



Society for Immunotherapy of Cancer

SITC-0713-473



2013 Exhibitor Prospectus

www.sitcancer.org/support



SITC 2013

NATIONAL HARBOR, MD
NOVEMBER 6-10, 2013

Primer • Workshop • Annual Meeting



Society for Immunotherapy of Cancer

2013 Exhibit Overview

SITC 28th Annual Meeting – November 8-10, 2013
National Harbor, MD

- **Meet** the global thought leaders in cancer immunotherapy
- **Interact** with key investigators and clinicians who evaluate and purchase your products/services
- **Gain insight** into new and innovative uses of your products/services by speaking with experts on the cutting-edge of the science
- **Generate** new leads
- **Achieve** your sales/business development objectives

All of these opportunities are yours by participating in the SITC 28th Annual Meeting exhibition, **North America's largest meeting** focused on cancer immunotherapy. Don't miss this tremendous opportunity for one-on-one contact with all of the people **you need to see**.

The Society for Immunotherapy of Cancer (SITC) is a non-profit medical professional society of influential scientists, academicians, researchers, clinicians, government representatives, and industry leaders from around the world dedicated to improving cancer patient outcomes by advancing the science and application of cancer immunotherapy. Currently, SITC has more than 600 members representing 17 medical specialties and are engaged in research and treatment of at least a dozen types of cancer.

Through emphasis on high-caliber scientific meetings, dedication to education and outreach activities, focus on initiatives of major importance to the field, and commitment to collaborations with like-minded organizations and patient advocacy groups, SITC brings together all aspects of the cancer immunology and immunotherapy community in an effort to make cancer immunotherapy one of the four standards of care and the word "cure" a reality for cancer patients living with this disease.

Who Should Exhibit?

- Biotechnology companies
- Pharmaceutical companies
- Scientific supply companies
- Research companies/agencies
- Consulting groups
- Informatics/analysis firms
- Medical equipment suppliers
- Data management companies
- Medical device manufacturers
- Regulatory agencies
- Medical publishers
- Cancer organizations/foundations
- University/hospitals/research institutions

Exhibiting Deadlines & Hours *(subject to change)*

Application Deadline	September 13, 2013	
Exhibit Installation	Thursday, November 7	2:00 pm – 5:00 pm
Exhibit Hall Hours	Friday, November 8	7:30 am – 8:00 pm
	Saturday, November 9	7:30 am – 8:00 pm
Exhibit Move Out	Saturday, November 9	8:00 pm – 9:30 pm

Past SITC Exhibitors

- Adaptive TCR
- Aduro BioTech, Inc.
- American Society of Clinical Oncology (ASCO)
- Biologics Consulting Group
- BioMed Central
- CellGenix/American Fluoroseal
- Cellular Technology Limited
- Elsevier
- EMD Serono
- Flagship Biosciences
- Flexcare Clinical Research
- Immudex
- Invitrogen
- JPT Peptide Technologies
- Lippincott, Williams & Wilkins
- Mabtech, Inc.
- Miltenyi Biotech GmbH
- Nexcelom
- Novartis Oncology
- Omnia Biologics, Inc.
- Panasonic
- PeproTech, Inc.
- PGx Health
- Prometheus Laboratories, Inc.
- Rules Based Medicine
- SANYO
- Seppic, Inc.
- Viracor IBT Laboratories
- Wilson Wolf Corporation



Society for Immunotherapy of Cancer

Meeting Attendee Demographics

SITC 28th Annual Meeting – November 8-10, 2013

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More than 800 global leaders in cancer immunotherapy from 25 countries gather at the SITC Annual Meeting & Associated Programs for superior scientific exchange, collaboration and education. SITC is the venue that brings together all of the experts in basic, clinical and translational cancer immunotherapy research to engage, collaborate and learn.

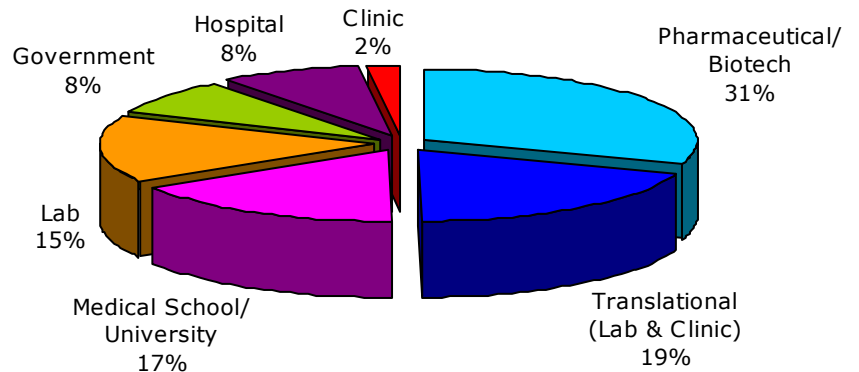
Countries Represented by Attendees:

- | | | |
|-----------------|-----------|-----------------------------|
| ■ United States | ■ France | ■ Netherlands |
| ■ Australia | ■ Germany | ■ Nigeria |
| ■ Austria | ■ Hungary | ■ Norway |
| ■ Belgium | ■ India | ■ Peoples Republic of China |
| ■ Canada | ■ Israel | ■ Spain |
| ■ Colombia | ■ Italy | ■ Sweden |
| ■ Denmark | ■ Japan | ■ Switzerland |
| ■ Egypt | ■ Korea | ■ United Kingdom |
| ■ Finland | | |

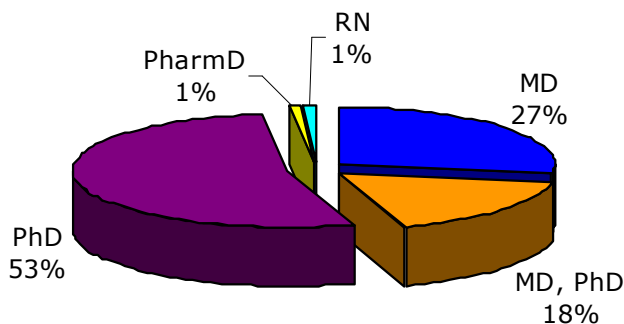
Medical Specialties Represented by Attendees:

- Cell Biology
- Dermatology
- Genetics
- Gynecologic Oncology
- Hematology
- Immunotherapy
- Internal Medicine
- Medical Oncology
- Microbiology
- Molecular Biology
- Pathology
- Pediatric Oncology
- Pharmacology/Toxicology
- Radiation Oncology
- Radiology
- Stem Cell Biology
- Surgical Oncology
- Transplantation

Work Settings Represented by Attendees



Degrees Held by Attendees



Disease States Represented by Attendees:

- | | |
|------------------|-----------------|
| ■ Breast | ■ Lung |
| ■ Cervical | ■ Lymphoma |
| ■ Colorectal | ■ Melanoma |
| ■ Head & Neck | ■ Neuroblastoma |
| ■ Hepatocellular | ■ Ovarian |
| ■ Kidney | ■ Prostate |
| ■ Leukemia | ■ Renal Cell |

2013 Exhibit Booth Packages

SITC 28th Annual Meeting – November 8-10, 2013
National Harbor, MD

The following exhibit packages are available for the SITC 28th Annual Meeting. All exhibit packages include booth space, complimentary meeting and guest registration(s) and exhibitor badges. See the listings below for fees and additional inclusions. Additional booth equipment can be ordered from the Exhibitor Service Kit provided to exhibitors following application approval and booth assignment.

Premier Exhibitor \$10,000 Support Level	Deluxe Exhibitor \$5,000 Support Level	Basic Exhibitor \$1,500 Support Level
Deluxe Exhibit Booth, plus: <ul style="list-style-type: none"> 10' x 20' exhibit space First choice booth placement 	Basic Exhibit Booth, plus: <ul style="list-style-type: none"> 2 chairs 1 undraped table Priority booth placement 	Basic Exhibit Booth Package: <ul style="list-style-type: none"> 10' x 10' exhibit space Draped back wall and side rails Identification sign
<ul style="list-style-type: none"> 6 exhibit booth staff badges 2 Annual Meeting registrations 2 guest registrations One-time complementary delegate mailing list rental 25% advertising discount (see Support Opportunities Guide for more information) 	<ul style="list-style-type: none"> 3 exhibit booth staff badges 1 Annual Meeting registration 1 guest registration 25% discount on delegate mailing list rental 10% advertising discount (see Support Opportunities Guide for more information) 	<ul style="list-style-type: none"> 2 exhibit booth staff badges 1 Annual Meeting registration 10% discount on delegate mailing list rental

Booth and Exhibit Hall Information

- The exhibit area is not carpeted. Carpet may be rented or personally provided.
- Exhibit fixtures may not exceed 8 feet in height. Fixtures more than 4 feet in height must be placed at least 4 feet from the aisle line to avoid blocking the sight line from the aisle to adjoining booths.
- Booths must be clean following move-in, prior to the hall opening. SITC may order cleaning if booth appears unsightly.
- Booth package inclusions are listed above. Additional materials/services may be ordered from the Exhibitor Service Kit provided by Heritage Exposition Services.
- Exhibit staff is limited for each booth (see package options above) and all staff are required to have badges. Exhibit booth staff badges allow entry to the Exhibit Hall only.
- Exhibit booth assignments will be based on priority, and then assigned on a first-come, first-served basis. Full payment of booth rental fee must be received prior to booth assignment. Final assignment of booth space is at the discretion of SITC.
- A floor plan of the exhibit hall can be obtained by contacting the SITC office.
- The exhibit area will be open to delegates. As such, SITC, the exhibit service contractor and the meeting venue shall not be held responsible for any loss or damage to exhibitor property.
- SITC must pre-approve all messaging to be sent to registered meeting delegates.
- Attire of exhibit personnel should be consistent with the business casual atmosphere of the convention.
- Cancellations will be accepted in writing until September 13, 2013. A full refund minus a processing charge of \$50 will be granted. **No refunds will be given for cancellations made after September 13, 2013.**



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Additional Exhibit Information

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Official Service Contractor

Heritage Exposition Services has been selected as the official exhibit service contractor. They will offer equipment and carpet rental, material handling, cleaning and labor services to all exhibitors through the Exhibitor Service Kit and will assure that all work is performed in accordance with local union and facility regulations. The contractor will also staff an onsite exhibitor service desk during periods of the exhibition to address exhibitor questions and onsite needs.

Exhibitor Service Kits

Exhibitors will receive a service kit following booth assignment. The kit will contain information on:

- Important dates and deadlines
- Freight shipping and handling
- Labor regulations and rates
- Furniture display and other decorating rentals
- Electrical and telephone hook-up
- A/V and computer rental
- Hotel reservations and rates
- Show hours

Other Support Opportunities

Advertisements

Deliver your key messaging to program attendees, website viewers and SITC members and non-members alike. Available for the SITC website, e-newsletter and at all live events.

Educational Support

Show your support for the educational outreach mission of the Society by sponsoring one or more of SITC's educational programs through an unrestricted educational grant. For a full list of educational initiatives and supporter benefits, contact SITC staff or refer to the Support Opportunities Guide.

Individual Item Support

Let your logo be seen by the important stakeholders of cancer immunotherapy at the SITC meetings by offering individual item support. Some examples include printed meeting books, website portals, session recordings and a smart phone app. All support item requests will be considered.

Young Investigator Activities

SITC invests in the education and encouragement of young investigators (early career professionals as well as students) in cancer immunotherapy. By supporting young investigator activities, you can help set the foundation for cultivating the next generation of cancer immunotherapists.

Forward Fund

Gifts to the SITC *Forward* Fund can be made through a general charitable contribution or through the purchase of "Friend of the Society" ribbons. For more information on the *Forward* Fund, visit www.sitcancer.org/support/forwardfund.

Host an Ancillary Event at SITC

SITC welcomes all companies, academic institutions and organizations to hold an ancillary event at SITC 2013. Ancillary events include, but are not limited to, advisory board meetings, focus groups, investigator meetings, educational events and social functions.

For more information on all support opportunities, visit www.sitcancer.org/support to view the Support Opportunities Guide or contact the SITC executive office at info@sitcancer.org or (414) 271-2456.





Society for Immunotherapy of Cancer

Exhibitor Rules and Regulations

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In applying for exhibit space, exhibitors agree to abide by the following regulations:

1. Compliance with the Americans with Disabilities Act (ADA) within the exhibitor's booth.
2. Only SITC-approved decals, pins and ribbons may be affixed to delegate or exhibitor badge holders.
3. Demonstrations by exhibitors must be pre-approved by SITC, occur within exhibitor's assigned booth space and may not interfere with normal traffic flow nor infringe on neighboring exhibits.
4. Canvassing or distribution of advertising material outside of an exhibitor's booth is prohibited.
5. SITC must be notified if an exhibitor plans to distribute food or beverage items in the exhibit hall. All such items must be approved by SITC and ordered directly from the meeting venue.
6. Subletting of exhibit space is prohibited. Sharing is only allowed within divisions of the same company.
7. SITC reserves the right to reject any exhibit application; to reject, prohibit, restrict, or otherwise require modification of any exhibit; and to evict any exhibitor whose conduct or materials are objectionable to SITC for any reason.
8. Illuminated displays and other equipment requiring electrical current must conform to local electrical codes. More information on the specific requirements for electrical equipment will be included in the Exhibitor Service Kit.
9. Exhibit booth set up/dismantling may only occur during times determined by SITC unless pre-approval is granted in writing by SITC staff. Early departure or late set up may result in a \$500 fee.
10. Exhibitors are required to conform to all local labor regulations in the installation/dismantlement of their booth fixtures. More information on the specific labor regulations is included in the Exhibitor Service Kit.
11. Prize contests, awards, drawings, raffles, lotteries or gaming devices of any kind are prohibited.
12. Giveaways and samples may be distributed from your exhibit booth in compliance with applicable guidelines (see below).
13. Selling of products/services is prohibited. Order forms may be distributed, but no payments may be accepted.
14. SITC is a high-level, professional conference governed by industry best practices, integrity and excellence. To ensure the highest standards are met, SITC encourages exhibitors' compliance with all applicable guidelines and regulations.*

PhRMA Code on Interactions with Healthcare Professionals:

<http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>

ACCME Standards for Commercial Support:

http://www.accme.org/dir_docs/doc_upload/68b2902a-fb73-44d1-8725-80a1504e520c_uploaddocument.pdf

AMA Physician's Recognition Awards:

<http://www.ama-assn.org/ama1/pub/upload/mm/455/pra-booklet.pdf>

AMA Opinion 8.061 - Gifts to Physicians from Industry:

<http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.shtml>

AMA Opinion 9.011 - Continuing Medical Education:

<http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9011.shtml>

*SITC does not assume responsibility for exhibitors' interpretation of material contained within these documents or provide legal advice about their interpretation. Exhibitors should consult with their individual legal counsel regarding adherence and interpretation of the guidelines/codes contained therein.



Society for Immunotherapy of Cancer

Exhibit Booth Application

SITC 28th Annual Meeting – November 8-10, 2013
National Harbor, MD

Deadline: September 13, 2013

Exhibit Contact Details

Contact listed here will receive all exhibit-related correspondence, including invoices, service kits, etc.

Contact Name _____ Title _____

Address _____

City/State _____ Country _____ ZIP/Postal Code _____

Telephone _____ Fax _____

E-Mail _____

Company Details (List all information below as it should appear in printed meeting materials)

Company Name _____

Address _____

City/State _____ Country _____ ZIP/Postal Code _____

Telephone _____ E-mail _____

Website URL _____

Will you be distributing samples and/or giveaways at your booth? **Y** **N**

If so, please list _____

Upon acceptance of this application, you hereby agree, on behalf of the company you represent, to all provisions of the Rules and Regulations published on page 5 of this brochure. Further, you agree to provide a company description about your organization in a Word document (75 words or less) for inclusion in the printed meeting materials to education@sitcancer.org by **September 13**. Information provided after this date will not be included in the delegate registration materials.

Exhibit Booth Staff (Permits Exhibit Hall Entry ONLY)

Basic-2, Deluxe-3, Premier-6, attach additional names if needed

If individuals' mailing addresses are different than that listed above, please attach a second page including those addresses. **Please type or print clearly. Name badges will be created from this document.**

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Complimentary Registration Benefit

Basic-1, Deluxe-1, Premier-2

If individuals' mailing addresses are different than that listed above, please attach a second page including those addresses. SITC staff will contact you to complete Annual Meeting registration.

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Badge Pick-up

Badges will be distributed to booth personnel at the SITC Registration Desk. Representatives must pick up their badges individually and will not be admitted to the exhibit area without a badge. **Badges are non-transferable and must be worn at all times.**



Society for Immunotherapy of Cancer

Exhibit Booth Application (continued)

SITC 28th Annual Meeting – November 8-10, 2013
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Booth Package Selection

Please select your desired exhibit booth package below. See page 3 for a complete list of benefits.

☐ **Premier** (\$10,000)
10' x 20' booth

☐ **Deluxe** (\$5,000)
10' x 10' booth

☐ **Basic** (\$1,500)
10' x 10' booth

Booth Location Preferences

Booth assignments will be made on priority, then first-come, first-served basis determined by the date and time the completed application is received.

Please list your top three booth location preferences. (See Exhibit Hall floor plan on the following page for booth numbers.) This does not guarantee your preferred booth assignment; SITC will make every effort to accommodate your specific request based on availability. Floor plan is subject to change.

1. _____ 2. _____ 3. _____

Forward Fund Contribution

Contributions to the *Forward* Fund are tax deductible as charitable contributions to the extent allowed by law, as SITC is a 501(c)(3) nonprofit organization.

Friend of the Society Ribbons (\$50 each) may be purchased in bulk for distribution at your booth.

Number of Ribbons _____ x \$50 each = _____

General Charitable Contribution (any amount) _____



Payment Method

Please select your payment method below. Full payment must be received with this application. Checks should be made out to Society for Immunotherapy of Cancer in U.S. dollars drawn from a U.S. bank. Please inquire with SITC staff for wire transfer details.

☐ Check ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Total Charge to Credit Card (*including booth and Forward Fund contributions*) \$ _____

Credit Card Number _____

Expiration Date _____ Cardholder Name (*please print*) _____

Signature _____ Date _____

Please retain a copy of this application for your files and return the original copy with payment to

Society for Immunotherapy of Cancer, Exhibits Manager
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
Fax: 414-276-3349
E-mail: education@sitcancer.org

SITC

November 8-10, 2013

Gaylord National - Prince George Hall E
National Harbor, MD

Event

SITC

Nov 8-10, 2013

Facility

Gaylord National
National Harbor, MD

Hall: Prince George Hall E

Notes

Booth Count 37
Booth Size 10' x 10' unless noted
Poster Count 64
Aisle Width as noted

*FLOOR PLAN IS SUBJECT TO CHANGE AND
FIRE MARSHALL APPROVAL

Scale



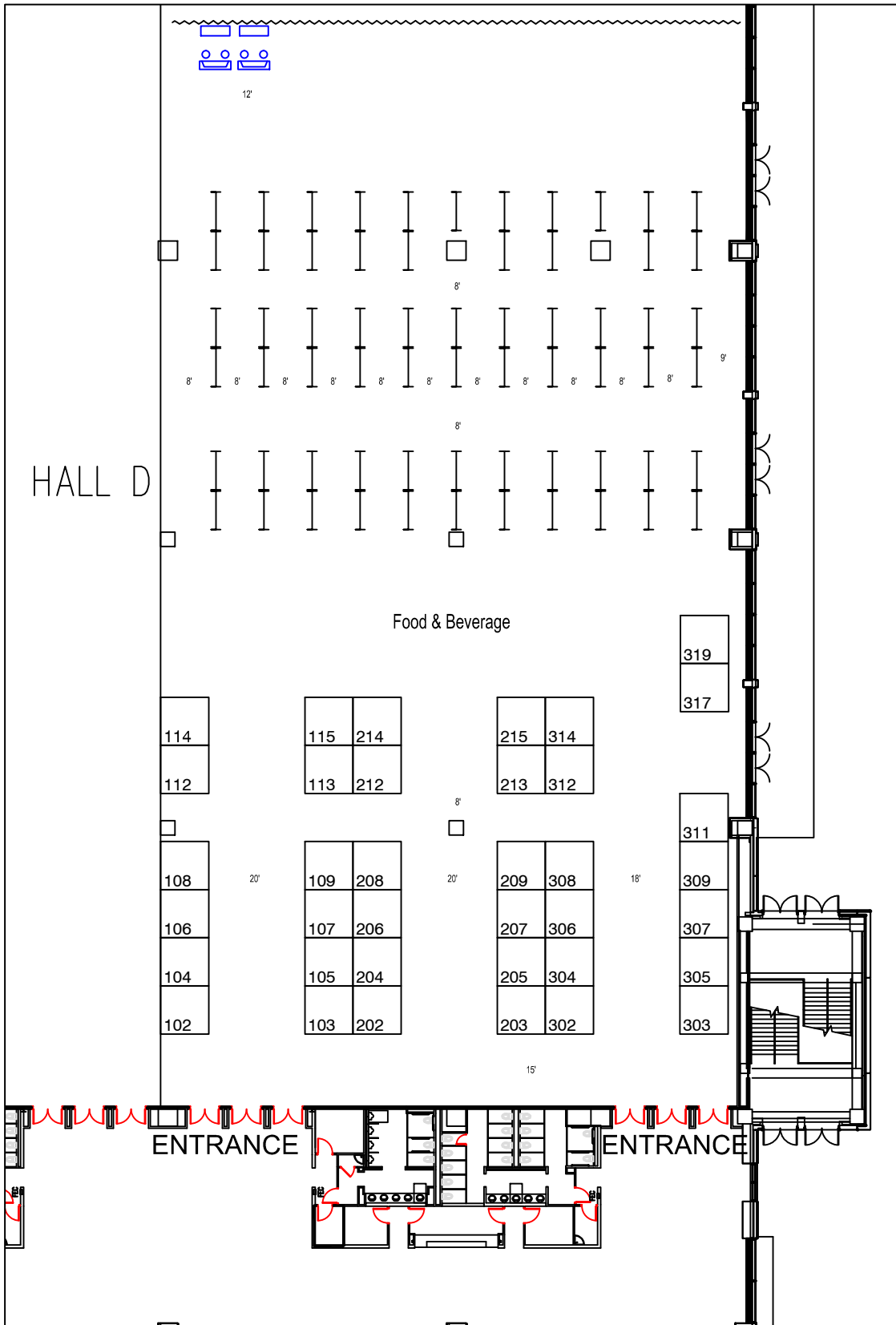
Prepared By: Marc

HERITAGE
EXPOSITION SERVICES

620 Shenandoah Ave., St. Louis, MO 63104
Phone (314) 534-8500 Fax (314) 533-0906

On: Aug 07, 2013 - 12:09pm

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Journal for ImmunoTherapy of Cancer

ABOUT THE JOURNAL

The *Journal for ImmunoTherapy of Cancer* (JITC) is the official journal of the Society for Immunotherapy of Cancer (SITC). It is an online, open access, peer-reviewed journal focused on both basic tumor immunology and clinical/translational cancer immunotherapy. JITC provides rapid dissemination of cutting edge science information by authors from around the world. In addition, published articles are highlighted to SITC's stakeholders of more than 5,000 experts in the field.

Through the development of our 2012-2015 Strategic Plan, it was clear that there was a need for an outlet and targeted publication platform dedicated to advancing the science of tumor immunology and cancer immunotherapy. The Society is thus responding to the tremendous excitement in the field and the increased momentum brought about by the latest approvals of immunotherapy-based treatments in various cancer types.

FREE PUBLICATION FOR SOCIETY MEMBERS

As a way to say thank you to the dedicated Society members who tirelessly work to advance the science and ultimately improve the lives of patients with cancer, SITC is pleased to offer Society members waived article processing charges for manuscripts accepted before the end of 2013.

JITC EDITORIAL BOARD

The Editorial Board is comprised of internationally recognized thought leaders in the field and experts in their content areas. They are also members of SITC and deeply committed to advancing the knowledge about, and integration of, cancer immunotherapy research into the clinical setting.

To see a full listing of the JITC Editorial Board, please visit the Journal section of the SITC website.

Editor in Chief

Pedro J. Romero, MD
University of Lausanne

Basic Tumor Immunology Editor

Cornelis J. M. Melief, MD, PhD
ISA Therapeutics BV

Clinical/Translational Cancer Immunotherapy Editor

F. Stephen Hodi, Jr., MD
Dana-Farber Cancer Institute

Immunotherapy Biomarkers Editor

Lisa H. Butterfield, PhD
*University of Pittsburgh
Cancer Institute*

Review/Editorials Editors

Bernard A. Fox, PhD
Earle A. Chiles Research Institute

Thomas F. Gajewski, MD, PhD
University of Chicago

CALL FOR SUBMISSIONS

The Journal welcomes submissions in the following areas and other related topics:

Basic Tumor Immunology

- Tumor antigens
- Innate and adaptive anti-tumor immune mechanisms
- Immune regulation
- Immune response
- Cancer and inflammation
- Preclinical models
- Chemotherapy and radiotherapy interactions with the anti-tumor immune response

Clinical/Translational Cancer Immunotherapy

- First in man clinical trials
- Phase II/III clinical studies
- Immune monitoring investigations
- Tumor microenvironment
- Host genetics and clinical outcome

Immunotherapy Biomarkers

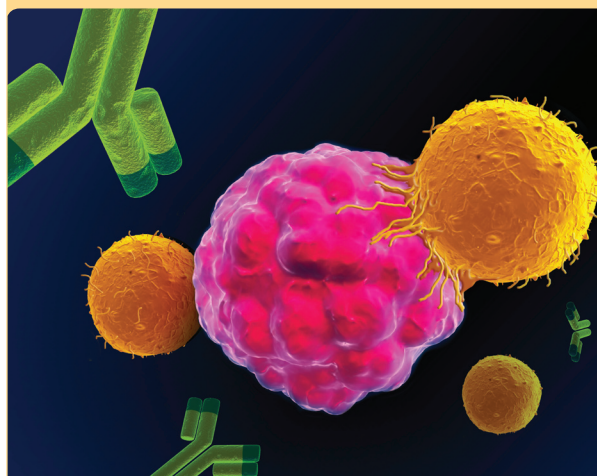
- Predictive/prognostic biomarker studies
- Gene expression studies in cancer immunotherapy
- Serological immune biomarkers
- Multiparameter flow cytometry-defined immune biomarkers
- High content immunohistological studies

Reviews/Editorials

- Triggering discussion on hot topics and innovative concepts



Society for Immunotherapy of Cancer





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• • • *Advancing the Science and* • • •
Application of Cancer Immunotherapy

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Journal for
ImmunoTherapy of Cancer

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