives (3)
- Collateral Upload (.pdf or weblink) (3)
- Video Upload (3)
- Network with attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Host virtual group meetings (on company platform)
  - Matchmaking functionality
- Product Promotion
  - 15-minute Product Demo (1)
  - Company Showcase (3) - (Product/Research Spotlight)
- Drop a Business Card Functionality
- re-registration list (Report will not include contact information)
- Metric Reports post conference
- 3 Full Conference Registrations
- 3 Exhibitor Representatives
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (15)
Level 2

$30,000

Includes:

- Company Logo
- Company Details (Name, Location)
- Company Description (Limit 500 characters)
- Company Web Address (1)
- Social Media Links
- Searchable Product Categories
- Collateral Upload (.pdf or weblink) (2)
- Video Upload (2)
- Network with Attendees
  - Schedule a Meeting
  - 1:1 Chat Feature
  - Matchmaking functionality
- Product Promotion
  - Company Showcase (2) - (Product/Research Spotlight)
- Drop a Business Card Functionality
- Metric Reports post conference
- 2 Full Conference Registrations
- 2 Exhibitor Representatives
- Highlighted in AACR Promotional Email
- Resources on Exhibitor Dashboard
- Earned Priority Points (10)
Level 1

$5,000

Includes

• Company Logo
• Company Details (Name, Location)
• Company Description (Limit 500 characters)
• Company Web Address (1)
• Social Media Links
• Searchable Product Categories
• Collateral Upload (.pdf or weblink) (1)
• Video Upload (1)
• Network with attendees
  o Schedule a Meeting
  o 1:1 Chat Feature
  o Matchmaking functionality
• Drop a Business Card Functionality
• Metric Reports post conference
• 1 Full Conference Registration
• 1 Exhibitor Representative
• Highlighted in AACR Promotional Email
• Resources on Exhibitor Dashboard
• Earned Priority Points (5)
Exhibitor Tiers

EXHIBITOR DETAIL PAGE

EXHIBITOR LOGO
300px by 300px
JPEG or PNG with white or transparent background, max 300MB

SOCIAL LINKS
Facebook, Twitter, Instagram, LinkedIn, and YouTube

PRODUCT CATEGORIES
Max 5 downloads per page

CONTENT DOWNLOADS
See package for number of collateral pieces per level

EXHIBITOR HERO
1325px by 290px
JPEG, PNG, or GIF max 300MB

EXHIBITOR WEBSITE

COMPANY
Name
Description (character limit: 5,000)
Location
Contact Info (of company representative)

COMPANY VIDEO
Hosted video (YouTube or Vimeo)
Max recommended time: 10 minutes
Preferred video content: featured products + promotions
See package for number of videos per level

Your Event LIVE!
Las Vegas • September 1-9

Anyfest

Your Event LIVE!
Exhibitor Resources

• Exhibitor Training Video (Lennd)
• Lennd Instructions
• Instructions for Uploading Presentations
  • Exhibitor Spotlights
  • 15-Minute Product Demos
  • Company Showcases
• Exhibitor Rules & Regulations
• Exhibitor Prospectus
• Exhibitor Comp Registration Rules and Form