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[Contact Information](#)

[Co-Sponsored Meetings](#)

[Exhibitor Directory](#)

[Mailing List](#)

[Policies](#)

[Support Opportunities](#)

Exhibitor Service Manual

The [Exhibitor Service Manual](#) is now available. The online exhibitor service manual includes 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 are also provided. Please note that the Brede password to access online ordering is ASCO10. Please contact Stephanie Houck, Exhibit Manager, by phone at 703-631-6200 or via e-mail at stephanie.houck@jspargo.com if you have any questions.

Online Submission Process Now Available

ASCO is excited about the launch of the new and improved online submission website, www.asco.org/exhibitorsubmission. Through this site, you are able to submit giveaway requests (required), booth activity requests (required), booth renderings, and rigging plans. Company contacts were sent username(s) and password(s) on January 27, 2010. Companies whose booths are 400 square feet or larger are required to submit a detailed rendering of the booth. If your booth requires rigging, which includes signs, lighting, and truss, then 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 have any questions, please contact us via e-mail at exhibits@asco.org or by phone at 571-483-1300.

Draw Traffic to Your Booth at the Annual Meeting

New this year, 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. Review the [guidelines](#) for more complete information on what may be included in your booth!

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 all of us feeling 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. Check out the Tips for Saving Money [flyer](#) for more details!

Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2011 ASCO Annual Meeting

All exhibitors participating in 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 by exhibitors for the 2011 ASCO Annual Meeting. The Guidelines are available through ASCO's website (www.asco.org/exhibits). If you have any questions, please contact The ASCO Cancer Foundation staff via e-mail at exhibits@asco.org or by phone at 571-483-1300.

Want More Exposure at the Annual Meeting?

Upgrade your 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 the list of more than 400 other exhibitors. For more information, contact June LaMountain via e-mail at ascodirectory@jspargo.com or by phone at 703-631-6200.

Exhibitor Appointed Contractors/Non-Official Contractors:

Exhibitors planning to use a contractor/vendor other than an official ASCO contractor/vendor to supervise the set-up and dismantling of exhibits or provide other services for their booth must submit a "[Notification of Intent to Use EAC/Non-Official Contractor](#)" form by Thursday, April 29, 2010. EACs working in the exhibit hall must submit an original and valid certificate of insurance by Thursday, April 29, 2010 naming ASCO, J. Spargo & Associates, Inc., Brede Exposition Services/Allied Division, McCormick Place and Metropolitan Pier and Exposition Authority as additional insured. The Certificate of Liability Insurance must include Comprehensive General Liability coverage with limits not

less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in accordance with local laws. Certificates of insurance must indicate the name of the exhibiting company and booth number that they are representing in the description area of the certificate. Certificates will need to be resubmitted if this information is not included.

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.

Sponsorship Opportunities Still Available for the 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. The following sponsorship opportunities are still available for the Annual Meeting:

- WiFi Zone
- Internet Stations
- Exhibitor Directory Stations
- Smartphone Apps
- ASCO TV Cafés
- Annual Meeting *Pocket Program*
- Proceedings Books I and II (Print)
- Fellows Travel Grant Program
- Patient Advocate Scholarship Program

For more information on support opportunities for the ASCO Cancer Foundation and ASCO programs, please contact [Chelsea Bollea](#).

2010 Tribute to Dr. Douglas Blayney - hosted by The ASCO Cancer Foundation® and the National Coalition for Cancer Survivorship (NCCS)

On Saturday, June 5, 2010, The ASCO Cancer Foundation and the National Coalition for Cancer Survivorship (NCCS) will host a tribute for Dr. Douglas Blayney, ASCO's outgoing President. Now in its tenth year, this event has become a wonderful opportunity for attendees, ASCO leadership, ASCO past-presidents, and others to pay tribute to the accomplishments and dedication of the ASCO Outgoing President. Participation in this event provides supporters and their guests with an opportunity to interact with ASCO leadership and other leaders in the cancer community. The proceeds from this event will benefit the important work of The ASCO Cancer Foundation and NCCS. This event takes place during ASCO's Annual Meeting on June 5, 2010 from 5:30 pm - 7:30 pm at Hyatt Regency McCormick Place. Hors d'oeuvres and cocktails will be served. For additional details on supporting this event through a sponsorship package or ticket purchase, please contact [Lauren McKenzie](#) at The ASCO Cancer Foundation.

Deadlines

Past Due	Final Payment for Exhibit Space
Now Available	Exhibitor Service Manual Available Online
March 26, 2010	Deadline for submitting information to be included in Exhibitor Directory
	Deadline to upgrade listing in Exhibitor Directory
April 2, 2010	Deadline to submit giveaways online
	Deadline to submit booth activities online
	Deadline to submit renderings online
April 29, 2010	Deadline to submit rigging online
	Deadline to request an exhibitor appointed contractor
May 5, 2010	Deadline to submit certificates of insurance
	Deadline to submit Ancillary Events

May 20, 2010	Abstracts released on ASCO.org
May 30, 2010	Rigging begins
May 31, 2010	Deadline for rigging to be completed
June 1, 2010	Move in begins
June 4, 2010	Aisles must be cleared of equipment by 10:00 AM

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

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.molecularcameeting.org

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

Questions?

ASCO Exhibits

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