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**NEW! Electronic Posters in Your Booth at the Annual Meeting**

Exhibitors may display up to 4 different abstract presentations (general poster, poster discussion, or oral abstract) per day for a total of 12 different presentations over the three day period. Watch for more information to come soon about this new and exciting initiative for exhibitors!

**Save Money While Exhibiting in Chicago!**

Focus One, McCormick Place's Utilities Department, has outlined ways for exhibitors to save money at the 2010 Annual Meeting. With the pressure of shrinking budgets, these tips will help you achieve your goals at the Annual Meeting in a more cost effective and efficient manner. ASCO continues to work with McCormick Place on additional cost saving measures. Check out the [flyer](#) for more details on Focus One!

**Exhibit at the 2010 Genitourinary Cancers Symposium**

Exhibit sales are underway 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
- 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](mailto:guexhibits@jspargo.com)). For more information and meeting updates, please visit [www.gucasymposium.org](http://www.gucasymposium.org).

**Deadline Approaching for Sponsorship Opportunities at the GU Symposium**

Deadlines for support for the 2010 GU Symposium and the GU Symposium WiFi zones are approaching. 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 and ASCO Symposia, please contact [Chelsea Bollea](#) for more information.

**Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2010 ASCO Annual Meeting**

All exhibitors at the 2011 Annual Meeting must procure exhibit space and housing accommodations for the Annual Meeting through ASCO. The [Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2011 ASCO Annual Meeting](#) explains the system that will be used to prioritize the selection of exhibit space and hotel accommodations for exhibitors. The Guidelines are also available through ASCO's website ([www.asco.org/exhibits](http://www.asco.org/exhibits)). If you have any questions, please contact The ASCO Cancer Foundation staff via e-mail ( [exhibits@asco.org](mailto:exhibits@asco.org)) or by phone at 571-483-1300.

**Online Submission Process Now Available**

ASCO is excited to announce the launch of the new and improved online submission website. Through this site, you are able to submit giveaway requests (required), booth activity requests (required), booth renderings, and rigging plans. Company contacts were sent their username(s) and password(s) earlier today, January 29, 2010. Companies whose booths are 400 square feet or larger are required to submit a detailed rendering of the booth and rigging requirements, which include signs, lighting, and truss. You must submit plans for approval no later than Friday April 2, 2010. Company contacts are now able to regularly check, via the [website](#), the status of requests and whether requests

have been approved. With your help, we can ensure the overall success of the Exhibit Hall. If you have trouble accessing the site or any questions, please contact us via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) or by phone at 571-483-1300.

#### **Online Exhibitor Service Manual**

A link to the online exhibitor service manual will be available via ASCO's website mid-February. The online exhibitor service manual will include information on shipping, furniture, booth accessories, lead retrieval, material handling rates, utility specifications and charges, carpet rental and cleaning, signs, security service, telephones, Internet, audio/visual equipment, computer rental, photography services, and floral services. Order forms and rate schedules will also be provided. Please contact Stephanie Houck, Exhibit Operations Manager, by phone at 703-631-6200 or via e-mail ([stephanie.houck@jspargo.com](mailto:stephanie.houck@jspargo.com)) for more information.

#### **Drive Traffic to Your Booth with 2010 ASCO Annual Meeting Abstract Opportunities**

ASCO now offers its Annual Meeting abstracts in a variety of formats for you to distribute at your booth:

- Selected product-specific abstracts placed into an abstract book or on CD-ROM
- Single abstract sheets for scientific release

Each of these options is available for distribution after the meeting, along with the complete 2010 ASCO Annual Meeting Abstracts Collection on CD-ROM. Prefer electronic distribution? ASCO also offers E-prints or E-links to specific abstracts. Contact Terry Dennsteadt by e-mail ([terry.dennsteadt@wt-group.com](mailto:terry.dennsteadt@wt-group.com)) or by phone (443-512-8899 x107) for more information about placing your order.

#### **Want to become a Featured Exhibitor at the Annual Meeting?**

Upgrade your listing and upgrade your exposure! Become a featured exhibitor by upgrading to either the Extended, Premium, or Super Premium Listing. These expanded listings provide your company with additional visibility both in print and online and will help you stand out among the list of more than 400 other exhibitors. For more information, contact June LaMountain via email ([june.lamountain@jspargo.com](mailto:june.lamountain@jspargo.com)) or by phone at 703-631-6200.

#### **Ancillary Event Requests**

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](http://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.

#### **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 ([sandy.bredlow@wt-group.com](mailto:sandy.bredlow@wt-group.com)) or by phone at 443-512-8899 x108.

#### **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. Please note that Exhibit Hall Meeting Rooms will be climate controlled Saturday, June 5 through Monday, June 7. 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 ([asco@jspargo.com](mailto: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](mailto: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!

#### **Passport Program: Back by Popular Demand!**

The ASCO Cancer Foundation (TACF) is 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 the 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 all

pages in their passport booklet stamped will be eligible to receive an TACF-related gift. Please contact the Exhibits staff via e-mail ([exhibits@asco.org](mailto: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.

#### 2010 Annual Meeting Theme

The 2010 Annual Meeting will focus on Advancing Quality through Innovation. Oncologists are using continued innovation-in research laboratories, clinics, and infusion centers, as well as at patients' bedsides and in communities-to make incremental but substantial advances for the management of a multitude of cancers. The 2010 Annual Meeting will be an opportunity to discuss the latest innovations in research, quality, practice, and technology in cancer. We greatly appreciate all you can do to reinforce the Meeting theme into your exhibit, both in your display and in your educational materials.

#### Deadlines

Past Due	Final Payment for Exhibit Space
Mid February	Exhibitor Service Manual Available Online
March 26	Deadline for submitting information to be included in Exhibitor Directory
March 26	Deadline to upgrade listing in Exhibitor Directory
April 2	Deadline to submit giveaways online
April 2	Deadline to submit booth activities online
April 2	Deadline to submit renderings online
April 2	Deadline to submit rigging online
April 29	Deadline to request an exhibitor appointed contractor
April 29	Deadline to submit certificates of insurance
May 5	Deadline to submit Ancillary Events
May 20	Abstracts released on ASCO.org
May 30	Rigging begins
May 31	Deadline for rigging to be completed
June 1	Move in begins
June 4	Aisles must be cleared of equipment by 10:00 AM

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

Multidisciplinary Head and Neck Cancer Symposium  
February 25-27, 2010 // San Francisco, California // [www.headandnecksymposium.org](http://www.headandnecksymposium.org)

Genitourinary Cancers Symposium  
March 5-7, 2010 // San Francisco, California // [www.gucasymposium.org](http://www.gucasymposium.org)

NCI-ASCO Cancer Trial Accrual Symposium  
April 29-30, 2010 // Bethesda, Maryland // [www.cancermeetings.org/TrialAccrualSymposium](http://www.cancermeetings.org/TrialAccrualSymposium)

ASCO Annual Meeting  
June 4-8, 2010 // Chicago, Illinois // [www.asco.org/chicago2010](http://www.asco.org/chicago2010)

Best of ASCO San Francisco  
July 16-17, 2010 // San Francisco, California // [www.asco.org/boa](http://www.asco.org/boa)

Best of ASCO Boston  
July 23-24, 2010 // Boston, Massachusetts // [www.asco.org/boa](http://www.asco.org/boa)

Breast Cancer Symposium  
October 1-3, 2010 // Suburban Washington, DC // [www.breastcasymposium.org](http://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.molecularcancemeeting.org](http://www.molecularcancemeeting.org)

Visit [www.asco.org/calendar](http://www.asco.org/calendar) for a complete list of upcoming ASCO meetings and symposia.

Questions?  
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