



# SAN ANTONIO BREAST CANCER SYMPOSIUM®



**December 10–13, 2024**

# EXHIBITOR PROSPECTUS

**Exhibit Dates: December 11–13**

# SAN ANTONIO BREAST CANCER SYMPOSIUM®



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## 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® on December 10–13, 2024, at the Henry B. Gonzalez Convention Center.

We are elated that SABCS continues to provide a comprehensive forum for interaction, communication, and education in breast cancer research and treatment. SABCS attracts thought leaders, academic and private physicians, researchers, and other healthcare 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 premalignant 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 create a robust program this year. The program is updated continuously with more exciting potential topics, so check [www.sabcs.org](http://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 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.

Photos: ©2023 SABCS/Todd Buchanan



## ABOUT THE SYMPOSIUM

The 2024 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 premalignant breast disease to an international audience of academic and private physicians, researchers, and 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 2023 San Antonio Breast Cancer Symposium®, we anticipate over 10,000 attendees. Opportunities to participate are detailed in this Prospectus and are available via sponsorships, exhibits, and more.

### 2023 Demographics

10,867 ATTENDEES

102 COUNTRIES

1,866 ABSTRACTS

400 PRESENTATIONS

82 EXHIBITORS



# GENERAL INFORMATION

## Exhibit Schedule

### EXHIBIT MOVE-IN

**Saturday, December 7** 2:00 p.m.–6:00 p.m.\*  
 All Island Booths  
 Please Note: Exhibitors who would like to move in on Saturday must ship materials to the Freeman Warehouse in advance to be eligible. Shipping information is in the exhibitor service kit.

**Sunday, December 8** 8:00 a.m.–6:00 p.m.\*  
 All Island Booths

**Monday, December 9** 8:00 a.m.–6:00 p.m.\*  
 All Island Booths

**Tuesday, December 10** 8:00 a.m.–6:00 p.m.\*  
 All exhibits

### DETAILING ONLY

**Wednesday, December 11** 8:00 a.m.–11:00 a.m.  
 All exhibits

### EXHIBITS OPEN

Wednesday, December 11 12:00 p.m.–7:00 p.m.

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

Friday, December 13 12:00 p.m.–4:00 p.m.

### EXHIBIT MOVE-OUT

**Friday, December 13**  
 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 14**  
 All Exhibits 8:00 a.m.–5:00 p.m.\*

## Exhibitor Registration Hours

Monday, December 9 8:00 a.m.–4:00 p.m.

Tuesday, December 10 8:00 a.m.–4:00 p.m.

Wednesday, December 11 8:00 a.m.–4:00 p.m.

Thursday, December 12 8:00 a.m.–4:00 p.m.

\*Exhibit access hours are subject to change

## Exhibits

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

- Attendees can 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 exhibit opportunities, click the exhibitor portal button below to redirect to the Map Your Show (MYS) site. If you do not have a booking code, click the 'Continue' button underneath where it states **I Don't Have a Booking Code**. In MYS, you will be able to facilitate the purchasing process.

### EXHIBIT & SUPPORT PORTAL

Invoices are generated and viewed on the MYS platform. SABCS accepts credit cards, checks, wire transfers, 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.

#### Exhibit Booth Fee includes:

- Listing of company name and booth number in the mobile app.
- Listing of company on [sabcs.org](http://sabcs.org).
- Complimentary exhibit hall only badges (two per 10 feet x 10 feet booth space).

## Exhibit Space Rates

Inline: \$75.00 per square foot

Corner/Premium/Island: \$100.00 per square foot

## Non-Profit Organizations

Non-profit and Advocacy organizations now have the opportunity to a complimentary booth\*\* in the center of the Exhibit Hall. The complimentary booth is a 6 foot booth station with your logo displayed. Documentation of 501(c) (3) status must be emailed to [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu) for approval.

- Two complimentary exhibit area only registrations per 6 foot booth unit.

If you would like a larger booth on the floor plan, we offer 10 feet x 10 feet or 10 feet x 20 feet spaces. These spaces do not qualify for the 50% off discount.

## Exhibit Placement

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

Apply early for the best chance to receive your preferred placement!

### CLICK HERE TO VIEW THE EXHIBIT FLOORPLAN.

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.

\*\*To qualify for the complimentary 6 foot booth station, you must select booth space in the Non-Profit and Patient Advocate Row in Hall 2.

## Complimentary Registrations

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

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

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

## Exhibitor Registration and Lead Retrieval, and Attendee E-Blasts

Convention Management Resources (CMR) will be the official registration and lead retrieval vendor for the 2024 San Antonio Breast Cancer Symposium®. CMR is the only official registration and lead retrieval vendor for the 2024 SABCS.

Please be wary of other organizations representing themselves as such. In August 2024, you will receive a welcome email from CMR containing registration information for your booth staff, including the website URL and access credentials. At that time, you can also order your lead retrieval scanner or app license.

## 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 Service Kit

We are still putting the finishing touches on the Online Kit. Please check back in a few days to see if the kit is live.

## 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](mailto:sabcs-exhibits@uthscsa.edu).

CMR 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 attendees' 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).

## GENERAL INFORMATION (cont'd)

### Exhibit Rules

- Inline booths may not exceed a height of eight 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 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 the exhibit prior to the end of the show will affect placement in subsequent years and may result in the Exhibitor being barred from exhibiting in the future.

### Meeting Rooms

As an exhibitor of SABCS, you have the opportunity to rent an Exhibitor Meeting Room in the convention center for your meeting needs. Meeting Rooms are in Hall 4 of the Henry B. Gonzalez Convention Center.

[CLICK HERE TO VIEW THE MEETING ROOMS FLOORPLAN](#)

For reservations, please contact SABCS Exhibit Management at [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu).

### Hotel Reservations

Special SABCS discounted rates are available at over twenty 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](mailto:help@orchid.events), 888-503-5890, or 801-214-7281.

Registrants are often contacted by fax, email, or, most often, by phone with offers for cut-rate hotel rooms. Fraudulent services will attempt 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 false. Hotel reservations for the 2024 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

SABCS Exhibit Management  
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  
9:00 a.m.–6:00 p.m. ET  
800-483-2433 or 415-979-2296  
sabcs-support@cmrus.com

### Catering

RK Culinary Group  
210-225-4535  
therkgroup.com

### Lead Retrieval

Convention Management Resources (CMR)  
Monday–Friday  
9:00 a.m.–6:00 p.m. ET  
800-483-2433 or 415-979-2296  
sabcs-support@cmrus.com

### Mailing List

Convention Management Resources (CMR)  
Monday–Friday  
9:00 a.m.–6:00 p.m. ET  
800-483-2433 or 415-979-2296  
sabcs-support@cmrus.com

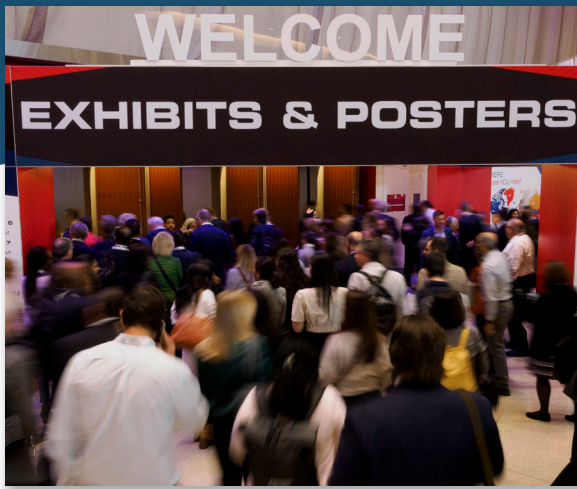
### Photography

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

### Sponsorship Opportunities

SABCS Exhibit Management  
210-450-1550  
sabcs-exhibits@uthscsa.edu





# SABCS EXHIBITOR POLICIES AND GUIDELINES

## Marketing of Products and Services Outside of the Exhibit Hall

Except as specified below, the exhibit hall is the only appropriate and acceptable venue for the distribution of advertising or marketing materials. 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 SABCS has granted a specific prior exception.

Mobile advertisements (including advertising via drones, buses, taxis, segways, 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. Using any name, logo, or trademark of SABCS is strictly prohibited without SABCS's advance written consent. For approval, please contact [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu).

As an organization accredited by the ACCME to provide continuing medical education, SABCS maintains

professional standards concerning 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 reference 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 mailing lists must submit the sample materials in advance to SABCS. These materials must be submitted no later than October 4, 2024. For approval, please contact [sabcs-exhibits@uthscsa.edu](mailto: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 supersede any other agreement between SABCS and exhibitors regarding exhibit space during SABCS, unless specifically provided in such other agreement. All interpretations and answers to questions and matters not explicitly 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. They will take effect upon delivery of notice by SABCS.

### **2. Safety and Access Laws**

Exhibitors must comply with all applicable laws and regulations, including the rules of the meeting facility. Exhibitors should follow government guidelines under the Americans with Disabilities Act of 1990 when providing 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 non-compliant with the Code, approved electricians may be able to correct the fault and restore the booth to the 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., must be removed from the exhibit floor and may not be stored under tables or behind the exhibits.

Flammable fluids and material must be kept in safety containers in compliance with facility and local fire department rules and regulations. Open flames, all LP Gases, and oxygen tanks are not permitted.

### **3. Liability for Damage to Property**

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

### **4. Review and/or Expulsion of Exhibitors**

SABCS may review the exhibit floor 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 the choice of law provisions. The Exhibitor and SABCS consent to the exclusive subject matter and personal jurisdiction of the federal and state courts in Texas over any dispute arising under the Exhibitor Agreement or SABCS's enforcement of SABCS policies and standards. 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 SABCS has approved 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 can 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 the 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 use under applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations when appropriate.

### COMPLIANCE WITH APPLICABLE LAW AND REGULATIONS

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

#### 1. 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 and 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, a 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 at SABCS's sole discretion but only granted if 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](mailto: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 only be displayed or distributed within 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 and provide educational information related to the field of breast oncology.

Advance Approval of Booth Activities Required Exhibitors must submit to SABCS any request for booth activity for approval by October 6. 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.

# SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

## 2. Admission to the Exhibit Hall

Exhibitors must wear the official SABCS supplied badge in the Exhibit Hall at all times. 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 years old 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.

## 3. Exhibit Space Selection

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

## 4. 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 p.m. on the day before the Exhibit Hall opens, 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 exhibit aspects not intended for public view must be concealed or displayed to avoid distracting from neighboring exhibits. Any portion of the 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.

## 5. Inline Booth

Inline booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, exposing only one side to the aisle. SABCS will provide a standard draped booth consisting of an

8 foot high draped backdrop, 36 inch draped side rails, and an 11 inch x 17 inch 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. The maximum height of an inline booth is 8 feet.

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct the sight lines of neighboring exhibitors. The maximum height is allowed only on the rear half of the booth space, with a 4 feet (1.22 m) height restriction imposed on all materials in the remaining space forward to the aisle. No objects or decorations that obstruct visibility will be permitted. Note: When three (3) or more inline booths are used in combination as a single exhibit space, the 4 foot (1.22 m) height limitation is applied only to that portion of exhibit space that is within 10 feet (3.05 m) of an adjoining booth. Kiosks, podiums, help desks, tables, counters, etc. must be set back one foot from the entry access point of the booth. No exceptions.

## 6. 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. The maximum height of a corner booth is 8 feet.

Corner booths do not include 36 inch 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 from all the entry access points of the booth. **No Exceptions.** For special arrangements, please contact [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu). For other guidelines, please refer to the inline booths.

## 7. Island Booth

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20 feet x 20 feet) 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 September 6, 2024. 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

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

elements, walls, and fixtures. Any changes after initial submission must be resubmitted to SABCS for approval before the Symposium. Multi-level island booths are not permitted.

Island booths are to be constructed to allow a contiguous one-foot 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 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 wall is 20 feet. The top of the booth's integrated sign may not extend more than 20 feet from the Exhibit Hall floor and cannot block the visibility of SABCS signs or other exhibitors' booths. There must be a minimum clearance of 8 feet 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, not in the aisles.

The hanging signs' installation must occur 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.

### **8. Rigging Requirements - Truss, Lighting, and Hanging Sign Installation**

Exhibitors who wish to order Truss, Lighting, and Hanging Sign Installation must 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 2. 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 25 feet 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 10 feet from adjacent booths and be directly over contracted space only.

### **9. 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 providing these materials, exhibitors must comply with the other prohibitions in this section, including the bans 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 and provide poster reprints only after the poster has been presented.

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

- 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 groups 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, and raffles must be submitted for approval no less than sixty (60) days prior to the first move-in day through [sabcs-exhibits@uthscsa.edu](mailto: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 the meeting venue, concerning quizzes, contests, games, drawings, and raffles.

SABCS may also, on a limited basis, permit individual exhibitors to have drawings or raffles for prizes. Any drawing or raffle must comply 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 must be present in the Exhibit Hall at the time of the drawing to win. The timing of drawings and raffles should not compete inappropriately with meeting sessions and is subject to approval by SABCS. Drawings and raffles

must be submitted for approval no less than sixty (60) days before the first move-in day for SABCS. Exhibitors must submit copies of any applicable permits or licenses upon request.

The following are prohibited in the Exhibit Hall:

- Microphones or excessive amplification devices 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.
- Lighter than air objects.
- Flashing lights.
- Playing or performing 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 may be served during Poster Receptions only.
- No Alcohol may be served in the Meeting Rooms.
- 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 illusionist 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.

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

### 10. Fundraising

Unless SABCS has granted a notable exception 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](mailto:sabcs-exhibits@uthscsa.edu) no less than sixty (60) days before the first day of move-in.

### 11. Prohibition Upon Sales

Publishing companies can 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 must 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](mailto:sabcs-exhibits@uthscsa.edu) no less than sixty (60) days before the first day of move-in and must receive written approval from SABCS. SABCS reserves the right to restrict or terminate inappropriate or unprofessional sales activities.

### 12. 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 the published Exhibit Hall hours of operation. Exhibits must remain fully intact and staffed 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.

### 13. Exhibitor Personnel Conduct

The official Exhibitor representative is responsible for ensuring that all booth staff are aware of and adhere to

all SABCS policies, applicable laws, and terms of the Exhibitor Agreement. Exhibitor personnel may only enter the exhibit space/meeting rooms of another exhibitor with permission from the latter. No one may enter an unstaffed area of another exhibitor at any time. Exhibitor personnel, including vendors hired to work 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 only be employed to assist in the Exhibitor's booth with the written permission of SABCS.

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

### 14. 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](mailto:sabcs-exhibits@uthscsa.edu) no less than sixty (60) days before 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.

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

- All Exhibitor Appointed Contractors working on show days must have official meeting badges. Exhibitors are responsible for ensuring all contractors are badged appropriately and for all associated costs.

All photography, video, and audio equipment must remain within the Exhibitors' booth space and 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 used, the mounting locations and that they will not hold SABCS nor Symposium security liable for loss or theft of these devices.

SABCS Media Policies govern photographing, audio recording, and video recording outside the Exhibit Hall. Please contact [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu) for more information regarding these policies.

### Payment Policy and Deadlines

Payment dates and deadlines are below:

<b>March 1</b>	Deadline to cancel or reduce booth size without penalty. (See Cancellation by Exhibitor) March 2 – If exhibitors reduce or cancel their booth, they are responsible for 25% of the booth fee.
<b>April 5</b>	50% of booth fee and support fee due
<b>September 13</b>	100% of booth fee and support fee due

### 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 supplied by individual exhibitors must be provided consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals.

All food and beverages provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash or cash equivalents, coupons, and vouchers for food or beverages are not permissible. Exhibitors must request approval to provide food or beverages sixty (60) days before SABCS via email to [sabcs-exhibits@uthscsa.edu](mailto:sabcs-exhibits@uthscsa.edu). Approval is at SABCS's discretion. Any exhibitors found providing food or beverages not approved or compliant with SABCS policies must 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 available in the Exhibitor Service Kit.

### Giveaways

#### 1. Eligible Giveaways

All giveaways provided to attendees must be 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 to educate patients or healthcare professionals. Giveaways must not exceed \$10 USD in value and must be available to all registered attendees immediately upon request.



## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

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. Distributing coupons or vouchers for meals, entertainment, and personal services to meeting attendees is prohibited.

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

### 3. Advance Approval Required

SABCS must approve all giveaways. To obtain approval, exhibitors must submit a request no less than sixty (60) days before the first day of move-in for the SABCS to [sabcs-exhibits@uthscsa.edu](mailto: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 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 SABCS, exhibitors distributing giveaways or providing food and beverages to attendees in their exhibit booths or 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's service includes monitoring 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 the removal of empty boxes. If porter service has not been ordered by 2:00 p.m. Central Time the day before 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 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, products, or literature may be kept in an exhibitor's booth but not behind the booth's back wall. Empty cartons may not be stored in or behind the booth's 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. They 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

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

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 installing or dismantling an exhibit and 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 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 meeting facility's policies and procedures. All EACs must 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. If 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 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,

## SABCS EXHIBITOR POLICIES AND GUIDELINES (cont'd)

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 insurance in amounts adequate to cover such conditions and other acts of God.

### 3. Insurance

Exhibitors are responsible for obtaining insurance in the necessary amount to comply with the obligations contained herein and for exhibitors' protection during 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 USD, 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 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. Neither SABCS will indemnify exhibitors against loss and/or be responsible for the loss of any exhibitor's material by any cause. Each Exhibitor must make provisions for safeguarding its goods, materials, equipment, and display at all times. Exhibitors are urged to obtain insurance for all goods, materials, and equipment displayed in connection with an exhibit at their own cost and expense. Further details are included in the Exhibitor Service Kit for each meeting.

## Notifications

SABCS will send an Exhibitor Service Kit and supplemental notifications to all exhibitors via email as needed. These materials will include order forms for services that may be needed, 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 SABCS receives the cancellation notice will determine the assessment charges. (See Payment Policy and Deadlines)

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/2024-Media](https://sabcs.org/2024-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 using 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 SABCS otherwise grants permission in writing, the following usage policies will apply:

The name of the SABCS may be mentioned only one time in each communication for identification purposes. It should be referred to as "2024 San Antonio Breast Cancer Symposium" or "2024 SABCS", except that stationary advertising (i.e., billboards and airport signage) cannot mention SABCS, the name, dates, or venue of the SABCS meeting following 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 be used in a way that suggests or implies the endorsement or sponsorship of SABCS in any way. SABCS trademarks, including "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 to avoid doubt, email [sabcs-exhibits@uthscsa.edu](mailto: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 and other remedies available to SABCS.

## Disciplinary Action

SABCS may take disciplinary action against a commercial firm or other individual or organization for any violation of this policy, legal requirements, or the terms and conditions of any agreement with SABCS. Disciplinary action is in SABCS's sole discretion.

Violations may be handled informally through discussion between an SABCS representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company's booth during SABCS.

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

Where other disciplinary action is warranted (even, in some cases, where there has been an informal correction during a meeting), SABCS will first send the organization a written statement of the violation.

The organization will have the opportunity to explain the circumstances in writing. After considering the organization's explanation, SABCS will impose the appropriate disciplinary action at 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](mailto:sabcs-exhibits@uthscsa.edu)