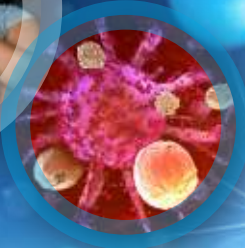


clinical care • translational • immunotherapy

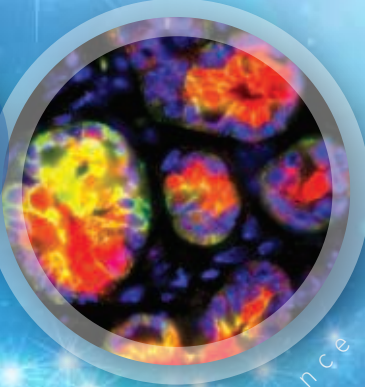
genomics

diversity

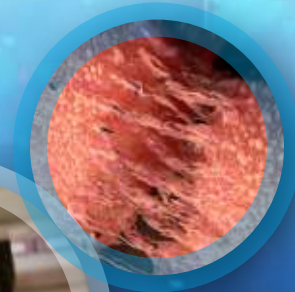


drug discovery • patient care • mentoring

ANNUAL MEETING 2023



data science • policy



equity and inclusion



ADVANCING THE FRONTIERS OF CANCER SCIENCE AND MEDICINE

ORLANDO • APRIL 14-19

#AACR23 • AACR.ORG/AACR2023

EXHIBITOR ACTIVITY/
MARKETING OPPORTUNITIES

ACT FAST
Limited Opportunities
Available!



ANNUAL MEETING 2023

JOIN US APRIL 14-19!

TABLE OF CONTENTS

4-9 Marketing Opportunities

- 4 Mobile Charging Lounges
- 4 Professional Headshot Station
- 5 Wellness Lounge
- 5 Exhibit Hall Coffee Breaks
- 5 Hand Sanitizer Stations
- 5 Water Refill Stations
- 6 Advocacy Partners Pavilion Lounge
- 6 Explore!
- 6 TrafficMax and Mailing Lists
- 7 Exhibitor Spotlight Theater

10 Advertising Opportunities

11 Sponsorship and Support Opportunities

12 Exhibitor Meeting Rooms

13 Agreement and Payment Method

ABOUT THE COVER IMAGE:

The collaborative efforts of scientists and clinicians to prevent and cure cancer in all populations around world are at the center of the AACR's mission.

Science images on front cover, left to right:

T cells, Getty Images; *Molecular Cancer Therapeutics* cover, March 2019; cancer cell division, Getty Images.

Science images on back cover, left to right:

Human microbiome, Getty Images; *Cancer Immunology Research* cover Jan 2020; *Molecular Cancer Therapeutics* cover July 2020.

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American Association for Cancer Research
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
exhibits@aacr.org



DEAR EXHIBIT PARTNERS

We are pleased to provide you with several opportunities to increase your marketing efforts at the AACR Annual Meeting 2023 in Orlando.

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.

By purchasing a Marketing Opportunity the company agrees to abide by all rules, regulations, and restrictions as set forth in this brochure or as may be specifically designated by the AACR, Orange County Convention Center or the city of Orlando, FL. 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 Exhibitor agrees to pay 100% of the activity fee when selecting your Marketing Opportunity on your Exhibitor Dashboard Portal and agrees to the cancellation policy. 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 24, 2023:** 50% penalty of total cost
- **After January 24, 2023:** 100% penalty of total cost

**ADVANCING THE
FRONTIERS OF
CANCER SCIENCE
AND MEDICINE**



MARKETING OPPORTUNITIES

Mobile Charging Lounges - \$100,000 (Exclusive)

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 Program Guide and Mobile App (if confirmed by February 1, 2023).

Professional Headshot Station - \$25,000

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 and Mobile App (if confirmed by February 1, 2023).
- First rights of refusal for the AACR Annual Meeting 2024.

Wellness Lounge - \$50,000 (Up to 5 Companies)

Sponsor the Wellness Lounge on the exhibit floor and be a hero to attendees who can receive a much-needed break. Associate your brand with the most positive spot in the hall that also leaves attendees in a great mood! Massage therapists will be on hand to provide neck and back massages by certified massage therapists. Attendees will also have the opportunity to connect with stress therapy dogs! 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.
- Custom area including carpeting, wastebaskets, draped tables, and standard chairs for wait area.
- Massage therapists providing neck and back massages. **Health and safety protocols will be followed. Guidelines will be available on-site to attendees*
- 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 Program Guide and Mobile App (if confirmed by February 1, 2023).

Exhibit Hall Coffee Breaks – Three Locations! - \$30,000 or a Single for \$10,000

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 (Exclusive)

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

Sponsorship includes:

- 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 Program Guide and Mobile App (if confirmed by February 1, 2023).

Water Refill Stations - \$50,000 (Exclusive)

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:

- Water stations throughout the convention center.
- Branded wrap-around on water jug.
- Recognition of your sponsorship on signage.
- Recognition of your sponsorship in the Program Guide and Mobile App (if confirmed by February 1, 2023).

Advocacy Partners Pavilion Lounge at the Annual Meeting - \$60,000 (Exclusive)

First Rights of Refusal from 2022

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 Program Guide and Mobile App (if confirmed by February 1, 2023).
- Lounge includes: furniture, carpeting, wastebasket, 6 ft. draped table, light refreshments and snacks.

Explore! - \$3,000 (Up to 20 Companies)

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 purchase through the Exhibitor Dashboard Portal. Participating exhibitors will be highlighted 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 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. 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: \$.48 per record

For more information please contact mailinglists@aacr.org

Benefits include:

- 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- and post-meeting registered mailing lists will also be available through the CompuSystems Exhibitor Registration System that is accessible through the Exhibitor Dashboard.

Pre-meeting 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. To assist exhibitors, pre- and post-meeting registration lists are available to rent. Further information will be listed in the exhibitor service kit, or available on the AACR website at AACR.org, or can be obtained by contacting Valerie Morris at mailinglists@aacr.org, 215-440-9300, ext. 163.

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.

Exhibitor Spotlight Theater Timeslots

	Spotlight Theater A, B, and C	Spotlight Theater D and E
Sunday, April 16		
1:30 pm – 2:30 pm	\$20,000	\$10,000
3:30 pm – 4:30 pm	\$20,000	\$10,000
Monday, April 17		
10:00 am – 11:00 am	\$20,000	\$10,000
12:30 pm – 1:30 pm	\$25,000	\$15,000
3:00 pm – 4:00 pm	\$20,000	\$10,000
Tuesday, April 18		
10:00 am – 11:00 am	\$20,000	\$10,000
12:30 pm – 1:30 pm	\$25,000	\$15,000
3:00 pm – 4:00 pm	\$20,000	\$10,000

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
 - 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, B, and C and 50 participants in Theaters D and E.
- 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)

Theater Presentation Rules and Regulations

- Prior year participants will receive first rights of refusal until the published date of sale, October 17, 2022.
- 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, B, and C. Should the number exceed 100 the presentation may be shut down.
- Participation is limited to a maximum of 50 participants in Theater D and E. 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, 2023**.
- Abstracts of no more than 100 words must be submitted by **February 1, 2023** 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 **February 1, 2023**. 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 Orange County 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 theater 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 1, 2023. 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 theater beginning 30 minutes prior to the presentation and must be removed immediately following the presentation.

For additional questions regarding the Exhibitor Spotlight Theaters or to reserve your time slot, please sign up and pay directly in your [Exhibitor Dashboard Portal](#).



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. Special promotion opportunities are available for Satellite Symposia and Exhibitor Spotlight Theaters.

AACR Annual Meeting News and Out-of-Home Marketing

AACR Annual Meeting News, the official news source of the AACR Annual Meeting 2023, is available in a digital platform. TriStar Media, our official vendor partner, will be responsible for the selling and managing the news website as well as any out-of-home marketing. Build traffic to your exhibit space by taking advantage of advertising opportunities in the official online daily news site and around Orlando. To learn more about AACR Annual Meeting News and the advertising offerings available, please contact Melanie Holt, Senior Media Strategist at TriStar Event Media at mholt@tristarpub.com or by phone at 913-491-4200, ext. 487.

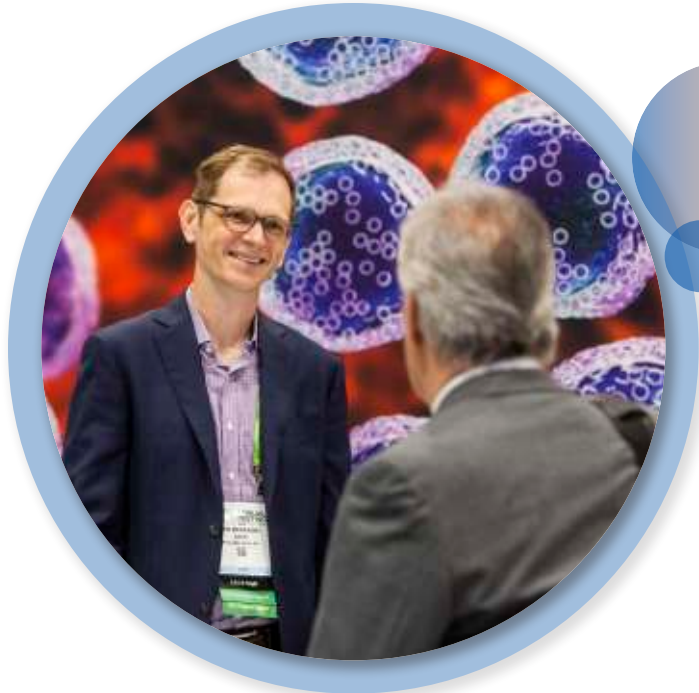
Print Program Guide, Annual Meeting App, Daily Alerts, the Best of AACR Journals, and AACR Journals online collections

The Walchli Tauber Group is responsible for selling advertising in the print Program Guide, Annual Meeting App, Daily Alerts and anything related to AACR Journals. Daily Alerts are sent each morning of the meeting and will feature breaking conference news and program updates. The Best of AACR Journals highlights the most cited articles published in the journal portfolio in both a print and online collection. In addition to the Best of AACR Journals, topical article collections that are widely distributed at the Annual Meeting have advertising opportunities both in print and online. For information on advertising in any of these formats, or to inquire about year-round

advertising opportunities with the AACR journals, please contact Maura Paoletti, of The Walchli Tauber Group. She can be reached at maura.paoletti@wt-group.com or at 443-512-8899, ext. 110. For more details, such as rate cards and a media kit, please visit www.wt-group.com/aacr.

Both TriStar Publishing and The Walchli Tauber Group are the only official advertising vendors of the AACR Annual Meeting 2023. Before contracting your advertising, make sure the publication is official. If you have any question on legitimacy, contact the Exhibits Team exhibits@aacr.org.

“
The best conference
I have ever attended.
Perfectly organized
and executed.”



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.

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 Holly Rush at 215-446-7192 or at holly.rush@aacr.org.

“
There was a wide
array of sessions and
vendors. Excellent
poster sessions.
”



EXHIBITOR MEETING ROOMS

The Exhibitor Meeting Rooms offer flexibility and convenience without having to leave the convention center. Not only do Meeting Rooms provide exhibitors the ability to host staff meetings during the Exhibit Show but they also provide a great opportunity to create a unique, private showroom or lounge for hosting clients and prospects. All meeting rooms will be located in Hall D and hours are extended to provide greater accessibility.

Exhibitors will have access to their Meeting Rooms:

Saturday: 1:00 p.m. – 8:00 p.m.

Sunday, Monday, Tuesday: 8:00 a.m. – 6:00 p.m.

Wednesday: 8:00 a.m. – 12:30 p.m.

Eligibility

- Organizations must be exhibitors at the AACR Annual Meeting 2023 in order to reserve an Exhibitor Meeting Room.
- Meeting room applications must be in good standing with the AACR. Any applicants with outstanding balances with AACR must settle their balances in order for their meeting room application to be considered.
- If an accepted meeting room applicant cancels or defaults on exhibit space at the AACR Annual Meeting 2023, the contracted meeting room will be revoked

Security

- Security will be provided by Simmons Security, the official security company for the meeting.
- All meeting room guests are required to check in at the security desk. Additional information and instructions will be provided to the contact on the application.
- Exhibitors must be mindful of the posted meeting room hours. These rooms will not be accessible outside of these times as staff and security will not be available for assistance.

Exhibitor Meeting Room Rental Fees and Inclusions

Rentals include a hard-walled meeting room with lockable door, carpet, and a 22" x 28" company identification sign with room number. The rooms are not furnished; however, furnishings can be obtained through Freeman using the **Exhibitor Meeting Room Service Kit**, which will be available in December. Floorplan is subject to change without notice.

Standard Room	Fee
10' x 10'	\$9,000
10' x 20'	\$15,000
20' x 20'	\$18,000

Additional Information

- Exhibitors are responsible for ordering, at their own cost, electric lighting, internet, phones, upgraded carpet and/or padding, furniture, and cleaning services. A 6' draped table and chair may be ordered from Freeman for placement outside of the room.
- Meeting rooms are not permitted to be branded on the exterior walls.
- One (1) 22" x 28" sign will be attached to the front of the meeting room indicating the exhibiting company name and meeting room number.
- Food and beverage must be coordinated by the exhibitor through the convention center caterer, Centerplate. Details regarding ordering and menus can be found in the Exhibitor Service Kit available in December.
- Group presentations to attendees will not be permitted in this area.



ANNUAL MEETING 2023

AGREEMENT AND PAYMENT METHODS

APRIL 14-19 • ORANGE COUNTY CONVENTION CENTER

Application Process

- All orders must be accompanied by a 100% payment; no exceptions.
- All invoices must be paid in net 30 days.

Agreement

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, Orange County Convention Center, or the city of Orlando, FL. 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 100% of the activity fee and agrees to the cancellation policy. 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 24, 2023:** 50% penalty of total cost
- **After January 24, 2023:** 100% penalty of total cost

Print Name

Signature

Date

Payment Methods

Paying by Check:

Please make check payable to American Association for Cancer Research, drawn on a U.S. bank.

Send to:

AACR, Annual Meeting Exhibits 2023
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Attention: Finance Department
Email: exhibits@aacr.org

Paying by Wire Transfer:

Account Name: American Association for Cancer Research
TD Bank, NA
1726 Walnut Street
Philadelphia, PA 19103
Phone: (215) 546-1655
Account# 4257806328
ABA# 036001808
Swift Code: NRTHUS33