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American Society of Clinical Oncology

# EXHIBITOR NEWSLETTER

## Contact Information

### 2010 Exhibit Space Sales

Exhibit space sales are already underway for the 2010 ASCO Annual Meeting that will take place June 4-8 at McCormick Place in Chicago, Illinois. The Exhibit Hall will be open from June 5-7. If you have not already signed up for space, please contact June LaMountain via e-mail at [asco@jspargo.com](mailto:asco@jspargo.com) or by phone at 703-679-3931 for more information.

## Co-Sponsored Meetings

If you already signed up to exhibit in 2010, an invoice will be mailed to you shortly requiring a 50% deposit due by September 2, 2009.

## Exhibitor Directory

### Annual Meeting Exhibitor Housing - New Policy for 2010

If you haven't submitted your housing request for the 2010 Annual Meeting in Chicago, please contact the ASCO Housing Center by phone at 888-788-1522 (within the U.S.) or +1-703-449-6418 (outside of the U.S.) or e-mail at [ascohousing@jspargo.com](mailto:ascohousing@jspargo.com). **New for 2010**, exhibiting companies who do not utilize the ASCO Housing Center for the Annual Meeting to secure hotel rooms will be subject to a 10% surcharge on the exhibit space rental rate and will be billed accordingly.

## Mailing List

## Policies

### Upcoming Exhibit Opportunities

ASCO is hosting its **2nd Electronic Health Record (EHR) Symposium: *Harnessing the EHR, From Incentives to Sustainability***, October 6-7, 2009 (Exhibit dates: October 6-7, 2009) at the San Francisco Marriott in San Francisco, California. With the American Recovery and Reinvestment Act (ARRA) signed into law, this Symposium will prepare attendees with the knowledge and tools for successful selection and implementation. EHR and other health information technology vendors interested in exhibiting should send an e-mail to [ehr@asco.org](mailto:ehr@asco.org) for more information.

Save the date for the **2010 Gastrointestinal Cancers Symposium**, January 22-24, 2010 (Exhibit dates: January 22-23, 2010) at the Orlando World Center Marriott in Orlando, Florida. This Symposium is the premiere GI oncology event, offering the most up-to-date strategies in prevention, screening, and treatment of gastrointestinal cancers. This three-day multidisciplinary Symposium offers education sessions and abstract presentations focused on each type of GI cancer:

- Esophagus & Stomach
- Pancreas, Small Bowel, & Hepatobiliary Tract
- Colon & Rectum

Exhibit sales will open in early September. Please contact June LaMountain by phone at 703-631-6200, or via e-mail ([giexhibits@jspargo.com](mailto:giexhibits@jspargo.com)). For more information and meeting updates, please visit [www.gicasymposium.org](http://www.gicasymposium.org).

Mark your calendar 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. This three-day multidisciplinary Symposium is your best opportunity to learn about the newest strategies in prevention, screening, diagnosis, and treatment of genitourinary cancers. This Symposium offers educational sessions and abstract oral and poster presentations focused on GU cancers of the prostate, penile, testicular, bladder, and kidney organs.

Exhibit sales for this meeting will begin in late October. 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).

### Exhibitor Policies Update

Each year upon our return, at the request of ASCO's Board of Directors and other ASCO Leadership, we review and refine the Exhibitor policies. All exhibitors are contractually bound to abide by the Policies for Exhibitors and Other Organizations at ASCO Meetings, which are available online at [www.asco.org/exhibits](http://www.asco.org/exhibits). An updated copy of the policies will be provided to all exhibitors by mail and online at [www.asco.org/exhibits](http://www.asco.org/exhibits) in late 2009.

### 2010 Exhibitor Directory

Upgrade your 2010 Exhibitor Directory listing and upgrade your exposure! Become a featured exhibitor by upgrading to 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 more than 400 other exhibitors. For more information, please contact June LaMountain via e-mail at [asco@jspargo.com](mailto:asco@jspargo.com) or by phone at 703-679-3931.

### Support The ASCO Cancer Foundation

The ASCO Cancer Foundation® supports progress against cancer by funding 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 visit [www.ascofoundation.org](http://www.ascofoundation.org) or contact [Lauren McKenzie](mailto:Lauren.McKenzie@asco.org) for more information.

Thank you,  
ASCO Exhibits

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