



SABCS 2021 SAN ANTONIO BREAST CANCER SYMPOSIUM

PROSPECTUS

Support and Exhibitor Information and Policies

sabcs.org | [#SABCS21](https://twitter.com/SABCS21)



SABCS will be a hybrid event; an in-person experience and a virtual one.
A combination of both live and pre-recorded sessions, happening simultaneously allowing you to participate in the way that is best for you.

DECEMBER 7-10, 2021

Henry B. Gonzalez Convention Center | San Antonio, Texas, USA

DEAR SUPPORTERS AND FRIENDS,

We invite you to participate in the **San Antonio Breast Cancer Symposium December 7 – 10, 2021** at the Henry B. Gonzalez Convention Center in San Antonio, Texas. This international scientific symposium is the premier event for researchers, health professionals, and those with a special interest in breast cancer. The symposium, which will be held December 7-10, 2021, offers attendees the unique opportunity to participate in-person in San Antonio, Texas, or virtually.

The Symposium has worked to provide state-of-the-art information on developments in breast cancer, aiming to achieve a balance among clinical, translational, and basic research for forty-four years. Patient benefit is the ultimate outcome and through SABCS and its post-symposium resources, such as the SABCS Sessions On Demand, your support has helped professionals from all over the world come together for an important exchange of information. Your support has also enabled us to disseminate that information worldwide. Those of you who have worked with us through the years are a positive force in the progress of breast cancer research and treatment. For all of this we are deeply and sincerely grateful.

The SABCS hybrid meeting will allow onsite exhibit booths and a virtual exhibit hall experience. This new meeting model will cater to both onsite and virtual meeting attendees and allows the SABCS to switch very quickly to a 100% virtual meeting, if necessary.

For the safety of our participants, we have decided to host a hybrid 2021 San Antonio Breast Cancer Symposium. For those attending in-person, SABCS is committed to attendees' safety and will adhere to CDC's safety guidelines and protocols. Mandatory masks and COVID rapid check verifications may be required prior to joining the conference. For attendees who are not able to travel, a virtual option with live web streaming is available.

IMPORTANT: As the pandemic continues to evolve, if we are not able to conduct this conference in-person, we will convert the entire conference to a virtual/web stream conference.

The Symposium provides a forum for interaction, communication, and education. SABCS attracts thought-leaders, academic and private physicians and researchers, as well as other health care professionals focused on curing breast cancer. SABCS facilitates discussion and education 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. The Symposium also attracts young investigators by providing superior education and training opportunities for the next generation of breast cancer researchers.

This prospectus provides a snapshot of what the Symposium has to offer and highlights important information related to your exhibit experience.

Sponsorships have been changed in order to provide a broad range of opportunities. We hope that, whether you are a past supporter or new to SABCS, you will find a level of participation that is comfortable for you and of mutual benefit to us all. If you are considering supporting SABCS, then we hope that you will find that the options offered in this prospectus meet your needs.

You are invited to contact the symposium office at sabcs@uthscsa.edu or 210-450-1550 regarding any questions or comments.

We look forward to hearing from you very soon.

Sincerely,



Virginia G. Kaklamani, MD, DSc
Leader, Breast Oncology Program,
Mays Cancer Center
UT Health San Antonio
San Antonio, TX



Carlos L. Arteaga, MD
Director, Harold C. Simmons
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SABCS 2021 SAN ANTONIO
BREAST CANCER SYMPOSIUM

SUPPORT AND SPONSORSHIP OPPORTUNITIES

The San Antonio Breast Cancer Symposium will provide state-of-the-art information on the experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer and pre-malignant 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 2020 San Antonio Breast Cancer Symposium, we are anticipating over 8,000-10,000 Symposium attendees. Sponsorship opportunities are detailed in this prospectus and are available via sponsorships, exhibits and more.

Meeting Profile

The 2021 San Antonio Breast Cancer Symposium (SABCS) is presented by the UT Health San Antonio MD Anderson Cancer Center and the American Association for Cancer Research (AACR). 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 pre-malignant 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.

2020 Demographics

9,041 Symposium attendees + 226 Media + 58 Exhibitors, Non-Exhibiting Sponsors and their Support Staff = 9,325 total attendance. 56% attended from 91 countries including the USA.

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

sabcs@uthscsa.edu
www.sabcs.org

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 in the space where the activity takes place. 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.

Benefits Of Support

Receive 24/7 exposure, we offer multiple opportunities before, during and after SABCS for you to promote your company/brand through our channels. All companies that commit to support SABCS will be acknowledged on the Symposium website, Symposium attendee news site, in Symposium print materials, and on signs & slides during the Symposium.

- 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.

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 2021 SABCS, they also forfeit their sponsorship. Cancellation policy will apply.

Note: Marketing opportunities are available and will be determined by prior and current sponsorship and exhibit levels. To find out more about increasing your visibility to SABCS attendees contact us at sabcs@uthscsa.edu.

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.

\$200,000	Premier	Larger logo on signage and program book plus logo with link on website, attendee news site and logo on mobile app.
\$125,000	Angel	Larger logo on signage and program book plus logo with link on website, attendee news site and logo on mobile app.
\$80,000	Patron	Medium logo on signage and program book. Name listed on website and mobile app.
\$50,000	Major Supporter	Small logo on signage. Name listed in program book, website, and mobile app
\$25,000	Contributor	Name listed on website, mobile app, and program book.
\$10,000	Donor	Name listed on website, mobile app, and program book.
< \$10,000	Friend	Name listed on website, mobile app, and program book.

Types Of Support

Educational Grants – Support for general education 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 or 210-450-1550.

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 [click here](#) to book an exhibit on the Exhibition Portal. If you are interested in sponsorship opportunities [click here](#) to complete the Sponsorship Portal.

Invoices are generated and viewed on the exhibit and sponsorship portals.

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.

Cancellation Policy:

Refund less 10% if cancelled by September 1, 2021.
Refund less 75% if cancelled by September 30, 2021.
Positively no refund for cancellations thereafter.

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

Exhibits

Engage with the onsite SABCS community attendees and breast cancer professionals and virtually with those who are unable to physically attend the annual event; attendees will be able to explore your booth and connect with your team during the SABCS and for three months following SABCS. Be a part of the future of Exhibits and reach SABCS attendees • The ability to engage and secure leads from existing and prospective attendees • Robust analytics, accurately measure Return on Investment (ROI).

ONSITE EXHIBITS	
8' x 3' table* All exhibit fixtures and product are limited to the tabletop area only.	\$5,000
10' x 10' in line	\$10,000
10' x 10' corner*	\$12,500
10' x 20' in line	\$25,000
10' x 20' corner*	\$27,500
10' x 30' in line	\$37,500
10' x 30' corner*	\$40,000
10' x 40' in line	\$50,000
10' x 40' corner*	\$52,500
20' x 20' island*	\$60,000
20' x 30' island*	\$72,500

*Limited

Booths over 10' high will be placed toward the back of the exhibit hall.

Pharmaceutical companies may add any number of additional 10' x 10' booths for off-label information purposes. Regular prices for in line and corner booths apply.

Onsite Exhibit fee includes:

- Listing of company name & booth number in the SABCS Program.
- Listing of company on sabcs.org, linked to your website.
- Your company information, booth location and marketing materials in SABCS Exhibit Guide, part of the SABCS App.
- Complimentary exhibit hall only badges (2 per 10' x 10' booth space or 1 per tabletop exhibit).

- 14' height limit (any booth over 10' will be placed in the back of the hall).
- 8' high back drape and 36" high side drape in show colors for standard booth spaces.
- 6' x 30" table + 2 chairs + wastebasket, emptied nightly (tabletop exhibits = 8' x 30" table).
- Identification sign 7" x 44".
- Aisle carpeting and nightly vacuuming of aisles.
- General perimeter security.
- Exhibits are located in Hall 3.

10'x20' exhibits or larger includes medium virtual exhibit with the option to upgrade. Contact the symposium office for more details.

Virtual Exhibit Fees

Exhibit Fees	Small \$3,750	Medium \$7,500	Large \$45,000	X-Large \$75,000
Company Name	✓	✓	✓	✓
Website URL	✓	✓	✓	✓
Location (Country)	✓	✓	✓	✓
Product and Service Categories	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Post Exhibit Analytics	✓	✓	✓	✓
Networking with Attendees (Through Grip Matchmaking)	✓	✓	✓	✓
Display Contact Information	1	2	3	4
Logo (Exhibitor Listing Page and Exhibitor's Page)		✓	✓	✓
Banner Image (No URL Link)			✓	✓
Social Media Links (Facebook, Twitter, LinkedIn, Instagram, and YouTube)			✓	✓
Video Links (YouTube, Vimeo, or Brightcove)				2
Collateral URL			1	4
Collateral PDF			4	6
Complimentary Virtual Exhibit Area Only Registration	1	2		
Complimentary Virtual Program and Exhibit Registration			6	10

**EXHIBIT SPACE AT THE CONVENTION CENTER IS LIMITED!
SEND YOUR APPLICATION EARLY!**

Cancellation Policy

- Refund less 10% if cancelled by September 1, 2021.
- Refund less 75% if cancelled by September 30, 2021. This policy also applies to reduction of exhibit.
- 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 a 30% discount on virtual small or medium, tabletop, 10’ x 10’ in line and 10’ x 20’ in line booths. Documentation of 501(c) (3) status must be emailed to sabcs@uthscsa.edu. Upon approval SABCS will adjust payment in the Exhibition Portal.

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 in the booth, online 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 space/virtual site will be assigned to each company which has submitted a booking on the Exhibition Portal and exhibit fee payment.

Preliminary exhibit placement and notification for each exhibit will be made in July, if payment has cleared. Final exhibit placement and notifications will be sent in October. Apply early for the best chance to receive your preferred placement! Exhibit floor plan is pending.

Exhibit placement is primarily determined using a formula based upon:

- Corporate sponsorship + exhibit fee.
- Previous history with SABCS.

Also considered are such factors as preferred placement away from or near another exhibitor and size of exhibit. Preferred location can be indicated on the preliminary floor plan which will be sent once exhibit application is received. Please note that although we will make every effort to accommodate your preference, placement according to preference is not guaranteed.

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

- Display elements and fixtures cannot exceed a height of fourteen feet (14’). This rule pertains to all exhibits. All exhibit booths exceeding 10’ will be located in the back of the hall.
- An individual exhibit cannot straddle an aisle.
- No microphones or vocal amplification may be used at any time.
- Unstaffed exhibits are not permitted.
- Sharing of booth space with an unrelated company is not permitted.
- “Subleasing” of booth space to an unrelated company is not permitted.
- Tabletop exhibits: exhibit fixtures and product are limited to the tabletop area only.
- All ladders & related equipment must be removed from the building following move-in.
- Departure and/or removal of exhibit prior to end of show will affect placement in subsequent years and may result in exhibitor being barred from exhibiting in the future.

Preliminary Exhibit Schedule

Hours may be subject to change.

Monday, December 6 – Exhibit move-in

20' x 30', 20' X 20', 10' x 30'
and 10' x 40' 8:00 AM – 6:00 PM

Tuesday, December 7 – Exhibit move-in

All exhibits 8:00 AM - 6:00 PM

Wednesday, December 8 – Detailing only

All exhibits 8:00 AM - 10:00 AM

Exhibits Open

Wednesday, December 8 10:00 AM - 5:00 PM

Thursday, December 9 10:00 AM - 5:00 PM

Friday, December 10 10:00 AM - 5:00 PM

Friday, December 10 – Exhibit move-out

Preliminary dismantle 5:00 PM - 5:30 PM

Return of empty cartons

& cases, materials pack-up 5:30 PM - 6:00 PM

Full move-out 6:00 PM - 11:00 PM

Exhibitor Registration Hours

Monday, December 6 8:00 AM - 5:00 PM

Tuesday, December 7 8:00 AM - 7:00 PM

Wednesday, December 8 7:00 AM - 5:15 PM

Thursday, December 9 6:45 AM - 5:15 PM

Friday, December 10 6:45 AM - 4:00 PM



Complimentary Registrations

- 2 complimentary exhibit area only registrations per 10' x 10' unit.
- 1 complimentary exhibit area only registration per table exhibit.

Complimentary exhibit area only registrations entitle the registrant to access the Lobby and Exhibit Hall only, including off hours access to exhibit area.

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 emailed to the exhibitor's registration contact which the exhibitor has provided.

Should the exhibitor registration contact have questions or issues, please contact SABCS at sabcs@uthscsa.edu or **210-450-1550**.

Onsite Lead Management

\$500 if ordered by October 31!

- Capture leads from your own iOS or Android mobile device using our lead retrieval service.
- Apple ID or Google Play account required.
- Easy to use! No equipment to rent if using your own mobile device. Unlimited users!
- Scan and view leads anywhere from your mobile device!*
- iPad rentals available through Freeman if needed.
- Wi-Fi or data usage required.
- *No third-party lead collection needed or approved.

Onsite Personalized Exhibitor Portal

Self-manage lead retrieval

Lead details

- Export to MS Excel and view geographical lead distribution.

Custom profile or marketing questions

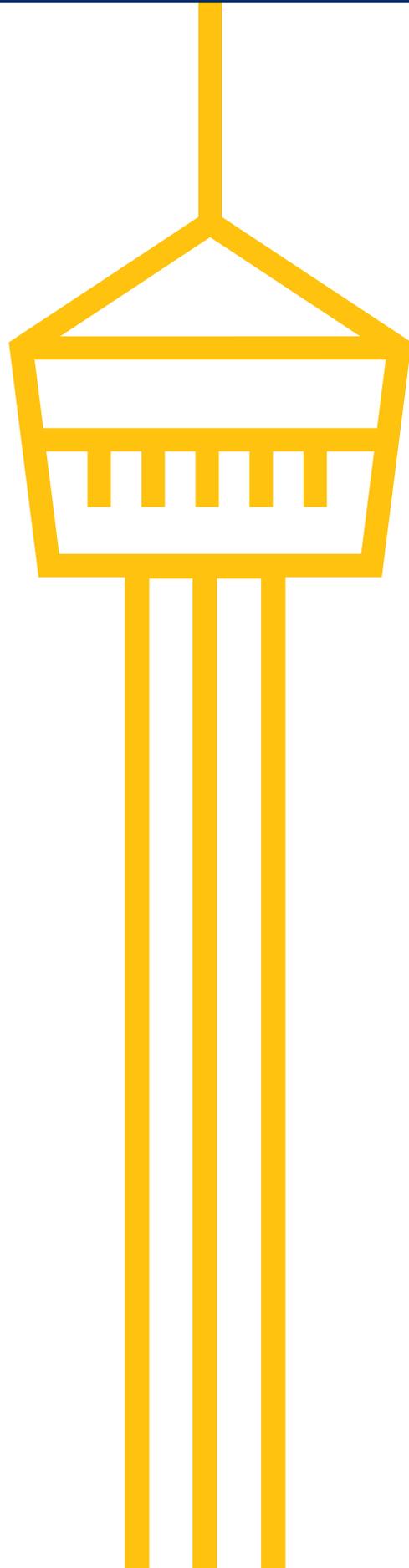
- Create your own or use our standard qualifiers.

Leads available for 60 days post event

- Orders must be received on or before **October 31, 2021** to receive the discounted price of \$500. Starting **November 1, 2021** regular price of \$1,000. Orders will not be received after **November 22, 2021**. Orders will resume onsite on **Monday, December 6, 2021**.
- You must contact us no later than **November 22, 2021** to cancel lead retrieval services.
 - Refund less 10% if cancelled by **November 2, 2021**.
 - Refund less 75% if cancelled by **November 18, 2021**.
 - Positively no refund for cancellations thereafter.
- Login information will be sent to exhibit contact listed in the Exhibition Portal.
- Order more than one lead retrieval if Commercial and Medical leads need to be separated.

Virtual Lead Management

Leads will be generated from the attendees that visited your virtual site. Post exhibit analytics will be emailed to the exhibit contact approximately 3 weeks after the symposium.



SPONSORSHIP OPPORTUNITIES

The following sponsorships may be corporately branded with your logo and slogan.

WI-FI NETWORK \$120,000

This exclusive sponsorship provides recognition to thousands of unique visitors per day and thanks your company for providing complimentary Wi-Fi in all sessions and in common areas at the convention center. This is your company's chance to connect to SABCS attendees' multiple times per day on multiple devices!

- Wireless service throughout the Symposium.
- Your company logo and slogan on initial page each time user connects to network.
- Receive exclusive recognition and thanks for providing complimentary Wi-Fi in all conference session rooms and in all common areas at the convention center.
- The opportunity to have the Wi-Fi landing page directing users to URL/message of sponsor's choice.
- Attendees will be notified of the free Wi-Fi service - through periodic email communications, including the "Know Before You Go" email prior to the event and sponsor will be recognized and thanked in each notification.
- Your company logo on signage at the registration desk with information on Wi-Fi log-in.
- Available to SABCS exhibitors only.
- 8 program and exhibit area* complimentary registrations.

SESSIONS ON DEMAND \$120,000

Extend your presence long after SABCS concludes. This opportunity provides your company with continued visibility for 3 years following the Symposium.

- View and/or download audio & slides of SABCS presentations.
- Plenary & awards lectures, mini symposia & platform presentations PLUS "Year in Review", basic science, translational science & clinical forums, and more.
- Your corporate logo & funding credit on web page.
- Web page traffic reports available to sponsor upon request.
- Available to SABCS exhibitors only.
- 8 program and exhibit area* complimentary registrations.

POSTERS ON DEMAND \$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.
- Available to SABCS exhibitors only.
- 5 program and exhibit area* complimentary registrations.

WATER STATION

\$55,000

Refresh attendees by sponsoring sustainable water station at the convention center. Attendees have the opportunity to get a cup of water at the convenient water station branded with your sponsored name and logo.

- Water station located in convenient location in hall.
- Available to SABCS Exhibitors only.
- Your company name/logo on water cups.
- Due to production deadlines, payment for this sponsorship must be received by August 17. Final art files due no later than September 1.
- Recognition of your sponsorship on signage and the SABCS website.
- Available to SABCS exhibitors only.
- 3 program and exhibit area* complimentary registrations.

KEY CARDS

\$45,000

Custom hotel room key cards with your corporate logo & message alongside the SABCS logo and event name.

- Available to SABCS Exhibitors only.
- Distribution at Symposium hotels to over attendees.
- Sponsorship fee includes production & distribution.
- Available to SABCS exhibitors only.
- 2 program and exhibit area* complimentary registrations.

PERSONALIZED HAND SANITIZER

\$10,000

Provide attendees the convenience of personalized SABCS hand sanitizer branded with your company logo along with SABCS logo. Attendees will appreciate the accessibility of the masks being offered by your organization.

- Available to SABCS Exhibitors only.
- 1 program and exhibit area* complimentary registration.

MOBILE CHARGING STATION

\$30,000

Looking for a great way to connect your company with SABCS attendees? Offer them the opportunity to charge their mobile device on-site at the Symposium compliments of your mobile charging station. Most attendees rely heavily on mobile technology to stay connected. At SABCS mobile devices are often the key to networking opportunities, and the moment the battery runs out, business stops. Attendees need mobile charging stations to keep their devices fully charged and operating flawlessly. Each station will be branded with sponsor's logo and placed in high traffic areas throughout the Symposium. Your company will be sure to make an impression on attendees who need to recharge.

- Available to SABCS Exhibitors only.
- Logo displayed on Charging Station.
- Recognition of your sponsorship on signage and SABCS website.
- Limit 1 per company.
- 2 program and exhibit area* complimentary registrations.

HAND SANITIZER STATIONS

\$20,000

Provide attendees the convenience of hand sanitizer stations located throughout the convention center in high-traffic locations. Ten (10) stations will be branded with your company logo. Attendees will appreciate the accessibility of the antibacterial hand sanitizer stations being offered by your organization.

- Available to SABCS Exhibitors only.
- 1 program and exhibit area* complimentary registration.

MASKS

\$20,000

Provide attendees the convenience of personalized SABCS masks branded with your company logo. Attendees will appreciate the accessibility of the masks being offered by your organization.

- Available to SABCS Exhibitors only.
- 1 program and exhibit area* complimentary registration.

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 signs, SABCS program materials, news site and website.
- Attendance report available post-Symposium.
- Available to SABCS exhibitors only.
- 1 program and exhibit area* complimentary registration.

PROGRAM BOOK ADVERTISING

Every registered attendee will receive this useful book upon arrival.

- 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.

INSIDE BACK COVER
\$16,500 FULL PAGE / \$12,500

WINDOW RAILING

(price varies)

- Available to SABCS Exhibitors only.
- Advertise your company in the lobby of the Henry B. Gonzalez Convention Center.
- Corporate logo, tag line, and booth location only.

COFFEE BREAK

\$10,000

- Logo displayed on coffee break signage.
- Opportunity to have logo placed on napkins/cups.
- Acknowledgment on signs, SABCS program material, news site and website.
- Placed in high traffic areas throughout the symposium.
- Available to SABCS exhibitors only.
- Order by September 1; pay by October 1.
- Final artwork file due by October 7.

MOBILE APP ADVERTISING

\$120,000

- 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.
- Your corporate or brand ad on app dashboard banner rotating every 3-5 seconds.
- Acknowledgment in SABCS program materials, news site, website, and on-site signage.

HERO BANNER / VIRTUAL HOME PAGE **\$25,000 / 4 AVAILABLE**

This sponsorship provides recognition to thousands of unique visitors per day.

- Have your ad prominently illuminated on virtual site.
- Your corporate or brand ad on virtual site rotating throughout the Symposium.
- 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.
- Available to SABCS Exhibitors only.
- Ad specs: 2880px x 752px (JPEG or PNG, no max file size).
- Provide URL link when submitting ad file.

HERO BANNER / VIRTUAL SUBPAGE **\$20,000 / 19 AVAILABLE**

This sponsorship provides recognition to thousands of unique visitors per day.

- The dynamic Hero Banner ad will rotate up to 5 images on one of the following internal pages of the virtual site: Sessions, Faculty, Exhibits, and Additional Events.
- Available to SABCS Exhibitors only.
- 1 per page per sponsor.
- Ad specs: 2880px x 600px (JPEG or PNG, no max file size).
- Provide URL link when submitting ad file.

TOWER AD / VIRTUAL HOME PAGE **\$15,000 / 19 AVAILABLE**

This sponsorship provides recognition to thousands of unique visitors per day.

- The Tower ad will rotate up to 20 clickable rotating images on the home page, each sponsored ad is featured for 15 seconds.
- Available to SABCS Exhibitors only.
- 1 per sponsor.
- Ad specs: 300px x 500px (JPEG or PNG, max file size 300MB).
- Provide URL link when submitting ad file.

BANNER AD / VIRTUAL HOME PAGE **\$15,000 / 19 AVAILABLE**

This sponsorship provides recognition to thousands of unique visitors per day.

- Have your ad illuminated on virtual site.
- Your corporate or brand ad on virtual site rotating throughout the Symposium.
- The Banner ad will rotate up to 20 clickable rotating banners – each sponsored ad is featured for 15 seconds.
- Available to SABCS Exhibitors only.
- 1 per sponsor.
- Ad specs: 1325px x 290px (JPEG or PNG, max file size 300MB).
- Provide URL link when submitting ad file.

BREAKS / \$10,000

- 2-3 minutes video displayed during lunch break. Video will rotate along with SABCS information slides during the lunch break.
- Available to SABCS exhibitors only.
- Ad specs: .mp4 file or YouTube/Vimeo link.

SABCS VIRTUAL NEWS ADVERTISING

SABCS is pleased to offer Digital Marketing. Give your brand a bold new voice with promotion on a digital news platform for the 2021 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 2021 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.

SUPPORT OF GENERAL NON-EDUCATIONAL COSTS \$5,000 MINIMUM

Home Drop

A Home Drop is a convenient marketing tool that delivers promotional material, invitations, announcements, etc. directly to the home or office, of virtual trade show attendees. A Home Drop is a very effective way of reaching your prospects. And Home Drops comply with all professional guidelines.

Online advertising can be beneficial, however a well-designed hard copy of your promotional material, delivered directly to the trade show attendees, is a very effective way to reach your prospects.

Convention Communications Contact:
Tom Marshall doordroptom@gmail.com.

Out Of Home Marketing Opportunities

SABCS is pleased to introduce out-of-home advertising. We will work with you to create premium visibility tactics in high traffic areas. High-impact marketing tactics bring your message beyond the convention center for next level visibility. Opportunities included mobile billboards, wrapped minivans, pedicabs, airport advertising, and more!

Hotel Branding Opportunities

Promote your brand at select SABCS hotel properties through custom advertising packages. With a wide range of branding opportunities to select from, your campaign will attract the attention of this year's attendees while achieving your marketing objectives. Contact TriStar's Event Media Strategist to learn more.

TriStar Sales Contact:

Melanie Holt TriStar Event Media Strategist
mholt@tristarpub.com, (913) 491-4200.



Important Information

TriStar is the required agency through which SABCS exhibitors must book out-of-home, hotel branding, and the SABCS shuttle bus sponsorship. No other vendor may be used.

Out-of-home, hotel branding, and the shuttle bus sponsorship are subject to the terms and conditions set forth by SABCS.

Out-of-home opportunities are subject to availability at time of reservation and require prepayment.

All sponsorship and branding opportunities are subject to SABCS approval.

EXHIBITOR PRODUCT THEATRE

DEADLINE: SEPTEMBER 30, 2021

Bookings Accepted Online Only

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.

Location

- In exhibit area and/or virtually.

Room Set

- Theatre style.
- Lectern on stage.
- Head table w/2 chairs.

Entrance

- 8' x 30" registration/greeting table with two chairs provided outside entrance to room.
- Placement of your proprietary sign.
- Schedule sign provided by SABCS.

A/V

- Microphone on lectern.
- 2 lavalier microphones.
- Wireless microphone & stand for audience questions.
- Sound system.
- 2 9' x 12' screens (pipe & drape).
- 2 LCD projectors (front projection) with digital interface for your computer.

Catering

- SABCS/UT Health San Antonio provides all food and beverages to symposium attendees (beverages, box lunches and/or snacks).

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.
- Company supplies own meeting management staff.

Presentation Schedule

Wednesday, December 8, Thursday, December 9,
Friday, December 10

- 10:00 am – 11:00 am snacks & beverage service provided.
- 12:00 pm – 1:00 pm box lunches & beverage service provided.
- 2:00 pm – 3:00 pm snacks & beverage services provided.
- 4:00 pm – 5:00 pm snacks & beverage service provided.

Fee \$25,000 per session

Items Included in the Cost

- Access to lead retrieval using your own device for use during your time slot (company must supply staff to scan the badges).
- Signage outside of Theatre and throughout the meeting with scheduled listing.
- Complimentary one-time use of SABCS 2021 domestic pre-registrant mailing list.
- Freeman AV is the exclusive provider of audio-visual services. Expenses for additional services and additional electrical costs incurred are the responsibility of the sponsoring company.

Benefits of Participation

- Exclusive time dedicated to promoting your company's products.
- Ability to reach out to a new audience in an intimate environment.
- Increased visibility by having the presentation title, date, time and exhibitor name listed on the website, mobile app, program book, news site, and virtual site.
- Product theatres will be listed on website and in the Program distributed to attendees.
- Complimentary one-time use of SABCS pre-registration mailing list. Orders must be placed prior to **November 13. Fulfillment will be within 2 weeks of order.**
- Additional promotion of your Product Theatre is strongly recommended and is the sole responsibility of the sponsor.

For information regarding door drops please contact Tom Marshall at Convention Communications tom@doordrop.com.

Application and Payment Policy

- Application and payment are due by **September 30, 2021**.
- Spaces in the Exhibitor Product Theatre are assigned on a first-come, first-served basis of application and payment.
- 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 you will be invoiced.
- **Payment is due within thirty (30) days of receipt of the invoice.**
- Time slot will be confirmed after payment is received.

The following cancellation fees apply:

- Prior to October 1, 2021 – Full refund, less 10% for administrative fee.
- Between October 2 – October 7, 2021 – 75% penalty of total cost.
- After October 7, 2021 – 100% penalty of total cost.

Theatre Presentation Rules and Regulations

- All presentations are limited to a maximum of 60 minutes in length. Each presentation is allotted a half hour prior to and a half hour post.
- 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.
- Theatre presentations are permitted to be recorded; however, programs must be real time; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.

- 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.
- All attendees of Theatre presentations must register.
- Customers and clients are permitted to speak on behalf of exhibitor.
- In order to appear in publications, all final titles must be submitted and confirmed to the SABCS no later than **October 1, 2021**.
- 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, signage, invitations, emails, websites, posters and flyers) relating to the Exhibitor Product Theatre must be approved by SABCS **prior to printing or use**. Final versions of materials shall be submitted by the Theatre Participant for review and approval by SABCS on or before **November 1, 2021**. Submissions should be sent via email to sabcs@uthscsa.edu.
- The following statement must appear prominently on all handout materials or any printed materials distributed at 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®)."

Cancellation and Liability Policy

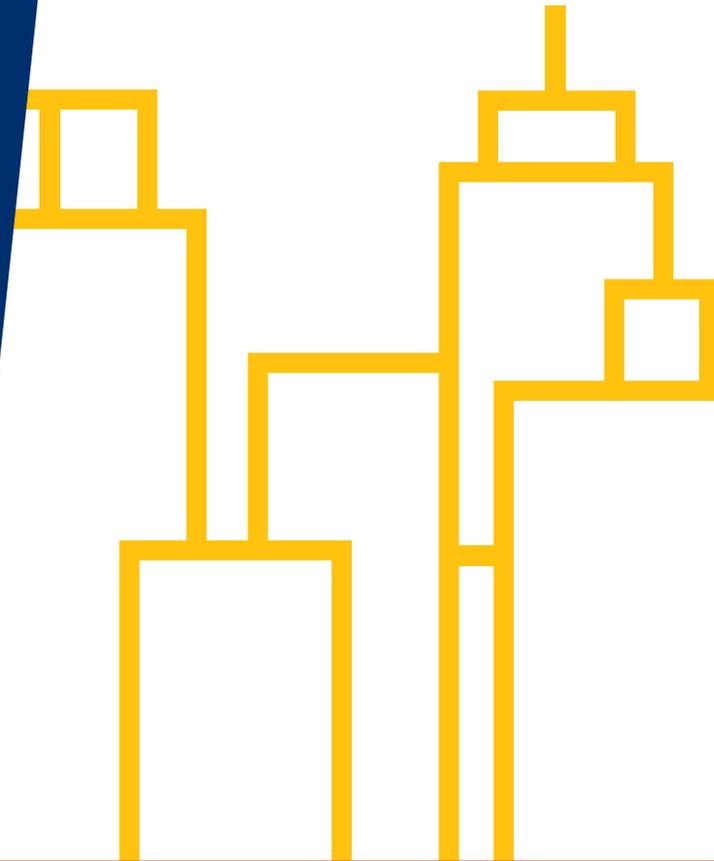
- Exhibitors must take full responsibility for the number of attendees at their presentation. SABCS will provide marketing tools but the exhibitor should exercise additional marketing efforts in promoting their presentation to attendees.
- SABCS reserves the right to terminate an exhibitor's Exhibitor Product Theatre contract.
- Theatre space will be automatically cancelled upon cancellation of exhibit space. All cancellations must be submitted in writing; the official cancellation date will be recorded at the date of receipt.
- SABCS and the Henry B. Gonzalez Convention Center are not responsible for delays, damages, loss, increased costs or other unfavorable conditions which arise as a result of such termination.
- Exhibitors are liable for any damage caused to theatre floors, walls, columns, or to standard theatre furnishing and equipment or to other exhibitors' property. The contracted exhibitor is responsible for all personal and corporate property placed in the Theatre space.

Location of Theatre

SABCS reserves the right to alter the size and location of the Exhibitor Product Theatre as shown on the official floor plan, if deemed necessary, at its sole discretion.

Signage

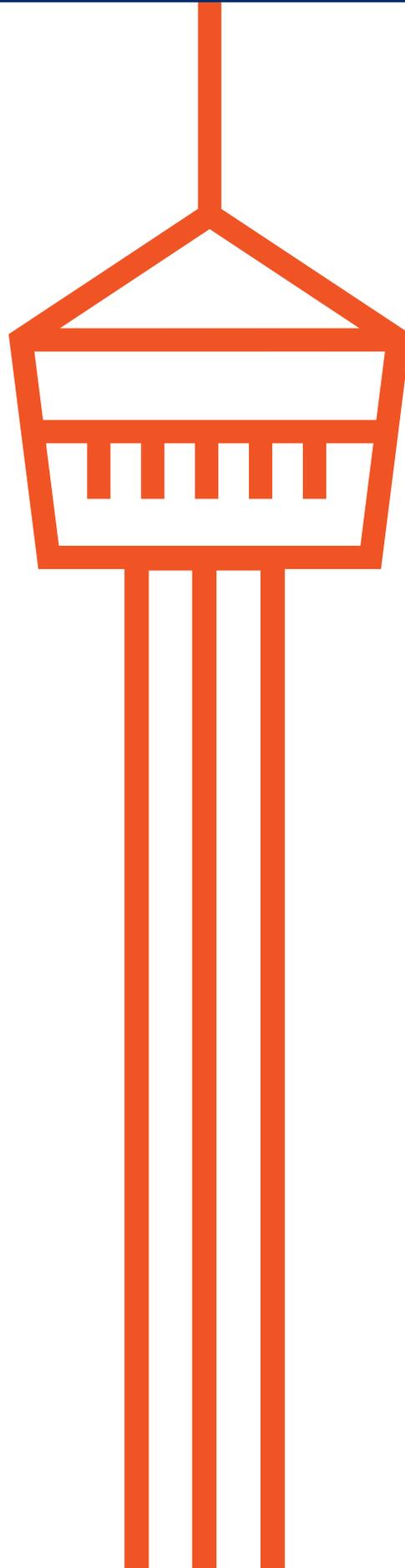
- SABCS will provide directional signs in the exhibit hall to the Exhibitor Product Theatre and one sign outside of the Exhibitor Product Theatre with a listing of all presentations for that day. Signage will be uniform in design and will be produced by the SABCS to include the presentation title, date, and time and exhibitor logo.
- Exhibitors may advertise the title, date, time and presenter of its presentation in their exhibit booth.
- Signage may only be placed outside the theatre beginning 30 minutes prior to the presentation.



For additional questions regarding the Exhibitor Product Theatres or to reserve your time slot, please contact the Exhibits Team at sabcs@uthscsa.edu.

SABCS: 2020 EXHIBITORS

- Agendia
- Agilent/Dako
- Alamo Breast Cancer Foundation
- American Association for Cancer Research
- American Society for Radiation Oncology (ASTRO)
- Amgen
- AstraZeneca
- Athenex Oncology
- BeyondSpring Pharmaceuticals
- Biotheranostics, Inc
- Breast Cancer Action
- Breast Cancer Art Exhibit
- Bristol Myers Squibb
- Caris Life Sciences
- Daiichi Sankyo, Inc.
- Dan L. Duncan Comprehensive Cancer Center at Baylor College of Medicine
- Eisai, Inc
- Encore Medical Education, LLC
- Epic Sciences
- Exact Sciences (formerly Genomic Health)
- Foundation Medicine, Inc
- Fresenius Kabi
- Genentech
- Guardant Health
- IBC Network Foundation
- Immunomedics
- Lilly Oncology
- MacroGenics
- Male Breast Cancer Coalition
- Menarini Silicon Biosystems
- Merck Oncology
- METAvivor Research and Support, Inc
- Myriad Genetic Laboratories, Inc.
- Natera
- NeoGenomics Laboratories
- Novartis Oncology
- The Oncologist
- OncoSec Immunotherapies
- Paxman USA Inc
- Pfizer
- Puma Biotechnology, Inc
- Roche Diagnostics
- Seagen Inc.
- Society of Surgical Oncology
- Springer Healthcare IME
- Tempus
- UT Health San Antonio
- UT MD Anderson Cancer Center
- Veracyte
- Zionexa



Housing

Special SABCS discounted rates are available at 25 conveniently located downtown hotels. Please see [sabcs.org/2021-SABCS-sup-sup-/SABCS-Hotels](https://www.sabcs.org/2021-SABCS-sup-sup-/SABCS-Hotels) for complete information and on-line reservations.

We have been informed that registrants are often contacted by fax, email or most often by phone with offers for cut rate hotel rooms. The intent is to convince you that the offer is made on our behalf, or that the soliciting company is a viable alternative to going through our service provider. This is not true.

Hotel reservations for the 2021 San Antonio Breast Cancer Symposium are managed exclusively by Orchid Events and SABCS IGH.

Accreditation

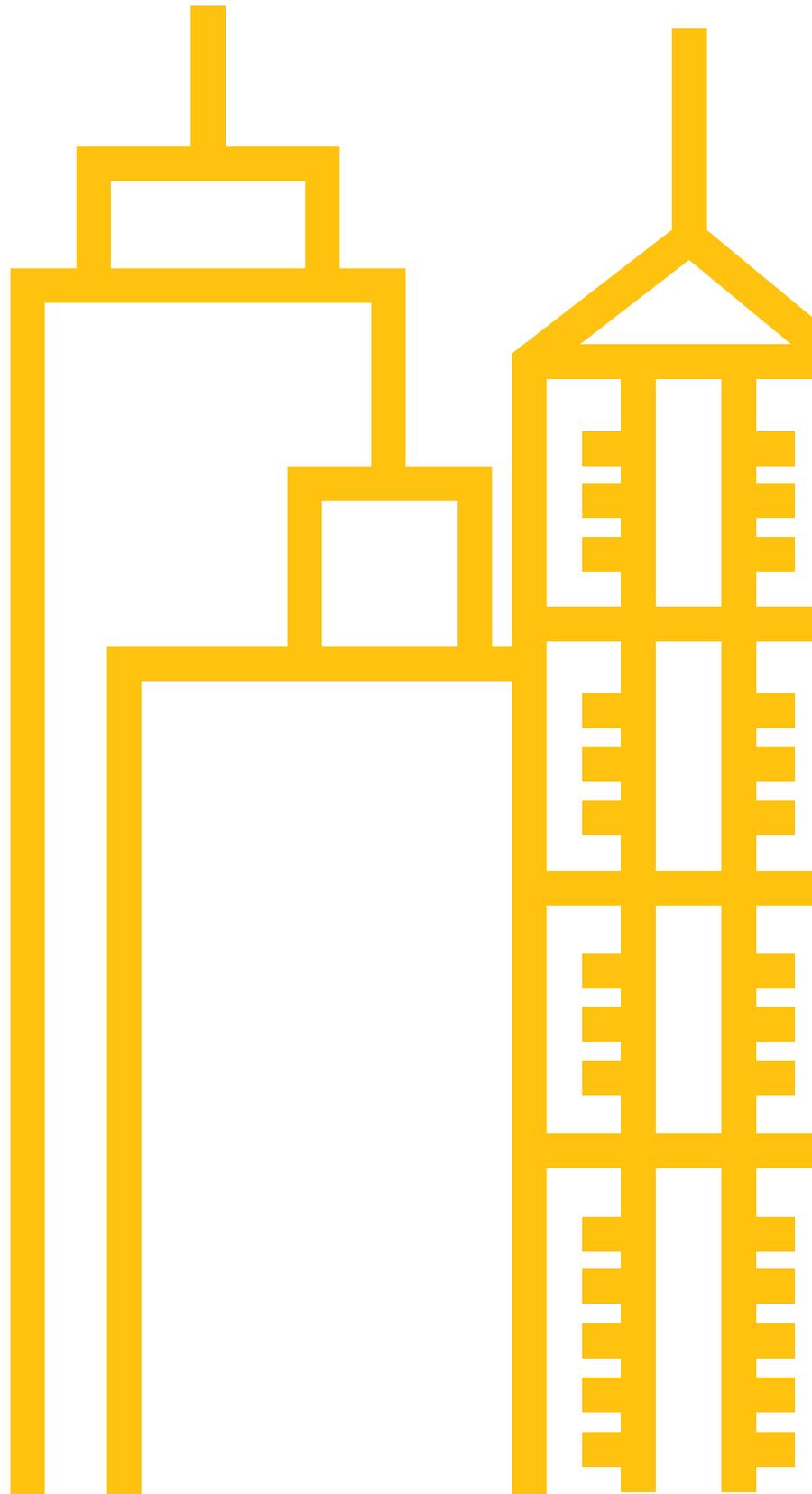
This activity has been approved for *AMA PRA Category 1 Credit™*.

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.

2021 disclosure information will be available electronically beginning **December 1** on the SABCS website.



Executive Committee

Carlos L. Arteaga, UT Southwestern, Harold C. Simmons Cancer Center, Dallas, TX, Co-Director
 Angela DeMichele, University of Pennsylvania, Philadelphia, PA
 Margaret Foti, American Association for Cancer Research, Philadelphia, PA
 David Gius, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX
 Sharon Hill, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX (ex-officio)
 Virginia G. Kaklamani, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX, Co-Director
 Kate Lathrop, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX (ex-officio)
 Ruben A. Mesa, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX

Program Planning Committee

Carlos L. Arteaga, AACR (Co-Chair), UT Southwestern, Harold C. Simmons Cancer Center, Dallas, TX
 Banu Arun, UT MD Anderson Cancer Center, Houston, TX
 Justin Balko, Vanderbilt University Medical Center, Nashville, TN
 Aditya Bardia, Massachusetts General Hospital, Boston, MA
 Julia Beaver, FDA, Silver Spring, MD
 Melissa Bondy, Stanford Medicine, Stanford, CA
 Lisa A. Carey, University of North Carolina at Chapel Hill, Chapel Hill, NC
 Gary C. Chamness, Baylor College of Medicine (Retired), Houston, TX (ex-officio)
 Angela DeMichele, University of Pennsylvania, Philadelphia, PA
 Rebecca Dent, National Cancer Center, Singapore
 Matthew Ellis, Baylor College of Medicine, Houston, TX
 Margaret Foti, American Association for Cancer Research, Philadelphia, PA
 David Gius, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX
 Komal Jhaveri, Memorial Sloan Kettering Cancer Center, New York, NY
 Virginia G. Kaklamani (Co-Chair), UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX
 Seema A. Khan, Northwestern University, Chicago, IL
 Tari A. King, Dana-Farber/Brigham and Women's Cancer Center, Boston, MA
 Celina Kleer, University of Michigan Medical School, Ann Arbor, MI
 Kate Lathrop, UT Health San Antonio MD Anderson Cancer Center, San Antonio, TX (ex-officio)
 Sherene Loi, Peter MacCallum Cancer Centre, Victoria, Australia
 Sibylle Loibl, GBG Forschungs GmbH, Neu-Isenburg, Germany
 Eleftherios (Terry) P. Mamounas, Orlando UF Health Cancer Center, Orlando, FL
 Rita Nanda, The University of Chicago, Chicago, IL
 Ann Partridge, Dana-Farber Cancer Institute, Boston, MA
 Charles M. Perou, University of North Carolina, Chapel Hill, NC
 Jorge S. Reis-Filho, Memorial Sloan Kettering Cancer Center, New York, NY
 Peter Schmid, Bart's Cancer Institute Queen Mary University of London, London, United Kingdom
 Zhi-Ming Shao, Fudan University, Shanghai Cancer Center, Shanghai, China
 Patty Spears, UNC Lineberger Comprehensive Cancer Center, Chapel Hill, NC
 Nicholas Turner, The Royal Marsden Hospital, London, United Kingdom
 Alana Welm, University of Utah Huntsman Cancer Institute, Salt Lake City, UT
 Wendy Woodward, UT MD Anderson Cancer Center, Houston, TX
 Jerry Worden, Alamo Breast Cancer Foundation, San Antonio, TX

Preliminary Schedule

Hours subject to change.

Monday, December 6

Exhibitor Registration 8:00 AM - 5:00 PM

Tuesday, December 7

Registration 8:00 AM - 5:00 PM

Program 8:00 AM - 7:00 PM

Wednesday, December 8

Registration 7:00 AM - 5:00 PM

Program 8:00 AM - 7:00 PM

Exhibits 10:00 AM - 5:00 PM

Thursday, December 9

Registration 6:45 AM - 4:00 PM

Program 7:00 AM - 7:00 PM

Exhibits 10:00 AM - 5:00 PM

Friday, December 10

Registration 6:45 AM - 3:00 PM

Program 7:00 AM - 7:00 PM

Exhibits 10:00 AM - 5:00 PM



PRELIMINARY PROGRAM

Educational Sessions

Most of the presentations at SABCS focus on the latest clinical and basic research results relating to breast cancer. By contrast, educational sessions are designed to inform and update those interested in a review on a particular topic. Although these sessions may include new specific research findings, their primary intent is to offer summaries of existing knowledge, and to provide background for some of the active areas which will be discussed in the rest of the meeting.

- Artificial Intelligence Beyond the Soundbites.
- Refining Heredity Risk.
- Triple Positive Breast Cancer.
- Triple Negative Breast Cancer: Critical Update on Biology and Management.
- Emerging Adjuvant Therapies: What's Ready for Prime Time?
- Evidence Based Integrative Therapies – During and Beyond Treatment.
- Fine Tuning Risk Assessment and Risk Reduction.
- Local Therapy of the Primary and Beyond in Patients with Advanced Disease.
- Anti-cancer Immune Response.
- Clinical Updates on Immunotherapy.
- The Fluid Landscape of Liquid Biopsy.
- Targeting the “Un-druggable”.
- Local Therapy – Management of the Axilla.

Workshops

- Clinical Research Workshop.
- Basic Science for Breast Oncologists.

Special Sessions

- Regulatory Session.
- Trust in Science.
- COVID Update.
- Translating Biomarkers into the Clinic.
- Building a Successful Academic Breast Cancer Program
- View from the Trenches: What Will You Do On Monday Morning?

Award Lectures

- William L. McGuire Memorial Lecture.
- AACR Distinguished Lectureship in Breast Cancer Research.
- AACR Outstanding Investigator Award for Breast Cancer Research.
- Susan G. Komen® Brinker Awards.

Plenary Lectures

- Genomic Profiling in Early Stage ER Positive Breast Cancer/Precision Medicine.
- Triple Negative Breast Cancer Heterogeneity – Addressing the Pitfalls of Past Research and Future Therapeutic Targets.

Mini-Symposia

- DNA Repair in Breast Cancer: Diagnosis and Treatment.
- The Evolution of Local Therapy in the Genomic Era.

Basic Science Forum

- Targeting Nuclear Steroid Receptors.

Translational Science Forums

- HER2 Heterogeneity.
- ER Mutations and SERDS.

Clinical Science Forum

- The Promise and Reality of Oligometastatic Ablation for Breast Cancer.

Case Discussion

Molecular Tumor Board

Career Development Forum: Networking Session For Young Investigators

The session is open to early-career scientists, defined as graduate students, postdoctoral or clinical fellows, or medical students and residents, who are registered attendees of the 2021 SABCS. Space in the workshop is limited. Preregistration is not required.

Debates

- One Week of Whole Breast RT is the New Standard of Care.
- RxPONDER: Was it all OFS?

The Year In Review

Spotlight Poster Sessions

General Sessions

EXHIBIT INFORMATION

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit will be available online at sabcs.org in August.

The Exhibitor Service Kit will include information on shipping, furniture, booth accessories, lead retrieval, material handling rates, utility specifications and charges, carpet rental (required) and cleaning, signs, security service, telephones, freight services, Internet, audio/visual equipment, computer rental, photography services, porter and floral services. Order forms and rate schedules will also be included.

For exhibitors who need information before the Exhibitor Service Kit or the online Exhibitor Resource Center become available, please contact SABCS at sabcs@uthscsa.edu, or call 210-450-1550.

HOTEL RESERVATIONS

To make hotel reservations or request a room block, contact the Orchid Events, the official housing bureau of SABCS, at help@orchid.events, 888-503-5890 or 801-214-7281.

REGISTRATION

Exhibitor Registration Process - Registration opens **April 15, 2021**.

Exhibitors will receive complimentary exhibitor badges.

- 2 complimentary exhibit area only registrations per 10' x 10' unit.
- 1 complimentary exhibit area only registration per table exhibit.

Exhibitor Registration includes: Access to Exhibits before, during, and after hours, and during move-in and move-out, including exhibitor conference rooms in Hall 2.

Exhibitor Registration **does not** include: Education and Scientific Sessions and CME

**An exhibitor-attendee may upgrade to a combined access badge for those who need to attend the Education sessions and needs to staff a booth or access the Exhibit Hall during exhibitor only hours.*

For more information on an Exhibitor/Attendee Registration, contact the SABCS at sabcs@uthscsa.edu, or call 210-450-1550.

CANCELLATION POLICY

- Refund less 10% if cancelled by **September 1, 2021**.
- Refund less 75% if cancelled by **September 30, 2021**. This policy also applies to reduction of exhibit.
- Positively no refund for cancellations thereafter.

ADDITIONAL OPPORTUNITIES

MAILING LIST RENTAL

The SABCS attendee mailing list is available exclusively through SABCS. Renting this list is the easiest and most effective way to reach show attendees before they leave for San Antonio. Drive more traffic to your exhibit and make a lasting impression on attendees by renting this list! Email sabcs@uthscsa.edu or call SABCS at 210-450-1550.

SABCS is the only authorized mailing list sales vendor for SABCS. Other companies may contact you, claiming to sell SABCS's mailing list; these companies are not authorized to represent SABCS nor do they have access to the SABCS attendee lists.

In addition, please be aware that SABCS does not sell attendee email addresses.

EXHIBIT CONTACT INFORMATION

Venue

Henry B. Gonzalez Convention Center
900 E. Market St., San Antonio, TX 78205
210-207-8500
sahbgcc.com

Exhibit Operations

SABCS
210-450-1550
sabcs@uthscsa.edu

General Services Contractor

Freeman
210-554-2021
469-621-5611 Fax
FreemanSanAntonioES@freeman.com
freeman.com

Hotel Reservations

Orchid Events
888-503-5890 or 801-214-7281
help@orchid.events

International Group Hotel Reservations

SABCS IGH
+1-305-865-4648
info@sabcs-igh.com

Registration

SABCS
210-450-1561 or 210-450-1550
sabcs@uthscsa.edu

Catering

RK Culinary Group
210-225-4535
therkgroup.com

Lead Retrieval

SABCS
210-450-1550
sabcs@uthscsa.edu

Mailing List

SABCS
210-450-1550
sabcs@uthscsa.edu

Photography

Todd Buchanan
612-226-5154
todd@medmeetingimages.com

Support Opportunities

SABCS
210-450-1550
sabcs@uthscsa.edu

POLICIES AND GUIDELINES

MARKETING OF PRODUCTS AND SERVICES OUTSIDE OF THE EXHIBIT HALL

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the exhibit hall. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops not sponsored by SABCS), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by SABCS.

Mobile advertisements (including advertising via drones, buses, taxis, Segway's, boats, planes, street cars, food trucks, etc.) within the meeting location's metropolitan area, including airports, within ten (10) days before, during, or after the meeting, are strictly prohibited.

Stationary advertising (e.g. billboards and airport signage) requires advance review and approval by SABCS. It must be company and/or product specific and not include mention of SABCS or the name, dates, or venue of the SABCS meeting. Exhibitor booth numbers may be included. The use of any name, logo, or trademark of SABCS is strictly prohibited without SABCS's advance written consent. For approval, please contact sabcs@uthscsa.edu.

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 Exhibit Hall must not contain any reference to specific posters or meeting sessions. Companies may advertise activities taking place in their booth.

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 subject to compliance with SABCS mailing list guidelines.

Exhibitors using their own mailing lists must submit the sample materials in advance to SABCS. For approval, please contact sabcs@uthscsa.edu or call 210-450-1550.

Exhibits And The Exhibit Hall

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

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. The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. All electrical wiring and equipment installed must comply with the facility/local Electrical Code and Fire Department Regulations. Approved Electricians reserve the right to refuse connections where wiring constitutes a safety hazard or does not meet the Electrical Code. If an exhibitor is found in non-compliance of the Code, approved electricians may be able to correct the fault and restore the booth to Code. This will be done on a time and materials basis at the exhibitor's expense.

Exhibits must not block aisles or fire exits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping material, etc. are to be removed from the exhibit floor and may not be stored under tables or behind the exhibits. Flammable fluids and material must be kept in safety containers in compliance with facility and local fire department rules and regulations. Open flames, all LP Gases, and oxygen tanks are not permitted.

3. Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, elevators, floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property.

4. Review and/or Expulsion of Exhibitors

SABCS may review the exhibit floor 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.

5. 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 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.

1. Theatres, pavilions, and other designated areas

Exhibitors whose products or services meet the requirements of a Theatre, pavilion or designated area in the Exhibit Hall (as determined by SABCS), as well as SABCS's guidelines for eligible exhibits, may be eligible to exhibit or engage in specified activities within an SABCS-designated Theatre or other areas. Any special requirements, policies, or guidelines

developed by SABCS for designated Theatres other areas in the Exhibit Hall are to be construed as part of this Policy and the Exhibitor Agreement.

2. Restriction Upon Exhibition of Dietary Supplements

Dietary supplements that (i) make any claim to diagnose, mitigate, treat, cure, or prevent any disease, specific class of disease, disease symptom, or abnormal medical condition; or (ii) claim an effect similar to that of an approved drug, biological product, or medical device may not be exhibited without SABCS's prior written approval. Approval shall be in SABCS's sole discretion, but will not be granted unless sufficient documentation is provided to SABCS that demonstrates that the product's claimed health benefit(s) are supported by competent and reliable scientific evidence. Requests for approval may be submitted to sabcs@uthscsa.edu.

3. 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 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 move-in day for the SABCS. Passing out 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. Admission to the Exhibit Hall

Exhibitors must wear the official SABCS supplied badge at all times in the Exhibit Hall. All badges are nontransferable and are the sole property of SABCS. SABCS and event security personnel reserve the right to revoke any badge at any time. No one under the age of 18 is allowed access to the exhibit area at any time. Access to the Exhibit Hall during set-up and dismantle times for booths is restricted to the published hours unless special arrangements have been made with SABCS. Please contact SABCS security for assistance with access to the Exhibit Hall for hours other than those listed.

4. 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.

5. Exhibit Display and Exhibit Booth Construction

All exhibit floor spaces must be completely carpeted or covered with an approved material (bare floors in booths are not allowed). If an exhibitor's floor space is not covered by 2:00 PM on the day prior to the Exhibit Hall opening, SABCS will arrange for the general services contractor to install carpet at the exhibitor's expense. Exhibitors may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment. Electrical

cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor's expense.

Raised floors must be non-hazardous and wheelchair accessible. Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at transitions.

6. Inline Booth

Inline booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. SABCS will provide a standard draped booth, consisting of an 8' high backdrop, 36" draped side rails, and a 7"x44" Company ID sign which will include the "exhibiting as" company name from the exhibit space application and the booth number. Hanging signs are not permitted over inline booths.

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height is allowed only on the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. No objects or decorations that obstruct visibility will be permitted. Note: When three or more inline booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

Inline booths that are 14' height (any booth over 10') will be placed on the back wall.

7. Corner Booth

A corner booth is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides.

Corner booths do not include 36" draped side rails on the open corner(s) unless special arrangements have been made in advance. For special arrangements, please contact sabcs@uthscsa.edu for other guidelines for inline booths apply.

8. Island Booth

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20'x20') or larger, although it may be configured differently. Exhibitors who wish to construct an island booth are required to submit a scaled floor plan and elevation diagram (digitally) to SABCS for approval at least thirty (30) days prior to the Symposium. These plans must include hanging signs, rigging components, and water features. The plan must include the scale utilized. Any changes that occur after initial submission must be resubmitted to SABCS for approval prior to the Annual Meeting. Multi-level island booths are not permitted.

Island booths are to be constructed to allow a contiguous two-foot (2') access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth. Kiosks, podiums, help desks, etc. must be set back two feet (2') from the entry access point of the booth. Walls built within an exhibitor's booth are exempt from this requirement. All island booths must have ample sight lines to ensure adjacent exhibits are visually accessible. The maximum height of an island booth is fourteen (14) feet. The top of the booth's sign may not extend more than fourteen (14) feet from the Exhibit Hall floor and cannot block the visibility of SABCS signs or other exhibitors' booths. There must be a minimum clearance of 8' from the bottom of any hanging sign/structure to the Exhibit Hall floor if attendees are expected to walk below such sign/structure. Signage over walls or static structures will require a significant clearance between the top of a wall or static structure and the bottom of a sign, banner, or header to ensure clear sight lines through the Exhibit Hall. Hanging signs must be hung directly over the island booth and not in the aisles. Installation of hanging signs must take place according to the schedule provided in the Exhibitor Service Kit.

Island booths may use water features in their exhibit with advanced review and approval by SABCS. Water features must be included in the scaled floor plan and elevation diagram that is submitted to SABCS for approval at least thirty (30) days prior to SABCS.

Island booths may use special lighting. Lighting must be directly over or in the exhibitor's booth and cannot affect other exhibitors or aisles. The Exhibit Hall lighting may not be dimmed or blacked out to

accommodate exhibitors' lighting requirements. The exhibitor is responsible for all costs associated with special lighting.

9. Rigging Requirements - Truss, Lighting, and Hanging Sign Installation

Exhibitors who wish to order Truss, Lighting, and Hanging Sign Installation are required to submit the specifications with their booth rendering submission, as described in Section IV.

The specifications must include a scaled floor plan (digitally) of the item(s) and must be submitted to SABCS for approval through the Exhibitor Resource Center (available online in February) no less than thirty (30) days prior to the first move-in day of the Annual Meeting. The plans must include the scale utilized.

All Truss, Lighting, and Hanging Sign Installation must take place according to the schedule provided in the Exhibitor Service Kit.

10. Tabletop Exhibits

Materials are restricted to the tabletop only. The only exceptions are banner stands and monitor stands, which are permitted on the floor directly behind the exhibit table. Literature stands, pop-up equipment, devices, or apparatus may not be displayed.

11. 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 the Exhibit Hall in addition to providing abstract reprints.

- 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.
- Presenters or company representatives may speak with individuals or to a group that gathers.
- Presentation display areas may not include seating for attendees.
- 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 should 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 at least thirty (30) days prior to the first move-in day through 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, including flashing colors and sound effects. Exhibitors are responsible for complying with applicable laws, regulations, guidance, and requirements, including of the meeting venue, 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. SABCS will not approve drawings or raffles where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. 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:

- Microphones or excessive amplification devices which may result in the disturbance of other exhibitors.
- Theatre style seating (except to the extent designated by SABCS in Theatres or other limited areas).
- Live delivery of didactic lectures and presentations.
- Lighter than air objects.
- Flashing lights.
- Playing or performing of recorded or live music.
- Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees.
- Distribution of alcoholic beverages in exhibit booths and in exhibitor meeting rooms, unless approved by SABCS in advance and in writing. SABCS will review and permit exhibitors to serve alcoholic beverages in exhibitor meeting rooms on a case-by-case basis.
- 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.
- Magicians, jugglers, motivational speakers, sleight of hand artists, illusionists or caricature artists.
- Multi-level island booths.
- Soliciting attendees or exhibitors in the aisle(s) outside booth space, in booths other than their own, or elsewhere in the meeting venue.

12. Fundraising

Unless a special exception has been granted by SABCS in advance for fundraising activities to benefit certain not-for-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the 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.

13. 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. Please see the Exhibitor Service Kit for details on who to contact regarding city and state sales taxes.

Any exhibitor wishing to apply for an exception to the prohibition upon sales must submit the request to sabcs@uthscsa.edu at least thirty (30) days prior to the first day of move-in and must receive written approval from SABCS. SABCS reserves the right to restrict or terminate sales activities that it deems inappropriate or unprofessional.

14. Operation of the Exhibit Booth/Table

All booth activities and queuing must be contained in the individual exhibitor's booth.

A targeted freight move-in schedule will be included in the Exhibitor Service Kit. No installation of booths or display materials is allowed during published Exhibit Hall hours of operation. Exhibits must remain fully intact and staffed at all times during the published Exhibit Hall hours of operation. Dismantling and packing of exhibits will not be permitted until the published dismantling times. Failure to comply may result in disciplinary action.

15. 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 may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed area of another exhibitor.

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 venue, including at educational and scientific meeting rooms and poster sessions, and may not canvass in any part of the Exhibit Hall or meeting venue.

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.

16. Photography, Video Recording, and Audio Recording

Exhibitors must obtain approval to photograph, videotape, and/or audiotape (including time-lapse photography) in the Exhibit Hall. For approval for the SABCS, submit the request to sabcs@uthscsa.edu no later than thirty (30) days prior to the first day of move-in. Approval is at SABCS's sole discretion.

Exhibitors who do not wish to use SABCS's official photographer listed in the Exhibitor Service Kit must complete the following:

- Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center. The exhibitor-appointed photographer/ videographer must provide SABCS with proof of adequate insurance as part of the Exhibitor Appointed Contractor notification and comply with the meeting facility's policies and procedures for Exhibitor Appointed Contractors.
- The exhibitor may be required to make arrangements through the official security services company for an escort at their own expense.
- All Exhibitor Appointed Contractors working on show days must have official meeting badges. Exhibitors are responsible for making sure all contractors are badged appropriately and are responsible for all associated costs.

All photography, video, and audio equipment must remain with exhibitors' booth space and must not disrupt visitor traffic.

Exhibitors may not photograph, or videotape other exhibitors' or organizations' exhibits and/or Exhibit Hall attendees.

The use of any name, logo, or trademark of SABCS is strictly prohibited without SABCS's advance written consent. Exhibitors who seek and receive approval to photograph, videotape, and/or audiotape in the Exhibit Hall will need to sign a waiver stating the number of cameras being used, mounting locations and SABCS and SABCS security will not be held liable for loss or theft of these devices.

Photographing, audio recording, and video recording occurring outside the Exhibit Hall are governed by SABCS Media Policies. Please contact sabcs@uthscsa.edu for more information regarding these policies.

Food and Beverage

1. Food service is permitted at the exhibitor's booth with SABCS approval. All food service arrangements must be coordinated through the exclusive provider of food and beverages at the Henry B. Gonzalez Convention Center. Information on ordering these services will be available in the Exhibitor Service Kit. Any food or beverage provided by individual exhibitors must be provided in a manner consistent with all applicable

laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals. All food and beverage provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash and/or cash equivalents, coupons, and vouchers for food or beverages are not permissible. Exhibitors must submit a request for approval to provide food or beverages to SABCS no later than (thirty) 30 days in advance of the SABCS via email to sabcs@uthscsa.edu. Approval is at SABCS's discretion. Any exhibitors found providing food or beverages that have not been approved or are not compliant with SABCS policies will be required to cease immediately.

2. Food and beverage requests must comply with the rules and regulations of the official provider designated by the meeting facility. Any exhibitor at the SABCS who provides food and beverage to attendees is required to order and pay for porter service through the exclusive general services contractor. Order forms and additional information will be made available in the Exhibitor Service Kit.

Giveaways

1. Eligible Giveaways

All giveaways must be provided in a manner consistent with all laws and guidance, including the CMSS Code for Interactions with Companies and the PhRMA Code on Interactions with Healthcare Professionals ("PhRMA Code"), applicable to the exhibitor, as well as with the provisions of this Policy.

Giveaways by Commercial Exhibitors: It is SABCS's policy that all giveaways by commercial exhibitors will meet the giveaway standards of the CMSS Code for Interactions with Companies and with the PhRMA Code, regardless of whether the exhibitors have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals. Giveaways must not exceed \$10 USD in value and must be available to all registered attendees immediately upon request.

Giveaways by Non-Profit Exhibitors and Government Agencies

- All giveaways by non-profit exhibitors and government agencies must not exceed \$10 USD in value and must be available to all registered attendees immediately upon request. Giveaways by non-profit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors above.

2. Specific Giveaway Restrictions

Cash and/or cash equivalents may not be offered to attendees. Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees is not allowed.

Distribution of giveaways and other promotional items in event facilities outside of the exhibit booth or outside of designated meeting exhibit space at event hotels is prohibited for the duration of the SABCS.

3. Advance Approval Required

All giveaways must be approved by SABCS. To obtain approval, exhibitors must submit a request no less than thirty (30) days prior to the first day of move-in for the SABCS to sabcs@uthscsa.edu. Approval of giveaways, including determinations as to whether an item is educational, is at SABCS's discretion. Any exhibitors found distributing materials that have not been approved or are not compliant with SABCS policies will be required to cease distribution immediately.

SABCS will not accept onsite requests for giveaway approvals.

4. Porter Service Required

At the Annual Meeting, exhibitors who will be distributing giveaways and/or providing food and beverage to attendees in their exhibit booths and/or in their meeting rooms must order and pay for porter service through the exclusive general services contractor. The order form for porter service will be provided in the online Exhibitor Service Kit. Porter service includes monitoring of the exhibit booth and meeting rooms, emptying wastebaskets, and collecting empty boxes throughout the Exhibit Hall and exhibitor meeting room areas during open hours. Standard wastebasket emptying does not include removal of empty boxes. If porter service has not been ordered by 2:00 PM Central Time on the day prior to the Exhibit Hall opening, SABCS will arrange for the porter

service through the general services contractor at the exhibitor's expense.

5. Storage of Materials and Boxes

At the SABCS, accessible storage for exhibitor materials will be available from the official decorator for a fee. Accessible storage items will be delivered to the exhibitor's booth by the official decorator upon request. A one-day supply of advertising materials, product or literature may be kept in an exhibitor's booth but not behind the booth back wall. Empty cartons may not be stored in or behind the booth back wall. The official decorator will temporarily remove empty crates, cartons, containers (including plastic) and packing materials if you label them with stickers marked empty which can be found at the Exhibitor Service Desk.

Empty crates will be returned during move-out. In addition, empty boxes may not be placed in the Exhibit Hall aisles, behind or adjacent to columns, or in trash cans in the Exhibit Hall for removal during Exhibit Hall hours of operation. If an exhibitor does not properly handle empty boxes, SABCS will remove the boxes at the exhibitor's expense. The storage of materials also must comply with local fire department and Underwriters Laboratories' rules.

Prohibition Upon Subletting Space and Permitting Unauthorized Access/Exhibits

1. No Assignment of Space or Exhibition of Unapproved Goods or Services

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business and approved by SABCS for exhibition during the meeting.

2. Unauthorized Access and Misuse of Badges

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method of assisting unauthorized persons to gain access to the exhibit floor or meeting sessions will be just cause for expelling the exhibitor from the Exhibit Hall or removing his/her exhibit from the exhibit floor without obligation on the part of SABCS for refund of any fees.

3. Activities on Behalf of Non-Exhibiting Firms

The demonstration of products, advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the meeting facility (including guest rooms, suites, educational and scientific meeting rooms, poster sessions, and function space) is strictly prohibited.

Use of Contractors for Provision of Exhibit Services

Exhibitors shall employ only union labor (as made available by the official contractors) for the installation or dismantling of an exhibit and in its operation when required by local union agreements binding on SABCS and/or the meeting facility(s). An exhibitor using an outside contractor for the above work should employ only union display companies and must complete the Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center and supplying evidence of adequate liability insurance coverage as required by SABCS. Exhibitor Appointed Contractors (“EACs”) must also comply with the policies and procedures set forth by the meeting facility. All EACs are required to have their work and staging areas set up within their client’s contracted space and not in any other area such as the loading docks, food court, posters, etc.

Further details and regulations will be included in the Exhibitor Service Kit.

Emergencies, Strikes, Embargos, Other Occurrences Beyond SABCS’s Control

1. SABCS Right of Termination

SABCS will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions caused by circumstances beyond its control. In the event that the Exhibit Hall premises have or shall become, at the sole determination of SABCS, unfit for occupancy, or are substantially interfered with by any cause or causes not reasonably within the control of SABCS, the Exhibitor Agreement may be terminated by SABCS.

2. Pro-Rated Refund

Should SABCS terminate the Exhibitor Agreement due to the occurrence of circumstances not reasonably within the control of SABCS or because SABCS has determined that the premises are or may become unfit for occupancy, the exhibitor waives any

and all claims for damages and agrees that SABCS may, after computing the total amount refundable to all exhibitors (i.e. the excess of the total of exhibitors’ deposits held by SABCS over SABCS’s costs and expenses in connection with its preparation for and conducting of the Exhibit Hall, including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as complete settlement and discharge of all said exhibitor’s claims and demands, the exhibitor’s pro-rated amount of the total amount refundable to all exhibitors, based upon the amount of exhibitor’s deposit relative to the total deposits paid by all exhibitors.

Liability, Insurance and Indemnification

1. Indemnification

The exhibitor agrees to indemnify and hold harmless the San Antonio Breast Cancer Symposium, Freeman Expositions, Inc., Freeman Audio Visual Solutions, Inc., Freeman Expositions, Inc., the meeting facility, and the affiliates and the respective directors, officers, members, employees, and agents of each (“SABCS Indemnities”), against all claims and liabilities arising in connection with exhibitor’s exhibit and use of exhibit space, including those arising in connection with any exhibitor contractor, except for any claims or liabilities caused solely by the negligence or wrongful acts of the SABCS Indemnities, or excluded below.

2. Exclusions from Liability

The exhibitor shall not be liable to the SABCS Indemnities for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, widespread infectious or contagious diseases, civil commotion, smoke, motor vehicle damage, or aircraft damage, nor may the exhibitor hold the SABCS Indemnities liable for losses associated with such incidents. The exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

3. Insurance

Exhibitors are responsible for obtaining insurance in such an amount as deemed necessary to comply with the obligations contained herein, and for exhibitors' own protection during the course of the meeting, including transit. Exhibitors shall, at their sole cost and expense, procure and maintain through the term of the Exhibitor Agreement the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set forth above. Proof of adequate insurance shall be provided to SABCS, or its agent or representative upon request through the online Exhibitor Resource Center no less than thirty (30) days prior to the first day of move-in of the meeting.

Security

SABCS will provide overall security for the duration of the meeting, but neither SABCS will indemnify exhibitors against loss and/or be responsible for loss of any exhibitor's material by any cause. Each exhibitor must make provisions for safeguarding its own goods, materials, equipment and display at all times. Exhibitors are urged to obtain, at their own cost and expense, insurance for all goods, materials and equipment displayed in connection with an exhibit. Further details are included in the Exhibitor Service Kit for each meeting.

Notifications

SABCS will send an Exhibitor Service Kit and supplemental notifications via email as needed to all exhibitors. These materials will include order forms for services that may be needed and information on shipping, set-up, move-in and move-out procedures, notification of any special developments, etc.

Use of SABCS's Designated Housing Agent

Exhibitors and their guests must use SABCS's Designated Housing Agent, Orchid Events, to procure housing for SABCS and shall abide by the rules of the Designated Housing Agent. Exhibitors or their agents must not negotiate blocks of hotel rooms directly with contracted SABCS participating hotels for current or future SABCS meetings.

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. Except for events sponsored by SABCS, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at SABCS meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the SABCS meeting, specified blackout times, or SABCS policies. For further information visit sabcs.org/2021-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 “2021 San Antonio Breast Cancer Symposium” or “2021 SABCS”, except that stationary advertising (i.e. billboards and airport signage) cannot mention SABCS, the name, dates, or venue of the 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, web page 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.

For further information about SABCS’s rights and permissions program or for the avoidance of doubt, send an email to sabcs@uthscsa.edu or contact SABCS at 210-450-1550. Violations of this trademark policy may result in exhibitors being assessed licensing fees, in addition to other remedies available to 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