EACR Industry Partnerships

2027

EACR

European Association for Cancer Research

SHARED GOALS, SHARED IMPACT

- **Accelerate the discovery** of life-saving cancer treatments.
- **Build** your innovation pipeline.
- **Enable cross-border collaboration** and knowledge sharing.
- **Demonstrate your support** for a healthy global society.
- **Shape the future** of oncology worldwide.

What is the European Association for Cancer Research?

Founded in 1968, the EACR is a registered charity, professional membership association, and global community for those working and studying in cancer research. We have more than 14,000 members internationally. Our mission is "The advancement of cancer research for the public benefit: from basic research to prevention, treatment and care."

Things you should know before becoming a partner

1. **Partnerships are about more than benefits.** Beyond the tangible ROI, your partnership connects you with a community dedicated to advancing cancer research. It's a chance to support the scientists who turn discoveries into tomorrow's treatments - and to share that mission with your team and customers.
2. **You aren't limited to the items in the packages .** While the partnership tiers in this brochure have set prices and benefits, we welcome discussions with companies or organisations that would like to support or collaborate with the EACR in other ways. We are always happy to consider bespoke projects of mutual interest.
3. **Partnerships run for a calendar year** (01 January until 31 December). You may join later in the year but no discount will be offered and the renewal date will still be the end of the year. Most benefits can be used at any time of the year.
4. **Most benefits will require time and input from you to get the most out of them.** Preparing announcements for newsletters, identifying people to offer individual memberships to, selecting the events for which you'd like to use your free registration, free adverts, or 20% discount. We will send reminders but you will need someone who can dedicate time to the partnership.



Get in touch

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EACR Industry Partnerships 2027

	STARTUP*1	SILVER	GOLD	DIAMOND
Prices exclude VAT	EUR 3,000	EUR 5,000	EUR 20,000	EUR 35,000
EACR Annual Congress (page 6)				
Exclusive booking window	-	2nd window	1st window	1st window
Exhibition packages	1 startup stand is included (counter and stool)	-	EUR 3 000 discount if booking 18sqm+	One 18sqm all inclusive stand is included
Industry symposium	-	-	-	1
Congress registration	(1 incl. with stand)	0*2	0*2	(4 incl. with stand)
Congress celebration tickets	1	2	2	2
EACR in-person conferences (page 7)				
Discount on sponsorship opportunities	20%	20%	20%	20%
Exclusive booking window	-	✓	✓	✓
Flyers displayed on a literature table	✓	✓	✓	✓
Free registration to any in-person EACR conference	1	1	1	2
Free advert in an EACR conference pocket programme	-	1	1	2
30-second video to be shown three times during an in-person conference	-	-	2	4
EACR virtual conferences (page 8)				
Discount on sponsorship opportunities	20%	20%	20%	20%
Free registration to any virtual EACR conference	1	2	3	4
Email newsletter *to 14 000+ EACR Members* (page 9)				
Announcements	1	2	6	6
Annual Industry Partner special newsletter	Mention	Mention	Full announcement	Full announcement
***The Cancer Researcher* digital magazine** (page 10)				
Soft marketing/Community articles	✓	✓	✓	✓
Advertising banner (calendar month)	-	-	-	2
EACR member survey (page 10)				
A question in the annual EACR member survey *limit of 5: first come, first served*	-	✓	✓	✓
Share your opportunities (page 11)				
Events listed on the EACR website & in a newsletter	✓	✓	✓	✓
Jobs & grants on the EACR website & in a newsletter	✓	✓	✓	✓
Branding (page 11)				
Logo and URL on webpages, printed materials and newsletter footer	✓	✓	✓	✓
Individual memberships (page 11)				
EACR membership for individual scientists	1	2	5	5
Webinars (page 11)				
Joint webinar organised with the EACR	-	-	1	2

*1 See page 5 for Startup tier eligibility criteria | *2 2 registrations are included per 9sqm stand purchased

Non-exclusive additional opportunities *subject to EACR review* (page 12)

Joint Grant/Research Award EUR 3,000
Advertising banner in *The Cancer Researcher* digital magazine EUR 1,000 / month
Joint webinar EUR 5,000
(prices above include up to 50% discount on those offered to non-Industry Partners)

EACR MEMBERSHIP PROFILE

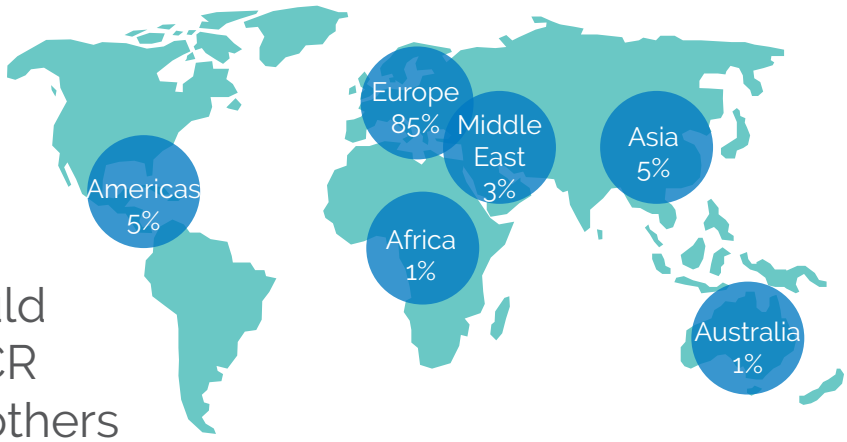
Today's science is tomorrow's medicine.

We facilitate communication and collaboration amongst cancer researchers, provide a variety of services and funding opportunities to our community of members, and organise highly rated webinars, scientific conferences, and an annual congress.

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

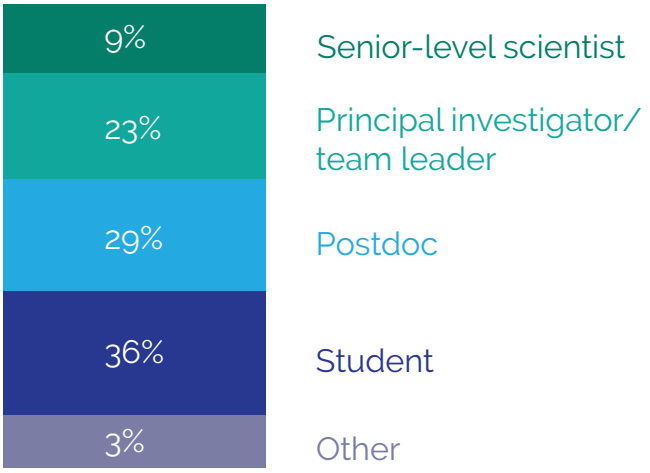
Find out more about EACR membership: www.eacr.org/membership

Over **14,000** members across 100 countries worldwide

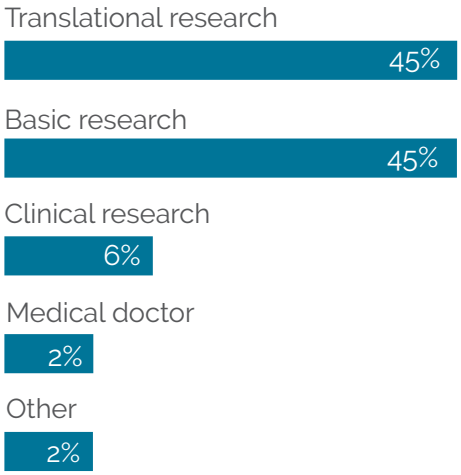


99% of members would recommend EACR membership to others

Members' level of seniority



Members' area of work



Join a collective of industry leaders powering the future of cancer research



Year-round engagement strategy



Access to a global network of fellow industry leaders



Bespoke visibility options



Opportunities aligned with your scientific priorities



Connections with world-leading cancer researchers

STARTUP PARTNERSHIP

Partnerships to support innovation and early-stage growth for qualifying startup companies. This tier gives your company the chance to experience our events first-hand and connect with our audience through branding and advertising opportunities. We hope this point of entry will foster new relationships that can develop into long-term partnerships which grow alongside your company.

Eligibility criteria

In order to be eligible for the Startup tier, a company must meet all of the following criteria at the time of application or renewal. A company will no longer be considered eligible for the Startup tier if it does not meet all of these criteria.

- **Company age:** The company must be less than 10 years old from the date of incorporation or first commercial activity.
- **Company size:** The company must have fewer than 20 full-time employees.
- **Revenue:** The company must generate less than 1 million EUR in annual gross revenue.
- **Independence:** The company must be independently owned, not a subsidiary or division of a larger corporation.

Key

- Included in Diamond tier
- Included in Gold tier
- Included in Silver tier
- Included in Startup tier

WHAT WE OFFER

EACR Annual Congress

Industry Partners have extensively supported EACR congresses over the years. At our last edition, EACR 2026 in Budapest, we welcomed more than 2,400 participants from 68 countries, and 120 companies in the exhibition. Being a partner in 2027 will give you the opportunity to benefit from an exclusive booking window and other perks at the 2027 or 2028 editions.

- All Industry Partners will be acknowledged for their support of the EACR in online and printed EACR 2027 Congress materials.
- We give Industry Partners exclusive booking periods for industry symposia, the trade exhibition, and all other promotional opportunities at the Congress. Gold and diamond level partners will have the very first chance to book for 2028, followed by silver partners, before general sales open to startup partners and non-partners.
- One 18 sqm stand at an EACR congress is included in the Diamond tier (this includes 4 full congress registrations). As standard, 2 registrations are included per 9 sqm stand purchased.
- One 45-minute industry symposium of your choice (first-come-first-served) for an EACR congress is included in the Diamond tier. Also available to purchase separately.
- Gold partners benefit from a one-time discount of €3,000 when booking an 18 sqm or larger stand. 2 registrations are included per 9 sqm stand purchased.
- Startup partners benefit from a startup stand at the EACR 2027 Congress (including 1 full congress registration), enabling them to learn more about the EACR's community and events.
- EACR 2027 Congress celebration tickets are available to EACR Industry Partners on request based on your tier: Diamond/Gold/Silver - up to 2, Startup - 1.

  Celebration tickets must be linked to registered attendees (exhibitor passes or full congress registrations).

Find details about our next congress here: 2027.eacr.org



EACR in-person conferences

Diamond Gold Silver Startup

The EACR organises a range of small conferences (100-350 participants) every year. These put a spotlight on focused areas of research, where the latest developments and interaction among all participants are the very highest priorities. These events are great opportunities for companies to connect with a highly relevant target audience.

All Industry Partners benefit from:

- a 20% discount on all sponsorship and exhibition opportunities.
- one free delegate registration per year (you can choose which EACR in-person conference to use this on) (2 available for Diamond Partners).
- the option to send leaflets to any EACR conference and they will be displayed on a literature table (no limit on the number of events).

Diamond, gold and silver partners benefit from:

- an exclusive booking period for industry speaking and exhibition packages. Unlike the annual congress, for smaller conferences the three tiers share the same exclusive window.
- one free pocket programme advert per year (you can choose which in-person conference to use this on) (2 available for Diamond Partners). Also available to purchase separately.

Video advertising

Your company's promotional video played on the main stage during a live conference.

Each video will be played three times during the conference (once per day), directly before or after a scientific session and will be a maximum of 5 minutes long, grouping videos together as required.

- The gold tier includes two 30-second videos, diamond includes four. These could be used at separate conferences or combined into one longer video shown at one conference. Also available to purchase separately.

Find our upcoming conferences here: www.eacr.org/conferences



EACR virtual conferences

Diamond Gold Silver Startup

All EACR Industry Partners benefit from a 20% discount on sponsorship options, including speaking packages.

Partners also receive free delegate registrations based on tier: Diamond - 4, Gold - 3, Silver - 2, Startup - 1 (you can choose which EACR virtual conference(s) to use these on).

Joint EACR-industry virtual conferences

Virtual events are a fully integrated part of the EACR's 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 looking for companies to partner on virtual conferences. As a co-organiser, your company would be the sole sponsor, have representation on the Scientific Programme Committee and input into the topic, speakers and format of the two-day programme. Industry-sponsored events allow us to offer a heavily discounted registration rate (approx. €30) to EACR members, which enables more participants to attend.

Email claire.sanders@eacr.org for further information.

Highlights from the EACR-AstraZeneca 2025 Conference: Circulating Nucleic Acids (cfDNA/ctDNA): In use, in view and on the horizon

Highlights from the EACR-Boehringer Ingelheim 2025 Conference: Drugging and Regulating the MAP Kinase Pathway

"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 from an EACR Liquid Biopsies virtual conference



EACR email newsletter

Diamond Gold Silver Startup

The email newsletter is an informative and professional email sent to our 14,000+ members every two weeks. It is extremely popular with EACR members and benefits from an impressive average open and click rate.

A maximum of three partners can feature in the same edition so pre-booking is encouraged to secure a date. Partner announcements appear in the 'News and Community' section at the top of each newsletter.

Send content for the email newsletter. The number of announcements per year varies based on your tier: Diamond & Gold - up to 6, Silver - up to 2, Startup - 1

Content guidelines:

- Up to 150 words including title and link.
- One image, banner or logo.
- One call-to-action link.

Partners will be sent guidelines, including the full specifications for newsletter announcements, and a calandar of the newsletters so you can pre-book your preferred options.

The logos of all Industry Partners are included in the footer of every newsletter.

Partners can also list events, jobs, and grants for free in the lower sections of the newsletter. Submit your jobs and grants directly though our portals (www.eacr.org/advertise-job | www.eacr.org/advertise-grant). For events, send the following details to claire.sanders@eacr.org:

- Full event title
- Event location (city and country)
- Event dates
- Event website URL
- Banner image for the EACR website: 550px width x 220px height
- Banner image for EACR newsletter: 728px width x 90px height
- A list of the event's key deadlines
- A short description of the conference (100 words maximum).
- Optional: up to 20 keywords, separated by commas

If you are not already on the mailling list to receive EACR's newsletters, you can sign up here.

Industry Partner special edition email newsletter

Once a year, we dedicate an edition of the email newsletter to our EACR Industry Partners. It will be sent to all 14,000+ members. Diamond/Gold Partners can choose their own content.

Note that order of appearance within each tier will be selected randomly using an online random number generator.

Diamond and Gold partners can provide a full announcement for inclusion.

Silver and Startup partners will be acknowledged with a logo and website link.

The Cancer Researcher magazine

Diamond Gold Silver Startup

The Cancer Researcher (magazine.eacr.org) is our online-only magazine for the cancer research community, with 6,350+ page views per month. We publish inspiring and insightful content on topics that are of interest to cancer researchers across the world.

Our partner advertising benefits offer 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.

- We invite you to submit articles about your researchers or customers in *The Cancer Researcher* free of charge. Posts are promoted on the EACR social media channels and in our email newsletter to our 14,000+ members. This is intended to be soft marketing rather than a direct sales pitch for products.

- Diamond tier includes two calendar months of banner advertising in *The Cancer Researcher*. A 300 x 250px or 300 x 300px advertisement (image or GIF) with a clickable link, displayed in the sidebar on every page.

- Banner advertising is also available to purchase for the discounted rate of €1,000 per calendar month for any EACR Industry Partner. This option is imited to one company per month and partners will be given priority over non-partners. Contact us directly (claire.sanders@eacr.org) for more information about advertising.



Annual member survey

Every January, we send a survey to our 14,000+ members and receive around a 10% completion rate. Take this opportunity, exclusively available to Diamond, Gold and SIlver EACR Industry Partners, to pose a question to our community of cancer researchers.

You are free to choose the type of question, such as a multiple choice, rating scale or free text response. All questions will be subject to final approval by the EACR. They will be placed on the final page of the survey, which is dedicated to Industry Partners. The anonymous responses can be broken down by 'area of research' (i.e. basic research, clinical research) and 'level of seniority' (i.e. postdoc, principal investigator).

- Five questions will be available for the January 2027 survey. These will be allocated on a first-come, first-served basis and limited to one question per company. Bookings will open in the week commencing 04 January 2027.

You will have until 11 January to book this opportunity and provide your question. We plan to send the survey to EACR members in mid-January.

EACR website

Diamond Gold Silver Startup

We highlight and acknowledge Industry Partners' support in materials we publish, both printed and digital. Industry Partners can also list events, jobs, and grants on the EACR website for free. These will also automatically be included in the EACR email newsletter.

- Logos and website links for all EACR Industry Partners can be found in the rolling banner at the bottom of most EACR webpages.
- Your company's linked logo is featured on the EACR's dedicated Industry Partners webpage (www.eacr.org/industry-partners).
- Industry Partners can list their seminars, webinars, and conferences for free on our popular Cancer Conference Hub (www.eacr.org/content/meetings.php). The event must be directly organised by the partner company. Send your event details to claire.sanders@eacr.org *(see exact specs in the newsletter section on page 9).*
- Jobs and grants can be listed for free on the EACR website (www.eacr.org/advertise-job | www.eacr.org/advertise-grant).

Individual memberships

A chance for scientists in your company, or selected customers, to take full advantage of all the activities offered by our association. We have a range of member benefits, including opportunities to network with other members, member-exclusive webinars, a video archive, and discounts at EACR events (www.eacr.org/membership).

- Individual EACR memberships available per year:
  Diamond & Gold - 5, Silver - 2, Startup - 1

Webinars

Organise exclusive and bespoke symposia in collaboration with the EACR, beyond the scope of our existing conferences. We offer 1-hour presentations, co-organised with your company, as stand-alone events. You provide the programme and arrange the speaker(s). The EACR hosts the webinar, facilitating registrations and promoting it to members.

The webinar could be purely scientific, or it could cover other areas such as careers in industry, a topic that we know is of interest to EACR members. The event would be public and, with the appropriate permissions from the speaker(s), recordings from the webinar would be share in *The Cancer Researcher* magazine and made available for unrestricted sharing by the partner company.

- Two joint webinar per year are included in the Diamond tier and one per year in the Gold tier.
- *Additional €5,000: Non-exclusive opportunity to purchase additional webinars, subject to schedule capacity.*

Non-exclusive additional opportunities *(subject to EACR review)*

We would be pleased to discuss any ideas, suggestions, and bespoke projects for future collaborations. Current additional options available to purchase include but are not limited to:

- €3,000: Joint awards/grants/fellowships exclusive to EACR members.
  Includes promotion of the award in five editions of the email newsletter.
- €1,000 per month: Advertising banner in *The Cancer Researcher* digital magazine (magazine.eacr.org).
- €5,000: Joint webinar.

Prices above include up to a 50% discount on those offered to non-Industry Partners.

We are also happy to discuss additional partnerships, such as joint conferences, postdoctoral fellowships, or congress/conference grants.

Let us know how **YOU** would like to partner with the EACR!

CONTACT THE EACR TEAM

We're happy to answer any questions you have.

Email: claire.sanders@eacr.org
Website: www.eacr.org

EACR

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