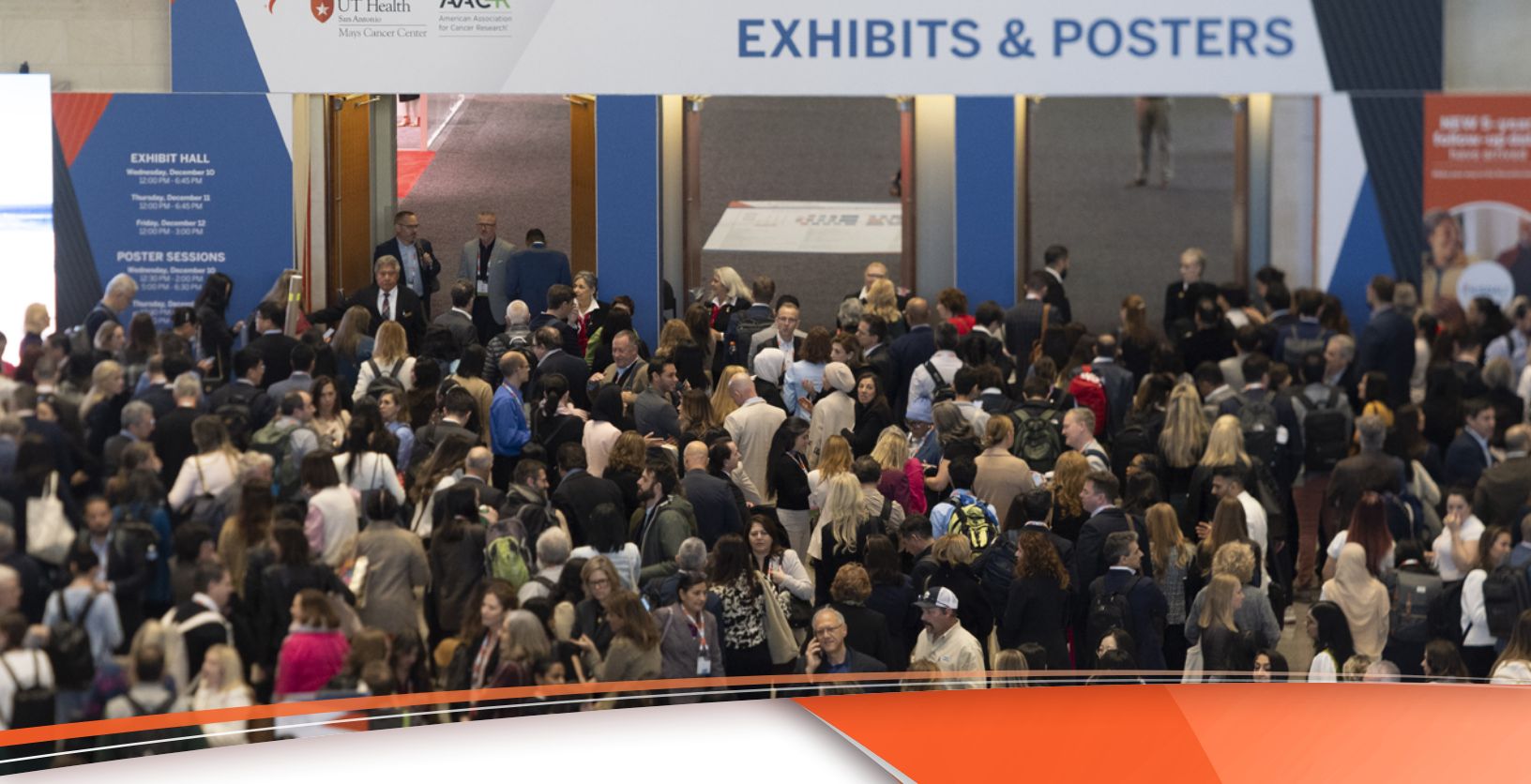


EXHIBITOR PROSPECTUS

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

SAN ANTONIO BREAST CANCER SYMPOSIUM®

UT Health San Antonio Mays Cancer Center

AACR American Association for Cancer Research®

Exhibit Dates:
December 9–11, 2026

2512016T

SAN ANTONIO BREAST CANCER SYMPOSIUM®

UT Health San Antonio Mays Cancer Center

AACR American Association for Cancer Research

Table of **Contents**

4 SABCS Exhibitor Benefits

5 Demographics

6 General Information

Exhibit Show Schedule
Exhibit Space Rates
Application and Floor Plan
Important Dates
Exhibits and the Exhibit Hall
Payment Policy
Booth Cancellations and Reductions by Exhibitor
Unofficial Housing and Registration Vendors
SABCS Official Contractors
Prohibition of Attendee List Distribution
Exhibitor Meeting Rooms

12 Exhibitor Marketing Opportunities

Grow at SABCS with Sponsorships
Registration Email Blasts
SABCS Meeting News and Out-of-Home Marketing

13 Key Contacts

14 Exhibitor Services

Exhibitor Registration
Lead Retrieval
Shuttle Bus Service
Exhibitor Lounge
Advance Sales for SABCS

16 Exhibitor Rules and Regulations

I. Terms and Conditions
II. Application and Availability
III. Exhibit Rules and Regulations
IV. Exhibit Booth Configuration
V. Contractors, Labor and Security

27 Code of Conduct and Policies

Exhibitor Personnel Conduct
Activities on Behalf of Non-Exhibiting Firms
Use of SABCS Names and Trademarks
Marketing of Products and Services Outside of the Exhibit Hall

Join us at the
San Antonio Breast Cancer Symposium®

The largest breast cancer conference in the world for experts and advocates

Mays Cancer Center at UT Health San Antonio and the American Association for Cancer Research® take great pride in presenting the San Antonio Breast Cancer Symposium® (SABCS) on December 8–11, 2026, at the Henry B. Gonzalez Convention Center.

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.

The 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, please check www.sabcs.org for the most recent program information in 2026.

International attendance is a key component of the Symposium. Almost half of our attendees come from more than 100 countries. We continue to offer virtual attendance and online resources for those who cannot attend the Symposium in person. Our supporters make all this possible, for which we are sincerely grateful.

Photos: ©MedMeetingImages/Todd Buchanan 2025

About SABCS

The 2026 San Antonio Breast Cancer Symposium (SABCS) is presented by the UT Health San Antonio Mays Cancer Center and the American Association for Cancer Research. United by a shared commitment to accelerating progress against breast cancer, this collaboration brings together two leading institutions to deliver one of the world's premier breast cancer meetings.

SABCS encompasses the full continuum of breast cancer research—from groundbreaking laboratory discoveries to practice-changing clinical advances—with a focus on translating science into meaningful improvements in patient care. The Symposium provides cutting-edge updates in experimental biology, etiology, prevention, diagnosis, treatment, and survivorship, serving as a global platform for the exchange of high-impact scientific knowledge.

Each year, SABCS convenes an international audience of academic and community physicians, clinical investigators, translational researchers, basic scientists, industry leaders, and patient advocates dedicated to advancing breast cancer research and care. The program is carefully curated to balance clinical, translational, and foundational science, foster dynamic dialogue, collaboration, and education across disciplines.

Designed for medical, surgical, and radiation oncologists; oncology fellows; researchers; and allied healthcare professionals, SABCS also prioritizes the development of early-career investigators by providing exceptional educational and networking opportunities that help shape the next generation of leaders in breast cancer research.



SABCS Exhibitor **Benefits**

Why Exhibit at SABCS

SABCS is one of the world's leading breast cancer meetings—a global forum where groundbreaking science meets patient-centered progress.

Showcase your products, data, and solutions in an environment focused on advancing treatment, improving outcomes, and accelerating collaboration.

Global Reach. High-Value Audience.

- 11,000+ attendees
- 100+ countries represented
- Strong participation from academic leaders, clinical investigators, translational researchers, industry innovators, and patient advocates

Engage decision-makers actively evaluating new data, technologies, and partnerships that shape the future of breast cancer care.

Integrated Visibility. Meaningful Engagement.

Poster sessions, networking spaces, and high-attendance programming drive consistent, qualified traffic to the Exhibit Hall.

Through product theaters and strategic sponsorships, you move beyond presence to measurable impact.

Where Innovation Meets Implementation

SABCS is where late-breaking research and practice-changing findings are presented to an audience ready to translate science into action.

Be Part of Progress

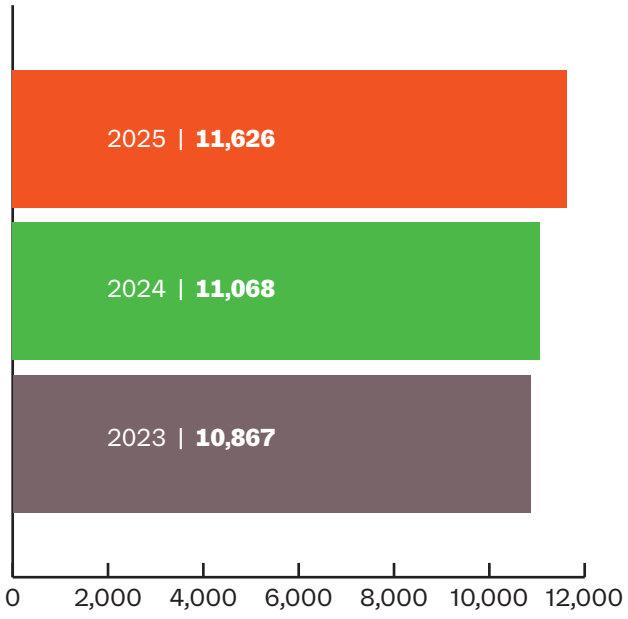
When you exhibit at SABCS, you are not only increasing brand visibility—you are participating in a global effort to advance breast cancer research and improve patient lives.

SABCS is where groundbreaking science meets global collaboration.

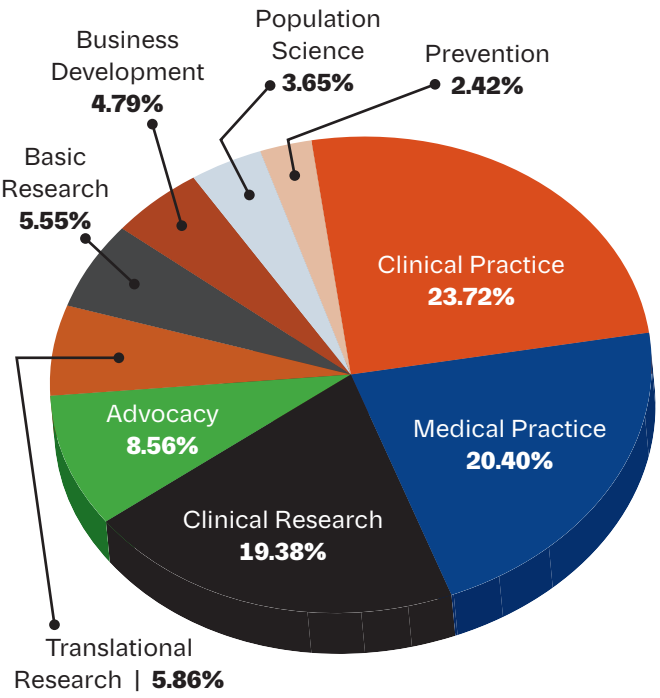
Exhibit where the breast cancer community comes together.

Demographics

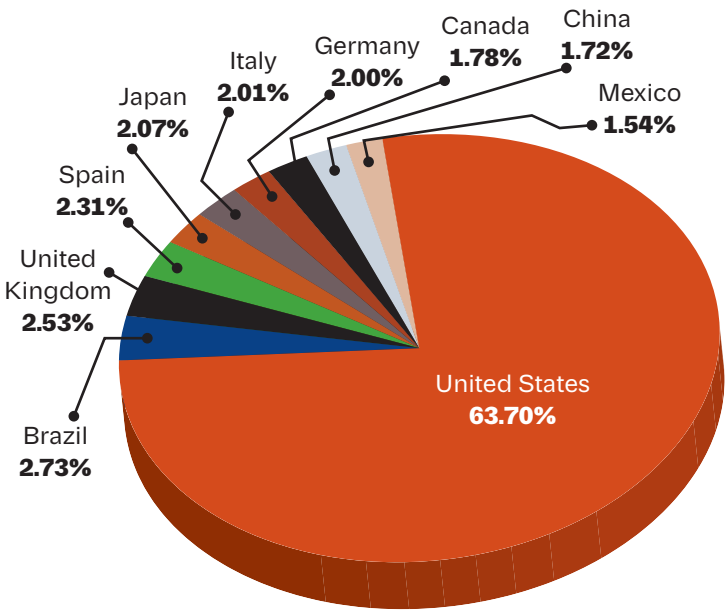
In-person and Virtual Attendance



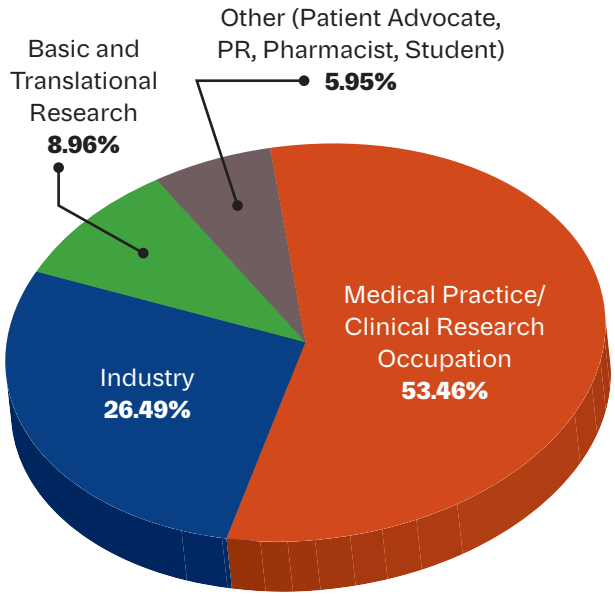
Occupation



Top 10 Countries Represented



Professional Focus





General **Information**

Exhibit Show Schedule

All times listed are Central Time (CT).

Exhibitor Registration Hours

Monday, December 7	.8:00 a.m.–4:00 p.m.
Tuesday, December 8	7:00 a.m.–4:00 p.m.
Wednesday, December 9	7:00 a.m.–4:00 p.m.
Thursday, December 10	7:00 a.m.–4:00 p.m.

Exhibit Show Dates and Times

Wednesday, December 9	12:00 p.m.–6:30 p.m.
Thursday, December 10	12:00 p.m.–6:30 p.m.
Friday, December 11	12:00 p.m.–3:00 p.m.

Exhibit Move-In

Saturday, December 5*	2:00 p.m.–6:00 p.m.
Sunday, December 6**	8:00 a.m.–5:00 p.m.
Monday, December 7	8:00 a.m.–5:00 p.m.
Tuesday, December 8	8:00 a.m.–5:00 p.m.
Wednesday, December 9***	8:00 a.m.–11:00 a.m.

Exhibit Move-Out

Friday, December 11	3:00 p.m.–10:00 p.m.
Saturday, December 12	8:00 a.m.–5:00 p.m.

Exhibit hours are subject to change. Visit **sabcs.org** for updates.

*By request for island booths only–Exhibitors approved by SABCS Exhibits to move in Saturday, December 5, must ship materials to the Freeman Warehouse in advance to be eligible. See the Exhibitor Service Kit for shipping information.

**Island booths only

***Detailing only

Exhibit Space Rates

Corner/Island/Premium ..... $106/sq. ft.

Inline/Linear ..... $80/sq. ft.

Non-Profit Corner ..... $53.00/sq. ft.

Non-Profit Inline/Linear ..... $40/sq. ft.

Patient Advocate Pavilion* $0

*Separate Application and Approval required.

Exhibit Fee includes:

- Eight feet (8') high back drape and three feet (3') high black side drape booth dividers excluding Island Booths
- Booth identification sign with company name and booth number.
- 24-hour general security in the Exhibit Hall.
- Aisle carpeting and nightly vacuuming of aisles.
- Two (2) complimentary Exhibit Hall area only badges per 100 square feet.

Non-Profit Exhibit

The non-profit section of the Exhibit Hall offers eligible exhibitors the non-profit rate on an inline booth of up to 200 square feet (10' x 20' exhibit space). Island booths are ineligible for the non-profit rate.

Patient Advocate Pavilion

Patient Advocacy organizations may submit an application for a complimentary kiosk. Patient Advocate Exhibitors wishing to attend educational program sessions and visit the Patient Advocacy Lounge must purchase a Patient Advocate registration.

Pavilion Kiosk includes:

- Logo-branded kick panel.
- Six feet (6') kiosk with electricity.
- Pavilion carpeting and nightly vacuuming.
- One (1) chair (An additional chair may be requested onsite).
- Four (4) complimentary Exhibit Hall area only badges per kiosk.

Patient Advocate Pavilion Application will be available at sabcs.org in the Spring.

Application and Floor Plan

Exhibit booth space is available on a first-come first-served basis. Exhibit space may be reserved by first time exhibitors by selecting the "I Don't Have a Booking Code" option. Return exhibitors can email the Exhibits Team for their Booking Code. A completed application for exhibit space using the online system, along with appropriate payment, must be made by April 1 to retain your booth space. Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after the application submission.

The live floor plan will be available in

MAP YOUR SHOW,

or linked at **sabcs.org**.

Important Dates

Dates are subject to change. Be sure to check the Exhibitor Service Kit and monitor Exhibitor Notifications for any updates.

Winter

January 13
On-site Sales Exhibitor Application Due.

February 25
Exhibitor Application available.

Spring

April 1
50% of exhibit booth fee due for exhibitors who purchased on-site and upon opening.

May 1
Support specifications available.

Summer

June 10
Deadline to cancel or reduce booth size without penalty.

June 11
If an exhibitor reduces or cancels their booth, they are responsible for 30% booth and/or sponsorship fee.

August 1
Exhibitor Service Kit available.

August 14
100% of booth and support fee due.

August 17
No refunds for cancellations or booth reductions. No exceptions.

August 17
Exhibitor Registration opens.

Fall

September 4
Graphic support artwork for print and digital support due.

September 30
Deadline to submit graphic support artwork without incurring fees.

October 1
25% fee added to each graphic support item submitted on or after October 1.

October 2
Deadline to secure an Exhibitor Meeting Room. No refunds for Meeting Rooms upon cancellation.

60 Days Out

October 5
Deadline to submit EAC with Certificate of Insurance, giveaway, booth activity, and photography/videography/audio requests (if applicable).

Updates posted in the Exhibitor Checklist in the Map Your Show Exhibitor Resource Center (ERC).

Exhibits and the Exhibit Hall

To ensure the exhibit space complements the educational mission of SABCS, requests for exhibit space will be reviewed 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.

Eligibility

Only a company or other organization identified in a signed Exhibitor Agreement that has been approved by SABCS may exhibit at, or in connection with, the symposium. 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 is eligible to be placed in the booth or appear on any list of exhibitors.

Non-Profit and Patient Advocate Exhibitors

Exhibit space at the Non-Profit rate is limited. The SABCS Exhibit Reviewers have the responsibility of approving applications for not-for-profit exhibitors. The organization must be a government entity or must be recognized by the IRS as a 501(c)(3) charitable organization. The organization must have demonstrated support for breast cancer research through financial contributions or provisions of infrastructure. The organization may not offer a product or service for sale on the exhibit floor.

The Non-Profit rate is only available to booths in the Non-Profit Section. When space is no longer available in the Non-Profit Section, or the organization chooses to be placed in another location on the floor, full exhibit rates will apply.

To qualify for a space in the Patient Advocate Pavilion a separate application is required.

New Exhibitors

Companies applying for exhibit space that have never exhibited at SABCS will need to go through an approval process. The potential exhibitor is required to submit an application for exhibit space, a product summary form, and company literature, which is sent to the SABCS Exhibit Reviewers. The booth chosen by the company is put on hold during the approval period. The company is notified of the Committee's decision in a timely manner. Upon approval, the application is processed and the booth is released to the company. Upon rejection, the application is denied and the booth becomes available.

Review of Exhibits

SABCS is committed to providing a quality exhibition space. 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 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 a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations, when applicable.

Exhibit Space Relocation Policy

SABCS 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. Should booth relocation be deemed necessary, the exhibitor will be notified and offered the opportunity to relocate their exhibit or cancel with no further penalty.

Payment Policy

The exhibitor agrees to submit a deposit of 50% of the total fee by April 1. Payment can be made by either credit card, check*, or wire transfer/ACH in USD. If you require wire transfer/ACH instructions, please reference the Terms and Conditions. All payments should be sent to:

San Antonio Breast Cancer Symposium (177361)
7979 Wurzbach Road, MC 8224
San Antonio, TX 78229
Attn: Exhibits Management

*To ensure secure and timely receipt of payments, checks will only be accepted if delivered via one of the following approved shipping methods: DHL, FedEx UPS, USPS Ground or Priority Mail (with tracking). Checks sent through any other delivery method or without tracking will not be accepted.

The final balance will be due by August 14. Exhibitors that sign up after August 14 have 30 days to pay in full. Exhibitors who are not paid in full will not be listed in the mobile app. Any company with an outstanding balance and not paid in full by Monday, December 7, will not be able to set-up their exhibit or pick up badges.

Booth Cancellations and Reductions by Exhibitor

In the event of cancellation by an exhibitor, SABCS must receive notification of the cancellation in writing to sabcs-exhibits@uthscsa.edu. The date that the cancellation notice is received by SABCS will determine the assessment charges.

In the event of either a full or partial cancellation of space by an exhibitor, SABCS reserves the right to reassign cancelled booth space, regardless of the cancellation assessment. Subsequent reassignment of cancelled space does not relieve the cancelling exhibitor of the obligation to pay the cancellation assessment. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space and any sponsorship items.

June 10
Deadline to cancel or reduce booth size without penalty.

June 11
If an exhibitor reduces or cancels their booth, they are responsible for 30% booth and/or sponsorship fee.

August 17
No refunds for cancellations or booth reductions.
No exceptions.

Unofficial Housing and Registration Vendors

Please be aware that you may be contacted by telephone by companies or hotels claiming to be the official 2026 SABCS housing providers or magazine advertisers. Neither SABCS nor CMR will call you to solicit reservations. You may receive emails regarding housing but note that the only official emails will come from an email address ending in @uthscsa.edu or @ cmrus.com. All lodging for SABCS should be arranged using the links provided through the Exhibitor Resource Center or by calling the phone numbers on the SABCS webpage. If you are unsure of who has contacted you regarding your hotel reservations or an advertising opportunity, or if a scammer contacts you, please notify SABCS by emailing sabcs-exhibits@uthscsa.edu.

SABCS Official Contractors

During the planning of this meeting, you will most likely receive emails, mailings and/or calls from companies using the SABCS name to offer their booth displays, shipping, audio visual and other services. Please note that SABCS evaluates and chooses vendors who offer superior service and quality products to exhibitors. Please be assured that SABCS never provides exhibitor lists to those other than official SABCS Show Vendors.

Prohibition of Attendee List Distribution

SABCS does not share, sell, rent, or distribute its attendee lists. Companies may contact you claiming to sell a mailing list; these companies are not authorized to represent SABCS, nor do they have access to the SABCS attendee lists.

Exhibitor Meeting Rooms

Accessibility Schedule

Tuesday, December 8..... 12:00 p.m.–6:30 p.m.

Wednesday, December 9..... 8:00 a.m.–6:30 p.m.

Thursday, December 10 ..... 8:00 a.m.–6:30 p.m.

Friday, December 11..... 8:00 a.m. - 6:30 p.m.

Meeting Room set up
Tuesday, December 8 ..... 8:00 a.m.

Exhibitors of SABCS have the opportunity to purchase an Exhibitor Meeting Room in Hall 4 of the convention center for your meeting needs. Meeting Rooms will be hardwall and built by Freeman to be available Tuesday, December 8. The last day to secure an Exhibitor Meeting Room is October 2. No refunds for Meeting Rooms.

- Book your Meeting Room when you select your Booth Space.
- Meeting Rooms will be carpeted in show color.
- All Meeting Rooms come unfurnished.
- Meeting Room furnishing packages with electric and graphics will be available in the Exhibitor Service Kit.

For Meeting Room assembly, please contact Lorelai Dunn, lorelai.dunn@freeman.com.

Exhibitor Meeting Room Rates

Note: Exhibitor Meeting Rooms come unfurnished. See the Exhibitor Service Kit for packages and specifications.

10' x 20'..... $10,000

20' x 20'..... $20,000

30' x 20'..... $30,000

LIVE MEETING ROOM FLOOR PLAN

For Meeting Room inquiries or purchases, please contact SABCS Exhibits at sabcs-exhibits@uthscsa.edu.



Exhibitor Marketing **Opportunities**

Grow at SABCS with Sponsorships

SABCS offers Exhibitors the exclusive opportunity to showcase corporate and product branding throughout the convention center. Detailed information and offers include column wraps, virtual signage, product theaters, mobile charging, and more can be found in the SABCS Support Brochure available soon at sabcs.org.

Registration Email Blasts

Pre-meeting email blasts increase booth traffic and exposure of your company's products and services, while post-meeting communications can keep you in touch with the meeting attendees. Exhibitors have the option to send an email blast to the pre- and post-meeting registration lists through the official SABCS Registration vendor, Convention Management Resources (CMR). Information will be listed in the Map Your Show Exhibitor Resource Center.

SABCS Meeting News and Out-of-Home Marketing

SABCS Meeting News, the official news source of 2026 SABCS, is available on a digital platform. TriStar is the required agency through which SABCS exhibitors and non-exhibiting industry supporters must reserve out-of-home advertising opportunities. No other vendor may be used. Sponsors who book out-of-home advertisements outside of TriStar will lose priority points and the opportunity to participate in official SABCS sponsorships. Build brand recognition and excitement at your exhibit space by taking advantage of advertising opportunities on the online daily news site and around San Antonio. To learn more about SABCS Meeting News and the advertising offerings available, please contact Melanie Holt, Senior Media Strategist at TriStar Event Media at mholt@tristarpub.com or by phone at 913-491-4200, ext. 487.

TRISTAR MEDIA KIT



Key **Contacts**

Exhibit, Meeting Rooms and Sponsorship Sales

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

Affiliate and Satellite Meetings

SABCS Event Meetings
210-450-1550
sabcs-eventmeetings@uthscsa.edu

Abstract Information

SABCS Program Team
210-450-1550
sabcs@uthscsa.edu

Out-of-Home Advertising

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

Venue

Henry B. Gonzalez Convention Center
900 E. Market Street, San Antonio, TX 78205
210-207-8500
sahbgcc.com

Registration, Housing and Lead Retrieval

Convention Management Resources (CMR)
800-483-2433 or 415-979-2296
sabcs-support@cmrus.com

Catering

RK Culinary Group
210-225-4535
therkgroup.com

Photography

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



Exhibitor **Services**

Exhibitor Registration

- Exhibitor registration opens August 31.
- Exhibitors will receive two (2) complimentary badges per 100 square feet.
- Additional badges for exhibit personnel may be purchased for $250 per badge.
- No Full Conference Registration badges are included with your booth space.
- Exhibitor Registration log-in credentials will only be sent to Primary Exhibitor Contact. Badges will not be mailed in advance. Badges will be available onsite at Exhibitor Registration.
- Each person issued an exhibitor's badge must be employed by the exhibiting company.
- Badges must be worn at all times while in the Exhibit Hall.
- The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company's name.
- Exhibitors wishing to register for the Full Conference Registration must use the Attendee Registration site.
- Exhibitors or individuals with an exhibiting company who have submitted an abstract must register for a Full Conference Registration badge to present their poster; they will not be permitted to present with an Exhibit Hall badge.

Lead Retrieval

Convention Management Resources (CMR), the official registration company, will offer Lead Retrieval Services to exhibiting companies. Additional information and application can be found through the Map Your Show Exhibitor Resource Center, Registration, and the Exhibitor Service Kit.

Shuttle Bus Service

SABCS provides shuttle bus service for attendees from certain designated SABCS hotels. Additional information can be found on the SABCS webpages upon availability. Additional information can be found at **SABCS.org**.

Exhibitor Lounge

There will be an Exhibitor Lounge provided by SABCS for all exhibitors during the SABCS. It will be open to exhibitors only beginning Monday, December 7–Friday, December 11, during setup and show hours. Only exhibitors are permitted in the lounges. As a courtesy to other exhibitors, guests and conference attendees are not permitted. The lounge will have complimentary snacks and beverages to be consumed within the lounge, as well as comfortable furniture, and internet access.

Advance Sales for SABCS

The SABCS Exhibits Team will have an office, starting on Tuesday, December 8–Friday, December 11. The 2027 floor plan will be available for review, as well as information on exhibitions at all other SABCS team-organized-conferences. Sales appointments will be sent to the Exhibitor's primary contact in the Fall of 2026.

The SABCS Exhibits Team will conduct Advance Sales for the upcoming Annual Meeting for Exhibitors. Patient Advocate Pavilion Exhibitors will not have an Advanced Sales appointment. These companies received an invitation to a sales appointment that occurred during 2026 SABCS. During the appointment, your exhibit application was renewed online. After the appointment, the company contact received their link to the Map Your Show (MYS) Exhibitor Resource Center (ERC). The ERC holds a copy of the application, invoicing, payment methods and when ready, registration and housing information. The deposit of 50% of booth space is due no later than April 1, 2027. Failure to submit the deposit by the due date will result in forfeit of pre-selected booth space. Final payment is due August 14, 2027.



Exhibitor
Rules and Regulations

I. Terms and Conditions

By signing the 2026 SABCS Application and Contract for Exhibit Space (Application), the undersigned agrees to abide by all rules (Terms), requirements, restrictions and regulations as set forth in the Exhibitor Prospectus, the rules and regulations enclosed here with and any regulations especially designated by SABCS, the Henry B. Gonzalez Convention Center, and the city of San Antonio, TX. Failure to abide by such rules and regulations may result in forfeiture of all monies paid or due the SABCS under the terms of this agreement.

General

All matters and questions not covered by these regulations are at the discretion of SABCS Exhibits Management (Management). Management may amend these regulations at any time, and all amendments that may be made shall be equally binding, upon publication on all parties affected by them as the original regulations. Exhibitor and SABCS agree that any funding provided by Exhibitor shall not be used for gifts, promotional items, prohibited meals, travel, lodging, entertainment or recreation for healthcare providers or their guests.

Violations

Violation of any of these regulations on the part of the exhibitor, its employees, or agents shall annul the right to occupy the space, and such exhibitor will forfeit to Management all monies, which may have been paid. Upon evidence of violation, Management may reenter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses or damages, which Management may incur. Failure to adhere to the SABCS rules and regulations will result in immediate penalties onsite. SABCS strictly enforces the rules and regulations and will make all parties responsible for upholding them. Violations of rules and regulations of SABCS will result in the following penalties:

- **First violation:** Loss of current year priority points.
- **Second violation:** Loss of remainder of all accrued priority points.
- **Third violation:** One-year suspension of exhibiting privilege.

Cancellation of Exposition

It is mutually agreed that in the event of cancellation of SABCS due to fire, strikes, government regulations, or causes, which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated, and SABCS shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

II. Application and Availability

Eligible Exhibitors

Only a company or other organization identified in a signed Exhibitor Agreement that has been approved by SABCS may exhibit at, or in connection with, the symposium. 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 is eligible to be placed in the booth or appear on any printed list of exhibitors.

SABCS is committed to providing a quality exhibition. Exhibits will be limited only to the company and the product(s) listed on the application and are subject to approval by the SABCS Exhibits Reviewers for accepted and acknowledged effectiveness and commercial availability. Only the sign of the company whose name appears on the contract may be placed in the booth or appear on any list of exhibitors. SABCS reserves the right to accept or reject a potential exhibitor based on its assessment of whether that company or organization's products and/or services are relevant to SABCS attendees. All exhibits will be reviewed onsite. Full documentation as to the extent and results of any research done on the exhibited items must be available at the company's booth throughout SABCS. All exhibited items must comply with local, state, and FDA regulations, and must be related to cancer research, treatment, advocacy or prevention.

Non-Profit and Patient Advocate Exhibitors

Exhibit space at the Non-Profit rate is limited. The SABCS Exhibit Reviewers have the responsibility of approving applications for not-for-profit exhibitors. The organization must be a government entity or must be recognized by the IRS as a 501(c)(3) charitable organization. The organization must have demonstrated support for breast cancer research through financial contributions or provisions of infrastructure. The organization may not offer a product or service for sale on the exhibit floor.

To qualify for a space in the Patient Advocate Pavilion a separate application and approval is required.

Booth Assignment

Booth space assignment is based on a priority point system. Priority points are established as follows:

- **History Points:** One (1) point per year of consecutive exhibition status. Exhibitors who return to exhibit nonconsecutively will start their history points at one (1) each nonconsecutive exhibit year.
- **Support Points:** The support amount includes grants, Tristar OOH, and onsite sponsorships and will directly correlate to the number of points earned. This is calculated using the chart below.

Support Amount	Points	Support Amount	Points
$2,000,000	30	$500,000	15
$1,900,000	29	$400,000	14
$1,800,000	28	$300,000	13
$1,700,000	27	$200,000	12
$1,600,000	26	$100,000	11
$1,500,000	25	$90,000	10
$1,400,000	24	$80,000	9
$1,300,000	23	$70,000	8
$1,200,000	22	$60,000	7
$1,100,000	21	$50,000	6
$1,000,000	20	$40,000	5
$900,000	19	$30,000	4
$800,000	18	$20,000	3
$700,000	17	$10,000	2
$600,000	16	$5,000	1

When companies merge or are involved in a buyout, the new company will receive the highest number of points that have been earned by either company.

Exhibitor Application and Floor Plan

Exhibit space is reserved using the online Map Your Show system, along with the appropriate deposit. Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after the application submission. The most updated floor plan can be found under the 'For Exhibit' Partners section of the SABCS webpages at **sabcs.org**.

New Exhibitors

Companies applying for exhibit space that have never exhibited at SABCS will need to go through an approval process. The potential exhibitor is required to submit an application for exhibit space, a product summary form, and company literature, which is sent to the SABCS Exhibit Reviewers. The booth chosen by the company is put on hold during the approval period. The company is notified of the Reviewers' decision in a timely manner. Upon approval, the application is processed and the booth is released to the company. Upon rejection, the application is denied and the booth becomes available.

Payment Policy

The exhibitor agrees to submit a deposit of 50% of the total fee by April 1. Payment can be made by either credit card, check*, or wire transfer/ACH in USD. All payments should be sent to:

San Antonio Breast Cancer Symposium (177361)
7979 Wurzbach Road, MC 8224
San Antonio, TX 78229
Attn: Exhibits Management

*To ensure secure and timely receipt of payments, checks will only be accepted if delivered via one of the following approved shipping methods: DHL, FedEx UPS, USPS Ground or Priority Mail (with tracking). Checks sent through any other delivery method or without tracking will not be accepted.

The final balance will be due by August 14. Exhibitors that sign up after August 14 have 30 days to pay in full. Exhibitors who are not paid in full will not be listed in the mobile app. Any company with an outstanding balance and not paid in full by Monday, December 7, will not be able to set-up their exhibit or pick up badges.

Wire/ACH Instructions**

Account Name:
The University of Texas Health Science Center EFT

Bank Name:
Frost Bank

Bank Address:
100 West Houston Street, San Antonio, TX 78205

Bank Routing Number:
114000093

Account Number:
019989967 Swift Code: FRSTUS44

Reference:
San Antonio Breast Cancer Symposium (177361)

**Please note there is a $32 wire-transfer processing fee that the Exhibitor must include in their transfer. This ensures that you will not receive an invoice from SABCS for the balance.

Booth Cancellations and Reductions

In the event of cancellation by an exhibitor, SABCS must receive notification of the cancellation in writing to sabcs-exhibits@uthscsa.edu. The date that the cancellation notice is received by SABCS will determine the assessment charges.

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.

June 10
Deadline to cancel or reduce booth size without penalty.

June 11
If an exhibitor reduces or cancels their booth, they are responsible for 30% booth and/or sponsorship fee.

August 17
No refunds for cancellations or booth reductions.
No exceptions.

Exhibit Space Relocation Policy

SABCS 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. Should booth relocation be deemed necessary, the exhibitor will be notified and offered the opportunity to relocate their exhibit or cancel with no further penalty.

No Show Policy

In the event that an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. on Tuesday, December 8, and has not been granted pre-approval for late set-up, SABCS reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of the SABCS. The exhibitor is responsible for all fees associated with removing freight from storage. If an exhibitor requires additional time to set up beyond the hours listed above, they must obtain permission from Management.

Subletting and/or Sharing of Exhibit Space

No exhibitor may sublet, share, apportion, or assign all or any part of its exhibit space with or to another organization or business. SABCS, at its sole discretion, may grant exceptions to the following: a recent merger/acquisition; divisions of the same company and companies co-marketing a product. Written consent must be obtained from SABCS, and exhibitors must provide to SABCS written documentation of the particular relationship. Only those companies and organizations that are the authorized occupants of each exhibit space will be entitled to exhibitor badges and only those authorized companies will be included on published exhibitor lists. SABCS retains the right to remove from the Exhibit Halls any company or organization without a signed application to exhibit.

III. Exhibit Rules and Regulations

Exhibitor Access to Exhibit Hall

Exhibitor personnel will be allowed access to the Exhibit Hall at 8:00 a.m. Each representative issued an exhibitor's badge must be employed by the exhibiting company and registered in advance through the Exhibitor Resource Center. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as Exhibitor Personnel. Exhibitor badges will not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts. Exhibitors that are also presenting at SABCS must be registered separately from the booth and pay the associated rates.

Exhibitors must always wear an official SABCS badge in the Exhibit Hall. 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 persons under 18 years of age are allowed access to the exhibit area at any time. Access to the Exhibit Hall during booth set-up and dismantle times is restricted to the published hours unless special arrangements have been made with SABCS.

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 removing their exhibit from the exhibit floor without obligation on the part of SABCS for refund of any fees.

Staffing and Early Dismantle

Exhibit Booths must be staffed at all times during official show hours. All exhibitors are expected to make their travel arrangements in accordance with this policy. Any exhibitor found breaking down or vacating their booth prior to the end of the show will be prohibited from exhibiting at all future SABCS meetings.

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.

Prohibited Activities

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 Product 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 offering these materials exhibitors must comply with the other prohibitions in this section, including the prohibitions 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 in addition to providing poster reprints only after the poster has been presented. Companies are required to follow the Embargo Policy set by SABCS.

- Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted.
- Solicitation of business except by exhibiting firms is prohibited. The nature of the exhibits is subject to the approval of Management and the SABCS Exhibits Reviewers.
- Nonprofessional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
- Contests, raffles, lotteries, and games of any chance without prior written approval from SABCS.
- All games and activities must be approved by SABCS. No group activity is permitted.
- Lines of any kind may not be formed outside of the exhibit space. All activity must be contained within the booth.
- Soliciting attendees in the aisle(s) outside of booth space, including session rooms, public space, and poster area.
- Fundraising, without prior written approval from the SABCS.
- Press events are strictly prohibited without prior approval by the AACR Communications Department.
- Live, videotaped, or audiotaped delivery of didactic presentation. Presentation display areas may not include seating for groups of attendees.
- Activities offering CME credits.
- Playing or performing copyrighted recorded or live music during the published Exhibit Hall hours.
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees.
- Distribution of alcoholic beverages in exhibit booths.
- Demonstration, promotion, or sales 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 exhibitor-distributed materials without prior written approval from the SABCS.
- Unauthorized reproduction or distribution of SABCS abstracts.
- Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists.
- Electrical or other mechanical apparatus must be muted so noise does not interfere with other exhibitors.
- 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. Companies are required to secure proper author permissions for all presentations.
- Plenary presentations/materials may not be displayed at any time.

Giveaways and Distributions

All giveaways must be provided 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 may not exceed $10 USD. Product samples, giveaways, or literature may only be distributed within the exhibitor's booth and must not interfere with other exhibitors' spaces. Representatives may not distribute materials in any hotel utilized by SABCS or in any areas of the Convention Center other than their exhibit space or company leased rooms, or in public areas outside the Convention Center or hotels throughout the duration of the conference. Customary items such as descriptive product literature, notepads, pens, pencils, company information on USBs/CDs or journals may be distributed from the booth without written approval by SABCS.

Food Service

Food service is permitted at the exhibitor's booth. All food service arrangements must be coordinated through the SABCS contracted caterer. No alcoholic beverages can be served or given away. To utilize an Exhibitor Appointed Contractor for food and or beverage service, a request and Certificate of Insurance must be submitted in the Exhibitor Resource Center by October 5.

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 made available in the Exhibitor Service Kit.

Contests, Raffles and Drawings

Any gift cards given away or raffled off may not exceed $10 in value. All contests, lotteries, drawings, raffles, and games of chance must be approved by SABCS Exhibits Management. All drawings must be held on the Exhibit Hall floor with the appropriate booth. All requests must be submitted to SABCS for review by October 5.

A booth activity approval form will be available in the Exhibitor Resource Center. No unapproved items may be used as a "prize." All "prizes" need to be submitted on the Distribution of Giveaways form. Any exhibitor found conducting contests, raffles, or drawings that have not been approved by the SABCS will be required to cease immediately. SABCS will not approve drawings or raffles where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of drawings and raffles should not compete inappropriately with meeting sessions and is subject to approval by SABCS. Exhibitors must submit copies of any applicable permits or licenses upon request.

Sales

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitors' own unaltered products, and the products or services must be pertinent to the attendees' professional interest. Publishing companies are permitted to sell oncology related books and journals during Exhibit Hall hours. Selling is otherwise prohibited within booths. SABCS reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all sales tax requirements.

Photography, Video Recording, and Audio Recording

Exhibitors that choose to use a professional photographer that is not employed by the exhibiting company must submit an Exhibitor Appointed Contractor Form and valid Certificate of Liability Insurance by October 5. Requests for photography, video, or audio recording can be made using the form in the Exhibitor Resource Center. The exhibitor will be required to make arrangements through the official security services company for an escort at their own expense.

Exhibitors must obtain approval to photograph, videotape, and/or audiotape (including time-lapse photography) in the Exhibit Hall. Approval is at the sole discretion of SABCS. Photographing, audio recording, and video recording occurring outside the Exhibit Hall are governed by SABCS Media Policies. All photography, video, and audio equipment must remain within the exhibitors' booth space and may not disrupt visitor traffic in the aisleway. 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 advance written consent from SABCS. 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 being used, mounting locations and SABCS and SABCS security will not be held liable for loss or theft of these devices.

Registered media may request photos of the Exhibit Hall from SABCS press room staff. Brief b-roll shots of the Exhibit Hall are permitted if accompanied by an SABCS press room escort. Please see the press room staff to request an escort.

Advanced Approval

If you are planning to conduct any booth activities, you will need to submit any request to SABCS for approval no later than October 5. 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 will not accept onsite requests for giveaway approvals.

Compliance with Applicable Laws and Regulations

All exhibits and exhibited items must comply with all applicable local, state and federal law and regulations. The mention (directly or indirectly) of pharmaceutical products not approved by the FDA is strictly prohibited. Exhibitors are responsible for compliance with meeting applicable legal requirements, including, if applicable, FDA regulations which 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.

IV. Exhibit Booth Configuration

Display and Booth Construction

No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture. Damage arising by failure to observe these rules shall be payable by the exhibitor.

Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of 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 bodily injury at transitions.

Inline and Corner Booth Exhibits

Inline or linear booths are a row of standard booths and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

A corner booth is a partial inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. Corner booths do not include 3' draped side rails on the open corner(s).

- Backwalls have a maximum height of eight feet (8'), including any identification sign, and must not protrude from the back wall more than 50% of the distance from the back wall to the front of the booth.
- Hanging signs are not permitted.
- No obstructions in the front half of the booth above a height of four feet (4') are permitted.
- A four feet (4') height restriction imposed on all materials in the remaining space forward to the aisle, unless it is a product. No objects or decorations that obstruct visibility will be permitted.
- No side rails or counters or may exceed four feet (4') in height.

Island Booth Exhibits

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20' x 20') or larger, although it may be configured differently. Island booths should be constructed to allow access from all sides.

- Island booths should have open sight lines around and through the design to not obstruct the view of neighboring booths.
- Island exhibits must maintain a one foot (1') setback of all exhibit structure from the floor to eight feet (8') in height.
- Reception counters/information kiosks may not be closer than two feet (2') from the aisle.

The Island Exhibitor receives the following benefits:

- Waiver of the eight feet (8') height restriction. Island booths not to exceed 20' in height where applicable.
- Waiver of sidewall restrictions.
- Increased visibility from all areas of the Exhibit Hall.
- Ability to utilize hanging signs.

Island Booth Exhibit Renderings

Exhibitors who wish to construct an island booth are required to submit a scaled floor plan and elevation blueprints to SABCS for approval by September 4 in the Exhibitor Resource Center (ERC) in the exhibiting company's primary contact's Map Your Show account. Advance review also provides SABCS with the opportunity to resolve any potential issues. These plans must include:

- All dimensions of structures within the booth - not to exceed the maximum height of 20'. The top of the booth's integrated sign may not extend more than 20' from the floor.
- Heights of any hanging signs from the floor to the top of the sign - not to exceed 22'.
- Truss, rigging, and lighting components.

- A scale or CAD drawing of the booth design to view the proper measurements of all display elements, walls, and fixtures. Any changes that occur after initial submission must be resubmitted to SABCS for approval prior to the meeting. Multi-level island booths are not permitted.
- Ample sight lines.

Hanging Signs and Lighting

Signs, lighting, and trusses may be suspended from the ceiling in island booths only, 20' x 20' and larger. Hanging signs must be hung directly over the island booth and not in the aisles. There must be a minimum clearance of 8' from the bottom of any structure to the Exhibit Hall floor if attendees are expected to walk below such a sign and or structure. The top of the booth's integrated sign may not extend more than 20' from the floor and cannot block the visibility of SABCS signs or other exhibitors' booths.

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.

Flooring/Carpeting

All exhibit floor spaces must have floor covering. Bare floors in exhibit booths are not permitted. If an exhibitor's floor space is not covered by December 8 at 2:00 p.m., 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 floors, columns, walls, or to standard booth equipment.

V. Contractors, Labor and Security

Contract Obligations and Liability

The exhibitor agrees to protect, save, and keep SABCS and the occupied Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, their employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between SABCS and the occupied Convention Center regarding the exhibition premise. Furthermore, the exhibitor shall at all times protect, indemnify, save, and keep harmless SABCS and the occupied Convention Center against and from any and all loss, cost, damage, liability, or expense which arises out of or from, or by reason of any act or omission by the exhibitor, his employees, or agents except to the degree of negligence of SABCS, its employees, and/or agents.

Labor Policy

Exhibitors shall use proper authorized labor for exhibit installation during move-in, services during open hours, and exhibit dismantling during move-out, according to the official policies/union agreement of SABCS, facility management, official general services contractor, and all applicable state and local laws. Exhibitors planning to build special displays on-site should employ union display companies in their fabrication, carpentry, and electrical work. Rules and regulations pertaining to union labor and the Convention Center will appear in The Exhibitor Service Kit.

Indemnification

The exhibitor agrees to indemnify and hold harmless the San Antonio Breast Cancer Symposium, Freeman Expositions, Inc., Freeman Audio Visual Solutions, 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.

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

Insurance

Exhibitors are responsible for obtaining insurance in such an amount as deemed necessary to comply with the obligations contained herein, and for exhibitors' own protection during the meeting, including transit. SABCS does not carry insurance of any sort on the exhibit or other property of Exhibitors and SABCS assumes no liability for loss or damage thereto from any cause.

Use of Exhibitor Appointed Contractor (EAC)

Exhibitors utilizing an Exhibitor Appointed Contractor must fill out the online Exhibitor Appointed Contractor Form and submit valid Certificate of Insurance (COI). Exhibitors shall employ only union labor (as made available by the official contractors) for the installation or dismantling of an exhibit and in its operation when required by local union agreements binding on SABCS and/or the meeting facility(s).

Certificate of Insurance should include:

- Naming of SABCS, Freeman, and the Henry B. Gonzalez Convention Center as additional insured.
- Naming of the exhibiting company/organization and booth number that they are representing in the description area; if said information is not included, the certificate of liability insurance will not be accepted by SABCS.
- Coverage for workers' compensation and employers' liability within commercially reasonable limits as otherwise required by the laws of the state of Texas.
- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of not less than $1,000,000 per occurrence.

Failure to provide these documents to SABCS by the indicated due dates will be caused to exclude the EAC from participation at the meeting.

EACs must also comply with the policies and procedures set forth by the meeting facility. All Exhibitor Appointed Contractors working on show days must have official meeting badges. Exhibitors are responsible for making sure all contractors are badged appropriately and are responsible for all associated costs.

SABCS reserves the right to remove any EAC or its employees who do not comply with SABCS exhibitor rules or the operating rules of the convention center. SABCS reserves the right to prohibit EAC participation at SABCS, at the sole discretion of the SABCS, when such actions are necessary.

Storage of Materials and Boxes

Fire regulations prohibit storing product, literature, empty packing containers, or packing material behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibit materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Kit. If an exhibitor does not properly handle empty boxes, boxes will be removed at the exhibitor's expense.

Porter Service

At the SABCS, exhibitors who will be distributing giveaways and/or providing food and beverage to attendees in their exhibit booths and/or in their 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 service includes monitoring of 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 removal of empty boxes. If porter service has not been ordered by December 8 at 2:00 p.m., SABCS will arrange for the porter service through the general services contractor at the exhibitor's expense.

Security

SABCS will provide overall security for the duration of the meeting. Each exhibitor must make provisions for safeguarding its own goods, materials, equipment and display at all times. Exhibitors are urged to obtain, at their own cost and expense, insurance for all goods, materials and equipment displayed in connection with an exhibit. Further details will be included in the Exhibitor Service Kit.

Federal and Local Fire and Building Codes

All materials used in display construction or decorating will be made of fire-retardant materials and be certified as flame retardant. Samples should be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate must be available for inspection. Exhibitors are responsible for compliance with life/safety and fire codes.

Fire Protection

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. The Henry B. Gonzalez Convention Center and the City of San Antonio Fire Department reserve the right to make any final decisions regarding fire and public safety.

Telephone and Internet Services

Telephones and Internet service in the Exhibit Hall is supplied exclusively by Smart City Networks. Information on ordering these services will be available in the Exhibitor Service Kit.

Fundraising

Unless a special exception has been granted by SABCS 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 Booth Activity form by October 5.



Code of **Conduct and Policies**

Exhibitor Personnel Conduct

It is the responsibility of the official exhibitor representative to ensure that all booth staff are aware of and adhere to all SABCS policies, applicable law, and terms of the Exhibitor Agreement. Exhibitor personnel may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter the unstaffed area of another exhibitor. Exhibitor personnel, including vendors hired to work in 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 not be employed to assist in the exhibitor's booth without the written permission of SABCS. All exhibit personnel must conduct and present themselves in a professional manner. SABCS expects all exhibit personnel to dress professionally and appropriately. Costumes or other staff uniforms that are misleading (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.

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 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. Restrictions include:

- Use of any SABCS trademark without prior written permission of SABCS, is strictly prohibited, except for the required use of SABCS in the disclaimer for signage and the disclaimer in other materials associated with satellite events.
- 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 used in a way that suggests or implies the endorsement or sponsorship of SABCS in any way.
- SABCS trademarks, including the mark "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.

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 permission is otherwise granted by SABCS in writing, the following usage policies will apply:

- The name of the SABCS may be mentioned one (1) time only in each communication for identification purposes and should be referred to as "2026 San Antonio Breast Cancer Symposium®" or "2026 SABCS®".

Violations of this trademark policy may result in exhibitors being assessed licensing fees, in addition to other remedies available to SABCS. For further information about SABCS rights and permissions, contact sabcs-exhibits@uthscsa.edu.

Marketing of Products and Services Outside of the Exhibit Hall

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the Exhibit Hall. Commercial firms and other organizations may not, for example, engage in marketing activities through 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 a specific prior exception has been granted by SABCS.

Mobile advertisements within the meeting location's metropolitan area during or 10 days before or after the meeting are strictly prohibited. This includes advertising at airports and via drones, buses, taxis, Segways, boats, planes, street cars, food trucks, etc.

Stationary advertising, such as 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. The use of any name, logo, or trademark of SABCS is strictly prohibited without advance written consent from SABCS.

As an organization accredited by the ACCME to provide continuing medical education, SABCS maintains professional standards in relation to all events and activities at its meetings. In accordance with ACCME standards, SABCS does not permit exhibitors to promote scientific or educational programs of SABCS. Advertising, marketing materials, and product literature distributed inside or outside the Exhibit Hall must not contain any reference to 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 posts, emails, online advertisements and postcards, for approval subject to compliance with SABCS mailing list guidelines.

Exhibitors using their own mailing lists must submit the sample materials in advance to SABCS. Contact sabcs-exhibits@uthscsa.edu for approvals.