EXHIBITOR PROSPECTUS

Exhibit Dates: December 6-8, 2023

Learn more at SABCS.org or AACR.org/SABCS23
Dear Supporters and Friends,

UT Health San Antonio and the American Association for Cancer Research take great pride in presenting the San Antonio Breast Cancer Symposium which will take place December 5-9, 2023, at the Henry B. Gonzalez Convention Center.

We are elated that SABCS continues to provide the comprehensive forum for interaction, communication, and education in breast cancer research and treatment. 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 novel 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.

As you review the preliminary program, you will see that our Program Planning Committee has coordinated with the breast cancer research community to put together a particularly strong program this year. The program is continually being updated with more exciting potential topics, so be sure to check www.sabcs.org for the most recent program information.

International attendance is a key component of the symposium. More than half of our attendees come from more than 90 different countries outside the USA. We continue to offer virtual attendance and online resources for significantly discounted registration fees to those who cannot attend the symposium in person. Our supporters make all this possible, for which we are sincerely grateful.
Poster Sessions – New Location

This year, the posters will be located in the Exhibition Hall and provide increased attendance during session times. The poster session schedule below highlights two poster receptions* taking place on Wednesday and Thursday from 5:00 p.m.–7:00 p.m.

Poster sessions schedules are as follows:

**Wednesday, December 6**
- Poster Session 1  12:00 p.m.–2:00 p.m.
- Poster Session 2*  5:00 p.m.–7:00 p.m.

**Thursday, December 7**
- Poster Session 3  12:00 p.m.–2:00 p.m.
- Poster Session 4*  5:00 p.m.–7:00 p.m.

**Friday, December 8**
- Poster Session 5  12:00 p.m.–2:00 p.m.

Exhibitor Lounge

Take a break at the new exhibitor lounge located on the exhibition floor.

Product Theater B

Due to popular demand this year we are adding a second product theater called Product Theater B to showcase your company and products to SABCS attendees.

Wellness Lounge

Experience optimum relaxation at SABCS through corporate chair yoga meditation, Therapy Dogs of San Antonio, and massage therapy.

Headshot Lounge

Have the opportunity to obtain a professional headshot for your professional and personal social profiles.

General Sponsorship

This prospectus provides an overview of what the Symposium has to offer and highlights important information. 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 all.

Please contact sabcs-exhibits@uthscsa.edu regarding any questions.

We look forward to hearing from you soon.
The 2023 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, SABCS 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® provides 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, as well as other healthcare professionals focused on curing breast cancer. Our program includes 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 healthcare professionals. It also encourages the participation of young investigators by providing superior education and training opportunities for the next generation of breast cancer researchers.

Based on attendance levels from our 2022 San Antonio Breast Cancer Symposium®, we are anticipating over 10,000 attendees. Opportunities to participate are detailed in this prospectus and are available via sponsorships, exhibits, and more.

### 2022 Demographics

- 6,761 IN-PERSON ATTENDEES
- 3,196 VIRTUAL ATTENDEES
- 699 EXHIBITORS
- 10,656 TOTAL ATTENDANCE.

44% attended from 94 countries including the USA.
GENERAL INFORMATION

Exhibit Schedule

EXHIBIT MOVE-IN

Sunday, December 3
All Island Booths – by approval of SABCS Exhibits
8:00 a.m.–6:00 p.m.*

Monday, December 4
All Island Booths
8:00 a.m.–6:00 p.m.*

Tuesday, December 5
All exhibits
8:00 a.m.–6:00 p.m.

DETAILING ONLY

Wednesday, December 6
All exhibits
8:00 a.m.–12:00 p.m.

EXHIBITS OPEN

Wednesday, December 6
12:00 p.m.–7:00 p.m.

Thursday, December 7
12:00 p.m.–7:00 p.m.

Friday, December 8
12:00 p.m.–4:00 p.m.

EXHIBIT MOVE-OUT

Friday, December 8
Preliminary dismantle
4:00 p.m.–4:30 p.m.
Return of empty cartons and cases, materials pack-up
4:30 p.m.–5:00 p.m.
Full move-out
5:00 p.m.–10:00 p.m.*

Saturday, December 9
All Exhibits
8:00 a.m.–5:00 p.m.*

Exhibitor Registration Hours

Monday, December 4
8:00 a.m.–4:00 p.m.

Tuesday, December 5
8:00 a.m.–4:00 p.m.

Wednesday, December 6
8:00 a.m.–4:00 p.m.

Thursday, December 7
8:00 a.m.–4:00 p.m.

*Exhibit access hours subject to change
Complimentary Registrations

- Two complimentary exhibit area only registrations per 10’ x 10’ unit.

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

Additional exhibit area only registrations may be purchased for $250 each through the Exhibitor 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 regarding 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.

Exhibitor Registration and Lead Retrieval

Convention Management Resources (CMR) will be the official registration and lead retrieval vendor for the 2023 San Antonio Breast Cancer Symposium®. Please note that CMR is the only official registration and lead retrieval vendor for the 2023 SABCS. Please be wary of other organizations representing themselves as such.

In August 2023, you will receive a welcome email from CMR that will contain information on how to register your booth staff including the website URL and access credentials. At that time, you will also be able to order your lead retrieval scanner or app license.

Onsite Exhibit Space Rates

- **Inline:** $75.00 per sq. ft.
- **Corner/Premium/Island:** $100.00 per sq. ft.

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

Non-Profit Organizations

Non-profit organizations receive a 50% discount on 10’ x 10’ and 10’ x 20’ booths. Documentation of 501(c) (3) status must be emailed to sabcs-exhibits@uthscsa.edu. Upon approval, SABCS will adjust payment in the Exhibition Portal.

- Two complimentary exhibit area only registrations per 10’ x 10’ unit.

Exhibit Placement

Exhibit space will be selected by each company in the Map Your Show (MYS) Portal, the exhibit space will be solidified once it is approved by SABCS Exhibits and exhibit fee payment has been received.

Apply early for the best chance to receive your preferred placement! Exhibit floor plan is pending.

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

We’re still putting the finishing touches on the FreemanOnline site for your event. Please check back later for the lowest prices on Freeman Products and Services.

If you need any additional assistance, please contact Exhibitor Support at 888-508-5054.

**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-exhibits@uthscsa.edu.

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.

**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, walls, and integrated fixtures cannot exceed a height of fourteen feet (14’). Inline booths may not exceed a height of 8 feet. This rule pertains to all exhibits.
- 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.
- All ladders and 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.

**Hotel Reservations**

Special SABCS discounted rates are available at over 20 conveniently located downtown hotels. To make hotel reservations or request a room block, click here, or contact Orchid Events, the official housing bureau of SABCS, at help@orchid.events, 888-503-5890, or 801-214-7281.281.

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 offers 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 2023 San Antonio Breast Cancer Symposium are managed exclusively by Orchid Events and SABCS IGH.
EXHIBIT CONTACT INFORMATION

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

Exhibit Operations
Hugo Flores
210-450-1550
sabcs-exhibits@uthscsa.edu

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
Convention Management Resources (CMR)
Monday–Friday
6:00 a.m.–6:00 p.m. PT
800-393-4226 or 415-979-2297
sabcs-support@cmrus.com

Catering
RK Culinary Group
210-225-4535
therkgroup.com

Lead Retrieval
Convention Management Resources (CMR)
Monday–Friday
6:00 a.m.–6:00 p.m. PT
800-393-4226 or 415-979-2297
sabcs-lr@cmrus.com

Mailing List
SABCS Exhibits
210-450-1550
sabcs@uthscsa.edu

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

Sponsorship Opportunities
Hugo Flores
210-450-1550
sabcs-exhibits@uthscsa.edu
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 is 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 regarding 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

To provide 24/7 exposure, we offer multiple opportunities before, during, and after SABCS for you to promote your company/brand through various channels. All companies that commit to supporting SABCS will be acknowledged on the Symposium website, Symposium attendee news site, in Symposium print materials, and on signs 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 to participate in SABCS marketing opportunities. If a company cancels their participation at the 2023 SABCS, they also forfeit its sponsorship. The 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-exhibits@uthscsa.edu.

Levels Of Support

Those companies supporting the SABCS at a certain value will be recognized at the corresponding category levels. Recognition level = $ corporate sponsorship + $ exhibit fee + $ educational grant.

$500,000 EXECUTIVE LEVEL
• Larger Logo on signage, logo with link on website, attendee news site, and logo on mobile app.

$200,000 PREMIER LEVEL
• Larger logo on signage, logo with link on website, attendee news site, and logo on mobile app.

$125,000 ANGEL LEVEL
• Large logo on signage, logo with link on website, attendee news site and logo on mobile app.

$80,000 PATRON LEVEL
• Medium logo on signage, name listed on website, and mobile app.

$50,000 MAJOR SUPPORTER LEVEL
• Small logo on signage, name listed on the website and mobile app.

$25,000 CONTRIBUTOR LEVEL
• Name listed on signage, website, and mobile app.

$10,000 DONOR LEVEL
• Name listed on website and mobile app.

< $10,000 FRIEND LEVEL
• Name listed on website and mobile app.

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 cme@uthscsa.edu.

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

Exhibits

Engage with the SABCS community attendees and breast cancer professionals who attend the annual event:

• Attendees will be able to explore your booth and connect with your team during SABCS.

• The ability to engage and secure leads from existing and prospective attendees.

• Robust analytics, accurately measure Return on Investment (ROI).

If you are interested in sponsorship and exhibit opportunities, we will be releasing the Map Your Show (MYS) software in late June 2023 to facilitate the purchasing process.

Invoices are generated and viewed on the MYS platform. SABCS accepts credit card, check, wire transfer, and ACH in USD for payment. We do not accept third-party payment methods such as SAP Ariba, EVED, or purchase orders for sponsorship or exhibit payments.
Cancellation Policy:

• If cancelled by September 1, 2023, 75% of the total amount will be refunded.
• After September 1, 2023 no refund for cancellations.

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 and booth number in the mobile app.
• 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 (two per 10’ x 10’ booth space).

Sponsorship Opportunities

The following sponsorships may be corporately branded with your logo and slogan. The due date for sponsorship specification materials is September 1, 2023. For graphic artwork submission guidelines, please contact sabcs-exhibits@uthscsa.edu

**WI-FI NETWORK**

$160,000

This exclusive sponsorship provides complimentary Wi-Fi in all sessions and in common areas at the convention center.

• Available to SABCS exhibitors only.
• Wireless service throughout the Symposium.
• Your company logo and slogan on initial page each time user connects to network.

• Receive exclusive recognition to thousands of unique visitors per day.
• 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 area with information on Wi-Fi log-in.
• Five program and exhibit area complimentary registrations.

**MOBILE APP ADVERTISING**

$120,000  Sold

Expand your outreach to thousands of unique visitors each day by advertising your company logo or product on the mobile app.

• 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 logo on app dashboard banner rotating every 3-5 seconds.
• Acknowledgment in SABCS program materials, news site, website, and on-site signage.
• Four program and exhibit area complimentary registrations.
SUPPORT AND SPONSORSHIP OPPORTUNITIES (cont’d)

WATER STATION

$55,000  Sold

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.

- Available to SABCS exhibitors only.
- Water station located in a high traffic area located in the exhibit hall.
- Your company name/logo or brand on water cups.
- Due to production deadlines, payment for this sponsorship must be received by August 15. Final art files are due no later than September 1.
- Recognition of your sponsorship on signage and the SABCS website.
- Three program and exhibit area complimentary registrations.

POSTER SESSIONS

$30,000 PER SESSION

Enhance the poster session atmosphere by providing snacks and beverages located inside the exhibition hall poster area.

- Available to SABCS exhibitors only.
- Recognition of your company logo on signage.
- One session per exhibitor.
- One program and exhibit area complimentary registration.

Poster sessions schedules are as follows:

**Wednesday, December 6**
- Poster Session 1  12:00 p.m.–2:00 p.m.
- Poster Session 2  5:00 p.m.–7:00 p.m.

**Thursday, December 7**
- Poster Session 3  12:00 p.m.–2:00 p.m.
- Poster Session 4  5:00 p.m.–7:00 p.m.

**Friday, December 8**
- Poster Session 5  12:00 p.m.–2:00 p.m.

KEY CARDS

$50,000  Sold

Make a first impression when attendees arrive in San Antonio, Texas for the 2023 SABCS! Hotel key cards will be distributed to attendees staying at several prominent San Antonio hotels throughout the duration of the meeting. Thousands of hotel key cards will be customized with the sponsor’s logo.

- Available to SABCS exhibitors only.
- Distribution at selected San Antonio, Texas hotels.
- Sponsorship fee includes production and distribution.
- Two program and exhibit area complimentary registrations.

MOBILE CHARGING STATION

$40,000  Sold

Offer the opportunity to charge mobile devices on-site at the Symposium with your branded mobile charging station. Most attendees rely heavily on mobile technology to stay connected. Your company will be sure to make an impression on attendees who need to recharge.

- Available to SABCS exhibitors only.
- Company or brand logo displayed on Charging Station design includes 2023 SABCS graphics.
- Recognition of your sponsorship on signage and SABCS website.
- Limit one per company.
- Two program and exhibit area complimentary registrations.
MOBILE CHARGING BOOTH

$15,000

At SABCS mobile devices are often the key to networking opportunities, and the moment the battery runs out, business stops. Each charging booth will be branded with sponsor’s logo or product logo and placed in high traffic areas throughout the Symposium.

• Available to SABCS exhibitors only.
• Company or brand logo displayed on charging booth signage.
• Limit three per company.
• One program and exhibit area complimentary registration.

HEADSHOT LOUNGE

$25,000

Drive more traffic to your booth by supporting the new headshot lounge to provide attendees with a sophisticated headshot photo.

• Available to SABCS exhibitors only.
• Company or brand logo displayed on signage.
• One program and exhibit area complimentary registration.

WELLNESS LOUNGE

$35,000

Attendees will be able to experience optimum relaxation with the new wellness lounge featuring Therapy Animals of San Antonio, corporate chair yoga, and massage therapy.

• Available to SABCS exhibitors only.
• Company or brand logo displayed on signage.
• One program and exhibit area complimentary registration.

CAREER DEVELOPMENT FORUM

$30,000

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.

• Available to SABCS exhibitors only.
• Acknowledgment on signs, SABCS program materials, news site, and website.
• One program and exhibit area complimentary registration.

WINDOW RAILING

$15,000

Advertise your company in the lobby of the Henry B. Gonzalez Convention Center.

• Available to SABCS exhibitors only.
• One double sided window railing per company.
• Corporate logo, tag line, and booth location only.

PERSONALIZED HAND SANITIZER

$15,000

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

• Available to SABCS exhibitors only.
• One program and exhibit area complimentary registration.
COFFEE BREAK

$10,000

Revitalize attendees with caffeinated hydration at the convention center.

• Available to SABCS exhibitors only.
• Corporate logo displayed on coffee break signage.
• Acknowledgment on signs, news site, and website.
• Placed in high traffic areas throughout the symposium.

AISLE SIGN

$3,000 EACH

Extend your advertisement with aisle signage throughout the symposium. Aisle signs provide attendees to track down locations on the exhibition floor.

• Available to SABCS exhibitors only.
• Company logo displayed on the 4’ wide x 10’ tall aisle signage.
• Logo display will be located on the bottom of the signage measuring 4’ wide x 3’ tall.

PARK BENCHES

$5,000 EACH

• Available to SABCS exhibitors only.
• Company or brand logo displayed on the backrest and floor decal.
• Placed in high traffic walkways throughout the exhibition floor.
Engage attendees at every step of their meeting journey with high-impact advertising opportunities including SABCS Meeting News, out-of-home marketing, and hotel branding tactics. With a variety of strategic opportunities available before, during, and after the annual symposium, you’re sure to find the promotional tools needed to achieve your marketing objectives. Click the Rate Card link or contact TriStar Media Strategist Melanie Holt to start planning today!

**TriStar Sales Contact:**
Melanie Holt  
Senior Media Strategist  
mholt@tristarpub.com  
913-491-4200, ext. 487

**Important Information:** TriStar is the required agency through which SABCS exhibitors must book out-of-home and hotel marketing opportunities. No other vendor may be used.

- Out-of-home and hotel marketing opportunities are subject to the terms and conditions set forth by SABCS.
- Out-of-home and hotel marketing opportunities are subject to availability at time of reservation and require prepayment.
- All sponsorship and branding opportunities are subject to SABCS approval.

**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-exhibits@uthscsa.edu.
The Exhibitor Product Theaters have proven to be successful vehicles for exhibitors to showcase their products to a targeted audience in intimate settings on the show floor. We are excited to announce an additional product Theater space available on the exhibition floor. These 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 the exhibition area, location will be called Product Theater A and Product Theater B.

Room Set
- Theater style.
- Lectern on stage.
- Head table with two chairs.
- Product Theater A – 250 Seats
- Product Theater B – 100 Seats

Entrance
- 8’ x 30” registration/greeting table with two chairs provided outside entrance to room.
- Opportunity to display an additional sign.

A/V
- Microphone on lectern.
- Two lavaliere microphones.
- Wireless microphone & stand for audience questions.
- Sound system.
- One 9’ x 12’ screens (pipe & drape).
- One LCD projectors (front projection) with digital interface for your computer.

Catering
SABCS/UT Health San Antonio provides light snacks and beverages to symposium attendees. You may enhance the refreshments by contacting catering.

Presentation Schedule and Fee
PRODUCT THEATER A
$25,000 PER SESSION

Wednesday, December 6
12:30 p.m.–1:30 p.m. 2:15 p.m.–3:15 p.m.
4:00 p.m.–5:00 p.m. 5:45 p.m.–6:45 p.m.

Thursday, December 7
12:30 p.m.–1:30 p.m. 2:15 p.m.–3:15 p.m.
4:00 p.m.–5:00 p.m. 5:45 p.m.–6:45 p.m.

Friday, December 8
12:30 p.m.–1:30 p.m. 2:15 p.m.–3:15 p.m.
PRODUCT THEATER B
$15,000 PER SESSION

Wednesday, December 6
12:30 p.m.–1:30 p.m.  2:15 p.m.–3:15 p.m.
4:00 p.m.–5:00 p.m.  5:45 p.m.–6:45 p.m.

Thursday, December 7
12:30 p.m.–1:30 p.m.  2:15 p.m.–3:15 p.m.
4:00 p.m.–5:00 p.m.  5:45 p.m.–6:45 p.m.

Friday, December 8
12:30 p.m.–1:30 p.m.  2:15 p.m.–3:15 p.m.

Product Theater B is a smaller theater limited to 100 seats.

Requirements
• Company is an exhibitor at SABCS.
• Product is approved for target audience by appropriate regulatory agency.
• Presentations made by trained key opinion leader 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.

Items Included in the Cost
• Access to lead retrieval using your own device (ex. mobile phones or tablets) for use during your time slot (company must supply staff devices to scan the badges).
• Complimentary one-time use of SABCS 2023 domestic pre-registrant mailing list.
• Expenses for additional services and costs incurred are the responsibility of the sponsoring company.
• Opportunity to display Movie Poster outside of the Product Theater room.

New This Year!
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, and news site.
• Product Theaters will be listed on website.
• Complimentary one-time use of SABCS pre-registration mailing list. Orders must be placed prior to November 10. Fulfillment will be within 2 weeks of order.
• Additional promotion of your Product Theater is strongly recommended and is the sole responsibility of the sponsor.

Application and Payment Policy
• Application and payment are due by September 30, 2023. No refunds for the Product Theaters will be available.
• Spaces in the Exhibitor Product Theater are assigned on a first-come, first-served basis of application and payment.
• An application for the Exhibitor Product Theater 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 Theater and authorization that the third-party will act on its behalf.
• Once your application has been approved you will be invoiced.
• Time slot will be confirmed after payment is received.
Theater Presentation Rules and Regulations

- Product Theater A and B presentations are limited to 60 minutes in length. Each presentation is allotted half hour set up prior to.

- Product Theater A will have 250 seats and Product Theater B is limited to 100 seats.

- All presentations must be in 16:9 ratio format or 1920 x 1080 pixels.

- The exhibitor agrees to utilize the Exhibitor Product Theater as a place for a promotional presentation or activity highlighting a product.

- Theater 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.

- For Speakers and/or Exhibitor Appointed Contractors, the exhibitor will be required to make arrangements through the official security services company for an escort at their own expense. For example, if a speaker or a videographer team, who do not have an exhibitor registration and are present only for the product theater time, please make arrangements for escort with the security services company.

- Exhibitors are permitted to hold one (1) Exhibitor Product Theater during the SABCS Exhibits Show. Additional requests would depend upon availability and approval by SABCS.

- Exhibitor Product Theater presentations are not eligible for CME.

- All attendees of Product Theater presentations must register.

- Customers and clients are permitted to speak on behalf of exhibitor.

- To appear in publications, all final titles must be submitted and confirmed to the SABCS no later than September 30, 2023.

- 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 Theater must be approved by SABCS prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by SABCS on or before September 30, 2023. Submissions should be sent via email to sabcs-exhibits@uthscsa.edu.

- The following statement must appear prominently on all handout materials, or any printed materials distributed at the Exhibitor Product Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Product Theater presentation:

This Exhibitor Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Product Theater 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 Theater contract.

- Theater space will be automatically canceled 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 Theater floors, walls, columns, or to standard Theater furnishing and equipment or to other exhibitors’ property. The contracted exhibitor is responsible for all personal and corporate property placed in the Theater space.
Location of Theaters
SABCS reserves the right to alter the size and location of the Exhibitor Product Theaters as shown on the official floor plan, if deemed necessary, at its sole discretion.

Signage
• SABCS will provide signage outside of the Exhibitor Product Theater 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 Theater beginning 30 minutes prior to the presentation.

For additional questions regarding the Exhibitor Product Theaters, please contact the Exhibits Team at sabcs-exhibits@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-exhibits@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-exhibits@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 supersedes 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.

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 Texas, without regard to choose 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. If 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. Theaters, pavilions, and other designated areas

Exhibitors whose products or services meet the requirements of a Theater, 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 Theater or other areas. Any special requirements, policies, or guidelines developed by SABCS for designated Theaters 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-exhibits@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 October 6th. 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 draped 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.

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. Kiosks, podiums, help desks, tables, counters, etc. must be set back one foot (1’) from all the entry access points of the booth. No Exceptions. For special arrangements, please contact sabcs-exhibits@uthscsa.edu. For other guidelines, please refer to inline booths.

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 by August 1st. These plans must include every feature including hanging signs and rigging components. The plan must include the scale utilized to view the proper measurements of all display elements, walls, and fixtures. 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 one-foot (1’) 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, tables, counters, etc. must be set back one foot (1’) from all entry access points of the booth.
No Exceptions. Walls built within an exhibitor’s island booth must be at least one foot within the booth borders on all sides. All island booths must have ample sight lines to ensure adjacent exhibits are visually accessible. The maximum height of an island booth is fourteen feet (14’). The top of the booth's integrated sign may not extend more than fourteen feet (14’) 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 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 not use water features in their exhibit. 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 8.

The specifications must include a scaled floor plan (digitally) of the item(s) and must be submitted to SABCS Exhibits for approval no later than August 1st. The plan must include the scale utilized to view the proper measurements of all structures.

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

All Truss, Lighting, and Hanging Sign Installations for Island booths have a maximum height of twenty-two (22’) from the top of the sign to the Exhibit Hall floor. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft from adjacent booths and be directly over contracted space only.

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 Theaters 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 Theater 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 abstracts in booths in the Exhibit Hall in addition to providing abstract reprints.

Exhibitors may display electronic posters in booths in the Exhibit Hall in addition to providing poster reprints only after the poster has been presented.

- 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 after the poster has been presented.

- Plenary presentations/materials may not be displayed at any time.

- Presenters or company representatives may speak with individuals or to a group that gathers within the exhibit space.

- Presentation display areas may not include seating for groups of 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, or raffles must be submitted for approval at least sixty (60) days prior to the first move-in day through sabcs-exhibits@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. 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.

• Theater style seating (except to the extent designated by SABCS in Theaters or other limited areas).

• Live delivery of didactic lectures and presentations.

• 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, or illusionists 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-exhibits@uthscsa.edu at least sixty (60) 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-exhibits@uthscsa.edu at least sixty (60) 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-exhibits@uthscsa.edu no later than sixty (60) 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:

- 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 will 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-exhibits@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-exhibits@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 sixty (60) days prior to the first day of move-in for the SABCS to sabcs-exhibits@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 sixty (60) 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/2023-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 “2023 San Antonio Breast Cancer Symposium” or “2023 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-exhibits@uthscsa.edu or contact SABCS Exhibits 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.

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-exhibits@uthscsa.edu

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.
SABCS Executive Committee

Carlos L. Arteaga, Co-Director
UT Southwestern
Harold C. Simmons Cancer Center
Dallas, TX

Mark Bonnen
UT Health San Antonio MD Anderson Cancer Center
San Antonio, TX

Margaret Foti
American Association for Cancer Research®
Philadelphia, PA

David Gius
UT Health San Antonio MD Anderson Cancer Center
San Antonio, TX

Virginia G. Kaklamani, Co-Director
UT Health San Antonio MD Anderson Cancer Center
San Antonio, TX

Kate Lathrop
UT Health San Antonio MD Anderson Cancer Center
San Antonio, TX
(ex-officio)

Dean Post
American Association for Cancer Research
Philadelphia, PA
(ex-officio)

SABCS Program Planning Committee

Christine Ambrosone
Roswell Park Comprehensive Cancer Center
Buffalo, NY

Carey Anders
Duke Cancer Institute
Durham, NC

Fabrice Andre
Gustave Roussy
Ile de France, France

Carlos L. Arteaga
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Dallas, TX

Justin Balko
Vanderbilt University
Nashville, TN

Andrea Barrio
Memorial Sloan Kettering Cancer Center
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University of Cambridge  
Cambridge, United Kingdom

Suzanne Conzen  
UT Southwestern Medical Center  
Dallas, TX

Christina Curtis  
Stanford University  
Stanford, CA

Carol J. Fabian  
University of Kansas Medical Center  
Kansas City, KS

Margaret Foti  
American Association for Cancer Research®  
Philadelphia, PA

David Gius  
UT Health San Antonio MD Anderson Cancer Center  
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Shom Goel  
Peter MacCallum Cancer Centre  
Melbourne, Australia

Virginia G. Kaklamani  
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Kate Lathrop  
UT Health San Antonio MD Anderson Cancer Center  
San Antonio, TX  
(ex-officio)

Sherene Loi  
Peter MacCallum Cancer Centre  
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Julia Maues  
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Heather McArthur  
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Ann Partridge  
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Kalliopi Siziopikou  
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Melinda Telli  
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Neil Vasan  
Columbia University Irving Medical Center  
New York, NY

Antonio Wolff  
Johns Hopkins University  
Baltimore, MD

Richard Zellars  
Indiana University School of Medicine  
Indianapolis, IN
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Daiichi Sankyo
DAVA Oncology
Delphinus Medical Technologies Inc.
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Dilon Technologies
Eisai
Elsevier
Encore Medical Education LLC
Epic Sciences
Exact Sciences
Fresenius Kabi USA, LLC
GE Healthcare
Gencove
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Gilead Sciences
Global Breast Cancer Conference
Guardant Health
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Labcorp Oncology
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Lumicell, Inc
MacroGenics, Inc.
MD Anderson Cancer Center
Medidata
Memorial Healthcare System
Menarini Silicon Biosystems
Menarini Sterline
Merck & Co., Inc.
Merit Oncology
Metavivor Research and Support, Inc
Mylan Institutional LLC, A Viatris Company
Myriad Genetics
Natera
Nejm Group
NeoGenomics Laboratories
Novartis
OBI Pharma USA, Inc.
Olink Proteomics, Inc.
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Organon & Co.
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Pfizer
Physicians’ Education Resource
Pillar Biosciences
The Pin
Pink Warrior Advocates
Preludedx
Puma Biotechnology
Seagen Inc.
Sermonix Pharmaceuticals
Simbiosys, Inc.
SiParadigm
Society of Surgical Oncology (SSO)
Spectrum Pharmaceuticals, Inc.
StatLab
Survivingbreastcancer.org
Tempus
Tersera Therapeutics
The Pink Fund
Translational Research in Oncology
Varis Health
Veracyte
Veru Inc
Zeiss
Zero Gravity