



# Sponsor Manual

## Contacts

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Website: [www.eacr.org/conference/bioinformatics2021virtual](http://www.eacr.org/conference/bioinformatics2021virtual)

### Social Media



[www.facebook.com/EACR.org](http://www.facebook.com/EACR.org)



@EACRnews

#eacrBioinformatics



[www.linkedin.com/company/european-association-for-cancer-research](http://www.linkedin.com/company/european-association-for-cancer-research)



@helloeacr

## Content of your session

All sponsored speaking sessions should be scientific presentations rather than a marketing presentation. The EACR reserves the right to submit the titles and videos to the Scientific Programme Committee for approval. You can send the content of the talk to the EACR if you are unsure of its suitability.



Please send all content directly to

[james.hutchinson@eacr.org](mailto:james.hutchinson@eacr.org) no later than **30 April 2021**

Each sponsoring company will have its dedicated section on the all-in-one Sponsors' website page. See example: <https://www.eacr.org/conference/Bioinformatics2021virtual/sponsors/example>



### For Spotlight and Satellite sponsors only

#### Send your video

- You can share your video by providing us with the YouTube or Vimeo link.
- If you wish to send a file instead, you can do so via a file sharing service, i.e. Dropbox or WeTransfer

The EACR can also help you in recording your session, in exchange for an admin fee (EUR 200). Please contact [james.hutchinson@eacr.org](mailto:james.hutchinson@eacr.org) to book a recording slot.



## For all sponsors

#### Company clickable logo

- Horizontal 250 px width, Vertical 250 px high, .png (transparent) + URL link

#### Sponsored speaking session

- Title (subject to approval by the Scientific Programme Committee)
- Name & affiliation of the speaker
- Description provided as free text – max 50 words

### For Symposium (live) sponsors only

- Email address of the speaker who will be invited to participate in one of the two briefings'
- Confirm if you consent to us sharing a recording of your talk after the event with paying participants and on the conference website
- Confirm if you plan to have a Q&A - you can send us how long you want it to last

#### Company contact details

- Send name & email of 1 representative whose details will appear on the Sponsors' page

#### Register your representatives

*2 passes for Satellite & Spotlight sponsors, and 1 pass for the Symposium (live) speaker*

Please register using this link: [www.eacr.org/conference/Bioinformatics2021virtual/exhibitor-registration](http://www.eacr.org/conference/Bioinformatics2021virtual/exhibitor-registration). You will need to complete a short online form to create an account on the conference website, and then click 'Register' and contact preferences.

Your representatives will then receive emails to attend the live sessions on Zoom and instructions to attend your "company lounge" in Gather.

#### What is Gather?

[Gather.town](#) is a networking platform that we will use to host the Virtual Poster Discussion Sessions on Wednesday 19 May, 12:30-14:00 CET.

"The best e-poster experience I've ever had since the pandemic happened" is how a recent participant described our 90-minute Poster Discussion Session!



We are inviting companies to participate in the 1h30 Virtual Poster Discussion Session hosted on Gather, with a Lounge to network with participants at the session.

- We are still testing the possibility of including a PDF presentation near your dedicated space in the Lounge, along with a contact form, stay tuned!
- The platform will be accessible for 8 hours during the event.

*It will be the first time that we include sponsors in this networking activity, and we will welcome your feedback afterwards!*

**Snappy 45-sec introduction video**  
to be shown at 14.45 on 18 or 19 May



Each exhibiting company will be given the opportunity to send a 45-second ice-breaker video to be presented during the live event. This video aims to be an informal and snappy introduction by one of your reps. See an example here: <https://www.youtube.com/watch?v=OJz4NqFChjc>

The EACR will collate all videos together, with no more than 5 videos presented at the same time live. Order of appearance will be drawn randomly using an online random generator tool. To take part, send the following:

- MP4 with H. 264 video codec and AAC audio codec
- Duration: up to 45 seconds
- Send via a file sharing service for large format
- Videos taken with a smartphone accepted

### *What data can we share?*



- *A checkbox is available at registration where participants can agree to share their details (see full statement below). The EACR will send you the full list of participants who opted in after the event.*
- *We will send you the following information: first name, last name, email, company/institute and postal address (including ZIP code, city, country) where available.*
- *The EACR will also share anonymous analytics (produced by Google Analytics) of the Sponsors' page*

#### **Sharing your details with others**

Please click below if you agree we can share your name, email and postal address with participants and exhibitors, who may use them to contact you.

Don't Share  Share