



**INSPIRING  
SCIENCE FUELING  
PROGRESS.  
REVOLUTIONIZING CARE.**



**APRIL 5-10**  
**AACR.ORG/AACR2024**  
**#AACR24**

**AACR**  
American Association  
for Cancer Research®

**ANNUAL  
MEETING  
2024  
SAN DIEGO**



**EXHIBITOR  
PROSPECTUS**

**Exhibit Dates:**  
**April 7-10**



American Association  
for Cancer Research®

# ANNUAL MEETING

2024  
SAN DIEGO

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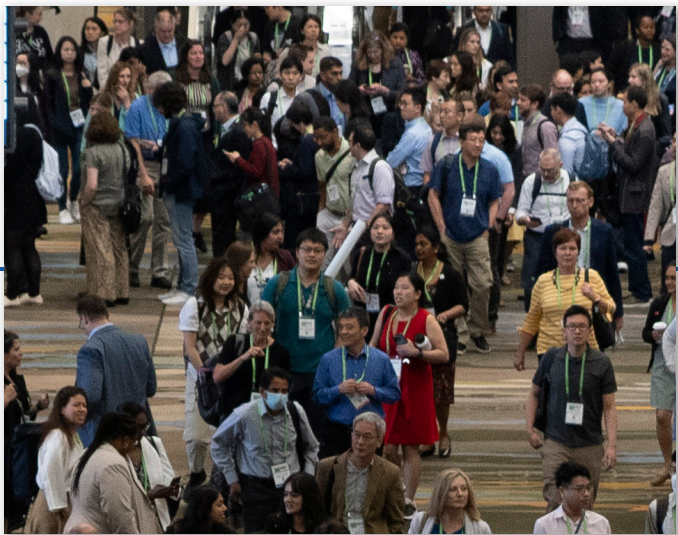
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### ABOUT THE COVER IMAGE:

The AACR Annual Meeting 2024 covers the entire spectrum of cancer research, prevention, etiology, and treatment of the 200+ diseases we call cancer. The cover depicts this year's theme, "Inspiring Science • Fueling Progress • Revolutionizing Care".

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# PLEASE JOIN US AT THE AACR ANNUAL MEETING 2024



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

We invite you to participate in the AACR Annual Meeting 2024 in San Diego, CA. 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 mission of the 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.

Join us in San Diego, CA at the San Diego Convention Center from April 5–10, 2024 (Exhibits April 7–10) to meet with over 20,000 scientists and other cancer professionals who are projected to attend from around the world. AACR Annual Meeting attendees are laboratory scientists and clinical investigators specializing in all aspects of cancer research including experimental therapeutics, molecular targeted therapies, chemistry, molecular biology and genetics, immunology and immunotherapy, tumor biology, virology, toxicology, prevention, and clinical and translational research.

The AACR Annual Meeting is the world's preeminent event where the latest and most exciting discoveries in cancer research are presented.



## TOP REASONS TO EXHIBIT

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- **Connect** with more than 20,000 scientists and other cancer professionals from around the world.
- **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.
- **Expand** your prospect base.
- **Strengthen** existing customer relationships.
- **Introduce** new products and services.
- **Generate** new sales leads.
- **Give** product demonstrations.
- **Exhibitor-only** benefits.

### Benefits to AACR Exhibitors

- Access to over 20,000 cancer research professionals.
- Opportunity to hold a presentation at the Exhibitor Spotlight Theater, which is promoted by AACR in the Mobile App, signage, and social media. Companies also receive complimentary registration mailing list to help promote their presentation.
- Opportunity to rent an Exhibitor Meeting Room in the convention center for your meeting needs.
- Traffic Builders - Explore!, TrafficMax, Enhanced Refreshment Breaks, Headshot Lounge, Coffee Breaks.
- Four complimentary exhibitor booth personnel registrations per 10'x10' booth. Additional badges available at \$75 each.
- 50% discount on one Exhibitor/Conference Registration per 10' x 10' booth, with a maximum of 10 for any booth over 1,000 square feet.
- Listing in the AACR Annual Meeting Mobile App. This complimentary listing directs attendees to your booth.
- Advertising opportunities on site and various other AACR publications.
- Representation by the Exhibitor Advisory Committee.
- Monthly Exhibitor e-Bulletin, which contains helpful tips, resources, and reminders.



## PRESS COVERAGE AND SOCIAL MEDIA

### Attracting Journalists Worldwide, Generating Major News Coverage

The AACR is the authoritative resource and voice for cancer research, and the AACR Annual Meeting garners the best in national and international news coverage. The AACR Annual Meeting 2023 attracted more than 220 registered reporters and generated more than 6,500 media clips in leading consumer and trade outlets including *NBC News*, *CBS Evening News*, CNN, *The Wall Street Journal*, *USA Today*, and STAT, among many others.

All abstracts accepted for presentation at the meeting will be considered for inclusion in the official AACR Annual Meeting 2024 press program. **For more information on the AACR Annual Meeting press program, please contact Julia Gunther at [julia.gunther@aacr.org](mailto:julia.gunther@aacr.org) or Rick Buck at [rick.buck@aacr.org](mailto:rick.buck@aacr.org).**

### Utilizing Social Media to Amplify the Conversation

The AACR Annual Meeting 2023 also generated significant social media activity in the cancer research community. Social media highlights included:

7,900+

PEOPLE JOINING THE CONVERSATION ON TWITTER

30,000+

TWEETS ABOUT THE MEETING

388,000,000

TOTAL IMPRESSIONS

Social media users who are interested in the AACR Annual Meeting 2024 are encouraged to follow and use the meeting hashtag: **#AACR24**.

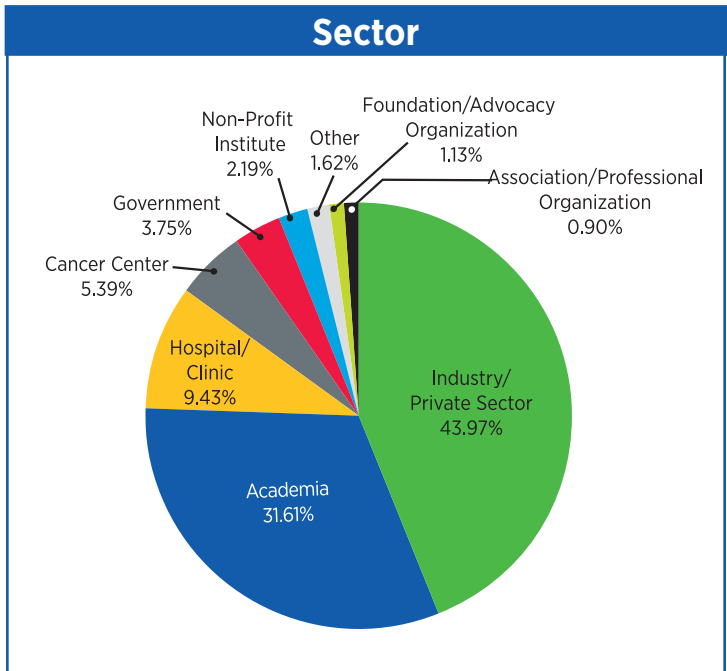
# DEMOGRAPHICS

## PROFESSIONAL ATTENDEES

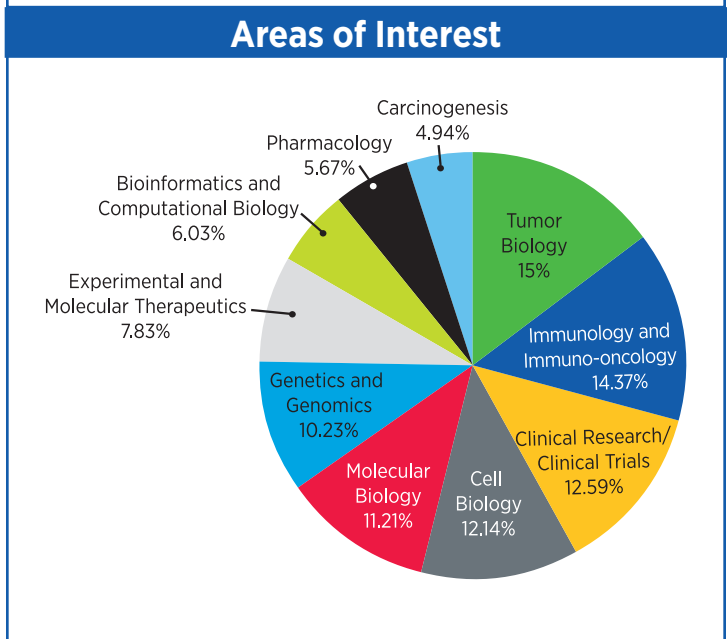
### Attendance

2023	Orlando, FL	21,706 (in-person and virtual attendees)
2022	New Orleans, LA	19,325 (In-person and virtual attendees)
2019	Atlanta, GA	21,200
2018	Chicago, IL	22,600
2017	Washington, DC	17,624
2016	New Orleans, LA	16,470

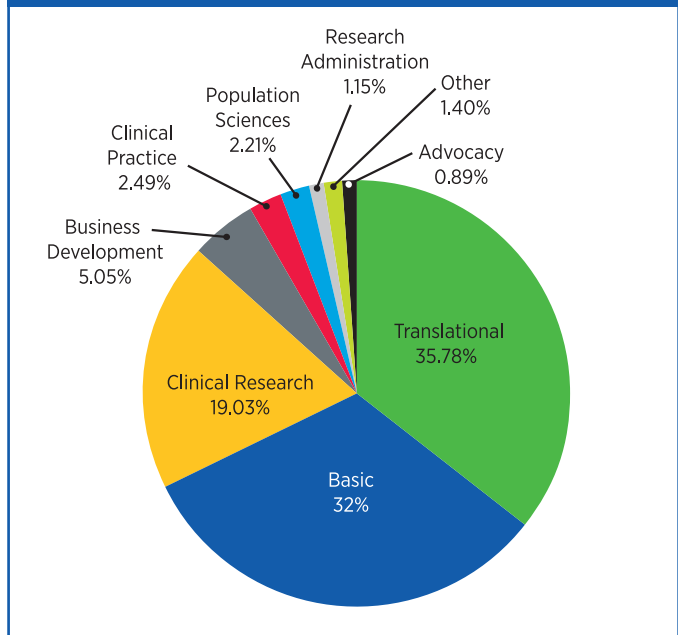
### Sector



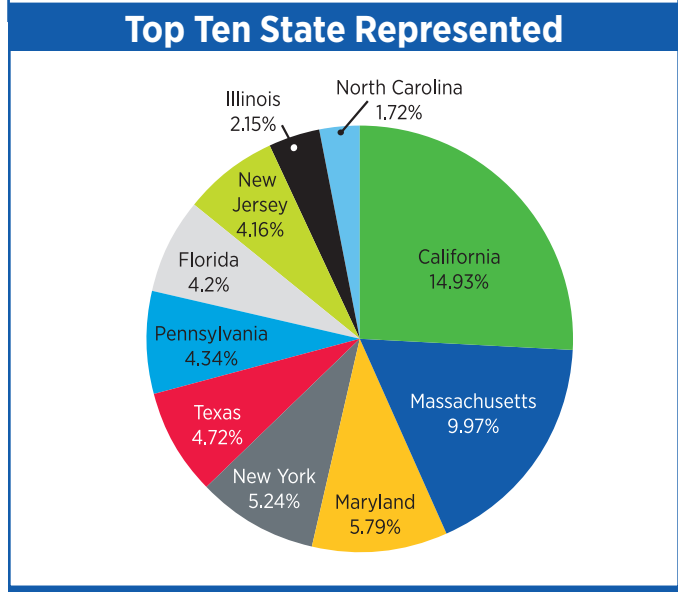
### Areas of Interest



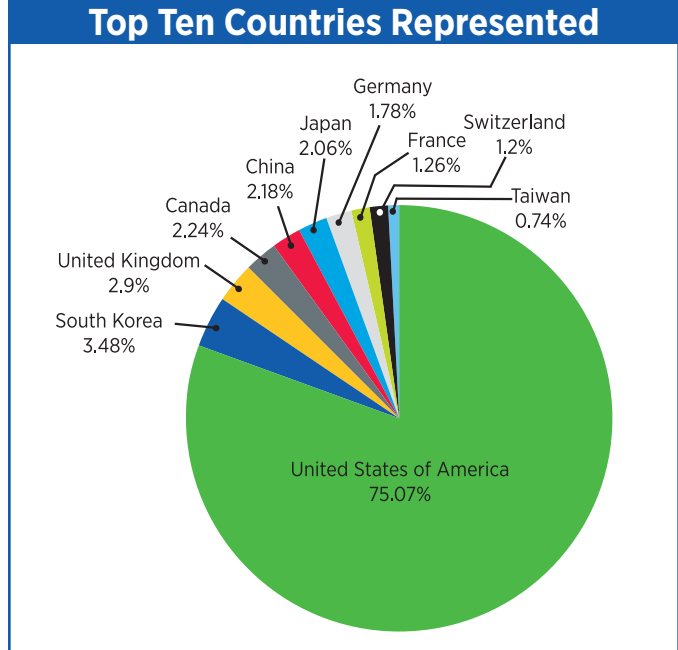
### Professional Scientific Research Focus



### Top Ten State Represented



### Top Ten Countries Represented





# GENERAL INFORMATION

## Exhibits Show Schedule

Hours are subject to change. Set up, tear down and registration hours will appear in the exhibitor service kit and exhibitor bulletins.

## Registration Hours

Friday, April 5 .....	8:00 a.m.–6:00 p.m.
Saturday, April 6 .....	7:00 a.m.–6:00 p.m.
Sunday, April 7 .....	7:00 a.m.–6:00 p.m.
Monday, April 8 .....	7:00 a.m.–5:00 p.m.
Tuesday, April 9.....	7:00 a.m.–5:00 p.m.
Wednesday, April 10.....	7:00 a.m.–12:00 p.m.

## Exhibit Show Dates and Times

Sunday, April 7 .....	1:00 p.m.–5:00 p.m.
Monday, April 8 .....	9:00 a.m.–5:00 p.m.
Tuesday, April 9.....	9:00 a.m.–5:00 p.m.
Wednesday, April 10.....	9:00 a.m.–12:30 p.m.

## Poster Session Dates and Times

Sunday, April 7 .....	1:30 p.m.–5:00 p.m.
Monday, April 8 .....	9:00 a.m.–12:30 p.m.; 1:30 p.m.–5:00 p.m.
Tuesday, April 9.....	9:00 a.m.–12:30 p.m.; 1:30 p.m.–5:00 p.m.
Wednesday, April 10.....	9:00 a.m.–12:30 p.m.

## Exhibit Hall Move-in

Thursday, April 4.....	12:00 p.m.–5:00 p.m.
Friday, April 5 .....	8:00 a.m.–5:00 p.m.
Saturday, April 6 .....	8:00 a.m.–5:00 p.m.

## Exhibit Hall Move-out\*

Wednesday, April 10.....	1:00 p.m.–5:00 p.m.
Thursday, April 11 .....	8:00 a.m.–12:00 p.m.

\*Booths in Hall E need to be dismantled by Wednesday, April 10

## Exhibit Space Fees

Inline Space .....	\$4,450
Corner Charge .....	\$200 per corner
Premium*.....	\$4,650
Island Booth.....	\$46.50 per square foot
Non-Profit Booth**.....	\$900

\*Opposite Posters, Coffee Breaks, Wellness Lounge, or AACR Central

\*\*For booths providing information only about grants or educational materials)

## GENERAL INFORMATION *(cont'd)*

Inline exhibit space packages include:

- 8' high back drape and 3' high black side drape booth dividers.
- 44" x 7" booth identification sign with company name and booth number.
- 24-hour general security in the exhibits.
- Aisle carpeting and nightly vacuuming of aisles.

### Meeting Venue

The AACR Annual Meeting 2024 will be held at San Diego Convention Center in San Diego, CA.

Exhibits .....	Halls A-F
Registration .....	Lobby D
Exhibitor Lounge .....	Mezzanine Level above Hall B and C
Exhibitor Management Office .....	Mezzanine Level above Hall B and C
Exhibitor Spotlight Theaters .....	In the Sales Pavilion above the Exhibit Hall
Exhibitor Meeting Rooms.....	In the Sales Pavilion above the Exhibit Hall
Poster Sessions.....	Halls A, C, and F
Food Court.....	Throughout the Exhibit Hall
Opening Ceremony .....	Halls G and H
Plenary Sessions .....	Halls G and H
Educational Sessions .....	Upper Level and Mezzanine

### Important Deadlines

Dates are subject to change. Be sure to check the Exhibitor Service Kit and Exhibitor Bulletins for any updates.

#### September 2023

September 12	Exhibitor Housing opens for exhibitors that have submitted applications with 100% of the booth fee.  Affiliate Group request form available.
September 15	Final payment for booth space due. All applications must be submitted with 100% booth fee before booth space will be assigned.

#### November 2023

November	Exhibitor Registration open.
November 15	Cancellation of booth space results in 25% penalty of total booth space cost.
November 16	If an exhibitor reduces or cancels their booth, they are responsible for the entire booth fee. No refunds will be issued.  Exhibitors who sign up after November 16th have 60 days to cancel for a partial refund. Exhibitor is responsible for 25% of their booth fee.

#### December 2023

December	Exhibitor Service Kit available.
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#### February 2024

February 1	Deadline to submit Exhibitor Spotlight Theater content for app and approval.
February 1	Deadline to submit an application for an Exhibitor Spotlight Theater.
February 15	Deadline to submit Exhibitor-Appointed Contractor Registration (if applicable).
February 15	Deadline to submit Island Booth Renderings (if applicable).



February 15	Deadline to submit Certificate of Liability Insurance Form for Exhibitor Appointed Contractor.
February 15	Deadline to submit Booth Activity Form (if applicable).
February 15	Deadline to submit Giveaway Items Form (if applicable).
February 15	Deadline to submit an application for an Exhibitor Meeting Room (if applicable).
February 23	Deadline to submit to Exhibitor Rooming Lists to Convention Management Resource (CMR).
February 28	Deadline to submit request for affiliate space to receive discount.

## March 2024

March 1	Deadline to cancel groups room blocks. (10+ rooms)
March 4	Advance shipments to the warehouse to begin.
March 26	Discount order deadline for Freeman.
March 27	Last day to request housing and make changes based on availability.
March 28	Deadline for advance warehouse receiving.
March 29	Housing reservation changes and cancellations must be made directly with the hotel(s).

## April 2024

April 4	Onsite shipments accepted at San Diego Convention Center.
April 5	Exhibitor Registration opens at San Diego Convention Center.

**Updates to be provided in Exhibitor Bulletins and Exhibitor Checklist through the Exhibitor Portal.**

## Assignment of Space

Booth space assignment is based on a priority point system.

Priority points are established as follows:

- One point for each 100 square feet of space.
- One point for each prior year of participation.
- One point for each Exhibitor Spotlight Theater Presentation purchased and presented.
- One point for every \$25,000 spent in Annual Meeting sponsorships (Five points for \$100,000).  
**max of five points permitted**
- Five points for Sustaining Members who have paid their 2023 dues.
- Eight points for Sustaining Members at the Strategic Level who have paid their 2023 dues.
- Ten points for Sustaining Members at the Leadership Level who have paid their 2023 dues.

**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. Applications for exhibit space must be made on the Official Application Form. Exhibitors wishing to avoid assignment of booth space adjacent to a competitor should indicate this on the application. Careful consideration will be given to all requests but cannot be guaranteed.

## Application and Floor Plan

Exhibit booth space is available on a first-come-first-served basis. Exhibit space may be reserved at <https://www.aacr.org/AM24ExhibitorApplication> by selecting the "I Need Space" option to the right of the page. A completed application for exhibit space using the online system, along with appropriate payment, must be received before an application is approved and space is assigned. Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after the application submission.

The most updated floor plan can be found here:

<https://www.aacr.org/AM24ExhibitorFloorPlan>.

## 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 sign of the company whose name appears on the contract may be placed in the booth 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 onsite.

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

## Non-Profit Exhibitors

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.

The Non-Profit rate is only available to booths in the Non-Profit Section. When space is no longer available in the Non-Profit Section, or organization chooses to be placed in another location on the floor, full exhibit rates will apply. Any organization reserving two or more booths in the Non-Profit Section will pay the Non-Profit rate for the first booth and full rate for any additional space.

## 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 exhibitor is required to submit an application for exhibit space, a product summary form, and company literature, which is sent to the AACR Exhibits Committee. The booth chosen by the company 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 booth is released to the company. Upon rejection, the application is denied and the booth becomes available.

## Booth Relocation Policy

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

## Payment Policy

The exhibitor agrees to submit deposit of 50% of the total fee with their online application. 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 Department. If you require wire transfer instructions, please email [exhibits@aacr.org](mailto:exhibits@aacr.org).

The final balance will be due 30 days from date of invoice or by September 15, 2023. Exhibitors that sign up after September 15 have 60 days to pay in full. Exhibitors who are not paid in full will not be listed in the mobile app. Any company with an outstanding balance and not paid in full by Thursday, April 4, 2024 will not be able to set-up their exhibit or pick up badges.

## Cancellations/Reductions\*

Notification of booth space cancellation or space reduction must be submitted in writing and received on or before the following dates. The following fees will apply to any cancellations or reduction in exhibit space:

- **Prior to June 15, 2023**—Cancellation/Reduction of Space will be accepted with no penalty.
- **June 16 through November 15, 2023**—Exhibitor is responsible for 25% of the total booth fee.
- **After November 16, 2023**—Exhibitor is responsible for the entire booth fee. No Refund will be issued.

Exhibitors that sign up after November 15 have 60 days to cancel for a partial refund, 25% of booth fee. After 60 days from receipt of booth space, Exhibitor is responsible for entire booth fee.

\*Exhibitors that change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by the AACR and to the cancellation/reduction policy as stated above.

## No Show Policy

In the event that an exhibiting company has not arrived on the exhibit floor by 5:00 on Saturday, April 6 and has not been granted pre-approval for late set-up, the AACR reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of the AACR. The exhibitor is responsible for all fees associated with removing freight from storage.

If an exhibitor requires additional time to set up beyond the hours listed, they must obtain permission from Management. Therefore, should special circumstances arise and additional time is required for set up, please submit a request to the exhibits team at [exhibits@aacr.org](mailto:exhibits@aacr.org). Note: All exhibit booths must be show ready by 5:00 p.m. on Saturday, April 6.

## Subletting and/or Sharing of Exhibit Space

No exhibitor may sublet, share, apportion, or assign all or any part of its exhibit space with or to another organization or business unless prior written consent has been obtained from AACR. If the exhibitor submits a written request prior to AACR Annual Meeting 2024, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition; divisions of the same company and companies co-marketing a product. Exhibitors must provide to AACR written documentation of the particular relationship. AACR retains the right to remove from the exhibit halls any company or organization without a signed contract. Only those companies and organizations that are the authorized occupants of each exhibit space will be entitled to exhibitor badges and only those authorized companies will be included on published exhibitor lists.

## Unofficial Housing and Registration Vendors

Please be aware that you may be contacted by telephone by companies or hotels claiming to be the official AACR Annual Meeting 2024 housing providers or magazine advertisers. Neither AACR nor CMR will call you to solicit reservations. You may receive emails regarding housing but note that the only official emails will come from an email address ending in AACR.org or CMR. All lodging for the AACR should be arranged using the links provided through the Exhibitor Dashboard or by calling the phone numbers on the AACR Annual Meeting 2024 page. If you are unsure of who has contacted you regarding your hotel reservations or an advertising opportunity, or if one of these scammers contacts you, please notify AACR as soon as possible by emailing [exhibits@aacr.org](mailto:exhibits@aacr.org).

## AACR Annual Meeting 2024 Official Contractors

During the planning of this meeting, you will most likely receive emails, mailings and/or calls from companies using the AACR name to offer their booth displays, shipping, audio visual and other services. Please note that AACR evaluates and chooses vendors who offer superior service and quality products to exhibitors. Please be assured that AACR never provides AACR exhibitor lists to those other than official AACR Show Vendors. When evaluating a particular vendor, please be sure they display the official AACR Vendor Seal. Each official AACR Annual Meeting 2024 vendor is required to use the official Vendor Seal on all forms and website landing pages. If you do not see this seal on a vendor reaching out to you, or if you receive an email or a phone call and are not sure if this is an official show vendor, please do not hesitate to **contact Tammy Berger, AACR Director of Exhibits at 215-440-9300 (x170) or via email [exhibits@aacr.org](mailto:exhibits@aacr.org)**.

**OFFICIAL VENDOR**

**AACR** American Association  
for Cancer Research  
**ANNUAL MEETING**  
2024 • SAN DIEGO





# KEY CONTACTS

American Association for Cancer Research  
615 Chestnut Street, 17th Floor  
Philadelphia, PA 19106

## Exhibits

### Tammy Berger

Director of Exhibits  
Phone: 215-440-9300, ext. 170  
Email: [exhibits@aacr.org](mailto:exhibits@aacr.org)

### Marisa Fareri

Exhibits Coordinator,  
Meetings and Exhibits  
Phone: 215-440-9300, ext. 305  
Email: [exhibits@aacr.org](mailto:exhibits@aacr.org)

### Caroline Sylvia

Exhibits Associate  
Meetings and Exhibits  
Phone: 215-440-9300, ext. 226  
Email: [exhibits@aacr.org](mailto:exhibits@aacr.org)

## Support Opportunities

### Holly Rush

Senior Manager,  
Corporate Alliances  
Phone: 215-446-7192  
Email: [corporaterequests@aacr.org](mailto:corporaterequests@aacr.org)

## Media Relations

### Julia Gunther

Associate Director,  
Media and Public Relations  
Phone: 215-440-9300, ext. 223  
Email: [julia.gunther@aacr.org](mailto:julia.gunther@aacr.org)

## Abstract Information

### AACR Scientific Programs Department

Phone: 215-440-9300  
Email: [programs@aacr.org](mailto:programs@aacr.org)  
**Abstract Deadline: November 16, 2023**

## Mailing Lists/TrafficMax

### Tammy Berger

Director of Exhibits  
Phone: 215-440-9300, ext. 170  
Email: [exhibits@aacr.org](mailto:exhibits@aacr.org)

## Career Fair

### Adam McKinley Young

Senior Manager,  
Human Resources and  
Benefits Administration  
Phone: 215-446-7122  
Email: [careerfair@aacr.org](mailto:careerfair@aacr.org)

## Advertising Sales

### Melanie Holt

Event Media Strategist  
TriStar Event Media  
Phone: 913-491-4200, ext. 487  
Email: [mholt@tristarpub.com](mailto:mholt@tristarpub.com)

### Maura Paoletti

National Sales Manager  
The Walchli Tauber Group  
Phone: 443-512-8899, ext. 110  
Email: [maura.paoletti@wt-group.com](mailto:maura.paoletti@wt-group.com)

## Exhibitor Advisory Committee (EAC)

The AACR enlists the help and support of industry by maintaining an Exhibitor Advisory Committee (EAC) consisting of elected industry professionals who serve in an advisory capacity to the AACR. The Committee's goal is to foster communications and corporation between exhibitors and the association. Members of the EAC meet to find ways to improve the exhibits portion of the AACR Annual Meeting.

Members represent a broad cross-section of the exhibitor population. Company representatives interested in serving on the Exhibitor Advisory Committee should send requests to [exhibits@aacr.org](mailto:exhibits@aacr.org).

## AACR Exhibits Committee

The AACR would like to thank the Exhibits Committee for their support of the AACR and the AACR Annual Meeting Exhibit Show. This committee is responsible for ensuring the content displayed by exhibiting companies meets the standards set forth by the AACR. All companies new to the AACR Annual Meeting Exhibit Show must go through a very thorough review process by submitting an application to exhibit, along with supporting documents. Please contact the Exhibits Team at [exhibits@aacr.org](mailto:exhibits@aacr.org), should you have any questions regarding this process or members of this committee.

**Chairperson, Wafik S. El-Deiry, MD, PhD**, Professor of Pathology and Laboratory Medicine; Menco Family University Professor of Medical Science; Associate Dean for Oncologic Science, Brown University, Providence, RI

**Ana Luisa Correia, PhD**, Principal Investigator, Department of Physiology and Cancer, Champalimaud Foundation, Lisbon, Portugal

**Laura M. Heiser, PhD**, Associate Professor of Biomedical Engineering; Vice Chair, Biomedical Engineering, OHSU Center for Spatial Systems Biomedicine; Program Co-Leader, Quantitative Oncology, OHSU Knight Cancer Institute, School of Medicine, Portland, OR

**Ruoning Wang, PhD**, Principal Investigator, Center for Childhood Cancer and Blood Disease, Nationwide Children's Hospital, Columbus, OH

**Ekrem E.W. Cohen, MD**, Assistant Professor, Department of Physiology and Biophysics, University of Illinois, Chicago, IL

**Constantinos Koumenis, PhD**, Richard Chamberlain Professor, Research Division; Director and Vice Chair for Research, Department of Radiation Oncology, Perelman School of Medicine, University of Pennsylvania, Philadelphia, PA

**Darrion L Mitchell, MD, PhD**, Assistant Professor, Department of Radiation Oncology, Ohio State University, Columbus, OH

**Maeve Mullooly, PhD, MPH**, Research Fellow, Division of Population Health Sciences, Royal College of Surgeons in Ireland, Dublin, Ireland

**Katherine Y. Tossas, PhD, MS**, Assistant Professor; Harrison Endowed Scholar in Cancer Research, Department of Health Behavior and Policy, School of Medicine; Director, Catchment Area Data Alignment Community Outreach & Engagement, Office of Health Equity and Disparities Research, Virginia Commonwealth University Massey Cancer Center, Richmond, VA

# EXHIBITOR MARKETING OPPORTUNITIES



## Continually Improving Your Marketing Experience!

Every year AACR implements traffic building ideas suggested by our exhibitors. Now more than ever, with the Sunshine Act as well as industry-imposed PhRMA codes limiting the points of contact with healthcare professionals, the AACR is working with exhibitors to utilize every possible traffic building generator.

Detailed information, such as pricing and order forms (if applicable) will be available on the May Your Show Dashboard, which will be available in the Fall of 2023. Please do not hesitate to contact [exhibits@aacr.org](mailto:exhibits@aacr.org) for information on any of the following Traffic Builders:

- Explore! (using the mobile app)
- Exhibitor Spotlight Theaters
- TrafficMax
- Exhibit Floor Sponsorship Opportunities
- Exhibitor Meeting Rooms
- Wellness Lounge
- Mobile Charging Stations throughout the convention center and exhibit hall
- Water Stations
- Hand Sanitizer Stations
- Pre- and Post-Meeting Mailing Lists
- Enhanced Refreshment Breaks
- Advertising Opportunities (Including mobile app)

## Pre- and Post-Meeting Registration Email Blasts (TrafficMax)

Pre-meeting email blasts increase booth traffic and exposure of your company's products and services, while post-meeting communications can keep you in touch with the meeting attendees. Exhibitors have the option to send an email blast to the pre- and post-meeting registration lists through AACR's TrafficMax. Information will be listed on the Map Your Show Dashboard in February or by contacting [exhibits@aacr.org](mailto:exhibits@aacr.org).

## Advertising Opportunities

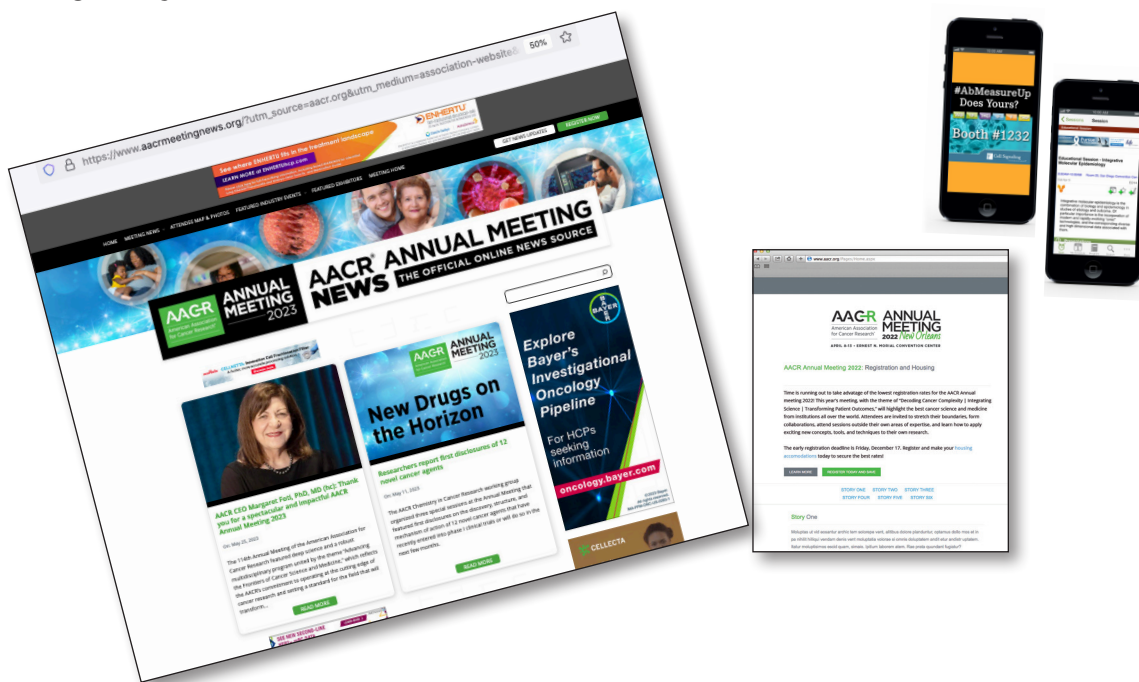
### AACR Annual Meeting News and Out-of-Home Marketing

AACR Annual Meeting News, the official news source of the AACR Annual Meeting 2024, 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 San Diego. 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](mailto:mholt@tristarpub.com) or by phone at 913-491-4200, ext. 487. For more information and to view the TriStar rate card, please visit <https://www.aacr.org/AM24OutofHomeOpps>.

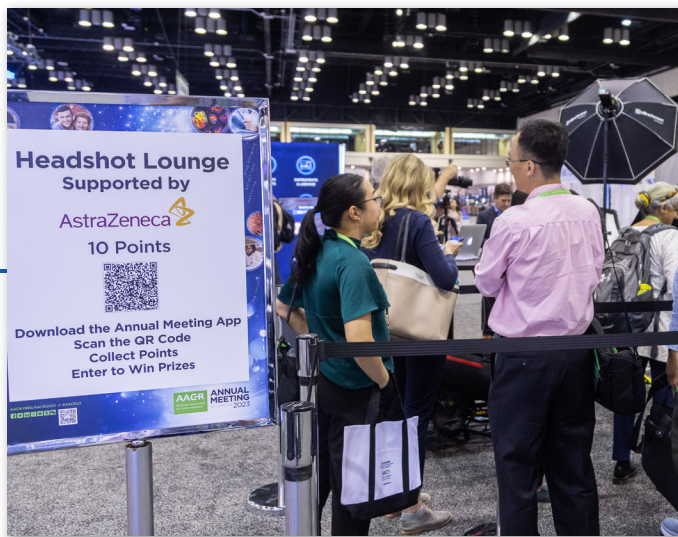
## Daily Alerts, the official Mobile App, Cancer Hallmarks, Special Collections, and AACR Journals online collections

Advertise with AACR to promote your presence at the Annual Meeting! The Daily Alert emails and Mobile App offer high visibility with attendees throughout the meeting. Daily Alerts are sent each morning of the meeting and will feature breaking conference news and program updates. Featured opportunities also include the Cancer Hallmarks and Special Collections. Available in print and distributed at the Annual Meeting, these article collections reflect the hot topics covered in the Annual Meeting. The Walchli Tauber Group is responsible for selling Daily Alerts, Mobile App, Cancer Hallmarks, Special Collections, and any advertising related to the AACR Publications. For information regarding advertising, please contact Maura Paoletti, of The Walchli Tauber Group. She can be reached at [maura.paoletti@wt-group.com](mailto: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](http://www.wt-group.com/aacr).

Both TriStar Publishing and The Walchli Tauber Group are the only official advertising vendors of the AACR Annual Meeting 2024. Before contracting your advertising, make sure the publication is official. If you have any question on legitimacy, contact the exhibits team [exhibits@aacr.org](mailto:exhibits@aacr.org).



# SUPPORT OPPORTUNITIES IN 2024



The AACR Foundation welcomes support from individuals, corporations, foundations, and other organizations that share the AACR mission to prevent and cure cancer, and that are interested in helping to defray the costs of presenting this important meeting on the latest developments in cancer research.

## 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 lifesaving cancer research.

## Benefits of Supporting the AACR Annual Meeting 2024

- Company name recognition on the AACR Annual Meeting 2024 Website
- Company name recognition on signage throughout the Convention Center
- Company name recognition in the AACR Annual Meeting 2024 Program Guide PDF and on the Virtual Platform.
- Priority points towards booth space location for the AACR Annual Meeting 2025 (five points maximum)
  - 1 point per \$25,000 investment
  - 5 points for \$100,000+ investment

- Invitations to the Partners in Progress Reception honoring AACR Foundation supporters
- **Supporters at the \$100,000 level or above will receive a banner advertisement on the Annual Meeting Virtual Platform homepage.**

Additional benefits are detailed in support opportunity descriptions throughout the prospectus.

## Support Levels

The AACR Foundation will recognize supporters on signage and materials throughout the AACR Annual Meeting 2024. Supporters will be recognized based on their total sponsorship contribution and grouped into the following levels:

- **Cure:** \$300,000+
- **Progress:** \$150,000-\$299,999
- **Promise:** up to \$149,000

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 [corporaterequests@aacr.org](mailto:corporaterequests@aacr.org).**





# EXHIBITOR SERVICES

## Exhibitor Bulletin

The AACR exhibits team distributes a monthly Exhibitor Bulletin e-blast containing important upcoming deadlines, guidelines for exhibitors, and also highlights timely issues of interest.

## Exhibitor Service Kit

The Exhibitor Service Kit will be available to all exhibitors in December through the Map Your Show Dashboard. This comprehensive kit will provide you with complete information on all contractor services, lead retrieval, labor and more.

## Exhibitor Housing

Exhibitors who submit their exhibit space application with a 100% deposit will be able to make reservations or book a block of rooms when Exhibitor Housing opens on Tuesday, September 12, 2023.

Reservation requests are processed in the order in which they are received and from a protected block of rooms for exhibitors.

Exhibitors may not be permitted to reserve blocks at the Headquarter hotels. Exhibitors may not be permitted to reserve blocks at the Headquarter Hotel (Hilton Bayfront).

## Housing Deadline Dates

### Wednesday, February 21, 2024

Rooming list deadline date for group blocks.

### Friday, February 23, 2024

Last day to make individual reservations.

### Wednesday, March 27, 2024

Last day to make changes or cancel through AACR Housing.

### Friday, March 29, 2024

Reservation changes/cancellations must be made directly with the hotel(s).

## Cancellation Policies

### Individually booked reservations

72-hours prior to arrival.

### Groups of 10+ rooms

Last day to cancel is February 21, 2024

## Government Rated Rooms

Please call the AACR Housing Customer Contact Center directly to reserve a room.

## AACR Housing Support Center

Monday–Friday, 9:00 a.m.–9:00 p.m. (Eastern Time)

6:00 a.m.–6:00 p.m. (Pacific Time)

888-381-7166 (Toll-Free U.S. and Canada)

+1-415-979-2262 (Outside U.S. and Canada)

The American Association for Cancer Research has partnered with Convention Management Resources (CMR) as the official provider of Housing services for the AACR Annual Meeting 2024. Exhibitors are strongly encouraged to book within the AACR block as we cannot guarantee any hotel reservations made directly with hotels or third party websites.

## Exhibitor Registration

- Exhibitor Registration opens in November 2023.
- Exhibitors will receive four (4) complimentary exhibitor badges per 100 square feet.
- Additional badges for exhibit personnel may be purchased for \$75 per badge.
- Exhibitor Registration log-in credentials will only be sent to Official Exhibitor Contact.
- Badges will not be mailed in advance. Badges will be available onsite at Exhibitor Registration.
- Each person issued an exhibitor's badge must be employed by the exhibiting company.
- Badges must be worn at all times while in the exhibit hall.
- The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company's name.

## Exhibitor/Conference Registrations

- Exhibitors are allotted 50% discount on one Exhibitor/Conference Registration per 10' x 10' booth, with a maximum of 10 for any booth over 1,000 square feet.
- 'Exhibitor/Conference' MUST be tied to an exhibitor record.
- Individuals registered as 'Exhibitor/Conference' will wear a badge holder 'Exhibitor/Conference' – no exceptions.
- Registrations are non-transferrable. The individual registered for the 'Exhibitor/Conference' is the only person able to use it.

## Lead Retrievals

CompuSystems, Inc., the official registration company, will once again offer lead retrieval services to exhibiting companies. Additional information and application can be found exclusively through the Map Your Show Exhibitor Dashboard and Registration.

## Shuttle Bus Service

AACR will provide shuttle bus service from designated AACR hotels. Information will be found on the AACR Annual Meeting webpages when available.

## Exhibitor Lounge

There will be an exhibitor lounge provided by the AACR for all exhibitors during the AACR Annual Meeting. It will be open to exhibitors only beginning Friday, April 5 through Wednesday, April 10, during setup and show hours. Only exhibitors are permitted in the lounges. As a courtesy to other exhibitors, Guests and Conference Attendees are not permitted. The lounge will have complimentary snacks and beverages to be consumed within the lounge, as well as comfy furniture, computers, printers, and internet access.

## Exhibit Management Office

The AACR Exhibits Team will have an office, starting on Friday, April 5 through Wednesday, April 10. The 2025 floor plan will be available for review, as well as information on exhibiting at all AACR conferences.

## AACR's Annual Cancer and Biomedical Research Career Fair

Employers and recruiters should get ready to meet scientific talents they are looking for at the AACR Annual Cancer and Biomedical Research Career Fair. This event will be held on Saturday, April 6, 2024 from 9:00 a.m.–3:00 p.m. As a Career Fair exhibitor, your organization will gain exposure to the best scientists in basic, translational, clinical, and preventive cancer research and biomedicine. Employers will also have the ability to post up to 10 open positions on the CancerCareer.org's Job Board, potentially reaching thousands of scientific jobseekers.

Discounted Career Fair exhibit space will be provided to any company exhibiting in the main exhibit show. In addition, companies will have an added bonus of being able to use their lead retrieval units for the Career Fair and Freeman will transfer booth material from the Career Fair to the main booth in a timely manner.

Career Fair booths are furnished, equipped with a table, chair, carpet, pipe/drape, and an identification size. Companies will also have the opportunity to order enhancements from Freeman.

For additional information, please contact [careerfair@aacr.org](mailto:careerfair@aacr.org) or visit [CancerCareers.org](https://www.aacr.org/career).



# EXHIBITOR RULES AND REGULATIONS

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## I. Terms and Conditions

By signing the AACR Annual Meeting 2024 Application and Contract for Exhibit Space (Application), the undersigned agrees to abide by all rules (Terms), requirements, restrictions and regulations as set forth in the Exhibitor Prospectus, the Rules and Regulations enclosed here with and any regulations especially designated by the AACR, San Diego Convention Center, and the city of San Diego, CA. 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.

### 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, travel, lodging, entertainment or recreation for healthcare providers or their guests.

### 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 exhibitor 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. Failure to adhere to the AACR rules and regulations will result in immediate penalties onsite. 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:

- First violation: Loss of current year priority points.
- Second violation: Loss of remainder of all accrued priority points.
- Third violation: One-year suspension of exhibiting privilege.

### 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 email the Exhibits Team at [exhibits@aacr.org](mailto:exhibits@aacr.org) to make arrangements, no later than February 1, 2024.

### 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.

## 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 sign of the company whose name appears on the contract may be placed in the booth or 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. All exhibits will be reviewed onsite. Full documentation as to the extent and results of any research done on the exhibited items must be available at the company's booth throughout the AACR Annual Meeting. All exhibited items must comply with local, state, and FDA regulations, and must be related to cancer research.

### Non-Profit Exhibitors

Exhibit space at the Non-Profit rate is limited. 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.

### Assignment of Space

Booth space assignment is based on a priority point system. Assignments will only be made for those exhibitors whose applications are accompanied by the required deposit.

Priority points are established as follows:

- One point for each 100 square feet of space.
- One point for each prior year of participation.
- One point for every \$25,000 spent in Annual Meeting sponsorships\* (Five points for \$100,000).
- Five points for Sustaining Members who have paid their 2023 dues.
- Eight points for Sustaining Members at the Strategic Level who have paid their 2023 dues.
- Ten points for Sustaining Members at the Leadership Level who have paid their 2023 dues.

\*max of five points permitted

**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. Applications for exhibit space must be made on the Official Application Form. Exhibitors wishing to avoid assignment of booth space adjacent to a competitor should indicate this on the application. Careful consideration will be given to all requests but cannot be guaranteed.

### Advance Sales

AACR Exhibits Team conducted Advance Sales for the upcoming Annual Meeting for companies with 40+ priority points. These companies received an invitation to a sales appointment that occurred during the AACR Annual Meeting 2023. During the appointment, there will be a review of your exhibit application online. After the appointment, the company contact received their link to the Map Your Show (MYS) dashboard. The dashboard holds a copy of your application, invoicing, payment methods and when ready, registration and housing information. The deposit of 50% of booth space was due no later than July 10, 2023. Failure to submit deposit by the due date will result in forfeit of pre-selected booth space. Final payment is due September 15, 2023.

### Application and Floor plan

Exhibit space may be reserved using the online system, along with appropriate deposit. Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after the application submission. The most updated floor plan can be found on the Exhibit show section of the AACR Annual Meeting webpages at AACR.org.

### New Exhibitors

Companies applying for exhibit space that have never exhibited at the 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 booth chosen by the company 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 booth is released to the company. Upon rejection, the application is denied, and the booth is released back into inventory.

## EXHIBITOR RULES AND REGULATIONS *(cont'd)*

### Payment Policy

The exhibitor agrees to submit with the application for booth space a deposit of 50% of the total fee. NO EXCEPTIONS. 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., AM24 Exhibits. If you require wire transfer instructions, please email [exhibits@aacr.org](mailto:exhibits@aacr.org). Exhibitors assigned after September 15 must pay deposit upon receipt of application. The final balance will be due 60 days from date of invoice.

### Cancellations/Reduction of Space\*

Notification of booth space cancellation or space reduction\* must be submitted in writing to [exhibits@aacr.org](mailto:exhibits@aacr.org). The following fees will apply to any cancellations or reduction in exhibit space:

**After June 15**, Exhibitor is responsible for 25% of the total booth fee.

**After November 15, 2023**, Exhibitor is responsible for the entire booth fee. No Refund will be issued. Exhibitors signed up after November 15 have 60 days to cancel for partial refund. Exhibitor is responsible for 25% of total booth fee.

\*Exhibitors that change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by the AACR and to the cancellation/reduction policy as stated above.

### Booth Relocation Policy

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

### No Show Policy

In the event that an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. on Saturday, April 6, 2024, and has not been granted pre-approval for late set-up, the AACR reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of the AACR. The exhibitor is responsible for all fees associated with removing freight from storage. 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 Exhibit Space

No exhibitor may sublet, share, apportion, or assign all or any part of its exhibit space with or to another organization or business. AACR, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition; 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 exhibit space will be entitled to exhibitor badges and only those authorized companies will be included on published exhibitor lists. AACR retains the right to remove from the exhibit halls any company or organization without a signed application to exhibit.

## III. Exhibitor Conduct and Booth Activity

### Off-site/Affiliate Events

If you plan to hold a function during the AACR Annual Meeting 2024, you must complete the Affiliate Group Function Space Request Form. In order to be able to secure an event, the Affiliate Group Function Space Request Form must be submitted, along with the appropriate payment. "Affiliate Groups" include corporate and institutional affiliates of the AACR who request meeting/function space for the purpose of social events (<100 guests) and small committee or staff meetings. Organizations that do not meet the criteria and are not exhibiting at the AACR Annual Meeting are subject to approval and a non-exhibitor fee per submission. Requests for meeting/function space from Affiliate Groups will be considered for the purpose of social events and small committee and staff meetings. The unauthorized presentation of educational symposium or other scientific program activities is prohibited during the AACR Annual Meeting. The form, along with rules and regulations will be available in October on the affiliates page of the AACR website or by contacting [affiliates@aacr.org](mailto:affiliates@aacr.org). If an exhibitor is found to be in violation of the rules governing affiliate events, they will forfeit priority points for the current year and face a stiff penalty.

### Exhibitor Access to Exhibit Hall

Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening Monday-Wednesday. Request for access to the hall before these hours, or after closing hours, must be made in advance by contacting The Exhibits Team. On Sunday exhibitors can access the hall at 8:00 a.m. Each representative issued an exhibitor's badge must be employed by the exhibiting company and registered in advance through the Exhibitor Dashboard. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as Exhibitor Personnel. Exhibitor badges will

## EXHIBITOR RULES AND REGULATIONS *(cont'd)*

not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts. Exhibitors that are also presenting at the AACR Annual Meeting 2024 will need to be registered separately from the booth and pay the associated rates.

### Entering Another Exhibitor's Booth

Exhibit personnel should not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth.

### Staffing/Early Dismantle

Exhibits must be staffed at all times during official show hours. All exhibitors are expected to make their travel arrangements in accordance with this policy. Any exhibitor found breaking down or vacating their booth prior to the end of the show will be prohibited from exhibiting in all future AACR meetings.

### Exhibitor/Booth Activity

If you are planning to conduct any booth activities, you will need to complete the booth activity approval form which will be available in the Exhibitor Dashboard. 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. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. All requests must be submitted to the AACR by February 15, 2024 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 on-site.

### 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 booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire or survey.

### Activities Prohibited in the Exhibit Hall

- Canvassing or distributing advertising matter outside the exhibitor's own 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.
- Lines of any kind may not be formed outside of the exhibit space. All activity must be contained within the booth.
- Soliciting attendees in the aisle(s) 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.
- 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 in exhibit booth.
- Distribution of any item of more than the minimal value (more than \$20) 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.
- Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- 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.

## EXHIBITOR RULES AND REGULATIONS *(cont'd)*

### Distribution of Giveaways

Please keep in mind that the AACR Annual Meeting is a professional, educational, scientific meeting when considering giveaway items. Product samples, giveaways, or literature may only be distributed within the exhibitor's booth and must not interfere with other exhibitors' spaces. Representatives may not distribute materials in any hotel utilized by the AACR or in any areas of the convention center other than their exhibit space or company leased rooms, or in public areas outside the convention center or hotels. Customary items such as descriptive product literature, notepads, pens, pencils, company information on USBs or journals may be distributed from the booth without written approval by AACR Management.

### Food Service

Food service is permitted at the exhibitor's booth. All food service arrangements must be coordinated through the convention center caterer. No alcoholic beverages can be served or given away.

### Contests, Raffles, Drawings

The AACR 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 off the exhibit hall floor. All requests must be submitted to the AACR for review by February 15, 2024. A booth activity approval form will be available in the Exhibitor Dashboard. 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.

### Photography

Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth, provided that written permission/authorization is obtained from any distinguishable individuals if the photograph or recording will be used for promotional or commercial purposes (including use in printed materials, websites, and/or social media). AACR is not liable for the failure of any exhibitor to obtain such permission.

Exhibitors that choose to use a professional photographer that is not employed by the exhibiting company must submit an Exhibitor Appointed Contractor Form and valid certificate of liability insurance to [exhibits@aacr.org](mailto:exhibits@aacr.org) by February 15, 2024. Should you need to make arrangements for access to the exhibit hall outside of exhibit hours, and/or require show-level lighting and power, please contact the AACR Exhibits Team. Any additional charges from the building will be at the exhibitor's expense.

Should any company or media outlet wish to film interviews in the exhibit hall for advertorial, promotional, or sponsored content purposes, they must secure exhibit space using the online exhibit sales system and film all interviews in their booth, unless they have express written permission from another exhibiting organization to film in that organization's booth. Likewise, exhibitors may not photograph other booths, including AACR Central or the AACR Publications Booth, without express written permission of the exhibiting organization. When said permission is granted, film crew details must be forwarded to the exhibits team at [exhibits@aacr.org](mailto:exhibits@aacr.org).

Media outlets who wish to film expert interviews and b-roll in the exhibit hall for purely non-commercial, editorial purposes should contact the AACR Communications & Public Relations Department at [communications@aacr.org](mailto:communications@aacr.org) well in advance of the meeting to discuss their needs. These activities must be conducted without disruption to exhibition activities or limitation to the accessibility of exhibitions.

Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, but they are required to obtain verbal permission from the exhibiting company before engaging in photography or audio/video recording of or within said booth.

### Music Licensing

License agreements for music are the sole responsibility of the exhibitor.

### 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 a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use.

## IV. Exhibit Booth Configuration

### Standard booth 10' x 10' (100 square feet)

**Inline Booth:** "Inline" booths are a row of standard booths that are exposed to the aisle on one side.

**Corner Booth:** "Corner" booths are standard in-line booths that are exposed to an aisle on two sides.

All exhibit backwalls must conform to the standards set by the Healthcare Convention and Exhibitors Association and the International Association of Exhibition and Events which are as follows:

- No side rails or counters may exceed 48" in height.
- Backwalls are limited to 8' in height, including any identification sign, and must not protrude from the back wall more than 50% of the distance from the back wall to the front of the booth.
- No obstructions in the front half of the booth above a height of 48" are permitted.
- No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.
- Damage arising by failure to observe these rules shall be payable by the exhibitor.

Set-back rules are in place to maintain an open atmosphere in the exhibit hall by maintaining sight lines and traffic flow. Inline exhibits may not place any display component that is taller than 4' high in the front 5' of the exhibit, unless it is product. Also, all demonstrations must be confined to the back half of the exhibit, so they can be viewed from within the exhibit.

### Island Exhibit Space

An island is typically defined as 400 square feet (20' x 20') or larger exhibit space surrounded with aisles on all sides. Island booths should be constructed to allow access from all sides. The maximum height of an island is 20'.

The Island Exhibitor receives the following benefits:

- Waiver of the 8' height restriction, not to exceed 20' where applicable.
- Waiver of sidewall restrictions.
- Increased visibility from all areas of the Exhibit Hall.
- Ability to utilize hanging signs.

### Island Booths Exhibit Setback and Sightlines

Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design to not obstruct the view of neighboring booths. 20'-40' wide island exhibits must maintain a 1' setback of all exhibit structure from the floor to 8' in height. Reception counters/information kiosks may not be closer than 2' from the aisle. 50' and larger wide island exhibits must maintain a 2' setback of all exhibit structure from the floor to 8' in height. Reception counters/information kiosks may not be closer than 3' from the aisle.

### Island Exhibit Space Renderings: Submission Expectations and Requirements

Any company that is assigned island exhibit space must submit floor plans and elevation blueprints to Exhibits Management at [exhibits@aacr.org](mailto:exhibits@aacr.org) or upload renderings to the MYS Exhibitor Dashboard by February 15, 2024. The AACR requires floor plans from every island exhibitor to ensure that the rules and regulations governing exhibit booth design, outlined in this section, are followed. Advance review also provides the AACR with the opportunity to resolve any potential issues. With the submission of your renderings, please include:

- All dimensions of structures within the booth not to exceed 20'.
- The height of any hanging signs from the floor to the top of the sign not to exceed 22'.
- An outline or CAD drawing of the booth design to ensure all structures abide by the setback rule.
- Ample sight lines.



## EXHIBITOR RULES AND REGULATIONS *(cont'd)*

### Double-Decker/Multi-Level Booths

Double-Decker/Multi-Level booths are permitted. You must adhere to the rules and regulations from the San Diego Convention Center. Additional requirements may be needed. Some cities require a fire watch and drawings need to be submitted for fire marshal approval. More information will be provided in the Exhibitor Service Kit. Contact the Exhibits Team for more information [exhibits@aacr.org](mailto:exhibits@aacr.org).

### Hanging Signs

Signs, lighting, and truss may be suspended from the ceiling in island booths only, 20' x 20' and larger. Signage must not violate the AACR 22' height restrictions. The suspended height is 22' when measured from the floor up to the top of the sign.

### Carpeting

The AACR requires all exhibitors to provide floor covering for their booths/displays. All booths must have floor covering by 5:00 p.m. on Saturday. There are no exceptions to this rule. If a booth does not have appropriate floor covering provided or ordered, the AACR will order carpet on the exhibitor's behalf at the exhibitor's expense. Bridging of floor surfaces across aisles is not allowed.

### Helium Balloons and Drones

At no time are exhibitors allowed to bring helium balloons, including mylar, or motorized drones into the facility.

## V. Contractors, Labor, and Security

### 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 except to the degree of negligence of AACR, its employees, and/or agents.

### Installing, Exhibiting, and Dismantling Labor

Exhibitors shall use proper authorized labor for exhibit installation during move-in, services during open hours, and exhibit dismantling during move-out, according to the official policies/union agreement of AACR, facility management, official general services contractor, and all applicable state and local laws. Exhibitors planning to build special displays on-site should employ union display companies in their fabrication, carpentry, and electrical work. Rules and regulations pertaining to union labor and the convention center will appear in your Exhibitor Service Kit.

### Insurance

Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. The AACR does not carry insurance of any sort on the exhibit or other property of Exhibitors and the AACR assumes no liability for loss or damage thereto from any cause. 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.

### Exhibitor Appointed Contractor (EAC)

All Exhibitors utilizing an Exhibitor Appointed Contractor (EAC) must fill out the online Exhibitor Appointed Contractor Form and submit valid Certificate of Insurance (COI). Official Notification of EAC will be in the online Exhibitor Dashboard and are due by February 15, 2024.

Certificate of Insurance should include:

- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of not less than \$1 million per occurrence.
- Coverage for workers' compensation and employers' liability within commercially reasonable limits as otherwise required by the laws of the state of California.
- Naming of AACR, Freeman, the San Diego Convention Center as additional insured.
- Naming of the exhibiting company/organization and booth # that they are representing in the description area; if said information is not included, the certificate of liability insurance will NOT be accepted by AACR.

Failure to provide these documents to the AACR by the indicated due dates will be caused to exclude the EAC from participation at the Show.

## **EXHIBITOR RULES AND REGULATIONS** *(cont'd)*

EACs may not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EAC and all exhibitor rules apply to this sub-contractor of the exhibitor. The EAC may need to check in with Security and the Convention Center upon arrival to receive installation/dismantling passes allowing access to the exhibit hall. These passes are typically in the form of wrist bands that must be worn on the wrist, for security reasons. Workers without properly displayed exhibit hall access passes will be prohibited from work during set-up.

The AACR reserves the right to remove any EAC or its employees who do not comply with AACR exhibitor rules or the operating rules of the San Diego Convention Center. The AACR reserves the right to prohibit EAC participation at the AACR Annual Meeting, both at San Diego Convention Center and at future exhibit locations, at the sole discretion of the AACR, when such actions are necessary.

### **Convention, Display, Trade Show Labor Regulations**

All exhibits must conform to the rules and regulations of the San Diego Convention Center and to the International Association of Exhibitions and Events Display Guidelines adopted by AACR. The guidelines will also be available in the Exhibitor Service Kit, viewable online through the Exhibits Show webpage, and available upon request. Labor can be ordered in advance by returning the Display Labor Order Form, included in your Exhibitor Service Kit or at show site at the Freeman Service Desk. Rules and regulations pertaining to union labor and the convention center will appear in your Exhibitor Service Kit.

### **Material Handling and Shipping**

Freeman will control access to the exhibit floor, which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by Freeman. Rates for material handling services will be included in the Exhibitor Service Kit. Freeman will receive all crated shipments up to 30 days in advance and deliver them to the booths for installation, remove empty crates from the exhibit area before show time and return same to exhibit booths upon close of the AACR Annual Meeting, material handling charges will apply.

### **Loading and Unloading**

Full-time Exhibitor personnel shall have the right to unload POVs (private-owned vehicles); limited to cars, personal vans, small pick-up trucks and trailers no longer than 12 ft. and limited to a maximum 30 minute dock time. No material handling equipment may be used, nor will it be loaned to Exhibitor. Two-wheeled dollies or equivalent are allowed. All vehicles with materials for delivery must first check in at the marshalling yard. Empty crates must be stored in a location that is acceptable to Freeman and will not be permitted to remain in the exhibition area and building during the course of the AACR Annual Meeting.

### **Storage of Crates and Boxes**

Fire regulations prohibit storing product, literature, empty packing containers, or packing material behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibit materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Kit.

### **Porter Service**

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways and providing food and beverage/hospitality in their booth must order porter service available in the Exhibitor Service Kit. Porter service is exclusive to Freeman or the Convention Center and includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes during show hours. Standard wastebasket emptying does not include removal of empty boxes. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall during show hours. If an exhibitor does not properly handle empty boxes, Freeman will remove the boxes at the exhibitor's expense.

## **EXHIBITOR RULES AND REGULATIONS** *(cont'd)*

### **Security**

Peripheral watchmen shall be furnished by AACR Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. The AACR, the San Diego Convention Center, or the city of San Diego, CA will not be responsible for loss of any material by or for any reason. Each exhibitor is recommended to purchase a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against loss through theft, fire, damage, etc. Forms to order additional security in booths will be included in the Exhibitor Service Kit.

### **Electrical Safety**

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate state, county, city, and the San Diego Convention Center Policies and Procedures. This applies to construction, not pre-wired equipment.

### **Federal and Local Fire and Building Codes**

All materials used in display construction or decorating will be made of fire-retardant materials and be certified as flame retardant. Samples should be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate must be available for inspection. Exhibitor is responsible for compliance with life/safety and fire codes.

### **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. The San Diego Convention Center and the San Diego Fire Department Prevention Division reserve the right to make any final decisions regarding fire and public safety.

### **Telephone and Internet Services**

Telephones and Internet service in the exhibit hall is supplied exclusively by the San Diego Convention Center. Information on ordering these services will be available in the Exhibitor Service Kit.

### **Fundraising**

Exhibitors may not engage, directly or indirectly, in any fundraising in the Exhibit Hall. 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 first day of move-in.



# CODE OF CONDUCT, POLICIES, AND PROCEDURES

The AACR Annual Meeting 2024 will bring together representatives from academia, industry, government, and advocacy organizations from across the globe. In order for all participants to have the opportunity to gain the most benefit from this conference, the AACR is committed to providing a safe and secure environment. Please review the following policies and procedures for conference participants. By registering for the AACR Annual Meeting 2024, you agree to the following terms:

## Photography

- Conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, non-commercial use and are not to be published in any form. Attendees are prohibited from using flash photography or otherwise distracting the presenters or members of the audience.
- No photographing or videotaping of the exhibit hall is allowed. Photographing another exhibit or display items is strictly prohibited. Unauthorized photographs (digital and analogue) and photographic equipment storage, including emails, electronic distribution on social media sites and systems, cellular phones, electronic tablet devices, etc., will be confiscated. May request permission in writing from the AACR to photograph their own booth for internal marketing purposes only.
- A professional photographer and videographer will be on-site to document conference events and activities. Photographs and video footage are the sole property of AACR. By registering for and attending these events, attendees understand that AACR may use their likenesses for future promotional purposes. If you do not wish to be photographed, please notify the photographer and/or videographer on-site.

## Social Media

- 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; while attendees may take photographs of all slides and posters, they must refrain from posting on social media any images from slides or posters labelled “DO NOT POST.”

## General

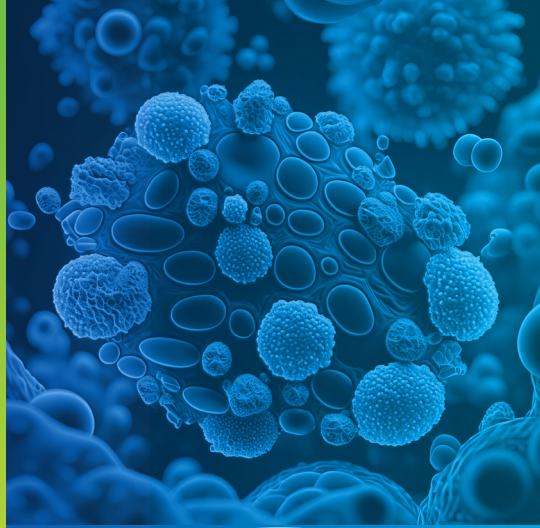
- The AACR prohibits intimidating, threatening, or harassing conduct of any kind during this program. This applies to all participants—attendees, presenters, exhibitors, staff, vendors, etc.
- The AACR is committed to a safe, hospitable, and productive environment for all participants of this program, regardless of age, disability, ethnicity, gender, religion, or sexual orientation.
- The AACR expects all participants to communicate professionally and constructively, handling dissent and disagreement with courtesy, dignity, and an open mind, being respectful when providing feedback, and being open to alternate points of view.
- Children under 12 years of age are not permitted in any scientific session, poster session, the exhibit hall, or any official event taking place at this program at any time. Children cannot be left unattended or unsupervised in the Convention Center. The AACR provides supervised childcare services in the Convention Center for a nominal cost for children under 12 years of age. The exact hours, location, and costs of this service will be available on the AACR website.
- The AACR expects participants to share information about this program responsibly and clearly distinguish individual opinion from fact.
- Participants must obey all applicable laws and regulations of the relevant government authorities while attending this program. Participants must comply with all applicable safety guidelines related to the conference venue.
- The hours of the exhibit hall are published in the Exhibitor Prospectus, the website, the mobile app, and on signage at the exhibit hall entrances. Exhibitors and attendees are expected to follow these rules and to abide by the instructions of posted security guards and AACR Staff.



# AACR

American Association  
for Cancer Research®

**FINDING CURES TOGETHER®**



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**AACR.ORG/AACR2024**  
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