

SITC 2021

EXHIBITOR PROSPECTUS



Society for Immunotherapy of Cancer



An Invitation to Exhibit at SITC's 36th Annual Meeting

Advancing the Science and Application of Cancer Immunotherapy Worldwide

Make your mark at the largest cancer immunotherapy conference and exhibit at SITC's 36th Annual Meeting, hosted by the leading member-driven organization focused on cancer immunotherapy, SITC. At SITC's Annual Meeting, we will bring together international leaders from academia, regulatory and government agencies, as well as industry representatives for unmatched education, scientific exchange and networking with the scientists driving the field. If you have a product or service that will advance research or accelerate laboratory results, do not miss this opportunity to exhibit at SITC's 36th Annual Meeting.

SITC is excited to bring the in-person Annual Meeting back, with virtual components, for 2021. We will monitor COVID-19 conditions and adjust as needed leading up to the Annual Meeting date.

Hybrid Exhibits

Each face-to-face exhibit booth includes an optional virtual booth space to connect with registrants who cannot attend in person. Take advantage of this space to:

- Network with attendees
- Feature resources and publications
- Highlight posters and symposia
- Link to your company website

Virtual Exhibit Booth

SITC is happy to offer a virtual-only exhibit experience, complete with attendee engagement reporting. Contact development@sitcancer.org to discuss virtual options.

Who Exhibits at SITC?

- Biotechnology companies
- Cancer organizations/foundations
- Consulting groups
- Data management companies
- Informatics/analysis firms
- Medical device manufacturers
- Medical equipment suppliers
- Medical publishers
- Pharmaceutical companies
- Research companies/agencies
- Scientific supply companies
- Universities/hospitals/research institutions



Past Exhibitors

| | | | | |
|-------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------|-----------------------------------|---------------------------------------|
| 10x Genomics | BIOSYS USA LLC | Research | Corporation | QualTek Molecular Laboratories |
| AbbVie | Bio-Techne | GE Healthcare | Med Learning Group | Quanterix |
| Abcam | BPS Bioscience | Genalyte, Inc. | MedGenome, Inc. | RareCyte Inc. |
| ABL, Inc. | Bristol-Myers Squibb | Genentech | Median Technologies | Regeneron |
| ACEA Biosciences, Inc. | Canopy Biosciences | Genmab | Medpace | Replimune |
| ACT Genomics | Caprico Bio | Genscript | Merck & Co., Inc. | Roche |
| Adaptimmune | Caprion Biosciences Inc. | Glaxo SmithKline plc | MI Bioresearch | Rules Based Medicine |
| Adaptive Biotechnologies Corp. | Caris Life Sciences | HaloDx | MicrobiomeDx | Ruro Inc. |
| Adaptive Cell Diagnostics | Carolina BioOncology Institute | HemaCare BioResearch | MicroMedicine | Saint-Gobain |
| Aduro Biotech, Inc. | CDI Laboratories | HemOnc Today & Healio.com | MilliporeSigma | Sanofi |
| Advanced Cell Diagnostics, a Bio-Techne Brand | Celetrix Corporation | HISTALIM | Miltenyi Biotech GmbH | SANYO |
| Advaxis, Inc. | Cell IDx | Histologix Ltd. | Mission Bio | Sartorius |
| Affymetrix Inc., part of Thermo | Celldex Therapeutics, Inc. | HTG Molecular Diagnostics | Mitra Biotech | Seahorse Bioscience |
| Agilent Technologies | Cellecta | HTL Clinical | MS Bioworks | SEPPIC, Inc. |
| Akoya Biosciences | CellGenix/American Fluoroseal | Ichor Medical Systems, Inc. | Myriad RBM, Inc. | Sequentia, Inc. |
| Aldevron | Cellular Technology, Ltd. | Illumina | Nanostring Technologies | Seramatrix |
| Alkermes, Inc. | Celsense, Inc. | ImaBiotech | NantHealth | Sidra Medical & Research Center |
| American Association for Cancer Research (AACR) | Center | ImaginAb | Natera | Sino Biological US |
| American Society of Clinical Oncology (ASCO) | Champions Oncology | Immudex | NeoGenomics Laboratories | St. Jude Children's Research Hospital |
| Amgen | ChemoMetec Inc. | immunoSCAPE | NewLink Genetics | Stellar Biotechnologies |
| AMSBIO, LLC | CLC Bio, LLC | Incyte Corporation | Nexcelom Biosciences | STEMCELL Technologies |
| ApoCell, Inc. | ClearLight Biotech | Indica Labs, Inc. | Nilogen Oncosystems | STEMSOFT Software |
| Applied Biomath | Clinigen | Indivumed GmbH | Nodality | Strata Oncology |
| Aquila BioMedical | Cofactor Genomics | Inovio | Northwest Biotherapeutics | Syndax Pharmaceuticals, Inc. |
| ArcherDX | Concept Life Sciences | Integrated Oncology & Covance (LabCorp) | Novartis | TD2 |
| Argos Therapeutics, Inc. | Cook Regentec | Invicro | Novartis Oncology | Tempus |
| Astarte Biologics | Crown Bioscience Inc. | Invitrogen | Novoprotein | TESARO |
| AstraZeneca | Curiox Biosystems, Inc. | Inivoscribe Technologies, Inc. | OmicHealth LLC | The Lab People, Inc. |
| Astrolabe Diagnostics | Cytobank | Ionpath | Omnia Biologics, Inc. | Thermo Fisher Scientific |
| Axio Research | Definiens, Inc. | Iovance Biotherapeutics | Oncosec | TICA Group, LLC |
| Axion BioSystems | Demos Medical Publishing (an imprint of Springer Publishing Company) | IQVIA Biotech | OracleBio | TriStar Technology Group, LLC |
| Bavarian Nordic | Discovery Life Sciences | iRepertoire, Inc. | OriGen Biomedical | Ultivue |
| Beckman Coulter | eBioscience | Irvine Scientific | Panasonic Healthcare | Viracor IBT Laboratories |
| BEIJING IDMO CO., Ltd. | Elsevier | isoplexis | Partek Incorporated | Virginia Commonwealth University |
| Berkeley Lights | EMD Serono | IvyGene | Pathcore | VisioPharm A/S |
| Bethyl Laboratories | EMD Serono/Pfizer | JPT Peptide Technologies GmbH | Peprotech, Inc. | WebMicroscope Fimmic |
| Biocare Medical | Enable Life Sciences | Juno Therapeutics | Peregrine Pharmaceuticals | Wilson Wolf Corporation |
| Biocytogen | Epic Sciences | Kite Pharma, Inc. | PerkinElmer | WuXi AppTec/WuXi NextCODE |
| Biosesix, Inc. | EUSA Pharma | Kite, a Gilead Company | Personalis, Inc. | Xcell Biosciences |
| Biognosys | Exelixis, Inc. | Life Technologies | Personalized Medicine in Oncology | XEME Biopharma, Inc. |
| BioIVT | Fimmic Oy | Lion Biotechnologies | Pfizer Oncology | XenTech |
| BioLegend | Fisher Scientific | Lippincott, Williams & Wilkins | Pfizer/Merck KGaA | |
| Biologics Consulting Group | Flagship Biosciences | Lunaphore Technologies | PGx Health | |
| BioMed Central | Flaskworks | MABTECH | Precision Oncology | |
| BioMedTech Laboratories Inc. | Flexcare Clinical Research | Mabtech, Inc. | Predicine | |
| Bio-Rad Laboratories | FlowMetric | MacroGenics, Inc. | Prometheus Laboratories, Inc. | |
| BioRender | Fluidigm | Magnetic Insight | PromoCell GmbH | |
| | FluidX | MBL International | Proscia | |
| | Fred Hutchinson Cancer | | QIAGEN | |

Exhibit Floor Plan

The Exhibit Floor Plan for the 2019 Society for Immunotherapy of Cancer (SITC) meeting is a detailed layout of the exhibition space. The plan is divided into several main sections:

- Top Section:** Includes the "Exhibitor Services" area (20' x 40') and the "NS8" area. The "ENTRANCE" is located at the bottom right, with a "WF" (Workshop) area nearby.
- Left Section:** Features the "E2 LL-UP DOOR" and the "P18 P19 WF" (Workshop) area. The "E23/24" area is located at the bottom left.
- Center Section:** Contains the "Conference Cafe" (150' x 24') and the "Refresh and Recharge" area (50' x 30'). The "E23/24" area is also located here.
- Right Section:** Includes the "ENTRANCE" and the "WF" (Workshop) area.

The plan also shows various exhibit booths, including:

- Booths 301-401:** A series of booths along the left side of the center section.
- Booths 501-601:** A series of booths along the right side of the center section.
- Booths 701-800:** A series of booths along the far right side.
- Booths 901-1000:** A series of booths along the bottom right side.

The plan includes dimensions for various areas and booths, as well as a legend for symbols used throughout the layout.

Legend:

- EXIT
- ENTRANCE
- WF (Workshop)
- NS8
- E2 LL-UP DOOR
- P18 P19 WF
- E23/24

Exhibitor Prospectus

SITCANCER.ORG

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Exhibit Booth Packages

Elite Deluxe Package (ISLAND 40' X 40') - \$65,000

- 40' x 40' island booth
- First choice booth placement
- Lead retrieval

Also includes:

- 12 exhibit booth staff badges
- 7 Annual Meeting delegate registrations
- 7 Annual Meeting guest registrations
- Pre- and post-meeting complimentary attendee mailing list
- Complimentary full-page ad in Annual Meeting Final Program

Elite Package (ISLAND 30' X 30') - \$50,000

- 30' x 30' island booth
- First choice booth placement
- Lead retrieval

Also includes:

- 10 exhibit booth staff badges
- 6 Annual Meeting delegate registrations
- 6 Annual Meeting guest registrations
- Pre- and post-meeting complimentary attendee mailing list
- Complimentary full-page ad in Annual Meeting Final Program

Premier Deluxe Package (ISLAND 20' X 30') - \$40,000

- 20' x 30' island booth
- First choice booth placement
- Lead retrieval

Also includes:

- 10 exhibit booth staff badges
- 5 Annual Meeting delegate registrations
- 5 Annual Meeting guest registrations
- Pre- and post-meeting complimentary attendee mailing list
- Complimentary full-page ad in Annual Meeting Final Program



Premier Package (ISLAND 20' X 20') - \$25,000

- 20' x 20' island booth
- Lead retrieval

Also includes:

- 10 exhibit booth staff badges
- 4 Annual Meeting delegate registrations
- 4 Annual Meeting guest registrations
- Pre- and post-meeting complimentary attendee mailing list
- Complimentary half-page ad in Annual Meeting Final Program

Premium Deluxe Package (CORNER 10' X 20') - \$20,000

- 10' x 20' booth
- Draped back wall and side rails
- Identification sign
- Lead retrieval

Also includes:

- 8 exhibit booth staff badges
- 3 Annual Meeting delegate registrations
- 3 Annual Meeting guest registrations
- One-time complimentary Annual Meeting attendee mailing list (choice of pre- or post-meeting)
- 50 percent discount on one Annual Meeting Final Program print advertisement (half page or full page) or registration bag insert

Premium Package (INLINE 10' X 20') - \$10,000

- 10' x 20' booth
- Draped back wall and side rails
- Identification sign
- Lead retrieval

Also includes:

- 6 exhibit booth staff badges
- 2 Annual Meeting delegate registrations
- 2 Annual Meeting guest registrations
- Complimentary Pre-Annual Meeting attendee mailing list (choice of pre- or post-meeting)
- 25 percent discount on one Annual Meeting Final Program print advertisement (half page or full page) or registration bag insert

Deluxe Package (CORNER 10' X 10') - \$5,000

- 10' x 10' booth
- Draped back wall and side rails
- Identification sign
- Lead retrieval

Also includes:

- 3 exhibit booth staff badges
- 1 Annual Meeting delegate registration
- 1 Annual Meeting guest registration
- 25 percent discount on attendee mailing list rental (choice of pre- or post-meeting)
- 10 percent discount on one Annual Meeting Final Program print advertisement (half page or full page) or registration bag insert

Basic Package (INLINE 10' X 10') - \$3,000

- 10' x 10' booth
- Draped back wall and side rails
- Identification sign
- Lead retrieval

Also includes:

- 2 exhibit booth staff badges
- 1 Annual Meeting delegate registration
- 10 percent discount on attendee mailing list rental (choice of pre- or post-meeting)

Contact the Development Office at development@sitcancer.org or (414) 271-2456 for the latest availabilities, additions, ad specs and deadlines. Some opportunities may be subject to change. **ALL ADVERTISEMENTS ARE SUBJECT TO SITC APPROVAL PRIOR TO PRINTING.**

Hotel & Travel Information

Due to space constraints, individuals must be registered for the 2021 SITC Annual Meeting before reserving a hotel room. Once exhibitors reserve a booth, they are able to redeem their complimentary badges and reserve hotel rooms within the SITC room block. Additional registrations are available for purchase.

Registration Types

Annual Meeting Delegate: Allows access to the exhibit hall, social events and scientific sessions during the Annual Meeting, Nov. 12-14, 2021.

Exhibit Hall Guest: Allows access to evening receptions during the Annual Meeting, Nov. 12-14, 2021, but does not permit attendance to scientific sessions.

Exhibit Booth Staff: Allows access to exhibit hall during the Annual Meeting, Nov. 12-14, 2021. Booth staff are able to enter the exhibit hall during all open hours, as well as during designated move-in and move-out times.



General Exhibitor Information, Rules & Regulations

General Booth & Exhibit Hall Information

1. The exhibit area is not carpeted. Carpet may be rented or personally provided. Carpet is required.
2. Booths must be clean following move-in prior to the hall opening. SITC may order cleaning if necessary.
3. Booth package inclusions are on the previous page. Additional materials/services may be ordered from the Exhibitor Service Kit provided by Heritage Trade Show Services.
4. Exhibit staff is limited for each booth (see package options on previous page) and all staff are required to have badges. Exhibit booth staff badges allow entry to the exhibit hall only.
5. The exhibit area will be open to delegates. As such, SITC, the exhibit service contractor and the meeting venue shall not be held responsible for any loss or damage to exhibitor property.
6. SITC must pre-approve all messaging to be sent to registered meeting delegates.
7. Attire of exhibit personnel should be consistent with the business casual atmosphere of the convention.
8. Cancellations will be accepted in writing until September 3, 2021. A full refund minus a processing charge of \$500 will be granted.
9. No refunds will be given for cancellations made after September 3, 2021.

Rules & Regulations

1. Compliance with the Americans with Disabilities Act (ADA) within the exhibitor's booth.
2. Only SITC-approved decals, pins and ribbons may be affixed to delegate or exhibitor badge holders.
3. Demonstrations by exhibitors must be pre-approved by SITC, occur within exhibitor's assigned booth space and may not interfere with normal traffic flow nor infringe on neighboring exhibits.
4. Canvassing or distribution of advertising material outside of an exhibitor's booth is prohibited.
5. SITC must be notified if an exhibitor plans to distribute food or beverage items in the exhibit hall. All such items must be approved by SITC and ordered directly from the meeting venue.
6. Subletting of exhibit space is prohibited. Sharing is only allowed within divisions of the same company.

7. SITC reserves the right to reject any exhibit application; to reject, prohibit, restrict or otherwise require modification of any exhibit; and to evict any exhibitor whose conduct or materials are objectionable to SITC for any reason.
8. Illuminated displays and other equipment requiring electrical current must conform to local electrical codes. More information on the specific requirements for electrical equipment will be included in the Exhibitor Service Kit.
9. Exhibit booth set up/dismantling may only occur during times determined by SITC unless pre-approval is granted in writing by SITC staff. Early departure or late set up may result in a \$500 fee.
10. Exhibitors are required to conform to all local labor regulations in the installation/dismantlement of their booth fixtures. More information on the specific labor regulations is included in the Exhibitor Service Kit.
11. Prize contests, awards, drawings, raffles, lotteries or gaming devices of any kind are prohibited.
12. Giveaways and samples may be distributed from your exhibit booth in compliance with applicable guidelines (see below).
13. Selling of products/services is prohibited. Order forms may be distributed, but no payments may be accepted.
14. SITC is a high-level, professional conference governed by industry best practices, integrity and excellence. To ensure the highest standards are met, SITC encourages exhibitors' compliance with all applicable guidelines and regulations.*

PhRMA Code on Interactions with Healthcare Professionals
ACCME Standards for Integrity and Independence in Accredited Continuing Education
AMA Physician's Recognition Awards
AMA Opinion 9.6.2 - Gifts to Physicians from Industry
AMA Opinion 9.2.6 - Continuing Medical Education

*SITC does not assume responsibility for exhibitors' interpretation of material contained within these documents or provide legal advice about their interpretation. Exhibitors should consult with their individual legal counsel regarding adherence and interpretation of the guidelines/codes contained therein.

* SITC adheres to the PhRMA Code on Interactions with Healthcare Professionals and the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Therefore, certain items and acknowledgements are only available to non-industry entities.

2021 Sponsorship Opportunities

| | |
|----------------------------------------------|----------------|
| Annual Meeting Sponsorship | Various Levels |
| Pre-Conference Program Sponsorship | Various Levels |
| CheckPoints Party Sponsorship | Various Levels |
| Ancillary Event..... | Various Levels |
| Sponsored Symposia | Various Levels |
| Advances in Cancer Immunotherapy Series..... | Various Levels |
| SITC Named Fellowship | Various Levels |

Advertisements

| | |
|--------------------------------------------------------------------|----------------|
| Annual Meeting Final Program | |
| Back Cover..... | \$100,000 |
| Printing..... | \$65,000 |
| Inside Front Cover | \$50,000 |
| Inside Back Cover | \$25,000 |
| Full Page | \$10,000 |
| Half Page | \$5,000 |
| Hotel Room Door Drop | \$15,000 |
| Registration Bag Insert | \$10,000 |
| Banner Advertisements (onsite and virtual options available) | Various Levels |
| SITC Website Ad | \$2,000/month |
| E-Newsletter Ad..... | \$1,000/month |

Marketing and Branding

| | |
|----------------------------------|------------------------------|
| Conference Wi-Fi | \$100,000 (Sole Sponsorship) |
| Conference Café | \$100,000 (Sole Sponsorship) |
| Refresh & Recharge Station | \$100,000 (Sole Sponsorship) |
| Meeting Registration Site | \$50,000 (Sole Sponsorship) |
| Hotel Key Cards | \$50,000 (Sole Sponsorship) |
| The Node | \$30,000 (Sole Sponsorship) |
| Twitter Wall | \$30,000 (Sole Sponsorship) |
| Escalator Branding..... | \$25,000 (Sole Sponsorship) |
| Circular Charging Lounge..... | \$30,000 |
| Standard Charging Lounge | \$20,000 |
| Charging Stations..... | \$10,000 |
| Coffee Breaks..... | \$12,500 |
| Exhibit Hall Column Wrap..... | \$10,000 |
| Column Tower/Cube..... | \$5,000 |
| Floor Decal | \$2,500 |

Virtual Opportunities

| | |
|-------------------------------------------|---------------------|
| Daily Email Advertisement | \$2,000/day |
| SITC 2021 Microsite Banner Ad | \$2,000/month |
| Virtual Exhibit Booth | starting at \$3,000 |
| Meeting Registration Site Banner Ad | \$10,000 |
| Sponsored Email..... | \$15,000 |
| Virtual Platform Advertisement | Various Levels |



NOV. 10–14 • WASHINGTON, D.C.

IMPORTANT DATES

May 2021 - Exhibit reservations open

April 23, 2021 - Abstract submission and late-breaking abstract application open

May 2021 - General attendee registration open

July 29, 2021 - Abstract submission and late-breaking abstract application close

Aug. 19, 2021 - Late-breaking abstract submission period open

Sept. 3 - Exhibit booth reservation deadline

Aug. 31, 2021 - Late-breaking abstract submission period close

Sept. 3 - Branding and advertising commitment deadline

Oct. 27 - Pre-registration mailing lists available

Nov. 9 - Exhibitor move-in

Nov. 13-14 - Exhibitor move-out

Nov. 30 - Post-Annual Meeting mailing lists available

Dates subject to change



Society for Immunotherapy of Cancer

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