Definitions

The AACR Satellite Educational Symposia are autonomous events, held in conjunction to the New Horizons in Cancer Research Conference of the American Association for Cancer Research (AACR). Once approved by the Program Committee for the New Horizons in Cancer Research Conference, AACR Satellite Educational Symposia will be promoted as educational content meant to enhance the scientific program provided by the AACR. The programs for these symposia go through a rigorous review and approval process, and are evaluated for their ability to provide educational content distinct from that provided by the official AACR scientific program.

Eligibility

Any company proposing a Satellite Educational Symposium must be a participating exhibitor at the New Horizons Conference. Exhibit packages are available at the following pricing: Grand Ballroom Exhibition Package (CNY 32,000/US$4,900), Foyer Exhibition Package (CNY 37,000/US$5,700), and Foyer Entrance Exhibition Package (CNY 48,000/US$7,300). Please refer to the New Horizons in Cancer Research 2016 Sponsorship and Exhibition Prospectus for additional details.
Schedule

The AACR has designated the following dates and times for Satellite Educational Symposia:

**Wednesday, November 2**
10:30 - 12:00 CNY 70,000 (US$10,600)

**Thursday, November 3**
17:30 – 19:00 CNY 60,000 (US$9,100)

**Friday, November 4**
17:30 – 19:00 CNY 60,000 (US$9,100)

Each time slot will be limited to one Satellite Educational Symposium.

The AACR reserves the right to:

- Reject any proposal that does not meet the criteria set forth in these guidelines.
- Reject any proposal for reasons solely determined by the AACR.
- Consult with the supporting organization to assure appropriateness of the activity outcome.

Benefits

- Exposure by presenting important, objective, scientific, and medical education to a select targeted audience of cancer research physicians and scientists.
- One email to the pre-registration mailing list for promotion of the event. The content of the promotional email will need to be approved by the AACR, and will be sent by the AACR on behalf of the sponsoring organization.
- Posting of the symposium in the official conference program and on the website.

Program Content

- Program content must be developed independently, free of bias, and cannot overlap with content being presented in the official program of the New Horizons in Cancer Research program. The program title must be indicative of the educational goals for the symposium.
- The program must be presented in an objective, balanced, and scientifically rigorous manner. It cannot commercially promote a specific drug, product, or service.
- Proposals must be for live programs only; no simultaneous broadcasts or otherwise non-live programming will be considered.
- Content cannot promote any specific proprietary business interest of a commercial entity.

Role of the Faculty

- Faculty must be independent subject matter experts and must be scientists and/or clinicians.
- Faculty must present an evidence-based, balanced presentation with a full scientific review.
- Product-specific promotional material and/or advertisement of any type is prohibited during the presentation, and at the event.

Program Modifications

It is the responsibility of the applicant’s supporting organization to develop and implement a program that is in line with the proposal submitted and approved for presentation. Any changes in content or faculty must be communicated to the AACR in writing and in advance of the symposium, and must receive the AACR’s approval. The AACR reserves the right to deny any changes to approved programs at any time.

Marketing and Promotion

All symposia invitations, announcements, and signage must reflect the professional tone of the AACR New Horizons in Cancer Research Conference, and must be reviewed and approved by the AACR prior to printing and circulation. The AACR strongly recommends NOT printing prior to receiving approval. Please send a PDF of the proposed piece to Dominique Liu (sponsor@aacr.asia).
Guidelines for Promotional Materials

AACR names, insignias, logos, and acronyms are proprietary marks. Use of the names in any fashion, by any entity, for any purpose is strictly prohibited without written permission.

The following disclaimer must be included on the front of each invitation, mailer, and promotional sign:

This symposium is sponsored by <name of sponsoring organization> and supported by a grant from <name of supporting organization>. This is not an official program of the AACR New Horizons in Cancer Research Conference.

In addition to the disclaimer, the AACR name can only be referenced once using the above language on each mailer and promotional sign. There can be no implication in any marketing materials or after-products that the event is directly connected with the official AACR Conference, presented in cooperation with the AACR, or endorsed by the AACR. In describing these events, the following phrases may not be used: “presented during,” “presented in conjunction with,” or “attendees of the AACR New Horizons in Cancer Research Conference.”

Giveaways or incentives to the symposium attendees, or onsite promotional tactics, are prohibited. Meals and educational materials pertinent to the symposium are permitted.

Distribution Methods for Promotional Materials

Permitted:

• Advance mailings to pre-registrants.

• Approved invitation may be distributed from an exhibitor’s booth.

• Approved signage in hotel with hotel approval.

Not Permitted:

• Hotel door drops.

• Broadcast faxes or emails to pre-registrants.

Logistics

Satellite Educational Symposia supporters should provide appropriate catering. The AACR will provide meeting space, audiovisual equipment, and tech support.

Proposal Review Process

The Program Committee for the AACR New Horizons in Cancer Research Conference will review each proposal and provide feedback to the organizers.

Application Process

Organizers of a Satellite Educational Symposium must submit both an application form and a proposal as outlined in these guidelines by September 1. Applications are to be submitted to Dominique Liu (sponsor@aacr.asia).

Satellite symposium fee: CNY 70,000/US$10,600 (November 2), or CNY 60,000/US$9,100 (November 3 or 4).

Incomplete applications will not be reviewed, so please pay close attention to each required component of the application and be as accurate and detailed as possible.

Following review as noted above, applicants will be notified of the AACR’s decision by September 30. Final symposium titles must be confirmed by October 7 for inclusion in the Conference Program and Proceedings.

Upon selection and notification, the organizer will be required to submit the fee and signed symposium agreement on or before October. If these items are not received by the due date, the Satellite Educational Symposium will not proceed.

Important Dates:

September 1, 2016  Deadline for application submission.
September 30, 2016  Notification letters emailed.
October 7, 2016  Deadline to submit final payment and signed letter of agreement to AACR.
Deadline to submit promotional and educational materials to AACR for approval.
Deadline to request the mailing list.
APPLICANT INFORMATION

Program Title

Sponsoring Organizer Company Name

Contact Name

Title

Address

City State/Province

Zip/Postal Code Country

Email

Phone

SPACE REQUEST
(Every effort will be made to accommodate requests.)

Preferred Dates
Please rank your preferred dates from 1-3 with 1 being the highest.

Wednesday, November 2 • 10:30 – 12:00 ______

Thursday, November 3 • 17:30 – 19:00 ______

Friday, November 4 • 17:30 – 19:00 ______

Anticipated size of audience: ____________________________

PROPOSALS MUST INCLUDE THE FOLLOWING:

- Target Audience
- Program Abstract
- Names and credentials of proposed faculty
- General plan for marketing the symposium

DISCLAIMER AND SIGNATURE
By submitting this application, the organizer acknowledges understanding of the AACR’s guidelines and restrictions regarding satellite symposia and agrees to abide by them.

Signature ____________________________ Date ____________

PAYMENT INFORMATION

☐ Check payment
☐ Credit Card Payment
☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number ____________________________ Expiration Date ____________

Name on Card ____________________________

Authorized Signature ____________________________

Billing Address (Street) ____________________________

Billing Address (City, State) ____________________________

Billing Address (Zip/Postal Code, Country) ____________________________

SUBMIT THIS FORM ALONG WITH THE PROPOSAL AND DEPOSIT BY SEPTEMBER 1, 2016 TO:

Mail: MCI China | Shanghai Office
      Attn: Dominique Liu
      Level 4, Puxi Management Center
      No. 801 Jumen Road
      Shanghai 200023, China

Email: sponsor@aacr.asia

FOR OFFICE USE ONLY

Application received: ____________ Deposit received: ____________ Staff Initial: ____________

Agreement received: ____________ Balance received: ____________ Staff Initial: ____________

Space assigned: ____________