



Dear Exhibit Partner,

Thank you for your first-time support of the AACR Annual Meeting 2019. This New Exhibitor Welcome Kit will give you more information on the following:

- Exhibit Hall Dates and Times
- Badge Information
- Enhanced Refreshment Breaks
- Transportation
- Exhibitor Service Center
- Exhibitor Rules
- Exhibitor Check List
- Exhibitor Advisory Committee
- Exhibitor Lounge

If you have any additional questions, do not hesitate to contact us. The Exhibit Management office will be located in the Exhibit Hall—Building B.

Have a great show!

Kind Regards,

The AACR Exhibits Team



New Exhibitor "How To" Online Course

Looking for information on how to plan your first exhibit? [Watch this video](#) on how our official contractor, Freeman Services, can assist you with your planning needs.

Exhibit Hall Dates and Times

Exhibitor Registration Hours

Friday, March 29	8:00 a.m. - 7:00 p.m.
Saturday, March 30	7:00 a.m. - 6:00 p.m.
Sunday, March 31	6:30 a.m. - 6:00 p.m.
Monday, April 1	6:30 a.m. - 6:00 p.m.
Tuesday, April 2	6:30 a.m. - 5:00 p.m.
Wednesday, April 3	6:30 a.m. - 12:00 p.m.

Exhibit Hall Move-in/Move-out

Thursday, March 28	12:00 p.m. - 5:00 p.m.
Friday, March 29	8:00 a.m. - 5:00 p.m.
Saturday, March 30	8:00 a.m. - 5:00 p.m.

Exhibit Show Dates and Times

Sunday, March 31	1:00 p.m. - 5:00 p.m.
Monday, April 1	9:00 a.m. - 5:00 p.m.
Tuesday, April 2	9:00 a.m. - 5:00 p.m.
Wednesday, April 3	9:00 a.m. - 12:00 p.m.

***All booths must be show ready by 5:00 pm on Saturday March 30th.**

Reminder: Please open your exhibit booth on time each day. Your booth must be staffed throughout the day until the scheduled closing. Exhibitors are permitted to enter the exhibit hall one hour prior to opening during exhibit days. Early move-in requests must be made in advance by contacting AACR Exhibits Management at exhibits@aacr.org.

***No packing of equipment, literature, etc or dismantling will be permitted until the official closing time. Any exhibitor found to leave prior to the end of the show will not be invited to participate in any future AACR Annual Meetings.**



AACR EXHIBITS ADVISORY COMMITTEE

The AACR would like to thank the Exhibits Advisory Committee for their support of the AACR and the AACR Annual Meeting.

Doc Chaves, Li-COR Biosciences
Jenny Eckilson, Cell Press
Susan Desmond, Charles River

Molly Hayes, Illumina, Inc.
Rebecca Madrid, Boehringer Ingelheim
Pharmaceuticals, Inc.
Eric Ibsen, Studylog Animal Study Software

Enhanced Refreshment Breaks

As a way for the Exhibitors to show appreciation to the attendees and to build traffic on the show floor, Enhanced Refreshment Breaks have been planned during this year's Annual Meeting. On Monday and Tuesday, starting at 1:30 pm, various snack and non-alcoholic beverage stations will be placed throughout the show floor. **Grab a Snack and Say Hello to Attendees!**

Exhibitor Lounge

A complimentary exhibitor lounge is provided by the AACR for all exhibitors during the AACR Annual Meeting. The lounge will be open to exhibitors only in the Exhibit Hall beginning Friday, March 29, through Wednesday, April 3, during setup and show hours.

Badges and Passes

Exhibitor Registration

Exhibitors will receive five (5) complimentary exhibitor badges per 100 sq. ft. of booth space. Additional badges for exhibit personnel may be purchased for \$75 per badge. 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 or have a direct business affiliation. Exhibitor Registration will be available on your Exhibitor Dashboard. 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 Badge Pick-up

Badges will be provided for all pre-registered exhibitor booth personnel at Exhibitor Registration, located in the Registration Hall in Building B. If you are registered as a full conference attendee you will need to go to Attendee Registration located in the same Registration Hall. Exhibitors with a business card from an exhibiting company will be able to register on-site. If the potential registrant does not have a business card from an exhibiting company, they will not be admitted into the exhibit hall unless prior arrangements have been made.

Guest Passes

Guest passes are not available.

Exhibitor/Conference Badge

Each company will receive one (1) exhibitor/full conference pass per 100 sq. feet with a max of 10. Individuals using the exhibitor/conference registration will be able to access both the exhibit hall and educational sessions.

Transportation

Shuttle Busses- AACR will provide shuttle bus service from designated AACR hotels. Information will be found on the AACR Annual Meeting webpage when available.

Exhibitor Service Center

Located inside of the exhibit hall, the Exhibitor Service Center will help you with all of your exhibitor needs.

Freeman Service:

- **Carpeting** - The AACR requires that all booths be carpeted. If you have not arranged to have carpeting installed in your booth visit the Freeman Services Desk.
- **Booth Furnishings** - Need to add a table or chair to your booth? Visit the Freeman Services Desk.
- **Booth Cleaning** - It is the responsibility of the exhibitor to make arrangements for booth cleaning. If you would like to have your booth cleaned, visit the Freeman Services Desk to make arrangements.
- **Audio Visual** - Freeman is the official contractor for audio visual and computer rental needs. Arrangements can be made at the Audio-Visual Desk located in the Exhibitor Service Center. Freeman offers the most extensive inventory of audio visual products available, such as flat screen technology, LED light displays, and many more audio experiences.



Place your orders with Freeman before March 14th to take advantage of advance order discount rates!

- Identification Tags - Tags for crates and boxes are available at the Freeman Services Desk. All cartons, crates, containers, packing materials, etc. which are necessary for re-packing MUST be labeled with "EMPTY" stickers and will be removed and stored by Freeman.
- Accessible Storage - Access to storage is available through Freeman. Crates and boxes cannot be stored behind booth displays.
- Shipping Labels and Information - Visit the Freeman Services Desk for shipping labels and to make shipping arrangements for your booth materials and displays.
- Electricity - All arrangements for electricity must be made through the Convention Center.

Lead Retrieval Systems: CompuSystems - Maximize your sales opportunities with powerful lead retrieval products. If you have not already ordered a lead retrieval system, you may do so on-site at the CompuSystems Desk located in the Exhibit Hall.

Photography: Todd Buchanan Photography Services - For photos of your booth display, photography services can be ordered on-site by visiting the photography desk in the Exhibitor Service Center or by calling 612-226-5154.

Internet Services: CCLD Network - Internet and telephone services can be ordered at the CCLD Network desk, located in the Exhibitor Service Center.

Floral: Convention Plant Creations - Arrangements for plants and floral decorations can be made at the Convention Plant Creations desk, located in the Exhibit Hall.

International Shipping: Airways Freight - One stop international logistics services are provided through Airways Freight Corporation.

Catering: Levy Restaurants- The official catering for the Georgia World Congress Center is provided by Levy Catering.

Advertising: PMI - Print Opportunities and Digital Opportunities are available for your company to gain exposure in the Program Guide, Guide to Poster Sessions and Exhibitor, Daily Alerts, and many more.



Exhibiting Rules Reminder

- Effective April 1, 2017, conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, noncommercial 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. Canvassing or distributing advertising material outside the exhibitor's own booth is not permitted. Solicitation of business except by exhibiting firms is prohibited.
- Exhibit personnel **SHOULD NOT** enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth.
- As a courtesy to attendees and fellow exhibitors, exhibits must be staffed at all times during the meeting.
- All exhibitors are expected to make their travel arrangements to ensure the booth is staffed adequately.

Exhibitor Checklist

Pre-Meeting

- Set up a Realistic Budget.** Work with your team to ensure all expenses are accounted for such as booth fees, marketing tools, shipping of materials, traveling, targeted ROI, etc. Use the Exhibitor Budget Worksheet found in your Survival Kit.
- Submit Deposit.** Submit 50% deposit due at the time of the application.
- Research your Audience.** Look at the demographics information found in the Exhibitor Prospectus.
- Start Planning and Creating your Booth.** Create a timeline with your design team. The more complex your exhibit, the more time you'll need.
- Develop Team.** A great team will consist of marketing, sales, and technical staff.
- Secure Booth Design.** Submit any necessary booth renderings to the Exhibits team for approval. Submit EAC and COI's for booth builders and other booth vendors.
- Submit Payments.** Make sure to follow the payment schedule found on the [AACR Important Deadlines and Dates](#).
- Listings.** Submit company description to appear in the Guide to Poster Sessions and Exhibits.
- Develop Marketing Activities.** Secure Exhibitor Spotlight Theater timeslot, Exhibitor Meeting Rooms, and other marketing opportunities available to exhibitors to promote your company. Consider booth activities to promote booth traffic.
- Make all travel and hotel reservations.** Be sure to check out the Exhibitor Housing links provided on your Exhibitor Dashboard.
- Finalize Booth Orders.** Don't forget to order carpet, electric, internet, etc. in the Exhibitor Service Kit.
- Register Exhibitors.** Make sure to register all staff through the Exhibitor Dashboard. Each exhibitor receives 5 complimentary badges per 100 sq. feet with one being an exhibitor/conference badge.



- Carpeting ordered (Required by AACR).** All booths must be carpeted by 5 p.m. on Saturday, March 30, 2019. There are no exceptions to this rule.
- Other furnishings ordered (tables, chairs, etc.).** Order forms can be found in your Exhibitor Service Kit on your Exhibitor Dashboard.
- Electricity ordered.** Order forms can be found in your Exhibitor Service Kit.
- Arranged labor for set-up / dismantle.** Labor can be ordered in advance by returning the Display Labor Order Form, included in your Exhibitor Service Kit.
- Arranged for accessible storage (if you need access to your stored materials).** Accessible storage for materials are available from Freeman for a fee. Information can be found in your Exhibitor Service Kit.
- Arranged for booth cleaning.**
- Rented lead retrieval system (CompuSystems).** On-site retrieval technology and TrafficMax attendee lists are available through CompuSystems, Inc., the official registration company of the AACR Annual Meeting.
- Arranged for AV and/or computer rental needs (Freeman)**
- Arranged for photography of booth (Todd Buchanan Photography)**
- Arranged for internet and/or telephone services (CCLD Network)**
- Ordered plants and/or floral decorations for booth (Convention Center Plant Creations Inc.)**

On-Site

- Pick up Exhibitor badges** from Exhibitor Registration (5 per 10x10 booth space; 1 Exhibitor/Conference badge per 10x10 with max of 10).
- Pick up the Guide to Poster Sessions and Exhibits.**
- Pick up “empty” stickers for storage items**
- Keep Track of Contacts.** Keep careful track of new leads and potential customer information via lead retrieval.
- Visit Exhibitor Lounge.** Check out 2020 Floor Plan. The floor plan for the AACR 2020 Annual Meeting in San Diego will be available for viewing as well as the floor plan for the 2020 AACR-NCI-EORTC Molecular Targets Conference.

Post-Meeting

- Picked up shipping labels and arranged for outbound shipping.**
- Returned lead retrieval system to CompuSystems**
- Arranged for AV and/or computer rentals to be returned to Freeman**
- Arranged internet and/or telephone Services to be disconnected with CCLD Network**
- Follow up with leads.** Distribute leads to appropriate team members.
- Take the Exhibitor Feedback Survey.** Make sure to check your inbox and spam for the Exhibitor Feedback Survey to let us know what we can improve on or adjust.
- Email Exhibits@aacr.org with further assistance if need!**



FREQUENTLY ASKED QUESTIONS

Q: What is the address of the Convention Center?

A: Georgia World Congress Center
285 Andrew Young International Blvd NW,
Atlanta, GA 30313

Q: What if I need additional time to set up the booth?

A: All exhibit booths must be show ready by 5:00 p.m. on Saturday, March 30. Should special circumstances arise and additional time is required on Sunday Morning for set up, please submit a request to exhibits@aacr.org. No exhibitor is permitted to set up during exhibit hours.

Q: When will advance shipments to the warehouse begin?

A: Advance shipments begin on Tuesday, March 5, 2019. The deadline for advance warehouse receiving is Wednesday, March 27, 2019.

Q: When will the convention center accept on-site shipments?

A: Thursday and Friday, March 28-29, 2019

Q: Can I invite guests/customers into the hall?

A: There are no guest passes. All personnel must have a conference badge worn at all times.

Q: How many badges are included with my booth price?

A: Each exhibiting company will receive five (5) complimentary exhibitor personnel badges per 100 sq. ft.

Q: Do exhibitor badges allow access to educational sessions?

A: No, exhibitor badges allow access to only the poster sessions and Exhibit Hall. Each exhibiting company will receive one (1) complimentary session passes per 100 sq. ft. with a max of 10.

Q: Where can I find the most current and up-to-date copy of the floor plan?

A: A current version of the floor plan can be found on the Exhibit section of the AACR webpage. www.aacr.org.

Q: Where can I find Exhibitor Forms, i.e. registration, housing, etc.?

A: All forms will be available on the Exhibitor Dashboard. In addition, email blasts will be sent to all exhibitors of record with links to the various sites, such as housing, registration, Exhibitor Service Kit, etc. The Exhibitor Service Kit will provide you with complete information on all contractor services, labor information, and more.

Q: Are there marketing opportunities available for exhibitors?

A: Yes, marketing opportunities are available on your Exhibitor Dashboard and website. Please don't hesitate to contact us at exhibits@aacr.org.



TIPS & TRICKS FROM THE AACR EXHIBITOR ADVISORY COMMITTEE

- It is important to greet your neighbors! You never know when you may need their help.
- Take a look at the new exhibiting companies list and stop by their booth if you have time.
- Wear your optional “new exhibitor ribbon” so the EAC members can easily identify you and answer any questions you may have.
- Be inviting (from within your booth)!
- Don’t have too much going on in the booth that scares people away.
- Give the traffic something to look at other than you, they’ll be drawn to motion, good graphics or graphics that make them question something. Don’t overdo!
- Investing in a compact display is worth it.
- Be sure you are clear on set up and break down times. Plan to arrive in advance, should you have delays in travel.
- Make your giveaways something people will use often.
- It is important to order your services by discount deadlines.
- Ensure your shipment arrives on time to avoid any additional material handling charges.

Be sure to stop by the Exhibitor Management Office to say hello to the Exhibits team: Lisa McGlashen, Assistant Director of Meetings & Exhibits, Suzanne Leshner, Exhibits Coordinator, and Sarah Tuck, Exhibits Staff Assistant. While there, view the 2020 floor plan for San Diego, CA. Also, learn more about exhibit opportunities at AACR special conferences and the AACR-NCI-EORTC International Conference on Molecular Targets Cancer Therapeutics.