

SOCIETY FOR IMMUNOTHERAPY OF CANCER  
**EXHIBITOR PROSPECTUS**

27<sup>th</sup> Annual Meeting • October 26-28, 2012 • North Bethesda, MD



Society for Immunotherapy of Cancer



## SITC 27<sup>th</sup> Annual Meeting Exhibit Information

- **Meet** the global thought leaders in immunotherapy/biological therapy of cancer.
- **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 these opportunities are yours by participating in the SITC 27<sup>th</sup> Annual Meeting exhibition, **North America’s largest meeting** focused on cancer immunotherapy / biological therapy. Don’t miss this tremendous opportunity for one-on-one contact with all the people **you need to see**.

### 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
- Universities/hospitals/research institutions

### Exhibiting Deadlines & Hours

Application Deadline	<b>September 7, 2012</b>	
Exhibit Installation	Thursday, October 25:	2:00 – 5:00 pm
Exhibit Hall Hours	Friday, October 26:	10:00 am – 8:00 pm
	Saturday, October 27:	10:00 am – 8:00 pm
Required Staffing	Friday, October 26:	11:30 am – 1:30 pm (Lunch)
	Friday, October 26:	6:15 – 8:00 pm (Reception)
	Saturday, October 27:	11:30 am – 1:30 pm (Lunch)
	Saturday, October 27:	6:15 – 8:00 pm (Reception)
Exhibit Move out	Saturday, October 27:	8:00 – 9:30 pm

### Past SITC Exhibitors

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

## 2012 Exhibit Booth Options

The following exhibit packages are available for organizations wishing to exhibit at the SITC 27<sup>th</sup> 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"> <li>10' x 20' Exhibit Space</li> <li>First choice booth placement</li> <li>Opportunity to host a Product Theater or Hands-on-Demonstration</li> </ul>	Basic Exhibit Booth, plus: <ul style="list-style-type: none"> <li>2 Chairs</li> <li>1 Undraped table</li> <li>Priority booth placement</li> <li>Opportunity to host a Product Theater or Hands-on-Demonstration</li> </ul>	Basic Exhibit Booth: <ul style="list-style-type: none"> <li>10' x 10' Exhibit Space</li> <li>Draped back wall and side rails</li> <li>Identification Sign</li> <li>Opportunity to host a Product Theater or Hands-on-Demonstration</li> </ul>
<ul style="list-style-type: none"> <li>6 Exhibit Booth Staff Badges</li> <li>2 Annual Meeting Registrations</li> <li>2 Guest Registrations</li> <li>One time complementary delegate mailing list rental</li> <li>25% Advertising Discount (see Support Prospectus for more information)</li> </ul>	<ul style="list-style-type: none"> <li>3 Exhibit Booth Staff Badges</li> <li>1 Annual Meeting Registration</li> <li>1 Guest Registration</li> <li>25% Discount on delegate mailing list rental</li> <li>10% Advertising Discount (see Support Prospectus for more information)</li> </ul>	<ul style="list-style-type: none"> <li>2 Exhibit Booth Staff Badges</li> <li>1 Annual Meeting Registration</li> <li>10% Discount on delegate mailing list rental</li> </ul>

### Booth Information

- The exhibit area is carpeted. If desired, additional 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, 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 description of SITC.
- A floor plan of the exhibit hall can be found on the SITC website at: [www.sitcancer.org/UserFiles/file/ExhibitPosterHallFloorplan.pdf](http://www.sitcancer.org/UserFiles/file/ExhibitPosterHallFloorplan.pdf)
- 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.
- Cancellations will be accepted in writing until September 7, 2012. A full refund minus a processing charge of \$50 will be granted. **No refunds will be given for cancellations made after September 7, 2012.**

# Additional Exhibit Information

## Official Service Contractor

Heritage Exposition Services has been selected as the official exhibit service contractor. They will offer equipment 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 & deadlines
- Freight shipping & handling
- Labor regulations & rates
- Furniture, display, & other decorating rentals
- Electrical & telephone hook-up
- A/V & computer rental
- Hotel reservations & rates
- Show hours

## Exhibitor Rules and Regulations

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. Attire of exhibit personnel should be consistent with the business casual atmosphere of the convention.
3. Only SITC-approved decals, pins, and ribbons may be affixed to delegate or exhibitor badge holders.
4. Demonstrations by exhibitors must be pre-approved by SITC, must occur within exhibitor's assigned booth space, and may not interfere with normal traffic flow nor infringe on neighboring exhibits.
5. Canvassing or distribution of advertising material outside of an exhibitor's booth is prohibited.
6. 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.
7. Subletting of exhibit space is not permitted. Sharing is only allowed within divisions of the same company.
8. 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.
9. 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.
10. Exhibit booth set up/dismantling may only occur during times determined by SITC unless pre-approval is granted in writing by a member of the SITC staff. Early departure or late set up may result in a \$500 fee.
11. 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 will be included in the exhibitor service kit.
12. Prize contests, awards, drawings, raffles, lotteries or gaming devices of any kind are prohibited.
13. Giveaways and samples may be distributed from your exhibit booth in compliance with applicable guidelines (see below.)
14. Selling of products/services is prohibited. Order forms may be distributed, but no payments may be accepted.
15. 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](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.

# Exhibit Booth Application

Deadline: September 7, 2012

## Exhibit Contact Details

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

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Contact Telephone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_  
Contact E-Mail: \_\_\_\_\_

## Company Details (List all information below as it should appear in Final Program Book.)

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Website URL: \_\_\_\_\_

## We agree

1. All provisions of the Rules and Regulations, as hereby published in the Exhibit Information section of the SITC 2012 Exhibit Opportunities brochure, shall be part of this agreement.
2. We agree to provide a company description about our organization in a Word document (75-words max) for inclusion in the Final Program to [education@sitcancer.org](mailto:education@sitcancer.org), by **September 7**. Information provided after this date will not be included in the delegate registration materials.

### Exhibit Booth Packages: *Please make your choices below.*

- Premier** (10' x 20' booth)       **Deluxe** (10' x 10' booth)       **Basic** (10' x 10' booth)  
\$10,000                                      \$5,000                                      \$1,500

### Booth Preferences:

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

Please list your top three booth choices. (See Exhibit Hall Floor Plan 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. \_\_\_\_\_

**Payment:** *Please select your choice below. Full payment must be received with this application. Checks made out to: Society for Immunotherapy of Cancer in U.S. dollars drawn from a U.S. bank.*

- Check**       **VISA**       **MasterCard**       **American Express**       **Discover**

Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Cardholder Name: (please print): \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE RETAIN A COPY OF THIS APPLICATION FOR YOUR FILES AND RETURN THIS ORIGINAL WITH PAYMENT TO:**

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





Society for Immunotherapy of Cancer

**NEW!**

## Technology Demonstrations & Product Theaters

SITC 27<sup>th</sup> Annual Meeting – October 26-28, 2012  
North Bethesda, MD

### Overview: Technology Demonstrations & Product Theaters

	Technology Demonstrations	Product Theaters
Price	\$15,000	\$20,000
Length	1 hour Friday, October 26: 12:30 – 1:30 pm Saturday, October 27: 12:30 – 1:30 pm Sunday, October 28: 7:00 – 8:00 am	1 hour Friday, October 26: 12:30 – 1:30 pm Saturday, October 27: 12:30 – 1:30 pm Sunday, October 28: 7:00 – 8:00 am
Location	Bethesda North Marriott Hotel & Conference Center – Grand Ballroom, Salon F	Bethesda North Marriott Hotel & Conference Center – White Flint Amphitheater
Format	<ul style="list-style-type: none"> <li>Technology demonstration of product of the company's choice</li> <li>One company per day</li> </ul>	<ul style="list-style-type: none"> <li>Presentation by industry-appointed instructors on topic of the company's choice</li> <li>One company per day</li> </ul>
Standard Set-Up	<ul style="list-style-type: none"> <li>Space for approximately 25-30 people to gather around your demonstration tables.</li> <li>Two 6' tables used to display your products</li> <li>Lunch or Breakfast served in common area outside the session</li> </ul>	<ul style="list-style-type: none"> <li>Theater-style seating for approximately 115</li> <li>LCD projector, screen, podium and floor mics. Companies should plan to bring their own laptops with presentations preloaded.</li> <li>Lunch or Breakfast served in common area outside the session</li> </ul>
Instructor Restrictions	<ul style="list-style-type: none"> <li>Instructors must be registered as Industry attendees for the 27<sup>th</sup> Annual Meeting</li> <li>CME credits are not provided by SITC</li> </ul>	<ul style="list-style-type: none"> <li>Instructors must be registered as Industry attendees for the 27<sup>th</sup> Annual Meeting</li> <li>CME credits are not provided by SITC</li> </ul>
Promotion	<p>SITC will promote on the SITC website, in the Preliminary Program, online schedule, in the SITC electronic newsletter/broadcast email sent to the Society database of over 3,000 recipients, and in the Final Program. Acknowledgement on session slides during the SITC Business Meeting.</p> <p>Companies are welcome to promote:</p> <ul style="list-style-type: none"> <li>within their own exhibit booth spaces</li> <li>in print, with approval of message by SITC</li> <li>electronically, with approval of message by SITC</li> </ul>	<p>SITC will promote on the SITC website, in the Preliminary Program, online schedule, in the SITC electronic newsletter/broadcast email sent to the Society database of over 3,000 recipients, and in the Final Program. Acknowledgement on session slides during the SITC Business Meeting.</p> <p>Companies are welcome to promote:</p> <ul style="list-style-type: none"> <li>within their own exhibit booth spaces</li> <li>in print, with approval of message by SITC</li> <li>electronically, with approval of message by SITC</li> </ul>

**Audience:** The SITC Annual Meeting gathers approximately 600 basic scientists and clinical investigators from academia, government and the biotech/pharmaceutical industry. This audience includes both domestic and global scientists and clinicians, ranging from those who are world-renown in cancer immunotherapy and cell therapy research to post-docs and young investigators just establishing their labs.

## Rules & Regulations: Technology Demonstrations & Product Theaters

### Storage

Limited storage space is available at the Bethesda North Marriott Hotel & Conference Center for equipment that will be used in the Technology Demonstrations and Product Theaters. It is recommended that you store any equipment at your exhibit booth. Companies may reserve individual storage areas by contacting the Bethesda North Marriott Hotel & Conference Center directly. Rental fees may apply and are the responsibility of each company.

### Shipping

It is recommended that demonstration and product theater materials be shipped along with exhibit materials. Shipping information will be provided in the exhibitor service kit distributed in September to all confirmed exhibit companies. SITC is not responsible for locating materials shipped to the Bethesda North Marriott Hotel & Conference Center using other methods (FedEx, UPS, etc.).

### Cancellation

Request for cancellation of reserved Technology Demonstration and Product Theaters must be made in writing to the SITC Executive Office at [education@sitcancer.org](mailto:education@sitcancer.org). Written cancellations received on or before September 7, 2012 will receive a full refund, less a \$100 administrative fee. Cancellations received after September 7, 2012 will forfeit the entire cost.

### Application/Registration

Participating company must be a confirmed exhibitor at the SITC 27<sup>th</sup> Annual Meeting. All instructing faculty must be a registered delegate for the 27<sup>th</sup> Annual Meeting. **Application deadline: Sept. 7**

## Application: Technology Demonstrations & Product Theaters

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Contact Telephone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_  
Contact E-Mail: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
City, State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

### Technology Demonstration - \$15,000

(Select your preferred date):

- Friday, October 26 - 12:30 – 1:30 pm  
 Saturday, October 27 - 12:30 – 1:30 pm  
 Sunday, October 28 - 7:00 – 8:00 am

### Product Theater - \$20,000

(Select your preferred date):

- Friday, October 26 - 12:30 – 1:30 pm  
 Saturday, October 27 - 12:30 – 1:30 pm  
 Sunday, October 28 - 7:00 – 8:00 am

Title/Topic: \_\_\_\_\_  
Product to be Presented: \_\_\_\_\_  
Instructing Faculty: \_\_\_\_\_  
Description of Session: \_\_\_\_\_  
\_\_\_\_\_

**Please retain a copy of this contract for your files and return this original application with payment information to:** SITC at 555 E. Wells Street, Suite 1100, Milwaukee, WI 53202. Fax: 414-276-3349, Phone: 414-271-2456, E-Mail: [education@sitcancer.org](mailto:education@sitcancer.org)

**Payment:** Full payment must be received with this application. *Checks made out to: Society for Immunotherapy of Cancer in U.S. dollars drawn from a U.S. bank.* Total Payment: \$ \_\_\_\_\_

Check     VISA     MasterCard     American Express     Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_