



EXHIBITOR MARKETING TOOLKIT

Please adhere to the following guidelines when promoting your booth as an Official Exhibitor of the AACR Annual Meeting 2027.

Access the AACR Annual Meeting 2027 Exhibitor Marketing Assets at AACR.box.com/v/AACR27AM-ExhibitorMedia.

Usage of “AACR” and “AACR Annual Meeting 2027”

- If the AACR Annual Meeting 2027 Official Exhibitor logo is not on the marketing piece, the name of the meeting must be written as the “American Association for Cancer Research® (AACR) Annual Meeting 2027” the first time it is mentioned. After the full spelling or if the logo is present, it may be referred to as the “AACR Annual Meeting 2027” or “American Association for Cancer Research Annual Meeting 2027.”
- Any piece mentioning the meeting must include “Not affiliated with or endorsed by AACR.”
- The meeting name may be mentioned only one time in each communication as a point of reference.
- In stationary advertising (i.e. billboards and airport signage) the AACR Annual Meeting name, dates, or venue cannot be named.
- The AACR Annual Meeting 2027 name may not be part of a title or heading, be prominently featured, listed first in printed materials, or be used in any way that suggests or implies the endorsement or sponsorship of AACR.
- AACR trademarks, including “AACR”, may not be used in web URLs, links, web page titles, Google Ads, or similar online placements.
- Materials/posts should not link to AACR.org or any other AACR owned websites.

Usage of the AACR Annual Meeting 2027 Official Exhibitor Logo and Exhibitor-Created Graphics

Please refer to the Examples section for guidance on how the AACR Annual Meeting 2027 Official Exhibitor logo may or may not be used.

- Please use the AACR Annual Meeting 2027 Official Exhibitor logo on materials. Exhibitors are prohibited from using the AACR organization logo and/or the AACR Annual Meeting logo.
- Exhibitors may alter the “Official Exhibitor” logo only by adding their logo and booth number. No other alterations can be made without approval from AACR.
- Exhibitors may include the “Official Exhibitor” logo in their email signature.

Access the AACR Annual Meeting 2027 Exhibitor Marketing Assets at AACR.box.com/v/AACR27AM-ExhibitorMedia.

Social Media

Facebook/LinkedIn, X, and Instagram assets have been provided in the AACR Annual Meeting 2027 Exhibitor Marketing Toolkit BOX folder.

- Exhibitors may alter the social graphics only by adding their logo and booth number. No other alterations can be made without approval from AACR.
- Tag AACR as you promote your booth in social media posts and use the hashtag #AACR27 before and during the meeting.
- Here are some examples of AACR Annual Meeting post copy:
 - Patient Advocacy Partners Pavilion: We're exhibiting in the Patient Advocacy Partners Pavilion at American Association for Cancer Research® (AACR) Annual Meeting 2027. #AACR27
 - Explore Game: We're participating in the Explore Game at American Association for Cancer Research® (AACR) Annual Meeting 2027. #AACR27
- If you are hosting a Satellite Symposium or Spotlight Theater, please review the respective sections of these guidelines.

Promotional Emails

- The only official way to communicate to attendees via email is through the TrafficMax email marketing program.
- Please beware of solicitations to sell or rent AACR attendee lists. These are fraudulent and AACR has not approved or engaged these parties. If you have been solicited by these entities, please report them to mailinglists@aacr.org. We will take swift action to ensure your privacy.
- Exhibitors using their own email lists must follow the guidelines of this AACR Annual Meeting 2027 Exhibitor Marketing Toolkit and submit a sample email to AACR for approval prior to deployment.

Spotlight Theaters

- The following disclaimer must be included on the front of each invitation, mailer, and promotional sign, as well as all social media posts promoting Spotlight Theaters: "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."

Satellite Symposia

- The following disclaimer must be included on the front of each invitation, mailer, and promotional sign, as well as all social media posts promoting Satellite Symposia: "This symposium is sponsored by <name of sponsoring organization> and supported by a grant from <name of supporting organization>. This not an official program of the American Association for Cancer Research® (AACR) Annual Meeting."
- In addition to the disclaimer, the AACR name can only be referenced once using the above language on each mailer and promotional sign.
- There can be no implication in any marketing materials or after-products that the event is directly connected with the AACR Annual Meeting, presented in cooperation with AACR, or endorsed by AACR.
- In describing these events, the following phrases may not be used:
 - "presented during"
 - "presented in conjunction with"
 - "attendees of the AACR Annual Meeting"

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Press Releases

Exhibitors who wish to issue a press release to the media about their participation in the AACR Annual Meeting 2027 should follow all guidelines outlined in this toolkit and comply with the meeting's embargo policy as outlined on the AACR website. Contact publicrelations@aacr.org with additional questions not addressed here. AACR does not share its list of registered media.

Official Advertising Vendor

TriStar Event Media and The Walchli Tauber Group are the only official advertising vendors of the AACR Annual Meeting 2027. Before contracting your advertising, make sure the publication is official. Refer to these guidelines when placing your ad.

- TriStar Event Media: AACR Annual Meeting News, ad retargeting, rideshare in-app advertising, out-of-home marketing, and more
- The Walchli Tauber Group: digital advertising, AACR Annual Meeting mobile app, AACR Annual Meeting Daily Alert emails, and more

Approvals

All advertising or marketing materials promoting your participation as an official exhibitor of the AACR Annual Meeting 2027 must be sent to exhibits@aacr.org for approval. These materials include, but are not limited to flyers, web and social posts, emails, advertisements, and postcards.

Contact Information

AACR Exhibits Team

exhibits@aacr.org

TrafficMax - Promotional Emails

Toya Banks
toya.banks@csireg.com
331-903-6520

TriStar Event Media

Abigail Hopfinger
913-491-4200, ext. 522
ahopfinger@tristarpub.com

The Walchli Tauber Group

Maura Paoletti
443-512-8899, ext. 110
maura.paoletti@wt-group.com

Press Releases

publicrelations@aacr.org

Report a Fraudulent Vendor

mailinglists@aacr.org

OFFICIAL EXHIBITOR LOGO USAGE EXAMPLES

PROPER USAGE

- ✓ **DO** Create clear space equal to the height of the R in the AACR signature all around the logo. This is the area of isolation.



IMPROPER USAGE

- ✗ **DON'T** Crowd the Official Exhibitor logo by placing elements too close;



- ✗ **DON'T** Use the Official Exhibitor logo over any color or image except for white;



- ✗ **DON'T** Stretch or distort the Official Exhibitor logo;



- ✗ **DON'T** Use the AACR organization or AACR Annual Meeting base logo (AM logo without Official Exhibitor).



OFFICIAL EXHIBITOR LOGO PLACEMENT EXAMPLES

SOCIAL MEDIA ADS



DIGITAL DISPLAY ADS

