



SUPPORT PROSPECTUS

December 8–11, 2026
Henry B. Gonzalez Convention Center



SABCS.org

 **UT Health**
San Antonio
Mays Cancer Center

AACR
American Association
for Cancer Research®



Dear Exhibit Partners

Support for SABCS

Organizations committed to advancing progress against breast cancer are invited to partner with the San Antonio Breast Cancer Symposium® (SABCS)—one of the world’s premier scientific meetings dedicated to breast cancer research, treatment, and patient care. Each year, SABCS convenes leading investigators, clinicians, and healthcare professionals from around the globe to share groundbreaking discoveries and advance the future of breast cancer care.

Industry partners play an important role in supporting the Symposium’s scientific and educational mission. Contributions from commercial firms, corporations, foundations, and other organizations help make this internationally recognized meeting possible by supporting SABCS scientific and educational activities, publications, and related initiatives.

Industry support helps offset the costs of delivering high-quality accredited education and scientific exchange. All funds are administered in accordance with Continuing Medical Education (CME) standards and are used to support accredited educational activities. A wide range of support opportunities is available, and SABCS greatly values the participation of organizations that help advance the Symposium’s mission.

SABCS maintains full control over the development and content of its scientific and educational activities and retains ownership of all associated intellectual property. The terms and purpose of all support must be documented through a signed agreement, and in accordance with CME standards, supporters may not influence program content, speaker selection, or other aspects of the educational activity.

Support will be acknowledged in program materials where appropriate. Promotional activities associated with SABCS must comply with all applicable Continuing Medical Education (CME) standards, and commercial promotion is not permitted within spaces where accredited educational activities take place.

Why Sponsor SABCS

- ➔ Reach 11,000+ global oncology professionals
- ➔ Engage with leading clinical decision makers
- ➔ Showcase innovation at one of the world’s premier breast cancer meetings
- ➔ Strengthen brand credibility within the international oncology community

Photos: ©MedMeetingImages/Todd Buchanan 2025

Benefits of Support

SABCS offers partners year-round visibility and meaningful engagement with a global community of breast cancer researchers, clinicians, and healthcare professionals. Through a variety of sponsorship opportunities available before, during, and after the Symposium, your organization can showcase its brand, innovations, and commitment to advancing breast cancer research and patient care.

Supporting companies receive recognition across multiple high-visibility channels, including the SABCS website, attendee news site, program materials, and on-site signage throughout the Symposium.

- Connect directly with leading decision-makers and healthcare professionals specializing in breast cancer research, treatment, and care from around the world
- Strengthen brand visibility and credibility through association with one of the world's premier breast cancer scientific meetings
- Demonstrate your organization's commitment to advancing innovation and improving outcomes in breast cancer care
- Streamlined fulfillment through Clarity Media, our centralized platform for managing all sponsorship graphics and production

Eligibility

Organizations must be exhibitors at SABCS 2026 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.

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, Texas. 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.

Important Due Dates

April 1, 2026

50% of Support Fee Due

September 4, 2026

Support Artwork Specification Materials Due*

September 15, 2026

100% of Support Fee Due

September 18, 2026

Deadline to submit Exhibitor Product Theater Application

NEW FOR 2026

Graphic Submission and Fulfillment

To enhance the exhibitor experience, SABCS is introducing Clarity Media, a new fulfillment platform for managing all graphic requirements and uploads. This tool streamlines the submission process, provides clear specifications, and supports timely production and installation; creating a more seamless and efficient experience for all exhibitors.

Access to Clarity Media is provided upon purchase of a sponsorship or branding opportunity, allowing partners to easily manage and submit all required creative assets in one centralized platform.

Additional details, including login access and submission instructions, will be provided following sponsorship confirmation.

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.

DIAMOND TIER **\$750,000+**

- Logo on signage, logo with link on website, attendee news site, and listing on mobile app. Top supporters to be included on digital signage during SABCS.

PLATINUM TIER **\$500,000**

- Logo on signage, logo with link on website, attendee news site, and listing on mobile app. Top supporters to be included on digital signage during SABCS.

GOLD TIER **\$250,000**

- Logo on signage, logo with link on website, attendee news site and listing on mobile app. Top supporters to be included on digital signage during SABCS.

SILVER TIER **\$100,000**

- Name listed on website and mobile app.

PIONEER TIER **\$50,000**

- Name listed on the website and mobile app.

VISIONARY TIER **\$10,000**

- Name listed on website and mobile app.



Support Opportunities

Premier Sponsorship Opportunities

Mobile App Advertising \$125,000 EXCLUSIVE

Sold

Extend your brand's reach through the official SABCS Mobile App—one of the most frequently used tools for navigating sessions, presentations, and exhibitors.

- Logo placement within the SABCS Mobile App
- Reach 11,000+ global oncology professionals
- Recognition in program materials and on-site signage

Wi-Fi Network \$100,000 EXCLUSIVE

Provide complimentary Wi-Fi access throughout the convention center while gaining high-visibility brand exposure each time attendees connect to the network.

- Exclusive branding on the Wi-Fi login landing page
- Wireless access available throughout sessions and common areas
- Recognition on registration signage and attendee communications

Patient Advocate Lounge \$100,000

Sold

Demonstrate your organization's commitment to the patient voice by supporting the Patient Advocate Lounge—an inviting, dedicated space designed for advocacy groups to connect, collaborate, and recharge throughout SABCS.

- Prominent company logo recognition within the lounge, including signage and select branded elements
- Opportunity to align your brand with patient-centered care and advocacy engagement
- Positioned as a key gathering space fostering meaningful conversations between advocates, clinicians, and industry professionals

Advocacy Pavilion \$65,000 EXCLUSIVE

Sold

Support the patient advocacy community through the Advocacy Pavilion, a dedicated space where nonprofit organizations connect with SABCS attendees to share resources, services, and support networks.

- Logo recognition within the Advocacy Pavilion
- Branding on on-site pavilion signage
- Demonstrates commitment to patient advocacy and community engagement

“Where Are You From?” Wall

\$45,000 EXCLUSIVE

Sold

Sponsor one of the most popular and photographed attendee activations at SABCS. The interactive “Where Are You From?” Wall invites attendees to place pins showing where they traveled from, creating a highly engaging feature in the main lobby.

- Interactive display located in the main lobby near the exhibit hall entrance
- High-traffic, high-engagement attendee activation
- Sponsor recognition displayed on on-site signage

Attendee Experience Sponsorships

Water Station

\$65,000

Sold

Keep attendees refreshed while showcasing your brand through a hydration station located in a high-traffic area of the exhibit hall.

- Branded water station within the exhibit hall
- Company logo featured on water cups
- Repeat brand exposure as attendees return throughout the day

Hotel Key Cards

\$60,000

Sold

Place your brand directly in the hands of attendees with custom hotel key cards distributed at select SABCS host hotels.

- Custom branded hotel room key cards
- Distributed at official conference hotels
- Daily brand exposure throughout the attendee stay

Mobile Charging Station (Large)

\$45,000

Sold

Provide a valuable attendee service with branded mobile charging stations placed throughout the exhibit hall.

- Company logo displayed on charging station signage—two (2) sides
- Seating area for six (6) to eight (8) attendees
- High-traffic networking and recharge area

Ballroom Foyer Charging High Tables

\$25,000

Power connections and conversations by sponsoring charging highboy tables in the ballroom foyer—an active transition space between sessions and key gathering areas.

- Company logo or branded message displayed on charging highboy tables
- Integrated power access encourages attendee dwell time and repeat engagement
- Prominently positioned in high-traffic foyer areas between general sessions

Mobile Charging Bank

\$16,000

Provide a valuable attendee service with branded mobile charging banks placed throughout the exhibit hall.

- Company branding displayed on charging station signage
- Seating area for six (6) to eight (8) attendees
- High-traffic networking and recharge area

Mobile Charging Table

\$10,000

Keep attendees connected while positioning your brand at a high-demand touchpoint within the exhibit hall.

- Company logo or branded message displayed on the mobile charging table
- Convenient charging access encourages attendee dwell time and repeat visits
- Positioned in high-traffic exhibit hall areas for maximum visibility

Wellness Lounge

\$40,000

Sold

Offer attendees a space to relax and recharge with the SABCS Wellness Lounge featuring therapy animals and massage therapy.

- Company logo displayed on lounge signage
- Dedicated attendee wellness and relaxation space
- Frequent attendee visits throughout the meeting

Headshot Lounge

\$35,000

Sold

Support a popular networking destination where attendees receive professional headshots during the meeting.

- Company logo displayed on lounge signage
- High-traffic attendee engagement area
- Repeat brand exposure throughout the Symposium

Coffee Station

\$10,500 PER DAY

Keep attendees energized with branded coffee stations located in high-traffic areas of the exhibit hall.

- Company logo displayed on coffee station signage
- Located in high-traffic exhibit areas
- Frequent attendee visits throughout the day

Personalized Hand Sanitizer

\$17,000

Sold

Provide attendees with a convenient SABCS-branded hand sanitizer featuring your company logo.

- 5,000 mini hand sanitizers distributed to attendees
- Corporate logo featured on sanitizer packaging
- Popular attendee giveaway with repeat visibility

High-Visibility Convention Center Branding

Escalator Graphic

\$35,000

Sold

Capture attention as attendees move between meeting rooms and exhibits with high-visibility escalator branding.

- Prominent placement on convention center escalators
- Located along major attendee traffic routes
- Repeated impressions as attendees move throughout the meeting

Exhibit Hall Wall Banners **\$25,000**

Increase brand visibility with large-format banners positioned along the exhibit hall perimeter and exit pathways.

- 180" x 120" hanging banner placement
- Located in high-traffic exhibit hall areas
- Continuous brand exposure throughout exhibit hours

Window Clings/Lobby Railings **\$25,000**

Prominent branding opportunities located in highly visible lobby and ballroom transition areas throughout the convention center, ensuring strong exposure as attendees move between sessions and exhibit halls.

- Branding on double-sided glass railings in the Second Level Main Lobby, visible from multiple vantage points
- Ballroom and corridor window clings positioned in high-traffic transition spaces
- Continuous brand visibility as attendees move between educational sessions and exhibit areas

Column Wraps **\$17,000**

Showcase your brand with prominent fabric column wraps placed throughout the exhibit hall and convention center.

- Large-format fabric banner column wrap
- Positioned in high-traffic attendee corridors
- Strong visual presence within the exhibit hall

Main Lobby Networking Tables **\$15,000** *Sold*

Position your brand at the center of attendee engagement with branded networking tables located in the main lobby between Registration and Hall 1—one of the highest-traffic areas of SABCS.

- Company logo or product branding displayed on ten (10) 30" highboy tables
- Prominent exposure during peak attendee traffic throughout the day
- Opportunity to align your brand with attendee networking and key gathering moments

Mirror Decals **\$25,000** *Sold*

Unique branding opportunity featuring mirror decals placed throughout convention center restrooms, delivering repeated attendee impressions during the Symposium.

- Eight (8) inch x eight (8) inch branded mirror decals placed on restroom mirrors throughout the venue
- High-frequency exposure as attendees visit restrooms throughout the day
- Consistent brand visibility across multiple convention center locations

Exhibit Hall Engagement Opportunities

Entrance Unit Virtual Wall \$22,000

Capture attendee attention with a high-impact digital advertisement displayed at the Exhibit Hall entrance—one of the first visual touchpoints as attendees enter the exhibit floor.

- 15-second digital video advertisement
- Displayed on a 10' H x 20' W virtual wall
- Rotating placement alongside SABCS announcements

Poster Session Hospitality and Branding \$30,000

Enhance the poster session experience by supporting refreshments within the poster area, creating a welcoming environment for scientific exchange and engagement.

- Snacks and beverages provided during a designated poster session within the exhibit hall
- Company logo recognition on on-site signage within the poster area
- Available to SABCS exhibitors only; limited to one session per exhibitor

Exhibit Hall Floorplan Directory–Structure \$20,000

Help attendees navigate the exhibit hall through the official floorplan directory located in high-traffic exhibit areas.

- Company logo and branded message displayed on the floorplan directory structure

- Sponsor booth highlighted on the exhibit map
- High-visibility placement in key attendee navigation areas

Exhibit Floor Plan Directory Cling \$20,000

Enhance attendee navigation while increasing your brand visibility with a prominently placed Exhibit Floor Plan Directory Cling located in high-traffic areas throughout the exhibit hall.

- Company logo and branded message displayed directly on the floorplan directory cling
- Sponsor booth highlighted on the exhibit map for easy attendee reference
- High-traffic exhibit hall placement

NEW OPPORTUNITY Seating Alcove Wall Branding– Main Foyer (Halls 3 and 4) \$30,000 EACH

Prominent wall branding above seating alcoves located in the main foyer near Halls 3 and 4, offering strong visibility in a high-traffic area between exhibit halls, exhibitor meeting rooms, and session spaces.

- Wall branding placement above seating alcoves near Halls 3 and 4 in the main foyer
- Located in a high-traffic corridor between exhibit hall and exhibitor meeting rooms
- Continuous brand exposure as attendees gather, rest, and network

Exhibit Hall Seating Station

\$10,000

Support attendee networking and relaxation areas while creating a welcoming, high-visibility brand presence within the exhibit hall.

- Company logo or branded message displayed on floor decals and seating signage
- Branded seating area with two modern benches to encourage attendee dwell time
- Positioned in high-traffic walkways with dual decal placement for enhanced visibility

Poster Hall Seating Station

\$10,000

Support attendee networking and relaxation near the poster presentations while creating a welcoming, high-visibility brand presence in a key scientific engagement area.

- Company logo or branded message displayed on floor decals and seating signage
- Branded seating area with two modern benches to encourage attendee dwell time
- Positioned near poster sessions with dual decal placement for enhanced visibility

Aisle Signs

\$5,000

Increase exhibit hall visibility with branded aisle signage guiding attendees throughout the show floor.

- Company Logo placement on lower section of a 48" x 120" double-sided aisle sign
- Located above major exhibit hall aisles
- Continuous brand exposure during exhibit hours



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 through our existing packages or with custom-made creative solutions. Contact SABCS at sabcs-exhibits@uthscsa.edu.



Exhibitor Product Theaters

DEADLINE: SEPTEMBER 18, 2026

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. There will be two theater rooms running concurrently, providing increased opportunity and flexibility options. 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 Rooms A and B are located in Exhibit Hall.

Room Set

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

Entrance

- Six (6) feet x thirty (30) inches 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 & stand for audience questions.
- Sound system.
- One 9' x 12' screens (pipe & 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

Thekgroup.com

Presentation Schedule and Fees

Product Theater Rooms A and B

\$27,500 per session

Wednesday, December 9

12:30 p.m. *Sold Out* 2:30 p.m. 4:30 p.m.

Thursday, December 10

12:30 p.m. *Sold Out* 2:30 p.m. 4:30 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 its 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 digital Movie Poster outside of the Product Theater room.

- Movie Poster Requirements:
 - o JPEG
 - o Portrait Orientation
 - o 9:16 Aspect Ratio
 - o 1080 x 1920 pixels at 300 dpi
 - o Detailed Presentation Information
 - o Speaker Name and Credentials

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 listing 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 to promote the Product Theater session.
- 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 18, 2026. No refunds for the Product Theaters will be available.
- Spaces in the Exhibitor Product Theater are assigned on a first-come, first-served basis of application and payment.
- An application for the Exhibitor Product Theater will be accepted from a third-party organization on behalf of an exhibiting company only if it is accompanied by a letter on the Exhibitor's letterhead confirming exhibit space, participation in the Exhibitor Product Theater and authorization that the third-party will act on its behalf.
- Time slot will be confirmed after payment is received.

Theater Presentation Rules and Regulations

- Product Theater presentations are limited to 60 minutes in length. Each presentation is allotted a half-hour set up before.
- 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, 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 (1) Exhibitor Product Theater during the SABCS Exhibits Show. Additional requests would depend upon availability and approval by SABCS.
- Exhibitor Product Theater presentations are not eligible for CME.
- All attendees of Product Theater presentations must register for the Symposium.
- Customers and clients are permitted to speak on behalf of Exhibitors.
- To appear in online publications, all final titles must be submitted and confirmed to the SABCS no later than September 18, 2026.
- 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 18, 2026. 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:

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 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 Theater(s)

SABCS reserves the right to alter the size and location of the Exhibitor Product Theater(s) 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.

Acknowledgment of Terms and Conditions:

I acknowledge that as an authorized representative, I have received, reviewed, and agree that Exhibitor will comply with these Policies and Guidelines for Exhibitors at SABCS® and all updates of such policies applicable to the 2026 SABCS®, which are subject to change at any time. The Exhibitor agrees to receive all written and electronic correspondence from SABCS® and official event contractors about the 2026 SABCS®. By completing and signing the application, the Exhibitor agrees to these terms and conditions, and the application will become a contract upon SABCS®'s acceptance and approval. For further exhibitor information, please view the Prospectus.