

# EXHIBITOR TOOLKIT

We're excited to see you in Chicago at the AACR Annual Meeting 2025! Please take advantage of this Exhibitor Toolkit to promote your booth and your presence at our show.



## OFFICIAL EXHIBITOR

AACR created assets for you to use to promote your booth as an Official Exhibitor of the AACR Annual Meeting 2025.

We also have provided guidelines if you choose to create your own materials referring to the AACR Annual Meeting 2025.

### GUIDELINES

- **Official Language:** The name of the meeting must be written as **“American Association for Cancer Research® (AACR) Annual Meeting 2025”**. Additionally, any mention of the meeting must also include: **“Not affiliated with or endorsed by AACR.”**
- The name of the AACR Annual Meeting 2025 may be mentioned only one time in each communication or identification purposes. It should be referred to as “AACR Annual Meeting 2025” or “American Association for Cancer Research Annual Meeting 2025”, except that stationary advertising (i.e. billboards and airport signage) cannot mention AACR Annual Meeting, the name, dates, or venue of the AACR meeting following AACR policy.
- Exhibitors are prohibited from altering the provided graphic assets except to add your booth number.
- Exhibitors may choose to create their own graphics. If so, the provided “Official Exhibitor logo” may be used. Please refer to the DOs and DON'Ts to the right for guidance on how the logo may or may not be used.
- Exhibitors are prohibited from using the AACR organization logo and AACR Annual Meeting logo to, incorporating them in, or otherwise making them a part of exhibitor-distributed materials. (See examples to the right.)
- Materials/posts should not link to AACR.org or any other AACR-owned websites.
- Exhibitors must submit a sample of all advertising or marketing materials related to the AACR for approval. These materials include but are not limited to flyers, internet postings, emails, online advertisements, and postcards.
- The AACR Annual Meeting name may not be part of a title or heading, be prominently featured, or listed first in printed materials, or be used in a way that suggests or implies the endorsement or sponsorship of AACR Annual Meeting in any way. AACR Annual Meeting trademarks, including “AACR”, may not be used in web URLs, links, web page titles, Google Ads, or similar online functionality.
- When advertising with TriStar Event Media and The Walchli Tauber Group, these are the only official advertising vendors of the AACR Annual Meeting 2025. Before contracting your advertising, make sure the publication is official. Refer to these guidelines when placing your ad.
- Please submit samples to the Exhibits Team at [exhibits@aacr.org](mailto:exhibits@aacr.org).

✓ **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.



✗ **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

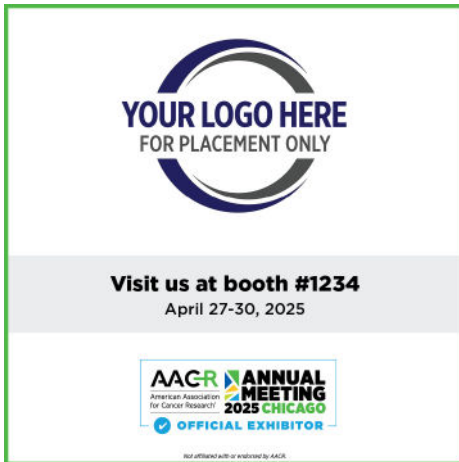
### SOCIAL MEDIA

- Follow AACR at [blog.aacr.org](http://blog.aacr.org) and on your social media channels @AmericanAssociationForCancerResearch

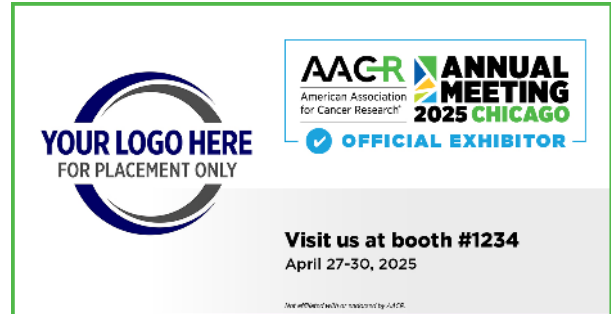


- Tag AACR as you promote your booth in your social media posts and use the hashtag #AACR25 before and during the show!
- FB/LI, X, and IG assets (shown here) have been provided in the Official Exhibitor Toolkit which can be found at the links in the footer of this document. Exhibitors are able to add their logo and booth number to the social graphics, but no other alterations can be made without approval from AACR.
- If exhibitors choose to create their own social graphics, please do so adhering to the **Page 2 GUIDELINES**.

- ✓ **INSTAGRAM** Jpegs and editable files are available in the Official Exhibit Media Kit.



- ✓ **FACEBOOK / LINKEDIN** Jpegs and editable files are available in the Official Exhibit Media Kit.



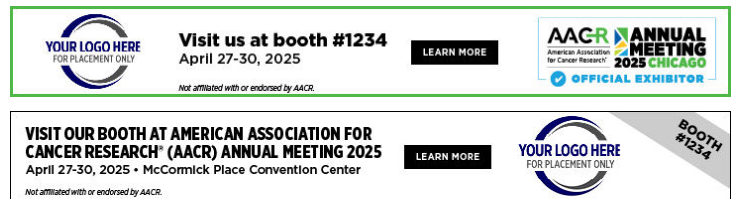
- ✓ **X (FORMERLY TWITTER)** Jpegs and editable files are available in the Official Exhibit Media Kit.



## OFFICIAL EXHIBITOR

### DIGITAL DISPLAY ADS

- Leaderboard (728x90) assets (shown here) have been provided in the Official Exhibitor Toolkit which can be found at the links in the footer of this document. Exhibitors are able to add their logo and booth number to the social graphics, but no other alterations can be made without approval from AACR.
- If exhibitors choose to create their own digital banners, please do so adhering to the **Page 2 GUIDELINES**.



### EMAIL SIGNATURE

Exhibitors may include the “Official Exhibitor logo” in their email signature, adhering to the **Page 2 GUIDELINES**.

### PROMOTIONAL EMAILS

- Our attendees personal information is important to us. AACR will not release contact information to advertisers or sell through third parties.
- The only way to successfully communicate to attendees is through our TrafficMax email marketing program. Have questions or need more information about TrafficMax? Contact **Toya Banks** at [toya.banks@csireg.com](mailto:toya.banks@csireg.com) or **(331) 903-6520**. Attendee information will not be compromised, and they will have the opportunity to opt out at any time.
- Please beware of other solicitations to sell or rent AACR attendee lists. These are fraudulent representations and the AACR has not approved or engaged these parties. If you have been solicited by these entities, please report them to [mailinglists@AACR.org](mailto:mailinglists@AACR.org). We will take swift action to ensure your privacy.

• Exhibitors using their own email/ mailing lists must follow the Guidelines of this Exhibitor Media Guide and submit the sample materials in advance to [exhibits@aacr.org](mailto:exhibits@aacr.org) for approval.

### FUNDRAISING

- Exhibitors must let us know if they will be fundraising within their booth. All fundraising in the Exhibit Hall must be approved by the AACR by February 14, 2025. Exhibitors must submit the Booth Activity Form at: <https://www.surveymonkey.com/r/BoothActivityApprovalForm> to receive this approval.
- The following language must be prominently present on fundraising signage.  
**“The AACR Foundation is not affiliated with this fundraiser.”**



## OFFICIAL EXHIBITOR

### PATIENT ADVOCACY PARTNERS PAVILION

- For those exhibiting in the Patient Advocacy Partners Pavilion, you may add the following copy to any Annual Meeting posts: **“We’re exhibiting in the Patient Advocacy Partners Pavilion at American Association for Cancer Research® (AACR) Annual Meeting 2025”.**
- FB/LI, X, IG and digital display assets (*shown here*) have been provided in the Official Exhibitor Toolkit which can be found at the links in the footer of this document.
- Exhibitors are able to add their logo to the social graphics but no other alterations can be made without approval from AACR.
- If exhibitors choose to create their own social graphics, please do so adhering to the **Page 2 GUIDELINES**.

### ✓ DIGITAL DISPLAY

YOUR LOGO HERE FOR PLACEMENT ONLY

**Visit us at the Patient Advocacy Partners Pavilion**  
April 27-30, 2025

Not affiliated with or endorsed by AACR.

**AACR ANNUAL MEETING 2025 CHICAGO**  
OFFICIAL EXHIBITOR

LEARN MORE

**VISIT US AT THE PATIENT ADVOCACY PARTNERS PAVILION AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
April 27-30, 2025 • Exhibit Hall • McCormick Place Convention Center

Not affiliated with or endorsed by AACR.

LEARN MORE

YOUR LOGO HERE FOR PLACEMENT ONLY

### ✓ INSTAGRAM

YOUR LOGO HERE FOR PLACEMENT ONLY

**Visit us at the Patient Advocacy Partners Pavilion**  
April 27-30, 2025  
Exhibit Hall • McCormick Place Convention Center

**AACR ANNUAL MEETING 2025 CHICAGO**  
OFFICIAL EXHIBITOR

YOUR LOGO HERE FOR PLACEMENT ONLY

**VISIT US AT THE PATIENT ADVOCACY PARTNERS PAVILION AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
April 27-30, 2025  
Exhibit Hall • McCormick Place Convention Center

### ✓ FACEBOOK / LINKEDIN

YOUR LOGO HERE FOR PLACEMENT ONLY

**AACR ANNUAL MEETING 2025 CHICAGO**  
OFFICIAL EXHIBITOR

**Visit us at the Patient Advocacy Partners Pavilion**  
April 27-30, 2025  
Exhibit Hall • McCormick Place Convention Center

Not affiliated with or endorsed by AACR.

**VISIT US AT THE PATIENT ADVOCACY PARTNERS PAVILION AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
April 27-30, 2025  
Exhibit Hall  
McCormick Place Convention Center

YOUR LOGO HERE FOR PLACEMENT ONLY

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### ✓ X (FORMERLY TWITTER)

YOUR LOGO HERE FOR PLACEMENT ONLY

**AACR ANNUAL MEETING 2025 CHICAGO**  
OFFICIAL EXHIBITOR

**Visit us in the Patient Advocacy Partners Pavilion**  
April 27-30, 2025  
Exhibit Hall • McCormick Place Convention Center

Not affiliated with or endorsed by AACR.

**VISIT US IN THE PATIENT ADVOCACY PARTNERS PAVILION AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2024**  
April 27-30, 2025  
Exhibit Hall  
McCormick Place Convention Center

YOUR LOGO HERE FOR PLACEMENT ONLY

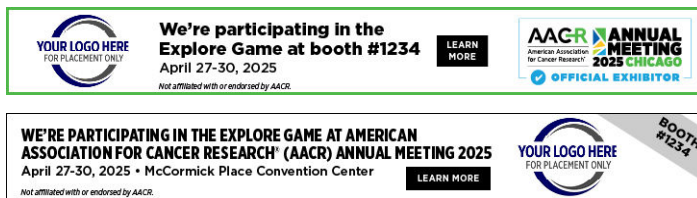
Not affiliated with or endorsed by AACR.

## OFFICIAL EXHIBITOR

### EXPLORE GAME

- For those participating in the Explore Game, you may add the following copy to any Annual Meeting posts: **“We’re participating in the Explore Game at American Association for Cancer Research® (AACR) Annual Meeting 2025”**.
- FB/LI, X, IG, and digital display assets (*shown here*) have been provided in the Official Exhibitor Toolkit which can be found at the links in the footer of this document. Exhibitors are able to add their logo and booth number to the social graphics, but no other alterations can be made without approval from AACR.
- If exhibitors choose to create their own social graphics, please do so adhering to the **Page 2 GUIDELINES**.

### ✓ DIGITAL DISPLAY



### ✓ INSTAGRAM



### ✓ FACEBOOK / LINKEDIN



### ✓ X (FORMERLY TWITTER)



## OFFICIAL EXHIBITOR

### SPOTLIGHT THEATERS

Participating exhibitors only.

- 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 and opinions expressed by presenters are those of the sponsor or presenter and are not of the American Association for Cancer Research® (AACR).”**
- FB/LI, X, IG, and digital display assets (*shown here*) have been provided in the Official Exhibitor Toolkit which can be found at the links in the footer of this document. Exhibitors are able to add their logo and booth number to the social graphics, but no other alterations can be made without approval from AACR.

### ✓ DIGITAL DISPLAY

YOUR LOGO HERE FOR PLACEMENT ONLY

**Visit Spotlight Theater #**  
#####day, April #, 2025 • # p.m.  
South Hall A

LEARN MORE

AACR ANNUAL MEETING 2025 CHICAGO  
OFFICIAL EXHIBITOR

Not affiliated with or endorsed by AACR.

**VISIT SPOTLIGHT THEATER # AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
#####day, April #, 2025 • # p.m. • South Hall A • McCormick Place Convention Center

LEARN MORE

YOUR LOGO HERE FOR PLACEMENT ONLY

Not affiliated with or endorsed by AACR.

### ✓ INSTAGRAM

YOUR LOGO HERE FOR PLACEMENT ONLY

**Visit Spotlight Theater #**  
#####day, April # • #p.m.  
South Hall A • McCormick Place Convention Center

AACR ANNUAL MEETING 2025 CHICAGO  
OFFICIAL EXHIBITOR

YOUR LOGO HERE FOR PLACEMENT ONLY

**VISIT SPOTLIGHT THEATER # AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
### day, April # • #p.m.  
South Hall A • McCormick Place Convention Center

### ✓ FACEBOOK / LINKEDIN

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AACR ANNUAL MEETING 2025 CHICAGO  
OFFICIAL EXHIBITOR

**Visit Spotlight Theater #**  
#####day, April # • # p.m.  
South Hall A  
McCormick Place Convention Center

Not affiliated with or endorsed by AACR.

**VISIT SPOTLIGHT THEATER # AT AMERICAN ASSOCIATION FOR CANCER RESEARCH® (AACR) ANNUAL MEETING 2025**  
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South Hall A  
McCormick Place Convention Center

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#####day, April # • #p.m.  
South Hall A  
McCormick Place Convention Center

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## **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 official AACR Annual Meeting, presented in cooperation with the AACR, or endorsed by the AACR.
- In describing these events, **the following phrases may not be used:**
  - **“presented during”**
  - **“presented in conjunction with”**
  - **“attendees of the AACR Annual Meeting”**