SUPPORT AND SPONSORSHIP OPPORTUNITIES

The San Antonio Breast Cancer Symposium’s Virtual meeting will provide state-of-the-art information on the experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and premalignant breast disease, to an international audience of academic and private physicians and researchers. We plan to continue a balance of clinical, translational, and basic research, providing a forum for interaction, communication, and education for a broad spectrum of researchers, health professionals, and those with a special interest in breast cancer. This international symposium is directed primarily towards academic and private physicians and researchers involved in breast cancer in medical, surgical, gynecologic, and radiation oncology, as well as patient advocates and other appropriate health care professionals. Based on attendance levels from our 2019 San Antonio Breast Cancer Symposium, we are anticipating over 8,000-10,000 Symposium attendees. As a sponsor or exhibitor, you can connect with healthcare researchers and providers without ever having to leave your office! Sponsorship opportunities are detailed in this prospectus and are available throughout the virtual conference via banners, virtual exhibit booths and more.

MEETING PROFILE

The 2020 San Antonio Breast Cancer Symposium (SABCS) is presented by the UT Health San Antonio MD Anderson Cancer Center, the American Association for Cancer Research (AACR), and the Baylor College of Medicine. The driving force behind this collaboration is the shared mission of the organizations to advance progress against breast cancer. By combining their respective strengths, the San Antonio Breast Cancer Symposium encompasses the full spectrum of breast cancer research and facilitates the rapid transition of new knowledge into improved care for breast cancer patients.

The San Antonio Breast Cancer Symposium attracts academic and private physicians and researchers, as well as other healthcare professionals focused on curing breast cancer, to discuss and learn about new and late-breaking research including experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and pre-malignant breast disease, as well as new findings from clinical trials. This program attracts thought-leaders and high-quality proffered papers in basic and translational breast cancer research. It also encourages the participation of young investigators by providing superior education and training opportunities for the next generation of breast cancer researchers.

SYMPOSIUM OBJECTIVE

The objective of the Symposium is to provide state-of-the-art information on the experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and premalignant breast disease, to an international audience of academic and private physicians and researchers.

AUDIENCE COMPOSITION

The majority of the participants are physicians and researchers, with smaller representation by affiliated healthcare professionals.

2019 DEMOGRAPHICS

7,987 Symposium attendees + 176 Media + 623 Exhibitors, Non-Exhibiting Sponsors & their Support Staff = 8,786 total attendance. 46% came from 84 countries outside the USA. An audited 2019 attendance report, which includes further details, can be viewed at sabcs.org.

SYMPOSIUM CONTACT

Sharon Hill, Director, Symposia
UT Health San Antonio MD Anderson Cancer Center
7979 Wurzbach Road, Mail Code 8224 San Antonio, TX 78229 USA
210-450-1550
Fax 210-450-1560
Email sabcs@uthscsa.edu
Website Address sabcs.org
FINANCIAL DISCLOSURE STATEMENT
As an ACCME-accredited CME provider, the UT Health San Antonio School of Medicine must ensure that its CME activities are independent of the control of commercial interests. All speakers and planning committee members for UT Health San Antonio sponsored programs are expected to disclose (prior to the activity) all “relevant financial relationships” as financial relationships in any amount occurring within the past 12 months may potentially create a real or perceived conflict of interest. The UT Health San Antonio CME Office reviews all financial disclosure information for all speakers, facilitators, and planning committee members; and determines and resolves all conflicts of interests.

2020 disclosure information will be available electronically beginning December 1 on the SABCS website.

SUPPORT FOR SABCS
Commercial firms, industry, corporations, foundations, and other organizations that share its mission to prevent and cure breast cancer and are interested in helping to defray the costs of presenting this important international meeting, are invited to provide support for SABCS scientific and educational activities, publications, and other products. Funds received from industry are used in accordance with CME standards to defray expenses related to accredited educational activity. A wide array of support opportunities are available. Support in any amount is greatly appreciated.

SABCS alone will determine the content of their scientific and educational activities and will own all associated intellectual property. SABCS will also determine the distribution, production, and pricing of the activity’s materials.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of support must be documented by a signed agreement from the organization providing the support. SABCS may not enter into an agreement which requires either entity to accept the supporter’s advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity.

SABCS will acknowledge support in program materials as applicable but will not permit representatives of organizations providing support to engage in sales or promotional activities or to distribute commercial promotional materials within the program portion of the meeting site. Display or distribution of promotional materials, including standards related to product specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable continuing medical education (“CME”) standards.

ELIGIBILITY
Organizations must be exhibitors or sponsors of SABCS in order to participate in SABCS marketing opportunities. If a company cancels their participation at the 2020 SABCS, they also forfeit their sponsorship. Cancellation policy will apply.

Note: Marketing opportunities are available on a first-come, first-served basis. See listing for eligibility.

To find out more about increasing your visibility to SABCS attendees contact us at sabcs@uthscsa.edu

BENEFITS OF SUPPORT
• Interact and communicate directly with leading decision makers and other medical professionals specializing in breast cancer research and treatment from around the world.
• Benefit from association with SABCS while helping to ensure the ongoing success of this premier international Symposium.
• Recognition - All companies that commit to support SABCS will be acknowledged on the Symposium website sabcs.org, in Symposium materials such as the Program and Newsletter, and on slides during the Symposium.
LEVELS OF SUPPORT
Those companies supporting the SABCS to a certain value will be recognized at corresponding category levels. Recognition level = $ corporate sponsorship + $ exhibit fee + $ educational grant.

<table>
<thead>
<tr>
<th>Minimum Support</th>
<th>Level</th>
<th>Additional Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000</td>
<td>Premier</td>
<td>Larger logo on exhibit site, SABCS website and mobile app</td>
</tr>
<tr>
<td>$125,000</td>
<td>Angel</td>
<td>Large logo on exhibit site, SABCS website and mobile app</td>
</tr>
<tr>
<td>$80,000</td>
<td>Patron</td>
<td>Medium logo on exhibit site</td>
</tr>
<tr>
<td>$50,000</td>
<td>Major Supporter</td>
<td>Small logo on exhibit site</td>
</tr>
</tbody>
</table>

TYPES OF SUPPORT

Corporate Sponsorship – Support for specific items which are not components of the educational program. SABCS uses sponsorship funds to defray non-educational operating expenses.

SABCS offers several opportunities for sponsorship. Please complete and submit the Notice of Intent to Support application.

Payment - Upon receipt of your completed Notice of Intent to Support application, SABCS will send an invoice payable in 30 days. Deadline for applications is October 1, deadline for payments is October 30.

SABCS accepts check, wire transfer and ACH in USD for payment. SABCS does not accept credit cards or third-party payment methods such as SAP Ariba, EVED or Purchase Orders for support or exhibit payments. If paying by wire transfer, email sabcs@uthscsa.edu for details.

Cancellation Policy:
- Refund less 75% if cancelled by October 15
- Positively no refund for cancellations thereafter

Please note that corporate sponsorship does not include an exhibit. Exhibits need to be purchased separately.

Exhibits – SABCS uses exhibit fees to defray non-educational operating expenses.

Please complete and submit the Exhibit application.

Payment - Upon receipt of your completed Exhibit application, SABCS will send an invoice payable in 30 days. Deadline for applications is October 1, deadline for payments is October 30.

SABCS accepts check, wire transfer and ACH in USD for payment. SABCS does not accept credit cards, purchase orders or third-party payment methods, such as SAP Ariba or EVED. If paying by wire transfer, email sabcs@uthscsa.edu for details.

Cancellation Policy:
- Refund less 75% if cancelled by October 15
- This policy also applies to reduction of exhibit space
- Positively no refund for cancellations thereafter

Educational Grants – Support for general educational programming costs or specific items, or printed materials which are components of the educational program. SABCS uses grant funds to defray expenses associated with educational activities in compliance with ACCME guidelines.

If your company or organization offers educational grants in support of CME accredited educational activities related to research and treatment of breast cancer, we would appreciate receiving the grant application information. Please contact Sharon Hill, Director, Symposia at hills@uthscsa.edu.
SPONSORSHIPS:
The following sponsorships may be corporately branded with your logo and slogan.

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HERO BANNER – Home Page</strong> / $25,000 – 5 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• This sponsorship provides recognition to thousands of unique visitors per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Have your ad prominently illuminated on virtual site.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your corporate or brand ad on virtual site rotating throughout the Symposium.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment in SABCS program materials and website.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The dynamic Hero Banner ad will rotate up to 5 images on the home page and each one can be clickable to the exhibitor’s page or external website. 1 per sponsor.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Available to SABCS Exhibitors only.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ad specs: 2880px x 752px (JPEG or PNG, no max file size)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HERO BANNER – Subpage</strong> / $20,000 – 20 AVAILABLE</td>
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<td></td>
</tr>
<tr>
<td>• This sponsorship provides recognition to thousands of unique visitors per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The dynamic Hero Banner ad will rotate up to 5 images on each of the following internal pages of the virtual site: Speakers, Exhibitors, Chat and Matchmaking pages.</td>
<td></td>
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<tr>
<td>• Available to SABCS Exhibitors only. 1 per page per sponsor.</td>
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<td></td>
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<tr>
<td>• Ad specs: 2880px x 600px (JPEG or PNG, no max file size)</td>
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<tr>
<td><strong>TOWER AD – Home Page</strong> / $15,000 – 20 AVAILABLE</td>
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<tr>
<td>• This sponsorship provides recognition to thousands of unique visitors per day.</td>
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<tr>
<td>• The Tower ad will rotate up to 20 clickable rotating images on the home page, each sponsored ad is featured for 15 seconds.</td>
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<tr>
<td>• Available to SABCS Exhibitors only. 1 per sponsor.</td>
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<td></td>
</tr>
<tr>
<td>• Ad specs: 300px x 500px (JPEG or PNG, max file size 300MB)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BANNER AD – Home Page</strong> / $15,000 – 20 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• This sponsorship provides recognition to thousands of unique visitors per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Have your ad illuminated on virtual site.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your corporate or brand ad on virtual site rotating throughout the Symposium.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The Banner ad will rotate up to 20 clickable rotating banners – each sponsored ad is featured for 15 seconds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Available to SABCS Exhibitors only. 1 per sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ad specs: 1325px x 290px (JPEG or PNG, max file size 300MB)</td>
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<td></td>
</tr>
<tr>
<td><strong>BREAKS</strong> / $10,000</td>
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<tr>
<td>• 2-3 minutes video displayed during lunch break. Video will rotate along with SABCS information slides during the lunch break.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Acknowledgment in SABCS program materials and website.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUPPORT OF GENERAL NON-EDUCATIONAL COSTS</strong> / $5,000 (minimum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SABCS ON DEMAND</strong> / $120,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extend your presence long after the live SABCS concludes. This opportunity provides your company with continued visibility for 3 years following the Symposium.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• View and/or download SABCS presentations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your corporate logo &amp; funding credit on web page.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Web page traffic reports available to sponsor upon request.</td>
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</tbody>
</table>
### iPOSTERS™ VIEWER / $80,000
This opportunity provides your company with high visibility during the symposium and continued visibility for 3 years following the symposium.

- SABCS posters online, high definition & searchable.
- Your corporate logo & funding credit on web page.
- Remains available for 3 years.
- Supported on multiple operating systems, browsers, and devices.
- Web page traffic reports available to sponsor upon request.

### CAREER DEVELOPMENT FORUM / $15,000
- The session is open to early-career scientists (graduate students, postdoctoral or clinical fellows, or medical students and residents registered for SABCS) who will have an opportunity to meet in small groups with renowned leaders regarding specific aspects of careers in breast cancer research.
- Acknowledgment on SABCS program materials, newsletter and website.
- Attendance report available post-Symposium.

### MOBILE APP ADVERTISING
- Available to SABCS Exhibitors only.
- Your company logo included in the Mobile App. The App includes an agenda, attendee lists, presentations, and other conference information.
- Promote your product or service to a targeted audience of over 8,000.
- Number of available slots is limited.
- Your corporate or brand ad on app dashboard rotating every 3-5 seconds.
- Acknowledgment in SABCS program materials, newsletter, website, and on-site signage.

### PROGRAM BOOK ADVERTISING
Every registered attendee will receive this digital/online book with full programming details.

- Available to SABCS Exhibitors only.
- Full page 4-color ad.
- Limited number of spaces available. Book & pay early for best placement!
- 1 program and exhibit area® complimentary registration for cover only.

<table>
<thead>
<tr>
<th>INSIDE FRONT COVER / $16,500</th>
<th>INSIDE BACK COVER / $16,500</th>
<th>FULL PAGE / $12,500</th>
</tr>
</thead>
</table>

### NEW! SABCS VIRTUAL NEWS ADVERTISING OPPORTUNITIES
SABCS is pleased to introduce Digital Marketing. Give your brand a bold new voice with promotion on a digital news platform for the 2020 SABCS Virtual Symposium! Digital Marketing includes:
- SABCSMeetingNews.org News Website
- Retargeting
- SABCS Meeting News Emails

For more information contact TriStar: Melanie Holt mholt@tristarpub.com, 913-491-4200. For a complete view of the SABCS Virtual News advertising opportunities, please view the **SABCS 2020 Rate Card**

**Sponsorship opportunity not listed?**
Contact us and let’s talk about it. Our team is dedicated to helping you get the most out of your sponsorship whether through our existing packages or with custom-made creative solutions. Contact SABCS at sabcs@uthscsa.edu
2020 NOTICE OF INTENT TO SUPPORT APPLICATION

No Market Research Companies. Deadline to submit: October 1, 2020

Company Name

Company Website

Please send us your logo in .jpg format with application

CORPORATE SPONSORSHIP

- Hero Banner ($25,000)
- Hero Banner (inner pages) ($20,000)
- Tower Ad ($15,000)
- Banner Ad ($15,000)
- Program Book Ad ($12,500 full page)
- Breaks ($10,000)

EXHIBIT

A separate exhibit application must be completed (see page 10).

Product category (more than one is permitted)

- Breast Imaging Systems
- Genetic Testing
- Patient Education Materials
- Cell Imaging Systems
- Medical Equipment
- Pharmaceuticals
- Diagnostic Testing
- Medical Textbooks/Journals
- Other (identify): __________________________

TOTAL AMOUNT CORPORATE SPONSORSHIP $ __________________________

1. PAYMENT Payment is due 30 days from date of invoice. Payment can be made by either check or wire transfer.

   Send invoice to*

   *Provide email and address if different from information given below.

2. CANCELLATION POLICY

   • Refund less 75% if cancelled by October 15, 2020. This policy also applies to reduction of exhibit.
   • Positively no refund for cancellations thereafter.

THIS SECTION MUST BE COMPLETED

Name of Company Representative

Contact for Exhibitor Registrations

Email

Mailing Address

Phone Number

City_____________________ State_______ Zip Code_____________________

Exhibit Contact:

(exhibit information, including exhibitor registration, booth number, and exhibit kit will be sent by email to this person)

Phone Number________________________ Email __________________________

Signature of Company Representative

EMAIL THIS FORM TO sabcs@uthscsa.edu BY OCTOBER 1, 2020
EXHIBITS

Included functionality in Exhibitor Module:

Exhibit fee includes:
- Listing of company name linked to your website in the SABCS Program and on sabcs.org
- Your company information, marketing materials in SABCS Exhibit Guide, part of the SABCS App
- Complimentary full virtual meeting registrations (see table)
- Option to schedule SABCS Product Theatre (only exhibiting companies may schedule)
- Exhibitor Search by Name and Category
- Exhibitors Details:
  - Business Overview
  - Marketing Collateral
  - Video
  - Social Media links
  - Integration to your 3rd Party Platforms

CANCELLATION POLICY
- Refund less 75% if cancelled by October 15, 2020.
- This policy also applies to reduction of exhibit space
- Positively no refund for cancellations thereafter.

PUBLISHERS
Publishers receive a 30% discount. Publishers taking advantage of this rate are required to offer publications in print, on CD, DVD or other “hard” media for sale or order at their booth.

NON-PROFIT ORGANIZATIONS
Non-profit organizations receive 30% discount. Documentation of 501(c) (3) status must accompany the exhibit application.

EXHIBITOR ELIGIBILITY REQUIREMENTS
Exhibit applications are subject to approval by SABCS management.

SABCS reserves the right to accept or reject a potential exhibitor based on our assessment of whether that company or organization's products and/or services are relevant to Symposium attendees.

Exhibits promoting meetings which compete with SABCS in regard to content or schedule will not be approved. SABCS may also accept or reject a potential exhibitor based on past compliance with SABCS exhibit rules.

Exhibits will be limited only to the company and the product(s) listed on the application. Only the name of the company whose name appears on the application may be placed on the virtual exhibit or appear on any list of exhibitors.

All exhibited items must comply with local, state, and FDA regulations. All exhibits will be reviewed.

EXHIBIT PLACEMENT
Upon approval and payment, exhibit virtual site location will be assigned to each company which has submitted a completed Notice of Intent to Support and Exhibit Applications and payment.

Exhibit placement is primarily determined using a formula based upon
- corporate sponsorship + exhibit fee
- previous history with SABCS
CODE OF CONDUCT
Exhibitors agree to adhere to the compliance guidelines and codes of conduct governing the interactions of drug and device manufacturers with healthcare professionals as promulgated by the U.S. Food and Drug Administration, the Department of Health and Human Services Office of the Inspector General, the Pharmaceutical Research and Manufacturers of America (PhRMA) and the Advanced Medical Technology Association (AdvaMed).

EXHIBIT RULES
• Sharing of booth space with an unrelated company is not permitted.
• “Subleasing” of booth space to an unrelated company is not permitted.

PRELIMINARY EXHIBIT SCHEDULE
Hours may be subject to change.

EXHIBITS OPEN – Preliminary schedule, subject to change
Tuesday, December 8 10:00 AM – 3:00 PM
Wednesday, December 9 10:00 AM - 3:00 PM
Thursday, December 10 10:00 AM - 3:00 PM
Friday, December 11 10:00 AM - 3:00 PM

CANCELLATION POLICY
• Refund less 75% if cancelled by October 15, 2020.
• This policy also applies to reduction of exhibit.
• Positively no refund for cancellations thereafter.

REGISTRATION
Exhibit does not include:
• Education and Scientific sessions
• CME

*An exhibitor-attendee may register to attend the Education sessions

For more information on an Exhibitor/Attendee Registration, contact the SABCS at sabcs@uthscsa.edu.

HOW TO REGISTER
SABCS will set up a registration management page for each exhibitor. Upon receipt of exhibit fee payment, a link, log-in, password and information regarding the number of complimentary registrations earned will be mailed to the exhibitor’s registration contact which the exhibitor has provided on the support/exhibit application.

If registrations over and above the number of complimentary registrations are needed, they can be purchased through the exhibitor’s registration management page. Program and exhibit area registrations can be purchased at the published rates.

Should the exhibitor registration contact have questions or issues, please contact SABCS at sabcs@uthscsa.edu.
APPLICATION AND CONTRACT FOR SABCS20 VIRTUAL EXHIBIT

Section 1: Virtual Packages

<table>
<thead>
<tr>
<th>Package Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$3,750</td>
</tr>
<tr>
<td>Medium</td>
<td>$7,500</td>
</tr>
<tr>
<td>Large</td>
<td>$45,000</td>
</tr>
<tr>
<td>X Large</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

- Company Name on Virtual Exhibits Page Button
- Website URL
- Location
- Up to 3 Product and Service Categories
- 250 Character Description
- Virtual Exhibits Page Button
- Company Name
- Website URL
- Location
- Company Logo
- Up to 5 Product and Service Categories
- 600 Character Description
  - One Image
  - Opportunity to Network with Registered Attendees*
  - 2 Full Virtual Meeting Registrations
- Virtual Exhibits Page Button with Logo
- Company Name
- Website URL
- Location
- Company Logo
- Social Media Platform Links
- Up to 7 Product and Service Categories
- 800 Character Description
  - Two Images
  - Company Banner
  - One Flash Video up to 5-Minutes
  - Five PDFs
  - Opportunity to Network with Registered Attendees*
  - 6 Full Virtual Meeting Registrations
- Virtual Exhibits Page Button with Logo
- Company Name
- Website URL
- Location
- Company Logo
- Social Media Platform Links Up to 9 Product and Service Categories
- 800 Character Paragraph
  - Four Images
  - Company Banner
  - 3 Flash Videos 5-Minutes Each
  - 20 PDFs
  - Opportunity to Network with Registered Attendees*
  - 10 Full Virtual Meeting Registrations

*Individual registration required.

- You will receive a confirmation email with further information after application and payment are received.
- Information may be updated any time prior to November 30, 2020.
- All content is subject to SABCS approval. SABCS reserves the right to make changes to content, as needed.
- It is the responsibility of the exhibiting company contact to ensure the company's information is submitted accurately.

Section 2: Contact Information

Company Name________________________ Contact Name________________________
Email_________________________ Tel________________________
Address________________________
City________________________ State________________________ Zip________________________ Country________________________

Section 3: Payment and Cancellation

Deposit and Payment Schedule

Payment in full due with application

Exhibitors not requesting to rollover paid SABCS fees to SABCS20 Virtual must notify SABCS in writing to sabcs@uthscsa.edu by October 1, 2020.

SABCS requires payment in full with this application. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Cancellation Penalties

<table>
<thead>
<tr>
<th>Penalty Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% of amount due if cancelled by October 15</td>
</tr>
<tr>
<td>Full refund if canceled by SABCS without cause</td>
</tr>
</tbody>
</table>

Make checks payable to: UTHSCSA - #156326

Mail check payment to: SABCS c/o UT Health San Antonio
7979 Wurzbach, MC 8224 • San Antonio, TX 78229

I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed, and agree that Exhibitor will comply with the Policies for Exhibitors at SABCS available on sabcs.org and that Exhibitor will comply with all updates of such policies applicable to the 2020 SABCS, which are subject to change at any time. Exhibitor agrees to receive all written and electronic correspondence from SABCS and official event contractors in reference to the SABCS20 Virtual. This application will become a contract upon Exhibitor’s authorized signature and SABCS's acceptance and approval.

Exhibitor Signature________________________ Date________________________

Contact: sabcs@uthscsa.edu.com
EXHIBITOR PRODUCT THEATRE

BOOKINGS ACCEPTED ON A FIRST COME, FIRST SERVED BASIS.

Application deadline: October 1, 2020

The Exhibitor Product Theatres have proven to be successful vehicles for exhibitors to showcase their products to a targeted audience in intimate settings on the show floor. These 60-minute commercial presentations offer the opportunity to highlight your product in an in-depth and exciting way to a targeted audience, with no continuing education approval process.

Requirements
- Company is an exhibitor at SABCS
- Product is approved for target audience by appropriate regulatory agency
- Presentations made by trained KOL or company staff
- Speaker subject to approval by SABCS. SABCS faculty and invited speakers cannot be used; refer to program at sabcs.org
- Pre-recorded
- Fee: $25,000 per session

Presentation Schedule
Wednesday, December 9; Thursday, December 10; Friday, December 11

- 10:00 am – 11:00 am
- 12:00 pm – 1:00 pm
- 2:00 pm – 3:00 pm
- 4:00 pm – 5:00 pm

Benefits of Participation
- Exclusive time dedicated to promoting your company’s products.
- Ability to reach out to a new audience.
- Increased visibility by having the presentation title, date, time and exhibitor name listed on the SABCS website, SABCS mobile app, SABCS programbook.
- Announcement of the session through social media outlets.
- Product theatres will be listed on SABCS website and in the SABCS Program distributed to attendees.
- Additional promotion of your Product Theatre is strongly recommended and is the sole responsibility of the sponsor.
- For information regarding home drops please contact Tom Marshall at Convention Communications tom@doordrop.com.

Exhibitor Profiles & Contact Info Using an exhibitor portal, sponsors and exhibitors can upload their logos, company descriptions, and contact info, so that their information is easily accessible and looks great on the event app and website.

Advertisements
Digital advertisement opportunities to showcase companies and products throughout the virtual event include various banner ads

Brochures & PDFs and more
Exhibitors can also upload PDFs, brochures, white papers, and other content to share thought leadership and explain their products to attendees.

Cancellation and Liability Policy
- Exhibitors must take full responsibility for the number of attendees at their presentation. SABCS will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.
- SABCS reserves the right to terminate an exhibitor’s Exhibitor Product Theatre contract.
- All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.
PRODUCT THEATRE APPLICATION

SUBMISSION DEADLINE: OCTOBER 1, 2020

If you wish to reserve more than 1 product theatre, please complete a form for each. Product theatre slots are $25,000 each.

Company

Name of Company Representative_________________________ Title_________________________

Signature_________________________________________________ Date_________________________

Mailing Address_____________________________________________________

City_________________________ State_________ Zip_________________________

Telephone________________________ Fax________________________

Email_____________________________________________________

Title of Product Theatre _______________________________________

Product/Research being discussed at Product Theatre ______________________________

Presented by______________________________________________ (Company Representative)

Speaker(s) ________________________________________________

PAYMENT

TIME SLOT(S) WILL BE CONFIRMED WHEN PAYMENT IS RECEIVED. PLEASE PAY PROMPTLY TO ENSURE YOUR PREFERRED SCHEDULE. PAYMENT CAN BE MADE BY EITHER CHECK OR WIRE TRANSFER. PAYMENT IS DUE 30 DAYS FROM DATE OF INVOICE.

There is a $32 additional fee for wire transfer payments. Purchase orders or other documentation cannot be accepted in lieu of payment.

CANCELLATION POLICY

Refund less 10% if cancelled by October 1 · Refund less 75% if cancelled by October 15 · No refund for cancellations thereafter.

PREFERRED DATE AND TIME BOOKINGS ACCEPTED ON A FIRST COME, FIRST SERVED BASIS.

Please rank your preferred date and time, 1-5 with 1 being your first choice.

Wednesday, December 9

10:00 am SOLD 12:00 pm SOLD 2:00 pm SOLD 4:00 pm ___

Thursday, December 10

10:00 am SOLD 12:00 pm SOLD 2:00 pm ___ 4:00 pm ___

Friday, December 11

10:00 am SOLD 12:00 pm sold 2:00 pm SOLD 4:00 pm ___

EMAIL THIS FORM TO sabcs@uthscsa.edu OR FAX TO 210-450-1560 BY OCTOBER 1, 2020.
Application and Payment Policy

- Application and payment are due by October 1, 2020.
- Spaces in the Exhibitor Product Theatre are assigned on a first-come, first-served basis.
- An application for the Exhibitor Product Theatre 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 Product Theatre 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.
- Payment is due within thirty (30) days of receipt of the invoice. Failure to send payment will result in cancellation of your timeslot.

The following cancellation fees apply:
- Prior to October 1, 2020 – Full refund, less 10% for administrative fee
- October 15, 2020 – 75% penalty of total cost
- After October 15, 2020 – 100% penalty of total cost

Theatre Presentation Rules and Regulations

- All presentations are limited to a maximum of 60 minutes in length.
- All presentations must be in 16-9 format. Further details will be sent in confirmation letter.
- The exhibitor agrees to utilize the Exhibitor Product Theatre as a place for a promotional presentation or activity highlighting a product.
- Exhibitors are permitted to hold one (1) Exhibitor Product Theatre during the SABCS Exhibits Show. Additional requests would depend upon availability and approval by SABCS.
- Exhibitor Product Theatre presentations are not eligible for CME.
- Customers and clients are permitted to speak on behalf of exhibitor.
- In order to appear in printed publications, all final titles must be submitted and confirmed to the SABCS no later than October 31, 2020.
- All presentations are subject to approval by the SABCS Exhibit Committee. You will be notified if your proposed presentation requires modification.
- All promotional materials (including announcements, advertisements, invitations, emails, websites, and postings) relating to the Exhibitor Product Theatre must be approved by SABCS prior to use. Final versions of materials shall be submitted by the Theatre Participant for review and approval by SABCS on or before November 1, 2020. Submissions should be sent via email to sabcs@uthscsa.edu.
- The following statement must appear prominently on materials distributed to participants of the Exhibitor Product Theatre and on the title and ending slides displayed at the beginning and end of the Exhibitor Product Theatre presentation:

“This Exhibitor Product Theatre is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Product Theatre and opinions expressed by presenters are those of the sponsor or presenter and are not of the San Antonio Breast Cancer Symposium (SABCS).”
POLICIES AND GUIDELINES

MARKETING OF PRODUCTS AND SERVICES OUTSIDE OF THE EXHIBIT HALL

Except as specified, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the virtual exhibit hall. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of individual company distribution of marketing materials not sponsored by SABCS.

As an organization accredited by the ACCME to provide continuing medical education, SABCS maintains professional standards in relation to all events and activities at its meetings. In accordance with ACCME standards, SABCS does not permit exhibitors to promote SABCS's scientific or educational programs. Advertising, marketing materials, and product literature distributed inside or outside the Virtual Exhibit Hall must not contain any reference to specific posters or meeting sessions.

Exhibitors must submit a sample of all advertising or marketing materials related to SABCS, including but not limited to flyers, internet postings, emails, online advertisements, and postcards, for approval.

Exhibitors using their own mailing lists must submit the sample materials in advance to SABCS. For approval, please contact sabcs@uthscsa.edu.

EXHIBITS AND THE VIRTUAL EXHIBIT HALL

To ensure that exhibit space complements the educational mission of SABCS, SABCS will review requests for exhibits to determine whether prospective exhibitors and their products meet SABCS criteria and standards. During its meeting, SABCS will monitor exhibitor activities, displays, products, and conduct for compliance with SABCS policies, and the terms of the Exhibitor Agreement.

To obtain exhibitor feedback and improve the operation of the Virtual Exhibit Hall, SABCS will invite all exhibitors to submit feedback by email at sabcs@uthscsa.edu.

COMPLIANCE WITH LAW, REGULATIONS, AND EXHIBITOR AGREEMENT

1. General Requirements, Amendments
   This Policy is to be construed as a part of the Exhibitor Agreement and together, the Exhibitor Agreement and this Policy supersede any other agreement between SABCS and exhibitors regarding exhibit space during SABCS, unless specifically provided in such other agreement. All interpretations, as well as answers to questions and matters not specifically covered by this Policy, will be decided by SABCS at its sole discretion. SABCS reserves the right to make any reasonable changes to this Policy or to the Exhibitor Agreement as necessary to ensure the health and safety of those in attendance and the orderly and appropriate operation of the Exhibit Hall.

   Exhibitors will be advised of any such changes by email and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by SABCS.

2. Safety and Access Laws
   Exhibitors must comply with all applicable laws and regulations, including rules of the meeting facility. Exhibitors should follow government guidelines under the Americans with Disabilities Act of 1990 when providing for access to exhibit space. Review and/or Expulsion of Exhibitors

   SABCS may review the exhibit activities and online activities of exhibitors at any time. SABCS may deny an exhibitor access to or expel an exhibitor from the event without refund of any fees if, as determined solely by SABCS, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the Exhibitor Agreement and this Policy.

3. Attorneys' Fees, Governing Law, Jurisdiction
   The Exhibitor Agreement between the exhibitor and SABCS, of which this Policy is a part, shall be governed by the laws of the Texas, without regard to choice of law provisions. The exhibitor and SABCS consent to the exclusive subject
matter and personal jurisdiction of the federal and state courts in Texas, over any dispute arising under the Exhibitor Agreement or SABCS’s enforcement of SABCS policies and standards. In the event that SABCS litigates to enforce its rights, it shall be entitled to reasonable attorneys’ fees incurred in connection with a judgment obtained by it.

**Eligible Exhibitors**

Only a company or other organization identified in a signed Exhibitor Agreement, submitted either by hard copy or online, that has been approved by SABCS may exhibit at or in connection with SABCS. SABCS retains the sole and exclusive right to determine which companies and organizations may exhibit at or in connection with SABCS. Only the organization whose name appears at the top of its Exhibitor Agreement is eligible to be placed in the booth or appear on any printed list of exhibitors.

**Eligible Exhibits**

**SABCS Review of Exhibits**

Eligible exhibitors may exhibit commercially available oncologic and health/wellness products and services whose marketing, safety and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by SABCS. Products eligible for exhibition are oncologic and health/wellness-related products, equipment, and services that, upon review by SABCS and at the sole determination of SABCS reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations when applicable.

**Compliance with Applicable Law and Regulations**

All exhibits and exhibited items must comply with all applicable local, state, and federal law and regulations. Exhibitors are responsible for compliance with meeting applicable legal requirements, including, if applicable, FDA regulations which govern the labeling of displayed products, prohibit sponsoring hands-on or educational events for non-approved products, and affect how booth descriptions may be listed in meeting programs. For more information on FDA compliance, refer to the FDA’s website at [fda.gov](http://fda.gov).

1. **Restriction Upon Market Research Products and Services**

Exhibits with a primary purpose of exhibiting or conducting market research, business intelligence, identification of key opinion leaders, identification of data sources, or similar activities not consistent with the tenor of the Exhibit Hall are not eligible.

**Restriction of Exhibit Materials to Exhibit Space**

Except as otherwise approved by SABCS in advance and in writing, at the meeting venue, exhibit materials and advertising may not be displayed or distributed beyond the perimeters of the exhibitor’s assigned booth and exhibitors must comply with other provisions of this Policy.

**Exhibit Content and Booth Regulations**

1. **Exhibit Content and Activities**

The Virtual Exhibit Hall atmosphere must always be congruent with the educational mission of SABCS. All booth activities and content must be professional in nature and provide educational information related to the field of breast oncology.

2. **Advance Approval of Booth Activities Required**

Exhibitors must submit to SABCS any request for booth activity for approval no less than thirty (30) days prior to the first day of the SABCS. Distributing exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors’ approval requests.

3. **Exhibit Space Selection**

SABCS shall assign exhibit space and reserves the right to change the location of said exhibit space at any time and for any reason. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by SABCS.
4. **Prohibited Activities and Items in the Exhibit Hall**

Group activities of any kind, including live delivery of didactic lectures and presentations, are prohibited in the Exhibit Hall, except to the extent permissible under SABCS guidelines on posters in exhibit booths or as specified by SABCS for Theatres or other areas designated by SABCS. Exhibitors may provide company and/or product information to attendees on a one-to-one basis.

Exhibitors may offer written and online materials through which attendees can obtain CME credit. In offering these materials exhibitors must comply with the other prohibitions in this section, including the prohibitions on group activities, didactic lectures, and Theatre style seating. Exhibitors may not suggest that SABCS serves as the CME provider, or is involved in or endorses the CME materials in any way.

Exhibitors may display electronic posters/abstracts in booths in addition to providing abstract reprints beginning Wednesday, December 9, 2020 8:00 am CT.

- Marketing or advertising must be limited to information about the activity/presentation held in the exhibitor’s booth. It cannot include marketing of the date, time, or location of the session or poster session held by SABCS.
- Presentations may be displayed on screens as often as desired.
- Plenary presentations/materials may not be displayed at any time.
- Companies are required to secure proper author permissions for all presentations.
- Companies are required to follow SABCS’s Embargo Policy.

Quizzes, contests, games, drawings, and raffles are not permitted unless approved by SABCS in advance. Quizzes, contests, games, drawings, and raffles must be designed for participation by individual attendees and must comply with applicable laws and regulations. Quizzes, contests, games, drawings, and raffles must be submitted for approval no later than November 1, 2020 to sabcs@uthscsa.edu and will be approved on a case by case basis. SABCS will not approve quizzes, contests, games, drawings, or raffles with distracting features. Exhibitors are responsible for complying with applicable laws, regulations, guidance, and requirements, with respect to quizzes, contests, games, drawings, and raffles.

SABCS may also, on a limited basis, grant individual exhibitors permission to have drawings or raffles for prizes. Any drawing or raffle must be conducted in compliance with applicable laws and regulations, and prizes must be consistent with the SABCS requirements for giveaways and applicable laws, regulations, guidance, and requirements. Timing of drawings and raffles should not compete inappropriately with meeting sessions and is subject to approval by SABCS. Drawings and raffles must be submitted for approval at least thirty (30) days prior to the first move-in day for SABCS. Exhibitors must submit copies of any applicable permits or licenses upon request.

The following are prohibited in the Exhibit Hall:

- Live delivery of didactic lectures and presentations
- Distribution of advertising, marketing materials, and product literature containing any reference to specific posters or meeting sessions, except to the extent permissible as set forth by SABCS.
- Demonstration, promotion, or sale of the products of any non-exhibiting companies
- Affixing the SABCS name or logo to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials without advanced approval.
- Unauthorized reproduction or distribution of SABCS abstracts

5. **Fundraising**

Unless a special exception has been granted by SABCS in advance for fundraising activities to benefit certain non-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Virtual Exhibit Hall. Any organization seeking such an exception, must submit the request to sabcs@uthscsa.edu at least thirty (30) days prior to the first day of move-in.
6. Prohibition Upon Sales
Publishing companies are permitted to sell oncology-related books and journals during Exhibit Hall hours. Selling is otherwise prohibited in the booth unless an exception has been granted in writing from SABCS. Sales related to fundraising activities are prohibited except as provided under this Policy. Publishing companies and those granted exceptions for selling items in their booth are required to collect and remit applicable city and state sales taxes.

7. Exhibitor Personnel Conduct
It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all SABCS policies, applicable law, and terms of the Exhibitor Agreement.

Exhibitor personnel, including vendors hired to work in their booth, may not solicit attendees, other exhibitors, meeting presenters, or meeting faculty from outside of their booth or elsewhere in the meeting site.

Personnel not commercially connected with the industry may not be employed to assist in the exhibitor’s booth without the written permission of SABCS.

All exhibit personnel must conduct and present themselves in professional matter. SABCS expects all exhibit personnel to dress professionally and appropriately. Costumes or other staff uniforms that are misleading (e.g. white coats or other attire with medical connotations) are not appropriate. SABCS reserves the right to make determinations on appropriate attire in its discretion.

Cancellation by Exhibitor
In the event of cancellation by an exhibitor, SABCS cancellation policy according to the schedule stated on the “Notice of Intent to Support/Exhibit Application” SABCS must receive notification of the cancellation in writing. The date that the cancellation notice is received by SABCS will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, SABCS reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space.

Public Relations
Organizations planning media events during any SABCS meeting are required to coordinate with SABCS’s Communications Department. For further information visit SABCS.org/2020-SABCS/Media.

Use of SABCS Names and Trademarks
All names, trademarks, service marks, brands, logos, designs, trade dress, slogans, and other designations of SABCS, including without limitation SABCS®, San Antonio Breast Cancer Symposium®, are the sole and exclusive property of SABCS. Use of any SABCS trademark without SABCS’s prior written permission is strictly prohibited, except for use of SABCS’s name as required in the disclaimer for signage and the disclaimer in other materials associated with satellite events.

Review of use of any SABCS trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to SABCS) will include review for consistency with this Policy. Unless permission is otherwise granted by SABCS in writing, the following usage policies will apply:

- The name of the SABCS may be mentioned one (1) time only in each communication for identification purposes and should be referred to as “2020 San Antonio Breast Cancer Symposium” or “2020 SABCS”, meeting in accordance with SABCS policy.
- Use of SABCS logos are prohibited.
- The SABCS name may not be part of a title or heading, be prominently featured or listed first in print materials, or used in a way that suggests or implies the endorsement or sponsorship of SABCS in any way.
- SABCS trademarks, including the mark “SABCS”, may not be used in web URLs, links, webpage titles, Google Ads, or similar online functionality.
- Use of SABCS in hashtags or other social media functions may not be used in a way that violates this Policy or otherwise detracts from the scientific nature of the SABCS.
DISCIPLINARY ACTION
SABCS may take disciplinary action against a commercial firm or other individual or organization for any violation of this Policy, legal requirements, or the terms and conditions of any agreement with SABCS. Disciplinary action is in SABCS’s sole discretion. Violations may be handled informally through discussion between an SABCS representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company’s booth during SABCS.

In rare cases, an exhibitor or other organization may be asked to leave SABCS immediately due to egregious or uncorrectable violations, and the organization will comply with the request. Any person or organization who is dismissed from the meeting may request that SABCS review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless SABCS issues a contrary decision.

Where other disciplinary action is warranted (even, in some cases, where there has been an informal correction during a meeting), SABCS will first send the organization a written statement of the violation. The organization will have the opportunity to explain the circumstances in writing. After due consideration of the organization’s explanation, SABCS will impose the disciplinary action, if any, deemed appropriate in SABCS’s discretion.

Possible disciplinary actions include, but are not limited to, suspension from involvement in upcoming or future SABCS meetings as an exhibitor or in another role, termination of the Exhibitor Agreement, and loss of all or part of allotted exhibit space or hotel accommodations, loss of priority in selection of exhibit space or hotel accommodations, or imposition of licensing fees.

Questions may be directed to:
SABCS EXHIBIT MANAGEMENT
7979 Wurzbach Rd., MC 8224 / San Antonio, TX 78229
Phone: 210-450-1550 Email: sabcs@uthscsa.edu