

# EACR INDUSTRY PARTNERSHIPS 2022



# EACR Industry Partnerships 2022

	DIAMOND	GOLD	SILVER
	EUR 50 000	EUR 20 000	EUR 5 000
<b>EACR Annual Congress</b> (page 5)			
Acknowledgement as Industry Partner in Congress materials	✓	✓	✓
Booking window	1st exclusive window	2nd exclusive window	3rd exclusive window
Exhibition booth	EUR 3 000 discount if booking 18sqm or more	EUR 3 000 discount if booking 18sqm or more	no discount
<b>EACR Conferences</b> (page 5)			
Discount on sponsorship opportunities ( <i>in-person only</i> )	20%	20%	20%
Exclusive booking window	✓	✓	✓
Send flyers for display on a literature table ( <i>in-person only</i> )	✓	✓	✓
Industry Rate registration to any EACR conference	1	1	1
Free advert in one EACR conference Programme Book ( <i>in-person only</i> )	✓	✓	✓
<b>EACR Board Members</b> (page 6)			
Annual networking event with EACR Board members	✓		
<b>Fortnightly Email Bulletin to 10 000 EACR Members</b> (page 6)			
Logo on footer	✓	✓	✓
Announcements	6	4	2
Special newsletter ( <i>1 per year</i> )	Announcement	Announcement	Mention
Exclusive dedicated newsletter	1		
<b>The Cancer Researcher Digital Magazine</b> (page 8)			
Soft marketing / Community articles	✓	✓	✓
Articles about your company ( <i>subject to approval</i> )	✓	✓	✓
<b>EACR Member Survey</b> (page 8)			
A question in the EACR Annual Member Survey <i>limit of 5 first come first served</i>	✓	✓	✓
<b>EACR Website</b> (page 9)			
Logo on rolling banner on EACR webpages	✓	✓	✓
Logo on EACR Industry Partners' webpage	✓	✓	✓
List your events on the EACR Cancer Conference Hub	✓	✓	✓
List your opportunities on the EACR Jobs & Grants webpage	✓	✓	✓
<b>Individual Memberships</b> (page 9)			
Integrate scientists into EACR membership	10	5	2
<b>Webinars</b> (page 9)			
Organised in collaboration with the EACR	2	1	
<b>Gather Session</b> (page 10)			
Virtual space to walk around and meet with EACR members informally over video chat	1	1	
<b>Social Media</b> (page 10)			
Mention on 3 channels ( <i>Facebook, Twitter, LinkedIn</i> )	1	1	1
<b>Non Exclusive Additional Opportunities</b> <i>subject to EACR review</i> (page 11)			

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

# 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 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

Claire Sullivan

Communications and Marketing Manager

email: [claire.sullivan@eacr.org](mailto:claire.sullivan@eacr.org)



European Association for Cancer Research  
Sir Colin Campbell Building, University of Nottingham Innovation Park  
Triumph Road, Nottingham, NG7 2TU, UK

# EACR membership profile

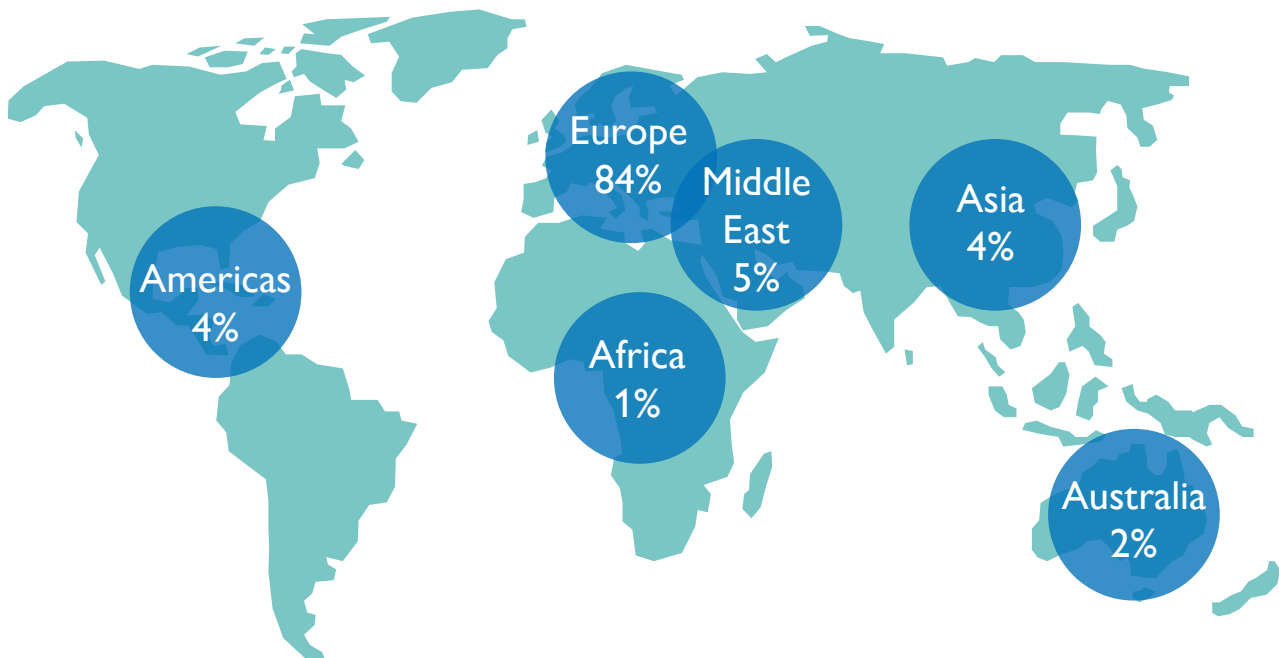
We believe that today's science is tomorrow's medicine.

We provide a wide variety of services to our community of members, organise scientific conferences and courses of the highest quality, and facilitate

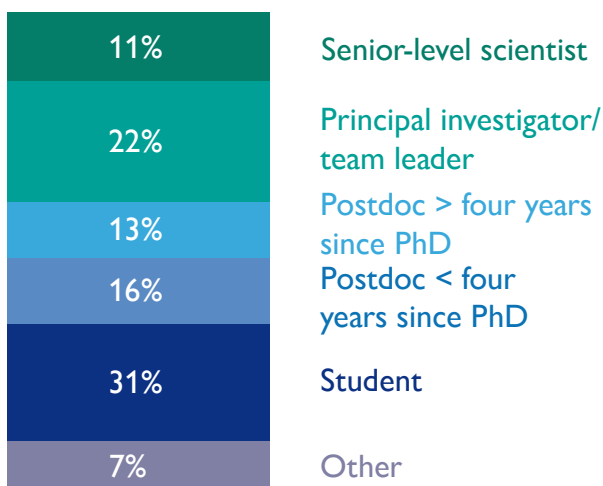
communication and collaboration within the cancer research community.

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

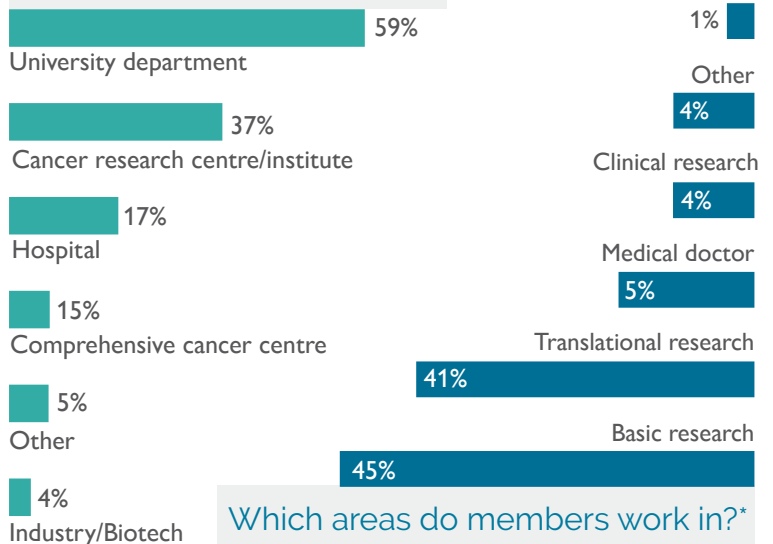
Over **10,000** members across 100 countries worldwide



## Level of seniority



## Where do members work?\*



## Which areas do members work in?\*




\*Participants could select multiple options

# What we offer

## EACR Annual 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 2022 will give you the opportunity to benefit from an exclusive booking window and discounts at the 2023 edition, currently planned to be in-person in June 2023, subject to further discussion.

-  All Industry Partners will be acknowledged in online and printed Congress materials for their support of the EACR.
-  We give Industry Partners exclusive booking periods for Industry Symposia, the trade exhibition and all other promotional opportunities at the Congress. Diamond level partners will have the very first chance to book, followed by Gold partners. Silver partners get the last exclusive window before general sales open to non partners.
-  Diamond and Gold partners benefit from a discount of €3 000 on the total of all exhibition prices when booking a minimum of 18 sqm.





## EACR Conferences

---

The EACR organises a range of small conferences (100 - 300 participants) every year on focussed topics, where the latest research and interaction among all participants are the very highest priorities.

### In-person events

Industry Partners benefit from:


-  An exclusive booking period for industry speaking and exhibition packages. Unlike the Annual Congress, for smaller conferences all tiers share the same exclusive window.
-  20% discount on all opportunities

And if you choose not to exhibit:

-  One free Industry Rate delegate registration per year for any EACR conference. Can also be used on virtual events (saving: €275-800).

## Virtual events

Virtual events are now fully 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. Sponsorship packages are cheaper than in-person conferences, have a greater number of speaking slots, and include options to provide pre-recorded video content.

-  We give Industry Partners an exclusive booking period for industry speaking and sponsorship packages. All tiers share the same exclusive window.

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 recent Liquid Biopsies virtual event

Full list of upcoming conferences:  
[www.eacr.org/conferences](http://www.eacr.org/conferences)

## EACR Board Members

---

**NEW for 2022** and exclusively available at the Diamond level. We are offering partners access to EACR Board members and senior leadership.

-  An annual networking event will be arranged to put our Diamond partners in the same room as our key opinion leaders. This would likely take place during the EACR Annual Congress. A conference call could be offered as an alternative to an in-person event.


## EACR 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 over 9%, well above the industry average.

Industry Partners may request a product or meeting announcement up to 2/4/6 times a year (depending on your partnership level). A maximum of three partners can feature in the same edition so pre-booking is encouraged if you want to secure a particular date. 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 advertising in our email news bulletin.

-  Industry Partners are able to send content for the fortnightly email news bulletin. The number of announcements per year varies based on your package:  
Diamond - 6, Gold - 4, Silver - 2

-  The logos of all Industry Partners appear on the footer of every fortnightly email news bulletin.

## Special e-newsletter

Once a year, we will dedicate an 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.

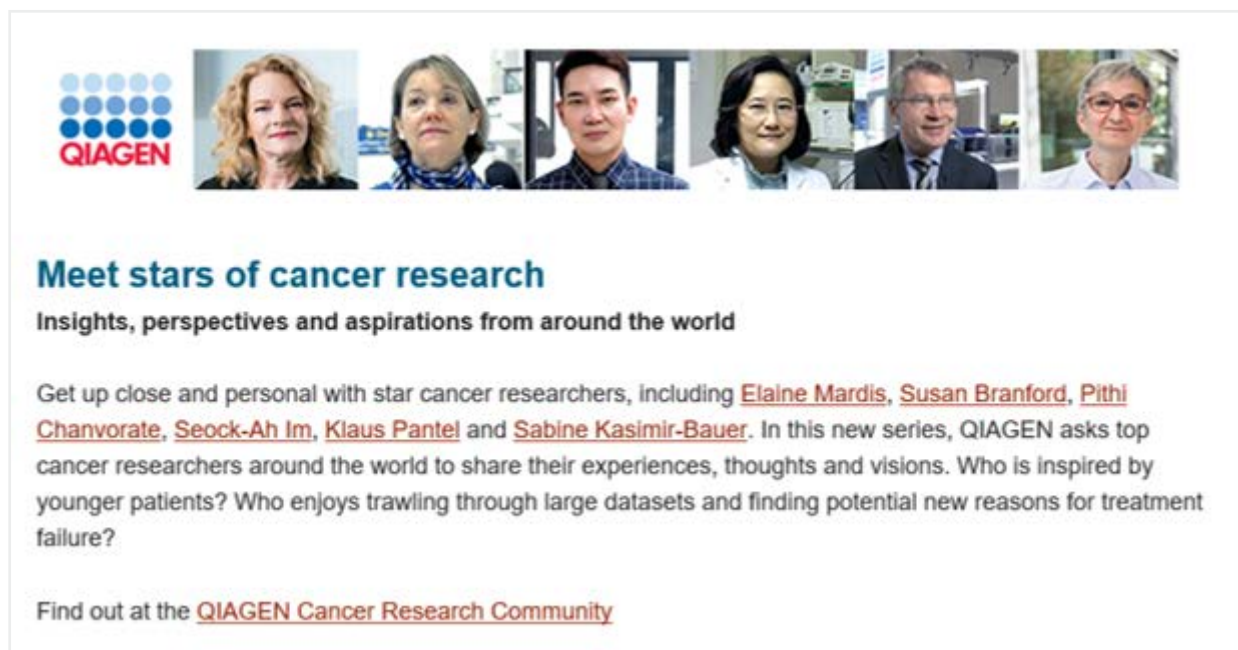
Note that order of appearance within each tier will be selected randomly using an online random number generator.

- Diamond and Gold level partners will be able to provide a full announcement for inclusion.

Content Guidelines:

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

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



**Meet stars of cancer research**  
Insights, perspectives and aspirations from around the world

Get up close and personal with star cancer researchers, including [Elaine Mardis](#), [Susan Branford](#), [Pithi Chanvorate](#), [Seock-Ah Im](#), [Klaus Pantel](#) and [Sabine Kasimir-Bauer](#). In this new series, QIAGEN asks top cancer researchers around the world to share their experiences, thoughts and visions. Who is inspired by younger patients? Who enjoys trawling through large datasets and finding potential new reasons for treatment failure?

Find out at the [QIAGEN Cancer Research Community](#)

*Example announcement by an EACR Industry Partner.*

## Exclusive dedicated e-newsletter

**NEW for 2022** and exclusively available at the Diamond level. We are offering partners a mailing to our list of 10 000 members.



- Each year Diamond partners can have one exclusive dedicated e-newsletter to the EACR mailing list of 10 000 members. The EACR team will turn your choice of content into a custom e-newsletter, which can be scheduled on a Wednesday of your choice (offset from our regular fortnightly email news bulletin). One partner per dedicated e-newsletter.

## The Cancer Researcher Magazine

---

The Cancer Researcher is our online-only magazine for the cancer research community, with 3,500+ page views per month. We publish inspiring and insightful content on topics that are of interest to cancer researchers across the world.\*

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.

-  We invite you to submit articles about your researchers in The Cancer Researcher ([magazine.eacr.org](https://magazine.eacr.org)), free of charge. Posts are promoted on EACR social media channels and in our email news bulletin to our 10,000 members.
-  *Additional €1 000: Non-exclusive opportunity to purchase an advertising banner in The Cancer Researcher (price per month)*

Industry Partners will be given priority when booking advertising in our digital magazine. Contact us directly for more information about advertising.

# The Cancer Researcher



Online magazine for the cancer research community


**EACR**  
European Association  
for Cancer Research

## Annual Member Survey

---

**NOW INCLUDED in 2022 packages.** Every January, we send a survey to our 10 000 members and receive on average a 10% completion rate. 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'.

-  Five questions available for the January 2022 survey, which will be allocated on a first-come first-served basis. when bookings open week commencing 03 January 2022. These will be limited to a maximum of one question per company.

We plan to send the survey on 26 January 2022, and will give you until 19 January to book this opportunity and provide your question.





*\*AstraZeneca has provided a sponsorship grant towards The Cancer Researcher Magazine as an independent programme.*



## EACR Website

---

We highlight and acknowledge Industry Partners' support in material we publish, in print and digitally. Industry Partners can also list events, jobs and grants on the EACR website for free.

-  Logos and website links for all Industry Partners can be found in the banner at the bottom of most EACR webpages, receiving 50 000 visits a month on average.
-  Dedicated page on the EACR website for Industry Partners. ([eacr.org/industry-partners](http://eacr.org/industry-partners))
-  Industry Partners can list seminars, webinars and conferences for free on our conference listing page, the very popular [Cancer Conference Hub](#), with 6 000 visits each month on average.
-  Jobs and grants can be listed for free on the EACR website. ([eacr.org/content/jobs.php](http://eacr.org/content/jobs.php))

## Individual Memberships

---

This is a chance for scientists in your company to take full part in the activities of our Association. Contact us for more information. We have a range of Member Benefits, including the ability to search and message our network of members, video recourse archive and discounts at EACR events.



-  Individual EACR memberships offered to your researchers each year:  
Diamond - 10, Gold - 5, Silver - 2

## Webinars

---

Organise exclusive bespoke symposia in collaboration with the EACR. Thinking beyond the scope of our existing conferences, we offer 1-hour presentations featuring only your company to our audience as a stand-alone event. You provide the programme, arranging speaker(s) and moderators. The EACR would host the webinar, facilitate registrations and promote to members.

Topics could include "Careers in Industry" or "Scientific Seminars". We ask that the live event be exclusive to EACR members, however, with the appropriate permissions from contributors, recordings from the webinar would be made available for unrestricted sharing by the partner.

-  Webinars are included at the Diamond and Gold levels with **one (Gold)** or **two (Diamond)** per year.
-  *Additional €5 000: Non-exclusive opportunity to purchase additional webinars, subject to schedule capacity.*

## Gather Session

We use the [gather.town](https://gather.town) to create virtual spaces for our members to meet. You may have seen it used for networking sessions and poster displays at our recent virtual events. The platform allows you to walk around and meet with other attendees informally over video chat.

The format of the Industry Partner session is up to you and could be a journal club, Q&A, demonstration, round table discussion, whatever setting you would like to use to meet EACR members. Keep it fun and informal to encourage attendance.

- Diamond and Gold Partners are offered one gather session per year. You decide the content and arrange any speakers or contributors. You will work with the EACR team who will help built a virtual space suitable for your format and promote the session to EACR members. Support is available to help you familiarise yourself with the platform before the session.



## Social Media

- Each Industry Partner will be promoted once per year across the three main EACR social media channels: Facebook, Twitter and LinkedIn, which, between them, have almost 15 000 followers. You do not need to provide any content for this unless you would like us to use a different logo or weblink than the ones used on the EACR website.



## 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 news bulletin.
- €1 000 per month: Advertising banner in The Cancer Researcher digital magazine
- €5 000: Careers in Industry webinar
- €5 000: Scientific Seminar Series webinar

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

### CONTACT THE EACR TEAM

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

Email: [claire.sullivan@eacr.org](mailto:claire.sullivan@eacr.org)

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

# EACR

---

European Association  
for Cancer Research