



EACR

European Association
for Cancer Research

EACR INDUSTRY PARTNERSHIPS

2024

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 12,000 members worldwide. 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 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.
- 2. Partnership isn't limited to the items in the packages** Partnerships are two-way relationships. We welcome and value discussions and suggestions from our partners. We are always happy to consider bespoke projects of mutual interest.
- 3. Most benefits will require time and input from you to get the most out of them** For example: preparing newsletter announcements, identifying relevant people to offer individual memberships, identifying 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.
- 4. A partnership goes beyond just the tangible benefits** While it's easy to focus on costs and ROI, it's also important to remember the personal aspect of our work. The EACR is a charity with a mission to support researchers in their shared objective of defeating cancer. Even though our primary audience, basic scientists, might seem distant from patients, remember that **today's science is tomorrow's medicine**. We warmly invite you to embrace our mission, share it with your customers and team members, and become an integral part of our community.
- 5. Diamond tier works differently** While our Silver and Gold partnership tiers have set prices, Diamond partnership is offered to any company that supports the EACR, in any combination of ways, over a threshold of €50 000 in a year. See the table below for examples. Diamond partners may access any of the benefits in the Gold tier.



Get in touch

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EACR Industry Partnerships 2024

	SILVER	GOLD	DIAMOND	
	EUR 5 000	EUR 20 000	From EUR 50 000	
EACR Annual Congress (page 5)				
Booking window	2nd exclusive window	1st exclusive window	Bespoke relationship with the EACR	
Exhibition booth	no discount	EUR 3 000 discount if booking 18sqm or more		
EACR In-Person Conferences (excludes joint EACR-AACR) (page 5)				
Discount on sponsorship opportunities	20%	20%	Could include, but not limited to:	
Exclusive booking window	✓	✓		
Flyers displayed on a literature table	✓	✓		
Industry Rate registration to any EACR conference	1	1		
Free advert in an EACR conference Pocket Programme	1	1		
30-second video to be shown three times during an in-person conference (at the start or end of a scientific session)	0	2	Postdoctoral fellowships	
EACR Virtual Conferences (page 6)				
Discount on sponsorship opportunities	20%	20%	Funding for the EACR Congress or conferences	
Industry Rate registration to any EACR conference	1	1		
Fortnightly Email Bulletin to 12 000 EACR Members (page 7)				
Announcements	2	6	Holding a joint virtual conference	
Special Industry Partner newsletter (1 per year)	Mention	Announcement		
The Cancer Researcher Digital Magazine (page 8)				
Soft marketing/Community articles (subject to approval)	✓	✓	Diamond partners may access any of the benefits in the Gold tier upon request	
EACR Member Survey (page 8)				
A question in the EACR Annual Member Survey limit of 5: first come, first served	✓	✓		
Share your opportunities (page 9)				
Your events listed on the EACR website & once in the newsletter	✓	✓		
Your jobs & grants listed on the EACR website & once in the newsletter	✓	✓		
Branding (page 9)				
Your logo and URL on EACR and conference webpages, printed materials and newsletter footer under the Industry Partner heading	✓	✓		
Individual Memberships (page 9)				
Integrate your scientists with EACR membership	2	5		
Webinars (page 9)				
Organised in collaboration with the EACR	0	1		

Non-Exclusive Additional Opportunities subject to EACR review (page 10)

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

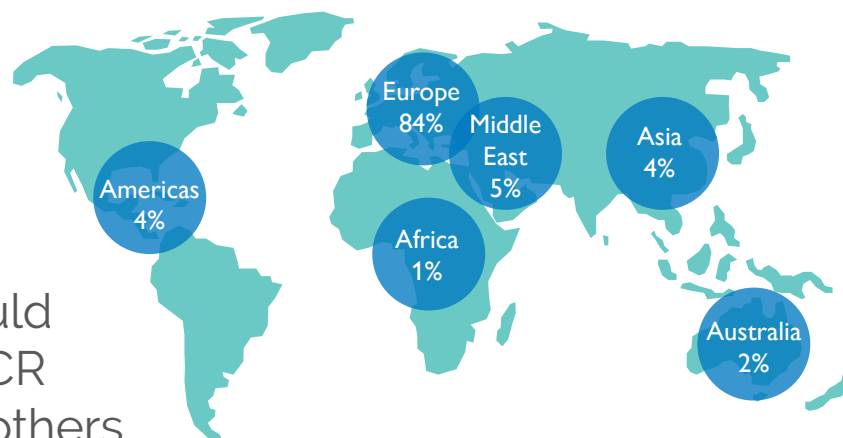
Today's science is tomorrow's medicine.

We facilitate communication and collaboration within the cancer research community, 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.

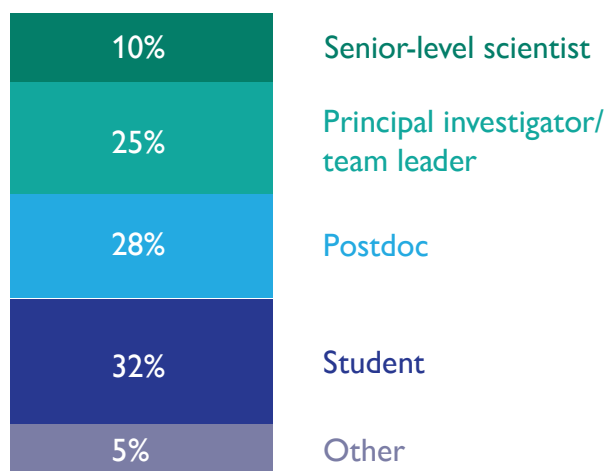
Find out more about EACR membership: www.eacr.org/membership

Over **12,000** members across 100 countries worldwide

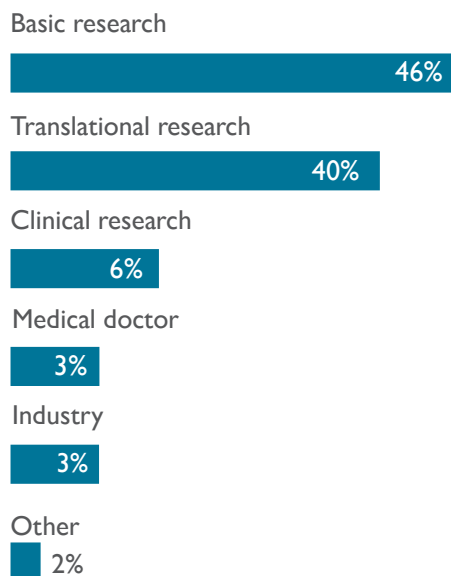


99% of members would recommend EACR membership to others

Members' level of seniority





Which areas do members work in?






What we offer

EACR Annual Congress

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

Industry Partners have extensively supported the EACR Congress over the years. At our last edition, EACR 2023 in Torino, we welcomed over 2200 participants from 65 countries, and 88 companies in the sold-out exhibition. Being a partner in 2024 will give you the opportunity to benefit from an exclusive booking window and other perks at the 2025 edition in Lisbon.

-  All Industry Partners will be acknowledged for their support of the EACR in online and printed 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, followed by Silver partners, before general sales open to non-partners.
-  Diamond and Gold partners benefit from a discount of €3 000 when booking an 18 sqm or larger stand.






EACR In-Person Conferences *(excludes joint EACR-AACR conferences)*



The EACR organises a range of small conferences (100 - 300 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.

You can find our upcoming conferences here: www.eacr.org/conferences

All 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 sponsorship and exhibition opportunities.
-  One free Industry Rate delegate registration per year (you can choose which EACR in-person conference to use this on).


EACR In-Person Conferences continued...

-  One free Pocket Programme advert per year (you can choose which conference to use this on).
-  Send leaflets to any EACR conference and they will be displayed on a literature table (no limit on the number of events).

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, usually once per day. Each advertising break will take place directly before or after a scientific session and will be a maximum of 5 minutes long, grouping videos together as required.

-  Gold and Diamond tiers include two 30-second videos. These could be used at separate conferences or combined into one 1-minute video shown at one conference.

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

EACR Virtual Conferences

-  20% discount on all sponsorship packages
-  One free Industry Rate delegate registration per year (you can choose which EACR virtual conference to use this 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 with the EACR to co-organise virtual conferences. 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. €20) to EACR members, which enables more participants to attend.

Price available on request. If you choose to partner with us on a joint virtual conference, this may qualify you for Diamond tier EACR Industry Partnership.

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

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

The email newsletter is an informative and professional email sent to our 12 000 members every fortnight. It is extremely popular with EACR members and benefits from an average open rate of 36% and click rate of 9%, well above the industry average.

Industry Partners may request announcements up to 2-6 times a year (depending on your partnership tier). A maximum of three partners can feature in the same edition so pre-booking is encouraged to secure a date. Announcements can be up to 150 words in length and can include a banner and website link. They appear in the News and Community section at the top of each newsletter.

Please contact us to add colleagues to the mailing list or for advice on the technical requirements of advertising in our email newsletter.

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

Content Guidelines:

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

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

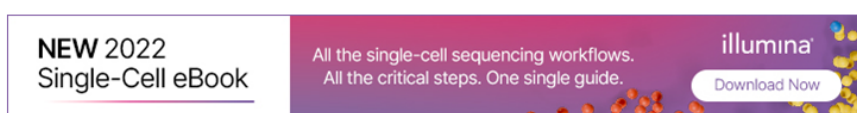
Partners will be sent guidelines, including the full specifications for newsletter announcements, and a calendar of the newsletters so you can pre-book your preferred options.

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 12 000 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 level partners can provide a full announcement for inclusion.
- Silver partners will be acknowledged with a logo and website link.



Single-cell sequencing can reveal the cell types within a complex biological system and expression levels within those individual cells, providing a much deeper and more specific view of cell-to-cell variation.


Get your copy of this educational eBook to explore each step of the single-cell sequencing workflow and gain valuable insights to ensure experimental success. Learn more, [download Single-Cell Sequencing Workflow](#): Critical Steps and Considerations eBook today!


A recent example of a newsletter announcement by an EACR Industry Partner.

The Cancer Researcher Magazine

The Cancer Researcher is our online-only magazine for the cancer research community, with 3 400+ 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 or customers in *The Cancer Researcher* (magazine.eacr.org) free of charge. Posts are promoted on EACR social media channels and in our email news bulletin to our 12 000 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 (claire.sanders@eacr.org) for more information about advertising.

TheCancerResearcher




Online magazine for the cancer research community

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Annual Member Survey

Every January, we send a survey to our 12 000 members and receive on average a 10% completion rate. Take this opportunity, exclusively available to Industry Partners, to ask 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 2024 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 01 January 2024.

You will have until 10 January to book this opportunity and provide your question. We plan to send the survey to EACR members on 17 January 2024.


EACR Website

We highlight and acknowledge Industry Partners' support in materials we publish, both print and digital. 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.
-  Dedicated page on the EACR website for Industry Partners. (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 (www.eacr.org/content/meetings.php)
-  Jobs and grants can be listed for free on the EACR website. (www.eacr.org/advertise-job)

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 the ability to search and message our network of members, a video resource archive, and discounts at EACR events (www.eacr.org/membership).

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

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, to our audience as a stand-alone event. 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 contributors, recordings from the webinar would be made available for unrestricted sharing by the partner company.

-  One webinar per year is included in the Diamond and Gold tiers.
-  *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
- €5 000: Joint webinar

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

We would be happy to discuss additional sponsorship, such as joint conferences, Postdoctoral Fellowships, or Congress/conference grant support, which all contribute to the threshold required for automatic Diamond tier partnership.

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

CONTACT THE EACR TEAM

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

Email: claire.sanders@eacr.org

Website: www.eacr.org

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