INDUSTRY PARTNERSHIP

OF THE EUROPEAN ASSOCIATION FOR CANCER RESEARCH
THE EUROPEAN ASSOCIATION FOR CANCER RESEARCH

Founded in 1968, the EACR is Europe’s professional membership association for those working and studying in cancer research, with more than 10,000 members worldwide. Our mission is “The advancement of cancer research: from basic research to prevention, treatment and care.”

Why become an Industry Partner?

We aim for our Industry Partners to be part of a productive long-term relationship.

In return for your partnership fee, which supports the EACR in developing our activities, we offer you multiple exclusive opportunities to communicate with our network of members and feature your company to our audience. We also invite you to work with us on bespoke projects of mutual interest. Read on to find out more.

Get in touch

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We believe that today’s science is tomorrow’s medicine.

We provide a wide variety of services to our community of members, organise scientific conferences and courses of the highest quality, and facilitate communication and collaboration within the cancer research community.

The EACR’s growing membership base includes the full spectrum of researchers: from Nobel Prize-winners to first-year post-graduate students.

Over 10,000 members across 100 countries worldwide

EACR membership profile

Level of seniority

Senior-level scientist 14%
Principal investigator/ team leader 25%
Postdoc > four years since PhD 12%
Postdoc < four years since PhD 14%
Student 24%
Other 11%

Where do members work?*

University department 63%
Cancer research centre/institute 33%
Hospital 18%
Comprehensive cancer centre 10%
Industry/Biotech 8%
Other 65%

*Participants could select multiple options

Which areas do members work in?*

Epidemiology 4%
Medical doctor 11%
Clinical research 20%
Translational research 53%
Basic research 53%
What we offer

Networking with EACR members

Becoming an EACR Industry Partner provides a unique opportunity to network with members and officers of the Association.

The principal benefit of the partnership is the opportunity to meet with leaders in cancer research in Europe and to be identified as a company that both supports and works with the largest member association for cancer research in Europe.

- 5 free EACR memberships offered: this is a chance for 5 scientists in your company to take full part in the activities of our Association. Contact us for more information.

Acknowledgement of sponsorship

We highlight and acknowledge Industry Partners’ support in material we publish, in print and digitally. This includes displaying your logo and website link (where applicable) on the following:

- Bottom banner on the EACR website, receiving 50,000 visits a month on average
- Dedicated page on the EACR website, and mention on all Congress and event websites
- EACR's fortnightly newsletter sent to all members
- Digital Proceedings Book for the EACR Congress & printed and online pocket programmes for EACR events.

You can also advertise your seminars, webinars and conferences for free on our conference listing page, the very popular Cancer Conference Hub, with 6000 visits each month on average. Jobs and grants can also be listed for free on our website.

We are grateful for the ongoing support of our Industry Partners
EACR email news bulletin

- 8 announcements per year in the fortnightly email news bulletin

The email news bulletin is an informative and professional email sent to our 10,000 members every fortnight. It is extremely popular with EACR members and benefits from an average open rate of 33%, and click rate of 10%, well above the industry average.

Industry Partners may request a product or meeting announcement up to eight times a year, with a maximum of three partners featured in the same edition. The announcements can be up to 150 words in length and can include an image and a website link. They appear in the “News and Community” section at the top of each bulletin.

Please contact us to add colleagues to the mailing list or for advice on the technical requirements of email news bulletin advertising.

Cell-free DNA - From biomarker research to personalized medicine
Cancer Research Virtual Event | 05 - 06 November 2020

Learn best practices for successful sample collection, stabilization and cfDNA preparation, next-generation sequencing, digital PCR and data analysis.

Listen to well-known scientists and engage in a live conversation with them about cutting-edge research. Participate in “Ask me Anything” sessions to benefit from the expertise of QIAGEN’s experts and get helpful tips and advice. Until the event, we encourage you to send questions for the “Ask me Anything” sessions to conquercancer@qiagen.com

WIN a T-shirt “Let’s conquer cancer Together” by participating in a survey during the event.

Register today.

Example of announcement by an EACR Industry Partner.

- 1 special e-newsletter dedicated to all Industry Partners per year

Once a year, we will dedicate one edition of the email news bulletin to all Industry Partners. It will be sent to all 10,000 members, and partners will be able to choose their own content.

Content Guidelines:

- Up to 140 words including title and link
- One image, banner or logo.
- One call to action link

Note that order of appearance will be selected randomly using an online random number generator.
Annual Member Survey

Every January, we send a survey to our 10,000 members and receive on average a 10% completion rate. We thought you might want to take the opportunity to ask a question to our members, exclusively available to Industry Partners.

You are free to choose the type of question, such as a multiple choice, rating scale or free text response, and it will be subject to final approval by the EACR. The questions will be placed in the final page of the survey, dedicated to Industry Partners. The anonymous responses can be broken down by 'area of research' and 'level of seniority'.

The cost for one question is €1000 and we have only five questions available for the January 2021 survey, which will be allocated on a first-come first-served basis, limited to a maximum of 1 question per company.

We plan to send the survey on 27 January, and will give you until 20 January to book this opportunity.

The Cancer Researcher Magazine

• Free posts in the magazine

We invite you to publish posts about your researchers in The Cancer Researcher, free of charge. Articles are promoted on EACR social media and in our email news bulletin to our 10,000 members. http://magazine.eacr.org/

The Cancer Researcher is an online-only magazine for the cancer research community from the European Association for Cancer Research (EACR), with 3500+ pageviews per month. We publish inspiring and insightful content on topics that are of interest to cancer researchers across the world. AstraZeneca has provided a sponsorship grant towards this independent Programme.

This is a unique opportunity for content marketing targeted at the cancer research community. It gives you visibility and provides education about your activities and values as well as positive, personal messages about your brand. It’s intended to be soft marketing rather than a direct sales pitch for products.

• Non-exclusive opportunity to purchase an advertising banner

You will be given priority when booking advertising in our digital magazine. Contact us directly if you wish to enquire more about costs of advertising.
EACR Conferences

The EACR organises a range of small focussed conferences every year (120 - 250 participants), where the latest research topics and interaction among all participants are the very highest priorities.

In-person events

Industry Partners benefit from:

• an exclusive booking period for industry symposia and exhibition space
• 30% discount on all opportunities

And if you choose not to exhibit:

• one free Industry Rate delegate registration at one event per year (saving: €600-700)

Full list of upcoming conferences: www.eacr.org/conferences. Note that we have cancelled all in-person events in 2021 due to the current situation regarding COVID-19. In-person conferences will resume in 2022, and in the meantime, Industry Partners will receive benefits on virtual events.

Virtual events

Virtual events are now fully part of the EACR activities, allowing us to expand our reach and attract researchers from further afield who might not be able to attend an in-person event. We are glad to offer Industry Partners the opportunity to take part and receive benefits such as:

• an exclusive booking period for Industry Symposia, Satellite Symposia and the virtual exhibition
• new lower rate for Industry Symposia at virtual events available for Industry Partners
• one free Industry Rate delegate registration at one virtual event per year

The EACR Congress

Industry Partners have extensively supported the EACR Congress over the years and we look forward to working with you again. Being a partner in 2021 will give you the opportunity to benefit from an exclusive booking window and discounts at the 2022 edition, currently planned in Seville, 20 - 23 June 2022.

• Industry Partners’ support is acknowledged in the digital Proceedings/Abstract Book and Congress website

This EACR virtual event was by far the best virtual conference I have attended in the last year or so. Kudos for such immaculate organization and execution. Live presentation, live questions and answers worked like a breeze and was truly an enjoyable experience.

Participant Feedback at our Liquid Biopsies virtual event, 18-19 Nov 2020
• We give Industry Partners an exclusive booking period for Industry Symposia, the trade exhibition and all other promotional opportunities at the Congress

• Industry Partners receive a discount of €1 200 on all Industry Symposia and Mini Symposia

• Industry Partners benefit from a discount of €3 000 on the total of all exhibition prices when booking a minimum of 18 sqm

EACR Virtual Congress

The EACR 2021 Congress, originally planned in Torino, 9-12 June 2021, will now be held virtually at the same dates. More information here: www.eacr2021.org

• Industry Partners will be given an exclusive booking period for any new products released in January 2021

• Industry Partners will receive a Platinium package for the price of a standard package (EUR 600 discount).

And so much more to come...

We would be pleased to discuss any ideas, suggestions and bespoke projects for future collaborations. Ideas for the coming year include:

• “Careers in Industry” webinars where your scientists would talk about their career path and Industry experience

• Organising exclusive bespoke symposia. Thinking beyond the scope of our existing conferences, we could organise 1-hour scientific presentations only featuring your company to our audience as a stand-alone event.

• Offering sponsored awards/grants/fellowships to EACR members.

• Any ideas you might have to improve our offer!

CONTACT THE EACR TEAM

We’d be happy to answer any questions you have.

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Website: www.eacr.org

EACR
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