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Exhibit at the 2010 Genitourinary Cancers Symposium

Exhibit sales are now open for the 2010 Genitourinary Cancers Symposium, March 5-7, 2010 (Exhibit dates: March 5-6, 2010) at the San Francisco Marriott in San Francisco, California. The meeting will showcase the newest strategies in prevention, screening, diagnosis, and treatment of genitourinary cancers. The three-day multidisciplinary symposium offers educational sessions and abstract presentations focused on various types of GU cancers including:

- Prostate
- Renal
- Urothelial Cancer
- Rare GU Tumors

Space is limited and fills up fast, so secure your space now! Please contact June LaMountain by phone at 703-631-6200, or via e-mail (guexhibits@jspargo.com). For more information and meeting updates, please visit www.gucasymposium.org.

GU Symposium and other Sponsorship Opportunities Available Through The ASCO Cancer Foundation®

2010 support opportunities for ASCO and The ASCO Cancer Foundation are now available. Opportunities include the GU Symposium WiFi Zones, the ASCO Membership Directory, print and online versions, and the ASCO Annual Meeting. The ASCO Cancer Foundation supports progress against cancer by funding cancer research, patient education, and the dissemination of knowledge and information through continuing medical educational programs. With this funding, ASCO is able to provide educational training programs designed to advance high-quality cancer care and cancer prevention by furthering current knowledge in the field of oncology. None of the programs that support this important mission would be possible without the generosity of our donors and supporters. For information on support opportunities for the ASCO Cancer Foundation and ASCO programs, including the Annual Meeting, please contact [Chelsea Bollea](#) for more information.

Advertise in the 2010 Genitourinary Symposium Daily News

Advertising opportunities exist in the Genitourinary Symposium Daily News, the official newspaper of the 2010 Genitourinary Cancers Symposium. The Daily News is published twice and distributed the first two days of the meeting via tote bags and handouts. Advertising is limited so you are encouraged to act quickly!

Ad space closing date for the GU Symposium Daily News is January 7, 2010.

For detailed specifications and rates contact ASCO's advertising representative, Kevin Dunn with Cunningham Associates by phone at 201-767-4170, or via e-mail (kdunn@cunnasso.com).

Additional Gastrointestinal Cancers Resources Posting Board Information

Exhibit space for the 2010 Gastrointestinal Cancers Symposium is sold out! If you missed the chance to exhibit at this meeting, there is still an opportunity to get your information in the hands of the attendees at this important symposium. For just \$299, we will display one of your company's marketing pieces in an 8 ½ by 11 plexi pocket on the "Additional Gastrointestinal Cancers Resources" posting board. Attendees will have access to the resources on this posting board during the open exhibits hours on Friday, January 22 and Saturday, January 23. Don't wait! Space is limited and available on a first-come, first served basis; non-exhibitors will be provided the first opportunity to take advantage of this offering. If you are interested, please contact June LaMountain by phone at 703-679-3931 or via e-mail at june.lamountain@jspargo.com.

Learn about the NEW Trials in Progress Poster Session

The 2010 ASCO Annual Meeting is now accepting abstracts for a new topic category called Trials in Progress. This category was created to facilitate awareness and dialogue about open, ongoing clinical trials that do not have definitive results or conclusions at this point. Please let your company's scientific staff know about this new opportunity. More information can be found and abstracts can be submitted at <http://www.asco.org/cfa>. The abstract submission deadline is January 12, 2010, 11:59 PM Eastern Standard Time (EST).

Drive Traffic to Your Booth with an ASCO Product Giveaway

ASCO publishes a number of high-quality products of interest to attendees. Exhibitors may purchase bulk quantities of selected publications to hand out from their booth, and some options include branding opportunities. An acknowledgment, advertisement in JCO, announcement fliers, and other benefits can be

included in the package. For more information, please contact John Malamphy at The Walchli Tauber Group by phone (443-512-8899 x104) or via email (john.malamphy@wt-group.com).

Ancillary Events Website Now Open

ASCO is still accepting ancillary event requests for the 2010 Annual Meeting. Space is going fast. Submit your request soon! Any organization planning to hold an ancillary event during any ASCO meeting or symposium must submit information about the event online at www.asco.org/eventrequest prior to planning the details of the event. This provides ASCO with the necessary information to assist members, volunteers, and meeting attendees with any questions that may arise.

2010 ISS Deadline- January 7, 2010

Again this year, ASCO offers Medical Education Providers an opportunity to present high-quality medical education adjunct to the ASCO Annual Meeting - Independent Satellite Symposia (ISS). Independent Satellite Symposia are scheduled to be held Friday, June 4, 2010 from 6:30 PM - 8:30 PM. The deadline for proposals is Thursday, January 7, 2010. More information is available online at www.asco.org/iss. For any questions, please e-mail ISS@asco.org.

Oncology Career Fair

Are you an employer searching for a new candidate? Secure your space in the 2010 Career Fair at the ASCO Annual Meeting! For more information, please contact The Walchli-Tauber Group via e-mail at sandy.bredlow@wt-group.com or by phone at 443-512-8899 x108.

Passport Program: Back by Popular Demand!

ASCO and The ASCO Cancer Foundation are excited to again offer the Passport Program in the Exhibit Hall at the 2010 Annual Meeting. While there is already a waiting list, we encourage you to let us know if your organization would like to participate and we will gladly add your name to that list. Created prior to the 2009 Annual Meeting to drive more traffic into and throughout the Exhibit Hall, attendees will receive a passport booklet to be stamped at participating booths. Those attendees who have their passport booklets stamped by all participating exhibitors will be eligible to receive an ASCO-related gift.

Please contact the Exhibits staff via e-mail (exhibits@asco.org) or by phone at 571-483-1300 if you have any other questions. Be sure and watch for more details on this program in upcoming editions of this newsletter.

Exhibit Hall Meeting Rooms

Again this year, exhibitors may rent modular meeting space located in the back of the Exhibit Hall. The Exhibit Hall Meeting Rooms are a convenient place for you to have a staff lounge, hold staff meetings, meet privately with attendees, etc. within close proximity to your booth. New this year, Exhibit hall meeting rooms are available for use to exhibiting company personnel beginning on Friday, June 4, 2010 from 7:00 AM - 7:00 PM. Once the Exhibit Hall opens on Saturday, June 5, exhibitors are free to invite attendees to their meeting rooms on Saturday, June 5 and Sunday, June 6 from 7:00 AM - 7:00 PM and on Monday, June 7 from 7:00 AM - 5:00 PM. If you are interested in ordering an Exhibit Hall Meeting Room, please contact June LaMountain by phone at 703-631-6200 or via e-mail at asco@jspargo.com for more information. Exhibit Hall Meeting Room space is limited and will be assigned on a first-come, first-served basis.

No Longer the Exhibits Contact for your Organization?

If you are no longer the primary point of contact for your organization, please e-mail the information for the new contact to asco@jspargo.com. We will update our systems accordingly to ensure that we have the most accurate information on file. We appreciate your help in keeping our lines of communication open!

Mark your calendars for the following 2010 ASCO Meetings and Symposia:

Gastrointestinal Cancers Symposium
January 22-24, 2010 // Orlando, Florida // www.gicasymposium.org

Multidisciplinary Head and Neck Cancer Symposium
February 25-27, 2010 // San Francisco, California // www.headandneckcancersymposium.org

Genitourinary Cancers Symposium
March 5-7, 2010 // San Francisco, California // www.gucasymposium.org

NCI-ASCO Cancer Trial Accrual Symposium
April 29-30, 2010 // Bethesda, Maryland // www.cancermeetings.org/TrialAccrualSymposium

ASCO Annual Meeting
June 4-8, 2010 // Chicago, Illinois // www.asco.org/annualmeeting

Best of ASCO San Francisco
July 16-17, 2010 // San Francisco, California // www.asco.org/boa

Best of ASCO Boston
July 23-24, 2010 // Boston, Massachusetts // www.asco.org/boa

Breast Cancer Symposium
October 1-3, 2010 // Suburban Washington, DC // www.breastcasymposium.org

ASCO-NCI-EORTC Annual Meeting on Molecular Markers in Cancer
(with Diagnostic Development Tutorial on October 17-18, 2010)
October 18-20, 2010 // Hollywood, Florida // www.molecularcancertmeeting.org

Visit www.asco.org/calendar for a complete list of upcoming ASCO meetings and symposia.

ASCO and J. Spargo offices will be closed on Thursday, December 24 and Friday, December 25, as well as Thursday, December 31 and Friday, January 1. Please have a happy and safe holiday season!

Questions?
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