



# Exhibitor Marketing Opportunities

Exhibit Dates: April 19-22

[AACR.org](https://AACR.org) | [#AACR](https://twitter.com/AACR)

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## DEAR EXHIBIT PARTNERS

We are pleased to provide you with several opportunities to increase your marketing efforts at the AACR Annual Meeting 2026 in San Diego.

This year promises to bring marketing 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 2026 in order to participate in any of the listed marketing opportunities. If a company cancels their participation at the AACR Annual Meeting 2026, 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, host Convention Center, or the host city. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due to the AACR under the terms of this agreement.

The Exhibitor agrees to pay 100% of the activity fee when selecting your Marketing Opportunity Exhibitor Resource Center and agrees to the 100% penalty 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](mailto:exhibits@aacr.org). Exhibitors are responsible for the full amount of their purchase in the event of a cancellation, no refunds will be issued.



# MARKETING OPPORTUNITIES



Be one of the first Exhibitors to take advantage of these 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 Mobile App (if confirmed by February 13, 2026).

## Interactive Attendee World Map

**\$20,000** EXCLUSIVE



Want your logo on one of the most popular and photographed spots at the AACR Annual Meeting 2026? Sponsor the Interactive World Map today. This is an exclusive opportunity to showcase your Corporate Logo in a high traffic area in the Convention Center. Attendees will add pins to show how far they traveled to San Diego. This will be a great opportunity to show your support. Exact location to be determined.

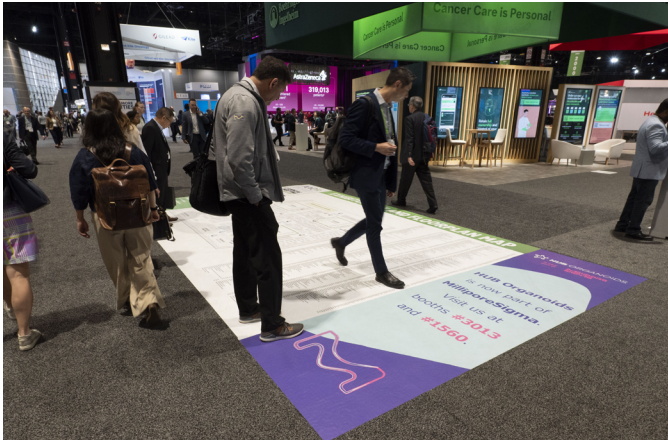
### Sponsorship Includes:

- Logo displayed on onsite Interactive Map.

## MARKETING OPPORTUNITIES *(cont'd)*

### Floorplan Directory in Exhibit Hall – Floor Cling

**\$15,000** EACH | TWO LOCATIONS AVAILABLE  
**\$30,000** FOR BOTH LOCATIONS



Want to make a splash as soon as attendees enter the Exhibit Hall? Help attendees find their way to your booth. Your logo will be displayed on the floor cling and your booth highlighted to showcase your support. Attendees stop to find their way with this large Floor Map of the Exhibitors and Posters.

- Logo displayed on onsite Floor Map Floor cling.

### Exhibitor Directory Locator – Structure

**\$15,000** EACH | TWO LOCATIONS AVAILABLE  
**\$30,000** FOR BOTH LOCATIONS



Large Exhibitor List and Floor Map Directories are located off the main aisle or high traffic areas inside the Exhibit Hall. Showcase your logo and highlight your booth by your support of this new opportunity.

- Logo displayed on the onsite Exhibitor List and Exhibitor Map Directory.

### Exhibit Hall Column Wraps

**\$20,000-\$30,000**

EACH | MULTIPLE COLUMN WRAPS AVAILABLE

Encourage AACR attendees to visit your booth by sponsoring one of the Exhibit Hall columns. Add your own branding and message to the columns in the main aisle of the Exhibit Show. Sign up for yours today!

- Corporate or product branding on Column in high traffic area.
- Full color graphic produced by Freeman.
- Must have graphic files ready February 27, 2026.

### Poster Session Lounges

**\$25,000** EACH | FOUR LOUNGES AVAILABLE

Attendees will be looking for places to sit down and relax, showcase your brand with small lounges located within the Poster sessions in the Exhibit Hall. There will be four lounges available within the Posters in Halls A-G within the Exhibit Hall.

#### Sponsorship Includes:

- Sponsor branded graphics within the Lounge.



## MARKETING OPPORTUNITIES *(cont'd)*

### Professional Headshot Lounge

\$40,000

*Sold*



Take advantage of a unique opportunity to provide a complimentary professional headshot to all attendees. The station will be located on the exhibit floor and available during exhibit hours.

Guaranteed to be a hit, this lounge 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 lounge.
- Custom area including carpeting, wastebaskets, draped tables, and standard chairs for wait area.
- Six foot draped table for company literature.
- Recognition of your sponsorship on signage.
- Recognition of sponsorship on the website and Mobile App (if confirmed by February 13, 2026).
- First rights of refusal for the AACR Annual Meeting 2027.

### Wellness Lounge

\$35,000



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. Attendees will also have the opportunity to connect with stress therapy dogs! Sponsoring company has the option of utilizing a 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.
- 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).
- Flavored water station.
- Recognition of sponsorship in the Mobile App (if confirmed by February 13, 2026).

## MARKETING OPPORTUNITIES *(cont'd)*

### Exhibit Hall Coffee Breaks

**\$40,000** FOR FOUR LOCATIONS

**\$10,000** FOR A SINGLE LOCATION



Four 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.

### Advocacy Partners Pavilion Lounge

**\$25,000** MULTIPLE SPONSORSHIPS AVAILABLE



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 Mobile App (if confirmed by February 13, 2026).
- Lounge includes: furniture, carpeting, wastebasket, six foot draped table, light refreshments and snacks.
- To purchase this sponsorship, please reach out directly to Exhibits@aacr.org. This opportunity cannot be selected through the Exhibitor Resource Center.
- First rights of refusal for the AACR Annual Meeting 2027.



## MARKETING OPPORTUNITIES *(cont'd)*

### Explore!

**\$3,000** UP TO 20 COMPANIES

Explore!, AACR's successful traffic builder is back and better than ever! We are offering this activity on the mobile app, in which over 10,000 registrants downloaded last year. This activity is designed exclusively for exhibitors in booths 400 square feet 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 ten attendees with the most points will receive a \$100 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 Resource Center. Participating exhibitors will be highlighted on signage throughout the hall and on the Explore! section of the mobile app.

### Water Station

**\$50,000** EXCLUSIVE

Refresh attendees by sponsoring a sustainable water station in the Exhibit Hall. Attendees have the opportunity to refill their water bottles at the convenient water station branded with your sponsored name and logo. This opportunity provides your company the visibility throughout the Exhibit Hall.

#### Sponsorship includes:

- Logo recognition at water station inside the Exhibit Hall.

### TrafficMax Email Marketing

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: \$.75 per email plus \$75 setup fee, \$500 minimum order

For more information please contact [exhibits@aacr.org](mailto:exhibits@aacr.org)

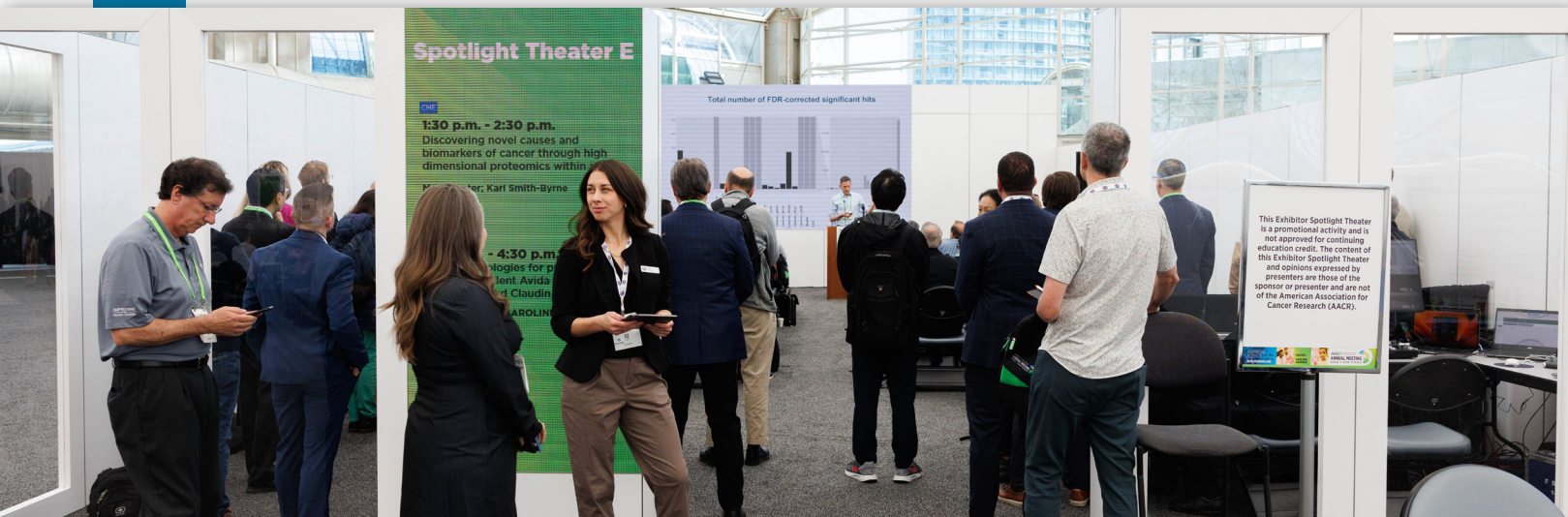
#### Benefits include:

- 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

Pre-meeting emails increase booth traffic and exposure of your company's products and services, while post-meeting emails can keep you in touch with the meeting attendees. Further information will be listed in the Exhibitor Service Kit, or available on the AACR website at **AACR.org**.

TrafficMax will be available starting at the beginning of **March 2026**.

# EXHIBITOR SPOTLIGHT THEATERS



The Exhibitor Spotlight Theaters have proven to be successful vehicles for exhibitors to showcase their products/services to a targeted audience. The Exhibitor Spotlight Theaters are conveniently located in the Sails Pavilion, located above the Exhibit Hall (second level). 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
<b>Sunday, April 19</b>		
1:30 p.m.–2:30 p.m.	\$27,000	\$15,000
3:30 p.m.–4:30 p.m.	\$27,000	\$15,000
<b>Monday, April 20</b>		
10:00 a.m.–11:00 a.m.	\$27,000	\$15,000
12:30 p.m.–1:30 p.m.	\$32,000	\$20,000
3:00 p.m.–4:00 p.m.	\$27,000	\$15,000
<b>Tuesday, April 21</b>		
10:00 a.m.–11:00 a.m.	\$27,000	\$15,000
12:30 p.m.–1:30 p.m.	\$32,000	\$20,000
3:00 p.m.–4:00 p.m.	\$27,000	\$15,000

## 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 Mobile App
- Announcement of the session through Social Media outlets.
- AACR will offer a one-time complimentary use of the 2026 AACR Annual Meeting Pre-Meeting email blast through TrafficMax to each Exhibitor Spotlight Theater participant, to be used solely for promotion of the Participant's Theater presentation.
  - This email blast does not include a list of phone numbers or email addresses.
  - Theater Participants must submit its promotional material for approval. The deadline to request this email blast is **Friday, February 27, 2026.**

## Eligibility

- Organizations must be exhibitors at the AACR Annual Meeting in order to reserve a timeslot in the Exhibitor Spotlight Theater.



## EXHIBITOR SPOTLIGHT THEATERS *(cont'd)*

### Items included in the Cost

- Hard-Wall Theater with carpet and theater seating for up to 150 participants in Theaters A, B, and C and 75 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).
- Collateral table outside theater.
- Use of TrafficMax for broadcast email to Pre-Show Registration List if approved email content is received by **March 6, 2025**.
- 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:
  - LED Screen
  - 2 Microphones
  - Sound System
  - Laser Pointer
  - AV Technician
  - Internet Connection
  - Laptop (PC or Mac)
  - Recording of all slides and audio
- 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 will 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.
- Abstracts of no more than 100 words must be submitted by **February 13, 2026** to be included in the app. Failure to meet this deadline will not guarantee placement in Mobile App. 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 13, 2026**. Submissions should be sent via email to [exhibits@aacr.org](mailto:exhibits@aacr.org).

### Theater Presentation Rules and Regulations

- Prior year participants will receive First Rights of Refusal until the published date of sale.
- 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 150 participants in Theaters A, B, and C. Should the number exceed 150 the presentation may be shut down.
- Participation is limited to a maximum of 75 participants in Theater D and E. Should the number exceed 75 the presentation may be shut down or the presenting company will be charged the fees of the larger theaters.
- [View our Exhibitor Toolkit for more information.](#)
- 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 are the opinions of the presenter and do not represent the position or the opinion of the American Association for Cancer Research®; (AACR) or its members."*

## EXHIBITOR SPOTLIGHT THEATERS *(cont'd)*

### Cancellation and Liability Policy

- The Exhibitor agrees to pay 100% of the activity fee when signing up for this marketing opportunity and agrees to the 100% penalty cancellation 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 host 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 February 13, 2026. 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. 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 Resource Center](#). Use your primary contact email address to sign in.



# 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 Opportunities

AACR Annual Meeting News, the official news source of the AACR Annual Meeting 2026, is available in a digital platform. TriStar is the required agency through which AACR exhibitors and non-exhibiting industry supporters must reserve out-of-home advertising opportunities. No other vendor may be used. Sponsors who book out-of-home advertisements outside of TriStar may lose priority points and the opportunity to participate in official AACR Annual Meeting sponsorships. 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. [Click here](#) to visit the website for updated information.

Out-of-home marketing opportunities are subject to the terms and conditions set forth by AACR.

Out-of-home marketing opportunities are subject to availability at the time of reservation and require prepayment.

All advertising opportunities are subject to AACR approval.

## Daily Alerts, the Official Mobile App, AACR Journals Print and Online Topical Collections

Advertise with AACR to promote your presence at the Annual Meeting! Digital advertising programs offer high visibility with attendees before, during, and following the Annual Meeting. Daily Alerts are sent each morning of the meeting and will feature breaking conference news and program updates. The Official Mobile App is utilized by attendees throughout the event to plan their schedules, network, and navigate the Convention Center. Mobile App opportunities include banner advertising and push notification alerts delivered directly to attendees at designated times each day. Increase your brand awareness and reach with a retargeting or geo-fence campaign to market your message to attendees on non-endemic sites throughout the Annual Meeting. Featured opportunities also include the Topical 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 advertising in the Daily Alerts, Mobile App, Topical Collections, and any other advertising related to the AACR Journals. For information regarding these advertising opportunities, 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, ext. 110. More details, such as rate cards and our media kit can be found on the [AACR website](#).

Both TriStar Event Media and The Walchli Tauber Group are the only official advertising vendors of the AACR Annual Meeting 2026. 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 2026



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 2026

- Company name recognition on the AACR Annual Meeting 2026 Website.
- Company name recognition on signage throughout the Convention Center.
- Company name recognition in the AACR Annual Meeting 2026 Program Guide PDF and on the Virtual Platform.
- Priority points towards booth space location for the AACR Annual Meeting 2027 (five points maximum).
  - One point per \$25,000 investment
  - Five 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 2026. 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 \$149,999

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 Julianna Latini at 215-446-7233 or at [corporaterequests@aacr.org](mailto:corporaterequests@aacr.org).**



# 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 the Sails Pavilion, located above the Exhibit Hall (second level) and hours are extended to provide greater accessibility.

## Exhibitors Access to their Meeting Rooms

Saturday: 8:00 a.m. • Exhibitor set up

Saturday: 1:00 p.m.–6:00 p.m. • Meetings may begin

Sunday, Monday, Tuesday: 8:00 a.m.–6:00 p.m. • Meetings may begin

Wednesday: 8:00 a.m.–12:00 p.m. • Meetings may begin

## Eligibility

- Organizations must be exhibitors at the AACR Annual Meeting 2026 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 2026, 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 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. Floorplan is subject to change without notice.

Standard Room	Fee
10' x 10'	\$11,000
10' x 20'	\$18,000
20' x 20'	\$22,000

## 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 six foot draped table and chair may be ordered from Freeman for placement outside of the room.
- One 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. Details regarding ordering and menus can be found in the Exhibitor Service Kit.
- Group presentations to attendees will not be permitted in this area.





## AGREEMENT AND PAYMENT METHODS

### 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 American Association for Cancer Research® (AACR), host Convention Center, or the host city. 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](mailto:exhibits@aacr.org).

**In the event of cancellation, exhibitors are responsible for 100% of their purchase cost. No refunds will be issued.**

### Payment Methods

#### Paying by Check:

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

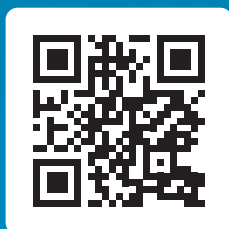
#### Send to:

AACR, Annual Meeting Exhibits 2026  
615 Chestnut Street, 17th Floor  
Philadelphia, PA 19106  
Attention: Finance Department  
Email: [exhibits@aacr.org](mailto: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

**FOR MORE INFORMATION  
AS IT BECOMES AVAILABLE,  
VISIT AACR.ORG**



**AACR** American Association  
for Cancer Research®

615 Chestnut Street • 17th Floor • Philadelphia, PA 19106-4404 • 215-440-9300