The European Association for Cancer Research (EACR), the American Association for Cancer Research (AACR), and the Irish Association for Cancer Research (IACR) proudly announce this joint conference - **How to Bring Basic Science Discoveries to the Clinic** - to be held in Dublin, Ireland, from 27 - 29 February 2024.

### SCIENTIFIC PROGRAMME COMMITTEE

- Rene Bernards (EACR co-Chair), NKI, Netherlands
- Christine Lovly (AACR co-Chair), Vanderbilt University School of Medicine, USA
- Tracy Robson (IACR co-Chair), Royal College of Surgeons in Ireland, Ireland
- Hughes de Thé, INSERM, France
- Marisol Soengas, Spanish National Cancer Research Center, Spain
- Luis Diaz, Memorial Sloan Kettering Cancer Center, USA
- Crystal Mackall, Stanford Hospital, USA
- Niamh Lynam-Lennon, Trinity College Dublin, Ireland
- Alex Eustace, Dublin City University, Ireland

### KEY CONTACTS

<table>
<thead>
<tr>
<th>Congress Organisers</th>
<th>Sponsorship and Exhibition Sales Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>c/o New Way Management</td>
<td>Steph Milsom</td>
</tr>
<tr>
<td>Wessel Nieuwenweg</td>
<td>Marketing Officer</td>
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<td>7 Michel Chevalier</td>
<td><a href="mailto:stephanie.milsom@eacr.org">stephanie.milsom@eacr.org</a></td>
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<td>Phone: +33 7 86 71 04 46</td>
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<td>Email: <a href="mailto:eacr@newway-management.com">eacr@newway-management.com</a></td>
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SPEAKING OPPORTUNITIES

The programme of all sponsored speaking opportunities is subject to approval by the organisers. The content of these sessions and opinions expressed by presenters are those of the sponsor/presenter and are not of the organising societies.

INDUSTRY SYMPOSIA

This is a unique opportunity available only to those booking exhibition space. It enables you to directly liaise with our participants to showcase your latest developments. We will help you to boost participation at the session through our own promotional channels.

<table>
<thead>
<tr>
<th>Tuesday 27 February 2024</th>
<th>Room &amp; Capacity</th>
<th>Time</th>
<th>Rate (EXCL. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Symposium 1</td>
<td>The Liffey Room</td>
<td>14:30 – 15:00</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

**Wednesday 28 February 2024**

| Industry Symposium 2 | The Liffey Room | 13:15 – 13:45 | € 8 500 |
| Industry Symposium 3 | The Liffey Room | 14:00 – 14:30 | SOLD |

**Thursday 29 February 2024**

| Industry Symposium 4 | The Liffey Room | 12:00 – 12:30 | € 8 500 |

Industry Symposia include:

- Room rental & standard setup (theatre-style with stage, lectern, and speaker table).
- AV equipment and services: amplification, data projection, AV technician.
- Publication of the Industry Symposium programme on the conference website.
- One-time promotion of the Industry Symposium in a special email sent on your behalf to all registered delegates.

INDUSTRY SPOTLIGHTS

An Industry Spotlight Session provides the opportunity for you to increase your exposure during the conference by hosting a 15-minute session taking place directly in the ‘Spotlight Area’ on the exhibition floor. The Industry Spotlight Sessions can be used as a promotional presentation or activity, highlighting specific product(s) or service(s). Sessions are scheduled during coffee breaks to ensure high attendance, as no other parallel sessions are taking place at this time.

<table>
<thead>
<tr>
<th>Tuesday 27 February 2024</th>
<th>Time of Spotlight</th>
<th>Rate (EXCL. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Break ∙ 15:00 – 15:30</td>
<td>Spotlight area</td>
<td>15:10 – 15:25</td>
</tr>
</tbody>
</table>

**Wednesday 28 February 2024**

| Coffee Break 1 ∙ 10:25 – 10:55 | Spotlight area | 10:35 – 10:50 | SOLD |
| Coffee Break 2 ∙ 16:25 – 17:40 | Spotlight area | 16:35 – 16:50 | € 4 000 |

**Thursday 29 February 2024**

| Coffee Break 1 ∙ 09:40 – 10:10 | Spotlight area | 09:50 – 10:05 | € 4 000 |
| Lunch Break ∙ 11:20 – 13:20 | Spotlight area | 11:30 – 11:45 | € 4 000 |

Industry Spotlight Sessions includes:

- Rental of the Spotlight Presentation Area
- AV equipment and services: amplification, data projection, AV technician.
- Publication of the Spotlight Session programme on the Conference website.
- One-time promotion of the Industry Spotlight Session in a special email sent to all registered delegates.

NB: Cancelling your exhibition space will result in the cancellation of your Industry Symposium & Industry Spotlight.
EXHIBITION

Why exhibit at the conference?
The opportunity to exhibit is an integral part of the conference, and the exhibition area will be a major hub of activities. Exhibiting gives you an edge – the passing trade of potential and qualified customers will be highly significant. We have designed the exhibition layout to ensure the highest level of exposure to delegates.

Exhibition Schedule

<table>
<thead>
<tr>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Tuesday 27 February 2024</td>
<td>14:00 – 20:00</td>
</tr>
<tr>
<td>Wednesday 28 February 2024</td>
<td>10:00 – 19:15</td>
</tr>
<tr>
<td>Thursday 29 February 2024</td>
<td>09:30 – 13:30</td>
</tr>
</tbody>
</table>

ALL INCLUSIVE SHELL SCHEME € 3 000

9 sqm including: shell-scheme walls, carpet, 1 counter with stool, 1 table, 2 chairs, brochure rack, electricity socket, lighting, fascia sign, and initial cleaning.

- 2 exhibitor passes with full access to scientific sessions included with every 9 sqm booked
- Listing as an exhibitor on the website prior to the conference with link to the company website

Space allocation will be made on a “first come, first served” basis. A completed booking form should be emailed to ensure reservation of a desired location. Space allocations will be made in the order in which application forms with invoicing details are received.

OPTIONAL EXTRAS

VAT will be applied as required

Additional Exhibitor Passes

- All exhibitors are required to be registered and will receive a badge displaying the exhibiting company’s name.
- Each exhibiting booth includes 2 exhibitor passes with full access to all scientific sessions.
- Additional exhibition-only passes can be purchased at a later date through an online portal. Details on how to book these passes will be in the Exhibitor Manual (available soon).
- A separate industry registration rate is available if you have additional representatives who would like to attend the scientific sessions.

☐ Additional exhibition-only pass (no access to the scientific sessions) € 150 / pass (EXCL. VAT)

Conference dinner tickets

- All exhibitors are welcome to attend the Conference dinner upon purchase of a ticket.
- The dinner will take place on the evening of Wednesday 28 February 2024 (venue to be confirmed).

☐ Conference dinner ticket € 70 + VAT per person
EXHIBITION FLOOR PLAN

For current stand availability, please see the interactive floor plan on the conference website.
SPONSORSHIP OPPORTUNITIES

CONFERENCE MATERIALS

The EACR is responsible for production and will cover this cost.

Conference Bag  € 5 000 (EXCL. VAT)

Exclusive sponsorship of the official delegate bag, with your company name and logo printed in one colour.

Exclusive – limited to 1 sponsor only

- The delegate bag will contain the Pocket Programme, next conference announcement, a notebook, a pen, and some inserts.
- Distributed to all delegates on site.

In addition to the sponsor logo, the conference bags will also carry the conference branding.

Conference Lanyards  € 5 000 (EXCL. VAT)

Exclusive sponsorship of the official lanyards, with your company name and logo distributed to all delegates.

Exclusive – limited to 1 sponsor only

- The popular and highly visible lanyards are worn by delegates throughout the conference.

In addition to the sponsor logo, the conference lanyards will also carry the conference branding.

Conference Pens or Notepads  € 2 000 EACH (EXCL. VAT)

Exclusive sponsorship of the official pens or notepads with your company name and logo.

Exclusive – limited to 1 sponsor for each item

- Placed in every delegate bag & distributed to all delegates on site.

In addition to the sponsor logo, the conference pens and notepads will also carry the conference branding.

- Conference Pens  € 2 000
- Conference Notepads  € 2 000

CONFERENCE SERVICES

Provide Free Wi-Fi Access to Delegates  SOLD

Help us connect participants to peers and colleagues both in and outside the conference. Wi-Fi will be available throughout the venue.

Exclusive – limited to 1 sponsor only

- Your logo and a link to your website will appear on the landing page.

Water Dispensers  € 1 500 (EXCL. VAT)

Sponsorship of water dispensers is a cost-effective way to place your corporate branding where all participants will see it.

Exclusive – limited to 1 sponsor only

- Your logo will appear on 5 water dispensers strategically placed throughout the conference venue.
ADVERTISING OPPORTUNITIES

**Pocket Programme** € 1 500 (EXCL. VAT)
Opportunity for an advertisement to be placed on the inside or outside back cover of the Pocket Programme.

- Inside back cover € 1 500
- Outside back cover € 1 500

**Inter-session slides** € 3 000 (EXCL. VAT)
Integrate a slide into the presentations displayed between sessions during the whole conference.

- Maximum of five companies
- Format of the PowerPoint slides: 16:9

*Material should be provided by the sponsor and approved by the EACR.*

**Bag inserts** € 1 000 (EXCL. VAT)
Bag inserts will be provided to each conference participant within the conference bags. This could be a flyer or something more creative, such as a voucher for a free gift that can be redeemed at your exhibition stand.

- Maximum of 2 pages of A4 (4 sides)
- Limited to 10 companies

*Material should be provided by the sponsor and approved by the organisation of the conference.*

**Dedicated mailing to delegates** € 3 000 (EXCL. VAT)
We offer the opportunity to communicate with delegates with a one-time email sent on your behalf to all registered participants. Is there anything you want to say to our delegates?

- Content provided by the sponsor will be sent to all attendees by the conference organisers.

ACCME STANDARDS FOR INTEGRITY AND INDEPENDENCE

All sponsors are required to comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence:
https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce
More than 99% of participants at the last EACR-AACR joint conference would recommend the conference to others.

More than 94% of participants at the last EACR-AACR joint conference rated the quality of the scientific content as excellent or very good.

Highlights from participants...

- Great organization and professionalism
- Possibility of creating connections with excellent companies, deepening interesting research topics
- There were opportunities to speak to many different people, and a wide range of interests

Participants’ Area of Work

- Translational Research: 49%
- Basic Research: 35%
- Clinical Research: 7%
- Other: 9%

Participants’ Career Level

- Student: 21%
- Postdoc (<4 y since PhD): 19%
- Postdoc (>4 y since PhD): 11%
- Principal Investigator: 15%
- Senior-level Scientist: 8%
- Other: 26%