Dear Exhibit Partner:

We are pleased to provide you with outstanding opportunities to increase your marketing efforts at the AACR Annual Meeting 2015 in Philadelphia, PA.

For 2015, we’ve listened to your suggestions and are pleased to introduce several new opportunities for building excitement that is sure to bring attendees to your booth – Explore!, Relaxation Lounge, Mobile Charging Stations, and a Food Court located in the exhibit hall. Please review this brochure for complete details on these new traffic builders.

Also included are the Exhibitor Spotlight Theater, Exhibitor Meeting Rooms, additional advertising opportunities, support and sponsorship information, and exhibitor-hosted refreshment breaks.
The Exhibitor Spotlight Theater has proven to be a successful vehicle for exhibitors to showcase their products and services to a targeted audience in an intimate setting on the show floor. Whether you are launching a new product or 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.

AACR will arrange all logistical aspects of these fully enclosed theaters, such as audio–visual equipment and lead retrieval units, while you customize your presentation’s content for attendees. Exhibitors who wish to provide food and beverage to their audience may do so at their own cost and must go through the official caterer. The catering menu and contact information can be found in the Exhibitor Service Kit.

Benefits of Participation

• Exclusive time dedicated to promote 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 Official Program
  - AACR Annual Meeting Website
  - AACR Annual Meeting Mobile App
  - AACR Exhibitor Directory
• Announcement of the session through social media outlets
• Complimentary advanced registration list

Eligibility

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

Schedule and Cost

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 19</td>
<td>2:00 p.m.-3:00 p.m.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Monday, April 20</td>
<td>10:00 a.m.-11:00 a.m.</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>12:30 p.m.-1:30 p.m.</td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m.-4:00 p.m.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Tuesday, April 21</td>
<td>10:00 a.m.-11:00 a.m.</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>12:30 p.m.-1:30 p.m.</td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m.-4:00 p.m.</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Items included in the Cost

• Hard-wall Theater with carpet and theater seating for up to 100 participants
• Audio–Visual Equipment
  - Screen
  - LCD Projector
  - 2 Microphones
  - Sound System
  - Laser Pointer
  - AV Technician
  - Stage, Podium and Electrical Drop
  - Internet Connection
  - Laptop (PC or Mac)
• Access to two (2) lead retrieval units for use during your time slot (company must supply staff to scan the badges)
• One-time use of pre-registration mailing list
• Signage outside of theater and throughout the meeting with scheduled listing
• Collateral table outside theater

Theater Presentation Rules and Regulations

• 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.
• Participation is limited to a maximum of 100 participants.
• 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.
• 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.
• Exhibitor Spotlight Theater presentations must be given by an employee of the exhibiting company.
• All final program-related content and speakers’ names must be submitted to the AACR no later than February 9, 2015.
• All presentations are subject to approval by the AACR Exhibits Committee. You will be notified if your proposed presentation requires modification.
EXHIBITOR SPOTLIGHT THEATER

• The following statement must appear prominently on all handout materials or any printed materials distributed at the Exhibitor Spotlight Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Spotlight Theater presentation:

“This Exhibitor Spotlight Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Spotlight Theater and opinions expressed by presenters are those of the sponsor or presenter and are not of the American Association for Cancer Research (AACR).”

Revocation

• The AACR reserves the right to revoke the Exhibitor Spotlight Theater contract at its sole discretion.

Application and Payment Policy

• Applications are due by January 26, 2015.

• Spaces in the Exhibitor Spotlight Theater are assigned on a first-come, first-served basis.

• An application for the Exhibitor Spotlight Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor’s letterhead confirming exhibit space, participation in the Exhibitor Spotlight Theater and authorization that the third-party will act on its behalf.

• Once your application has been approved and your time slot has been confirmed, you will be invoiced for the total amount due.

• Payment is due within thirty (30) days of receipt of the invoice. Failure to send payment will result in cancellation of your time slot.

Cancellation and Liability Policy

• 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 Pennsylvania 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 theatre furnishing and equipment or to other exhibitors’ property. The contracted exhibitor is responsible for all personal and corporate property placed in the theater space.

The following cancellation fees apply:

Prior to January 27, 2015 – Full refund, less $750 for administrative fee

Between January 27-February 24, 2015 – 50% penalty of total cost

After February 24, 2015 – 100% penalty of total cost

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.

• Customary descriptive product literature, notepads, pens, pencils, and other items may be distributed from the theater with prior written approval by AACR.

• Approval forms must be submitted by March 10, 2015. Please see the rules and regulations regarding giveaways and handouts in the exhibitor prospectus for the full policy.

Signage

• The AACR will provide directional signs throughout the exhibit hall to the Exhibitor Spotlight Theater and one sign outside of the Exhibitor Spotlight Theater with a listing of all presentations for that day. Signage will be uniform in design and will be produced by the AACR to include the presentation title, date and time, and exhibitor logo.

• Exhibitors may advertise the title, date, time, and presenter of its presentation in their exhibit booth.

• 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.

• A maximum of two signs may be displayed at the Exhibitor Spotlight Theater. Signage may only be placed outside the theatre beginning 30 minutes prior to the presentation.
The Exhibitor Meeting Rooms offer flexibility and convenience without having to leave the exhibit floor! 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 or setting up a controlled product display area on the Exhibit Floor.

**Eligibility**

Organizations that have an exhibit booth during the AACR Annual Meeting are eligible to purchase office space on the Exhibit Hall floor.

**Exhibitor Office Rental Fees and Inclusions**

**Exhibitor Option #1 – Daily**

<table>
<thead>
<tr>
<th>Day</th>
<th>Room</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 19</td>
<td>10x10</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>10x20</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>20x20</td>
<td>$3,200</td>
</tr>
<tr>
<td>Monday, April 20</td>
<td>10x10</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>10x20</td>
<td>$3,500</td>
</tr>
<tr>
<td></td>
<td>20x20</td>
<td>$4,200</td>
</tr>
<tr>
<td>Tuesday, April 21</td>
<td>10x10</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>10x20</td>
<td>$3,500</td>
</tr>
<tr>
<td></td>
<td>20x20</td>
<td>$4,200</td>
</tr>
<tr>
<td>Wednesday, April 22</td>
<td>10x10</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>10x20</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>20x20</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

**Exhibitor Option #2 – Duration**

<table>
<thead>
<tr>
<th>Room</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$4,500</td>
</tr>
<tr>
<td>10x20</td>
<td>$6,500</td>
</tr>
<tr>
<td>20x20</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

**Included in cost of rentals:**

- **20’ X 20’ Office:**
  - 8’ High Hard Wall with Lockable Door
  - Carpet
  - Company Identification Sign
  - Conference Table
  - 8 Padded Arm Chairs
  - Wastebasket
  - 6 Skanda Lights
  - 5 Amp Electrical Drop

- **10’ X 20’ Office:**
  - 8’ high hard wall with lockable door
  - Carpet
  - Company Identification Sign
  - Glass Conference Table
  - 2 Padded Arm Chairs
  - Wastebasket
  - 3 Skanda Lights
  - 5 Amp Electrical Drop

**Additional Information**

- Exhibitors are responsible for ordering internet, phones, upgraded carpet padding, office equipment, additional furniture, cleaning services, etc.
- Food and beverage must be coordinated by the exhibitor through the convention center caterer.
- Exhibitors will have use of their office for the duration of the Exhibit Show.
- Exhibit offices are open during Exhibit Hall hours.
- Group presentations to attendees will not be permitted in this area.
- Additional information is available in the Exhibitor Service Kit.

**Application Process**

- Complete the application and return with a 50% deposit of the total office rental fee.
- The balance must be received by **February 27, 2015**.
- Any applications received after February 27, 2015 must be accompanied by full payment.

**The following cancellation fees apply:**

- **Prior to January 27, 2015** – Full refund, less $750 for administrative fee
- **Between January 27-February 24, 2015** – 50% penalty of total cost
- **After February 24, 2014** – 100% penalty of total cost
EXPLORE!

BACK FOR 2015!

Explore! is the perfect opportunity to bring attendees to your booth!

AACR’s successful traffic builder is back...bigger and better! This activity is designed exclusively for exhibitors in booths 400 sq. ft. or less only. Exhibitors purchase a slot on the Explore! postcard. The postcard contains questions specific to an exhibitor and is distributed to all attendees with conference material. Attendees have four days to collect all answers, identify them on the postcard and hand it in to AACRcentral or one of the bins in registration or the coffee breaks on the exhibit floor. Attendees must visit all the participating exhibitors and correctly answer all questions. Correctly completed game cards are entered into a drawing at the end of the meeting for five (5) $250 Amazon gift cards.

This is the perfect opportunity to bring attendees to your booth.

The cost for this activity is $2,000 and is limited to the first 15 exhibitors who respond to exhibits@aacr.org.

Participating exhibitors will be highlighted in the Exhibitor Directory and on signage throughout the hall. Exhibitors are only permitted to ask one question. The question should be information they would obtain from booth personnel, booth literature, or even from graphics displayed at the booth. Attendees who participate need to visit each participating booth to find the answers. Payment must be submitted at time of agreement. Questions must be submitted by February 27, 2015.
Sponsor the Relaxation Lounge on the exhibit floor and be a hero to attendees who can receive neck and back massages in the lounge by certified massage therapists. Associate your company’s name with rest, relaxation, and collect qualified leads as delegates seek out your booth to request additional information on your company/products and services.

**Sponsorship Includes:**

- Corporate logo recognition in the Relaxation 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.
- A lead retrieval unit to capture leads.
- Signage located in the registration area and outside the exhibit hall.

The cost for this activity is $25,000 and is available on a first-come, first-served basis. This service has been requested by both exhibitors and attendees, so we anticipate the sponsorship will sell out quickly.
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 station.

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. A smartphone/cell phone charging station or tablet/iPad charging station provides attendees with the backup power they need. Kiosks will be branded with sponsor’s logo and placed in high traffic areas on the exhibit floor.

This sponsorship includes:

• Company logo on each mobile charging station (3)
• Recognition of your sponsorship on signage
• Recognition of your sponsorship in Exhibitor Directory

The cost for this activity is $20,000 and includes sponsorship of three (3) kiosks. This will be sold on a first-come, first-served basis.
Three coffee breaks will be located throughout the exhibit hall. Coffee is served each morning and afternoon that the Exhibit Hall is open.

The cost for this activity is $5,000 for each break location. This will be sold on a first-come, first-served basis. Sponsor will be recognized on signage in the Coffee Break area and at the Exhibit Hall entrances.
Exhibitor Information

Exhibiting Company Name

Contact Name and Title

Street Address

City/State/Province Zip/Postal Code

Country

Telephone Fax

Email Address

Signature

Activity, Day, and Time Preference

Please indicate your activity and preference of day/time (if applicable):

- ☐ Exhibitor Spotlight Theater
  - Please rank your desired date/time slot choices below (i.e. 1, 2, 3, and 4) (Please refer to rates on page 2.)
    - Sunday, April 19: 2:00 p.m. _____
    - Monday, April 20: 10:00 a.m. _____; 12:30 p.m. _____; 3:00 p.m. _____
    - Tuesday, April 21: 10:00 a.m. _____; 12:30 p.m. _____; 3:00 p.m. _____

- ☐ Exhibitor Meeting Room
  - Please indicate whether you are reserving a specific day or for the duration of the exhibit show:
    - (Please refer to rates on page 4 for duration and daily rental fees.)
  - ☐ 10 x 10 Meeting Room:
    - Duration _____ OR; Sunday _____: Monday _____: Tuesday _____:
    - Wednesday _____
  - ☐ 10 x 20 Meeting Room:
    - Duration _____ OR; Sunday _____: Monday _____: Tuesday _____:
    - Wednesday _____
  - ☐ 20 x 20 Meeting Room:
    - Duration _____ OR; Sunday _____: Monday _____: Tuesday _____:
    - Wednesday _____

Method of Payment

Check enclosed payable to the American Association for Cancer Research, drawn on a US bank.

- ☐ VISA
- ☐ MasterCard
- ☐ American Express

Amount: $ __________

- ☐ Wire transfer

Credit Card # Exp. Date

Print name of Cardholder

Signature

If paying by check please send to:

AACR, Annual Meeting Exhibits 2015
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106
Attention: Finance Department

Please complete and return this form to exhibits@aacr.org or Fax: 267-825-9537.
Advertising in Exhibitor Directory

The key to a successful exhibit 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. In addition to the Basic listing included in your booth package, the AACR is happy to provide Premium and Premium Plus listings in the Exhibitor Directory.


Basic Listings:

• Submitted at time of exhibit space application.

• All changes can be done via the Exhibitor Dashboard or by contacting Belinda Twumasi at exhibits@aacr.org.

• It is the responsibility of the exhibiting company contact to ensure that the company’s information is updated and submitted accurately for the print, online, and mobile versions of the Exhibitor Directory.

• Deadline in order to appear in Exhibitor Directory and Mobile App is January 19, 2015.

Premium and Premium Plus Listings:

• Must be purchased by February 13, 2015.

• Premium Listing - $1,500

• Premium Plus Listing - $2,500

• All inquiries regarding these listings, including billing and invoicing, will be handled by PMI. Therefore, please contact Michael Perlowitz at 212-904-0374 or email mperlowitz@pminy.com.

Please see below chart detailing available listings:

<table>
<thead>
<tr>
<th>Basic In-Print Listing included with booth fee</th>
<th>Premium $1,500</th>
<th>Premium Plus $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth Number</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Address, Phone, Fax</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Web Address</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>45 Word Description</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Primary Product and Service Categories

<table>
<thead>
<tr>
<th>Up to 2</th>
<th>Up to 3</th>
<th>Up to 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (4C) Ad (Run of Book only)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Full Page (4C) Ad in Premium Position (Cover 2, 3, or 4)</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Additional Advertising Opportunities

Companies interested in advertising at the AACR Annual Meeting including the AACR Annual Meeting Program should contact Michael R. Perlowitz, National Account Sales Manager at PMI: 212-904-0374 or mperlowitz@pminy.com.

Exhibitor advertising options are available for purchase, to increase your organization’s visibility at the meeting:

• Annual Meeting App
• Daily Alerts (email)
• Program Book
• Exhibitor Directory
• Proceedings Book
• Banner Ads on AACRjournals.org
• Pre- and Post-Mailing Lists
Where is all the traffic in the exhibit hall going?

It could be to your booth if you send a personalized invitation to all or selected attendees using our pre-meeting mailing lists. This list helps increase booth traffic and exposure of your company’s products and services. Need to follow up with attendees after the meeting? Use our post-meeting mailing lists to thank attendees for visiting your booth and to remind them of your company’s offerings.

As a benefit to our exhibitors, AACR makes pre- and post-meeting registration lists available for rent. The process is easy, affordable, and quick. Don’t miss this opportunity to connect with more attendees!

More information on using AACR mailing lists will be listed in the exhibitor service kit, or can be obtained by contacting Ashley Kennedy at ashley.kennedy@aacr.org, 215-440-9300.
SUPPORT AND SPONSORSHIP OPPORTUNITIES

Scientific Programs
- Opening Plenary Session
- Additional Plenary Sessions
- 2015 Presidential Address
- Major Symposia
- Recent Advances in Organ Site Research
- Recent Advances in Diagnostics, Therapeutics, and Prevention
- Recent Advances in Epidemiology and Prevention Research
- Minisymposia
- Forums on “Hot Topics” in Cancer Research
- Professional Advancement Series
- Special Symposia on “New Drugs on the Horizon”
- Scientist ↔ Survivor Program
- Poster Sessions
- Late-Breaking Poster Sessions
- Meet-the-Expert Sessions
- Educational Sessions and Methods Workshops
- NextGen Stars

Print and Electronic Publications
- Program and Proceedings – Print Editions
- Program and Proceedings – Online Edition
- Daily Pocket Calendar
- Education Book

Programs for Special Constituencies
- Travel Awards Program for Scholars-in-Training
- Associate Member Resource and Career Center

Women in Cancer Research
- AACR Women Scholar Award in Cancer Research Program
- 18th AACR-WICR Charlotte Friend Memorial Lectureship
- WICR Professional Advancement Sessions
- WICR Resource Center
- Nursing Mother’s Suite

Minorities in Cancer Research
- 10th AACR-MICR Jane Cooke Wright Lectureship
- 30th AACR Minority Scholar Award in Cancer Research Program
- 18th Minority-Serving Institution Faculty Scholar Awards
- MICR Forum
- MICR Professional Advancement Session
- MICR Scientific Symposium
- MICR Town Meeting
- MICR Networking and Resource Center

Undergraduate Program: Careers in Cancer Research
- AACR-Thomas J. Bardos Science Education Awards for Undergraduate Students
- High School Science Education Program – A Unique Opportunity for Philadelphia Students
- 10th Undergraduate Student Caucus and Poster Competition
- Meet-the-Mentor Undergraduate Focus
- Networking Hubs

Key Meeting Elements
- Cancer and Biomedical Research Career Fair
- Conference Bag
- Internet Café
- AACR Membership Center
- Registration Area
- Webcast Bookmark
- Speaker Preparation Room
- Shuttle Bus Service

Social Events
- Annual Reception
- President’s Reception
- Incoming President’s Reception
- Awards Reception

Companies interested in providing financial support or obtaining information on sponsorship opportunities at the AACR Annual Meeting should contact Iain Mitchell, Development Department, AACR at 215-440-9300 or iain.mitchell@aacr.org.