

AICR 2021 Research Conference

Diet, Obesity, Physical Activity and Cancer

November 1–3, 2021

Virtual Conference



The Annual AICR Research Conference is the most authoritative source for information on diet, obesity, physical activity and cancer. The 2021 Research Conference features presentations from world-renowned scientists in the field of lifestyle and cancer research on the progress we have made so far and what we have to look forward to in the future.

We are currently prepared to host our fully-virtual annual conference. All sessions will be available online & on-demand. The three-day event will feature dynamic topics such as:

- **Strength of Evidence**—How do we assess it and when is it strong enough?
- **Lifestyle Impact on Immunotherapy**—Emerging roles of obesity, physical activity and diet on immunotherapy
- **Cancers on the Rise**—The impact of diet, nutrition and physical activity on the incidence of young onset colorectal cancer, liver cancer and childhood cancers
- **What Can We Tell Our Patients?**—Current knowledge, limitations and opportunities for reducing risk and improving outcomes through diet, nutrition and physical activity in cancer risk and survival



Please contact **Jodi Street, Director of Corporate Relations**, with any sponsorship questions or to confirm your participation: j.street@aicr.org

Sponsorship Opportunities

Elite Sponsorship \$12,000

- 4 complimentary virtual registrations
- 2 additional registrations at 50% off
- One sponsored session with verbal recognition
- Logo on agenda, next to session of choice
- [Sponsored ad](#)
- Rotating banner on [virtual conference log-in page](#)
- [Listing banner](#) on sponsor/exhibitor list
- [Virtual exhibit booth](#) with option to personalize with photo and video
- Large background banner inside your virtual booth
- 1 additional sponsored ad during poster reception
- 1 sponsored [session poll](#)
- 2 virtual [networking tables](#) in lounge during poster reception
- Logo on marketing materials
- Recognition on website with hyperlink to your organization
- 4 mentions on social media (3 pre-conference and 1 post-conference)
- 10-day advance release of the participant list, with weekly update(s) leading up to the conference
- Management of your booth analytics and lead retrieval w/email

Premium Sponsorship \$8,000

- 3 complimentary virtual registrations
- 1 additional registration at 50% off
- Logo on agenda, next to session of choice
- [Sponsored ad](#)
- [Listing banner](#) on sponsor/exhibitor list
- [Virtual exhibit booth](#) with option to personalize with photo
- Medium background banner inside your virtual booth
- 1 virtual [networking table](#) in lounge during poster reception
- Logo on marketing materials
- Recognition on website with hyperlink to your organization
- 3 mentions on social media (2 pre-conference and 1 post-conference)

Session Sponsorship \$5,000

- 2 complimentary virtual registrations
- Logo on agenda, next to session of choice
- [Sponsored ad](#)
- [Virtual exhibit booth](#) without personalization
- Small background banner inside your virtual booth
- Logo on marketing materials
- Recognition on website

Virtual Poster Reception Sponsorship \$2,000

- 1 complimentary virtual registration
- Logo on agenda, next to session of choice
- 1 virtual [networking table](#) in lounge during the poster reception
- Listing on marketing materials
- Recognition on website

A La Carte Options/Add On's*

- [Sponsored Advertisement](#)—\$1,500/each
- [Virtual Networking Table](#) in lounge during poster reception—\$2,000
- Rotating Banner on [conference log-in page](#)—\$500
- [Sponsored Poll](#) to show within session—\$1,000

*If purchased as a la carte, your company will be recognized as a "Partner" on the AICR conference website and in the Sponsor Section of the meeting platform.



PROMOTION

Opportunity to showcase your brand/company to attendees. Your name and logo are present during pre-conference marketing and throughout the conference itself.



LONGEVITY

Your company will receive evergreen recognition through conference permanence. The event will be recorded and posted on AICR's YouTube channel for continued viewing.



EXPOSURE

Opportunity to network and interact with attendees virtually during the conference through brand ads, networking tables and chat options.



ACCESS

Sponsors receive access to the attendee list, including exclusive access to full contact information for the elite and premium levels.



ENGAGEMENT

Digital space offers better engagement and warmer leads. Display your contact information and company collateral via photos, video and downloadable brochures.



AICR 2021 Research Conference

Diet, Obesity, Physical Activity and Cancer

Sponsorship Form

Sponsorship Levels

Elite Sponsorship—\$12,000

Premium Sponsorship—\$8,000

Session Sponsorship—\$5,000

Virtual Poster Reception Sponsorship—\$2,000

A La Carte Options/Add On's

Sponsored Ad—\$1,500/each

Virtual Networking Table—\$2,000

Rotating Banner—\$500

Sponsored Poll—\$1,000

Contact Information

Name

Company

Email

Phone

Payment Information

Pay by Credit Card

Pay by Check

Credit Card Number

Billing ZIP Code

Security Code

Total

EXPLANATION OF TERMS

Conference Log-in Page—The page attendees visit to log-in to the virtual conference.

Listing Banner—The banner displayed on the exhibitor list. This feature is only applicable for medium and large booths.

Session Poll—Polls in a session are an engagement activity in which the host or speaker can ask questions, attendees can vote for the answers and see the results.

Sponsored Ad—The informational content or visuals that carry significant information about a company's product, services, offerings, new launches, employees, etc., and are visible throughout chosen sections of the platform.

Virtual Exhibit Booth—A virtual space to add sponsors and exhibitors where they can market their product or service by uploading the product videos & images and other downloadable collateral. Click [here](#) for more information and a visual.

Virtual Networking Table—A virtual networking table in the poster reception lounge provides an opportunity for sponsors to network and engage with attendees. Attendees will have the opportunity to socialize with fellow peers during the poster reception. Your company name/logo will appear on a virtual networking lounge table during the poster reception. You will have the opportunity to "chat" with attendees during the reception time slot. You will have 6 seats at your table.

American Institute for Cancer Research
1560 Wilson Boulevard, Suite 1000
Arlington, VA 22209

Phone: (800) 843-8114
Fax: (202) 328-7226
Email: j.street@aicr.org