



December 10–13, 2024

SUPPORTER PROSPECTUS



TO OUR EXHIBIT PARTNERS

Support For San Antonio Breast Cancer Symposium® (SABCS)

Commercial firms, industries, corporations, foundations, and other organizations that share its mission to prevent and cure breast cancer and are interested in helping defray the costs of presenting this important international meeting are invited to support SABCS scientific and educational activities, publications, and other products. Funds received from industry are used in accordance with CME standards to defray expenses related to accredited educational activity. A wide array of support opportunities is available. Support in any amount is greatly appreciated. SABCS alone will determine the content of their scientific and educational activities and will own all associated intellectual property. SABCS will also determine the distribution, production, and pricing of the activity's materials.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of support must be documented by a signed agreement from the organization providing the support. SABCS may not enter into an agreement that requires either entity to accept the supporter's advice or services, whether regarding content, the selection of speakers or invitees, or other attributes of the meeting or activity.

SABCS will acknowledge support in program materials as applicable but will not permit representatives of organizations providing support to engage in sales or promotional activities or to distribute commercial, promotional materials in the space where the activity takes place. Display or distribution of promotional

materials, including standards related to product-specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable Continuing Medical Education (CME) standards.

Benefits Of Support

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

- Interact and communicate directly with leading decision-makers and other medical professionals specializing in breast cancer research and treatment worldwide.
- Benefit from association with SABCS while helping to ensure the ongoing success of this premier international Symposium.

Eligibility

Organizations must be exhibitors at SABCS 2024 to participate in any of the listed sponsorship Opportunities. If a company cancels its participation at SABCS, it will also forfeit its sponsorship.

Note: All Marketing opportunities are available on a first-come, first-served basis to exhibiting companies only. To learn more about increasing your visibility to SABCS attendees, contact us at sabcs-exhibits@uthscsa.edu.

Photos: ©2023 SABCS/Todd Buchanan

TO OUR EXHIBIT PARTNERS (cont'd)

By purchasing a Support Opportunity, the company agrees to abide by all rules, regulations, and restrictions as outlined in this brochure or as may be specifically designated by the SABCS, Henry B. Gonzalez Convention Center, or the city of San Antonio, TX. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due to SABCS under the terms of this agreement.

Payment Details

Login to your Map Your Show (MYS) profile. In MYS, you will be able to facilitate the purchasing process.

The Exhibitor agrees to pay 100% of the support fee when selecting your Support Opportunity on your Exhibitor Dashboard Portal and agrees to the cancellation policy. Invoices will be issued with confirmations. All cancellations must be submitted in writing to sabcs-exhibits@uthscsa.edu. Exhibitors are responsible for the total purchase amount; in case of a cancellation, no refunds will be issued.

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.

Important Due Dates

April 5, 2024

50% of Support Fee Due

September 6, 2024

Support Artwork Specification Materials Due*

September 13, 2024

100% of Support Fee Due

September 20, 2024

Deadline to Submit Exhibitor Product Theater Application

*For graphic artwork submission guidelines, please contact exhibits management at sabcs-exhibits@uthscsa.edu.

Types Of Support

Educational Grants – Support for general education programming costs, specific items, or printed materials that are the educational program's components. SABCS uses grant funds to defray

expenses associated with educational activities in compliance with ACCME guidelines.

If your company or organization offers educational grants supporting CME accredited educational activities related to research and treatment of breast cancer, we would appreciate receiving the grant application information. Please contact cme@uthscsa.edu.

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

Tiers Of Support

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

\$750,000 DIAMOND TIER

- Logo on signage, logo with link on website, attendee news site, and logo on mobile app.

\$500,000 PLATINUM TIER

- Logo on signage, logo with link on website, attendee news site, and logo on mobile app.

\$250,000 GOLD TIER

- Logo on signage, logo with link on website, attendee news site and logo on mobile app.

\$100,000 SILVER TIER

- Name listed on website and mobile app.

\$50,000 PIONEER TIER

- Name listed on the website and mobile app.

< \$10,000 VISIONARY TIER

- Name listed on website and mobile app.



NEW SUPPORT OPPORTUNITIES

"WHERE ARE YOU FROM" WALL

\$30,000

Sold

Want your logo on what will be one of the most popular and photographed spots at SABCS? Sponsor the interactive "Where Are You From" Wall today. This is an exclusive opportunity to showcase your corporate logo in a high-traffic area in the convention center. Attendees will add pins to show how far they traveled to San Antonio. The exact location will be part of the Exhibit Hall entrance unit.

- Logo displayed on onsite Interactive Map.
- Recognition of your sponsorship on signage at SABCS.

ENTRANCE UNIT VIRTUAL WALL

\$20,000 UP TO 10 COMPANIES

Maximize your exposure to over 8,000 attendees with a digital advertisement on the Exhibit Hall Entrance Unit! Multiple supporters of SABCS can have a video presentation to encourage attendees to visit their booth. SABCS general information will transition alongside your advertisement.

- 15-second video clip
- Virtual wall size is 10 feet high x 20 feet wide

EXHIBIT FLOORPLAN DIRECTORY – FLOOR CLING

\$15,000

EACH | TWO LOCATIONS AVAILABLE

\$30,000

FOR BOTH LOCATIONS

Want to make a splash as soon as attendees enter the Exhibit Hall? Help attendees find their way to your booth. Your company logo will be displayed on the floor cling, and your booth will be highlighted to showcase your support. Attendees stop to find their way with this large floor map of the Exhibit Hall.

- Logo displayed on onsite floorplan floor cling.

EXHIBIT FLOORPLAN DIRECTORY LOCATOR – STRUCTURE

\$15,000

ONE LOCATION AVAILABLE

The large exhibitor list and floor map directory are located off the main aisle or in high-traffic areas inside the Exhibit Hall. Showcase your logo and highlight your booth with your support of this new opportunity.

- Logo displayed on the exhibitor list and exhibitor floorplan directory.

NEW SUPPORT OPPORTUNITIES (cont'd)

BREAKFAST HIGHBOYS

\$15,000

Invalidate SABCS attendees by supporting the General Session breakfast with additional highboy tables.

- Corporate Logo or Product Brand displayed on ten high boy tables.

EXHIBIT HALL WALL BANNERS

\$25,000 Sold

Grab the attention of SABCS attendees on their way out with company or product branding! The hanging wall banners will be located on the perimeter of the Exhibit Hall Entrance and Exit.

- Company or product branding is displayed on 10 foot x 15 foot wall banners in the Exhibit Hall.

SABCS REGISTRATION PROVIDED BY CMR

\$25,000

Be the first to reach out to SABCS attendees by supporting our Registration Confirmation. Your corporate logo will have the opportunity to be linked to your website. Your support will be on one of the first messages attendees will receive.

- Corporate logo displayed on the main registration website with the caption "Supported By:"
- Corporate logo displayed on the registration confirmation with the caption "Supported By:"

SABCS HOUSING PROVIDED BY ORCHID

\$25,000

SABCS attendees from over 100 countries visit San Antonio! Advertise your support on our Housing Confirmation. Your corporate logo will have the opportunity to be linked to your website.

- Corporate logo displayed on the main registration website with the caption "Supported By:"
- Corporate logo displayed on the registration confirmation with the caption "Supported By:"

ADVOCACY PAVILION

\$60,000 Sold

The Advocacy Pavilion is a designated area where not-for-profit cancer patient advocacy organizations can educate SABCS attendees about resources, services, and networks among groups, patients, and healthcare professionals.

Your branding will create a networking lounge designed to draw in attendees and welcome them to the Advocacy Pavilion.

- Logo recognition in the Advocacy Partners Pavilion Lounge.
- Recognition of your sponsorship on signage.
- To purchase this sponsorship, please reach out directly to sabcs-exhibits@uthscsa.edu. This opportunity cannot be selected through the Map Your Show Dashboard.

COLUMN WRAPS

\$15,000 EACH

Encourage SABCS attendees to visit your exhibitor booth by branding the Columns of the Convention Center. Please contact exhibits management for column locations and specifications.

- Corporate or product branding will be placed on a column.
- There will be two locations: 2nd floor in the main lobby and the Exhibit Hall 2

NEW SUPPORT OPPORTUNITIES (cont'd)

ESCALATOR BRANDING

\$20,000-\$35,000 EACH
THREE TOTAL LOCATIONS

Sold

Grab the attention of attendees as they travel to educational sessions throughout the Symposium by branding the escalators in the main lobby. Over 8,000 people use the escalators to visit several areas in the convention center.

- Corporate or Product Branding on the escalator runners.

MOBILE APP ADVERTISING

\$120,000

Sold

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

- Your company logo included in the Mobile App. The app includes an agenda, attendee lists, presentations, and other conference information.
- Promote your product or service to a targeted audience of over 8,000.
- Acknowledgment in SABCS program materials and on-site signage.

WI-FI NETWORK

\$100,000

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

- Wireless service throughout the Symposium.
- Your company logo on initial page each time user connects to network.

- Receive exclusive recognition to thousands of unique visitors per day.

- Attendees will be notified of the free Wi-Fi service through the "Know Before You Go."

- Your company logo on signage at the registration area with information on Wi-Fi log-in.

WATER STATION

\$60,000

Sold

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

- Water station in a high-traffic area in the exhibit hall.
- Your company name/logo or brand on water cups.
- Recognition of your sponsorship on signage and the SABCS website.

KEY CARDS

\$55,000

Sold

Make a first impression when attendees arrive in San Antonio for the 2024 SABCS! Hotel key cards will be distributed to attendees staying at several prominent San Antonio hotels throughout the duration of the meeting. Thousands of hotel key cards will be customized with the sponsor's logo.

- Distribution at selected San Antonio, Texas hotels.
- Sponsorship fee includes production and distribution.

NEW SUPPORT OPPORTUNITIES (cont'd)

MOBILE CHARGING STATIONS

\$40,000

Sold

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

- Company or brand logo displayed on charging booth signage.
- Limit one per company.

HEADSHOT LOUNGE

\$25,000

Sold

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

- Company or brand logo displayed on signage.

WELLNESS LOUNGE

\$35,000

Sold

Attendees can experience optimum relaxation with the new wellness lounge featuring Therapy Animals of San Antonio and massage therapy.

- Company or brand logo displayed on signage.

WINDOW RAILING

\$20,000

Sold

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

- One double-sided window railing per company.
- Corporate logo, tagline, and booth location only.

PERSONALIZED HAND SANITIZER

\$15,000

Sold

Provide attendees with the convenience of personalized SABCS hand sanitizer branded with your company logo along with SABCS logo. Attendees will appreciate the accessibility of the hand sanitizers being offered by your organization. We are offering 5,000 hand sanitizers, of which were sold out last year.

- Corporate Logo displayed on mini hand sanitizers

COFFEE STATION

\$10,000

EACH *PER DAY

Revitalize attendees with caffeinated hydration at the convention center.

- Corporate logo displayed on station signage.
- Placed in high-traffic areas throughout the Exhibit Hall.

SEATING STATION

\$10,000

EACH

- Company or brand logo displayed on the floor decal.
- Placed in high-traffic walkways throughout the exhibition floor.

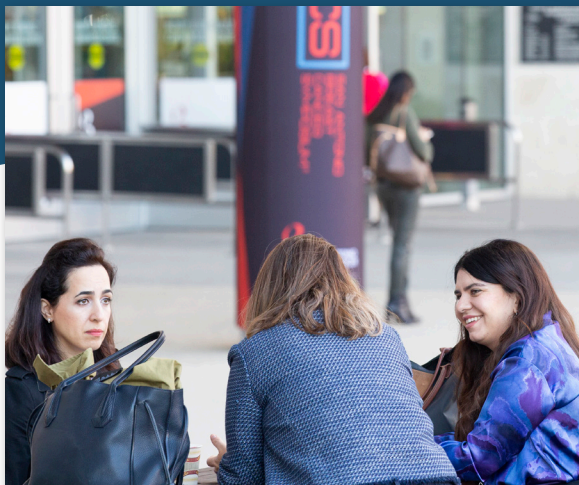
AISLE SIGN

\$4,000

EACH

Extend your advertisement with 4 foot wide x 10 foot tall aisle signage throughout the Symposium. Aisle signs allow attendees to track down locations on the exhibition floor.

- Company Logo display will be located on the bottom of the signage measuring 4 feet wide x 3 feet tall.



SABCS MEETING NEWS, OUT-OF-HOME MARKETING, AND HOTEL BRANDING OPPORTUNITIES

Engage attendees at every step of their meeting journey with high-impact advertising opportunities, including SABCS Meeting News, out-of-home marketing, and hotel branding tactics. With various strategic opportunities available before, during, and after the annual Symposium, you can find the promotional tools needed to achieve your marketing objectives. Contact TriStar Media Strategist Melanie Holt to start planning today!

TriStar Sales Contact:

Melanie Holt
Senior Media Strategist
mholt@tristarpub.com
913-491-4200, ext. 487

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

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

Sponsorship opportunity not listed?

Contact us and let's talk about it. Our team is dedicated to helping you get the most out of your sponsorship whether through our existing packages or with custom-made creative solutions. Contact SABCS at sabcs-exhibits@uthscsa.edu.



EXHIBITOR PRODUCT THEATER

DEADLINE: SEPTEMBER 20, 2024 • Bookings Accepted Online Only

The Exhibitor Product Theaters have proven to be successful vehicles for exhibitors to showcase their products to a targeted audience in intimate settings on the show floor. We are excited to announce an additional product. Theater space is available on the exhibition floor. These commercial presentations offer the opportunity to highlight your product in-depth and excitingly to a targeted audience, with no continuing education approval process.

Location

- Product Theater A and Product Theater B will be in the exhibit hall.

Room Set

- Theater style.
- Lectern on stage.
- Head table with two chairs.
- Product Theater A – 150 Seats
- Product Theater B – 100 Seats

Entrance

- 6 foot x 30 inch registration/greeting table with two chairs provided outside entrance to room.
- Opportunity to display an additional sign.

A/V

- Microphone on lectern.
- Two lavalier microphones.
- Wireless microphone and stand for audience questions.
- Sound system.
- One 9 foot x 12 foot screen (pipe and drape).
- One LCD projector (front projection) with digital interface for your computer.

Catering

You may cater your product theater by contacting RK Culinary Group below.

RK Culinary Group
210-225-4535
therkgroup.com

EXHIBITOR PRODUCT THEATER (cont'd)

Presentation Schedule and Fee

PRODUCT THEATER A

\$25,000 PER SESSION

Wednesday, December 11

1:30 p.m. Sold 3:30 p.m. Sold 5:30 p.m. Sold

Thursday, December 12

1:30 p.m. Sold 3:30 p.m. Sold 5:30 p.m. Sold

Friday, December 13

12:30 p.m. Sold 2:30 p.m. Sold

PRODUCT THEATER B

\$15,000 PER SESSION

Wednesday, December 11

1:30 p.m. Sold 3:30 p.m. Sold 5:30 p.m.

Thursday, December 12

1:30 p.m. Sold 3:30 p.m. 5:30 p.m.

Friday, December 13

12:30 p.m. 2:30 p.m.

Requirements

- Company is an exhibitor at SABCS.
- Product is approved for target audience by appropriate regulatory agency.
- Presentations made by trained key opinion leader or company staff
- Speaker subject to approval by SABCS. SABCS faculty and invited speakers cannot be used; refer to program at sabcs.org.
- Company supplies own meeting management staff.

Items Included in the Cost

- Access to lead retrieval for use during your time slot (CMR, the registration company, will supply devices to scan the badges).
- Expenses for additional services and costs incurred are the responsibility of the sponsoring company.
- Opportunity to display Movie Poster outside of the Product Theater room.

New This Year! Benefits of Participation

- Exclusive time dedicated to promoting your company's products.
- Ability to reach out to a new audience in an intimate environment.
- Increased visibility by having the presentation title, date, time, and exhibitor name on the mobile app and news site.
- Complimentary one-time use of SABCS e-blast through CMR. Orders must be placed prior to November 1, 2024.
- Additional promotion of your Product Theater is strongly recommended and is the sole responsibility of the sponsor.

Application and Payment Policy

- Application and payment are due by September 20, 2024. No refunds for Product Theaters.
- Spaces in the Exhibitor Product Theater are assigned on a first-come, first-served basis of application and payment.
- An application for the Exhibitor Product Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the exhibitor's letterhead confirming exhibit space, participation in the Exhibitor Product Theater and authorization that the third-party will act on its behalf.
- Once your application has been approved you will be invoiced.
- Time slot will be confirmed after payment is received.

Theater Presentation Rules and Regulations

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

- Product Theater A will have 150 seats, and Product Theater B is limited to 100 seats.
- All presentations must be in 16:9 ratio format or 1920 x 1080 pixels.
- The Exhibitor agrees to utilize the Exhibitor Product Theater as a place for a promotional presentation or activity highlighting a product.
- Theater presentations are permitted to be recorded by Encore only; however, programs must be real-time; no satellite or simultaneous broadcasts or non-live programming will be permitted.
- For Speakers and/or Exhibitor Appointed Contractors, the Exhibitor will be required to make arrangements through the official security services company for an escort at their own expense. The speaker must have an exhibitor registration to access the exhibit hall.
- Exhibitors can hold one Exhibitor Product Theater during the SABCS Exhibits Show. Additional requests would depend upon availability and approval by SABCS.
- Exhibitor Product Theater presentations are not eligible for CME.
- All attendees of Product Theater presentations must register.
- Customers and clients are permitted to speak on behalf of Exhibitors.
- To appear in publications, all final titles must be submitted and confirmed to the SABCS no later than September 20, 2024.
- All presentations are subject to approval by the SABCS Exhibit Committee. You will be notified if your proposed presentation requires modification.
- All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) relating to the Exhibitor Product Theater must be approved by SABCS prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by SABCS on or before September 20, 2024. Submissions should be sent via email to sabcs-exhibits@uthscsa.edu.
- The following statement must appear prominently on all handout materials, or any printed materials distributed at the Exhibitor Product Theater and on the title and ending slides displayed at the beginning and end of the Exhibitor Product Theater presentation:

This Exhibitor Product Theater is a promotional activity not approved for continuing education credit. The content of this Exhibitor Product Theater and opinions expressed by presenters are those of the sponsor or presenter and are not of the San Antonio Breast Cancer Symposium® (SABCS).

Cancellation and Liability Policy

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

Location of Theaters

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

Signage

- SABCS will provide signage outside of the Exhibitor Product Theater with a listing of all presentations for that day. Signage will be uniform in design and produced by the SABCS, including the presentation title, date, time, and exhibitor logo.
- Exhibitors may advertise the title, date, time, and presenter of their presentation in their exhibit booth.
- Signage may only be placed outside the Theater beginning 30 minutes before the presentation.

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