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Last Chance to Increase Your Exposure at the Annual Meeting!

Your organization's basic information will be included in the printed and online Exhibitor Directory. Please log in to our [website](#), using your Exhibitor Password, to verify your information's accuracy and select the appropriate product category by March 26, 2010.

Become a featured exhibitor no later than March 26, 2010 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 Service Manual

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 Operations Manager, by phone at 703-631-6200 or via e-mail at stephanie.houck@jspargo.com if you have any questions.

Submit Requests No Later Than April 2nd!

If you have not done so already, please log in to the 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. New this year, 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. All submissions are due no later than Friday, April 2, 2010. Company contacts can check, via the website, the status of requests and whether requests have been approved. If you 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!

Exhibitor Town Hall Meeting

Please mark your calendars for the 2010 Exhibitor Town Hall Meeting. It will take place on Monday, June 7, from 7:45 AM - 8:45 AM in the food court at the back of the Exhibit Hall. We welcome your feedback and ways to improve the operation of the Exhibit Hall. Continental breakfast will be served.

Exhibitor Housing

The Exhibitor Housing Room Block Management site is now [open](#). This website will allow exhibitors to manage their room block online. A contact ID was sent to all exhibitors with existing room blocks in mid-February. If you did not receive a contact ID, or would like to reserve a block of rooms, please contact the ASCO Housing Center via e-mail at ascohousing@jspargo.com or by phone at 888-788-1522 (U.S. and Canada toll-free) or 703-449-6418. All room block details must be entered by **Friday, April 9, 2010 at 5:00 PM Eastern Time. All rooms must be paid for and reserved by this date, or they will be released.**

Important Exhibitor Housing Policy: All exhibitor room blocks for the ASCO Annual Meeting must be secured directly through the ASCO Housing Center. 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.

Exhibitor and Exhibitor/Attendee Registration

Each exhibitor will receive an allocated number of complimentary exhibitor badges based on the size of their booth. For the first 400 square feet, companies receive five badges for every 100 square feet. After the initial 400 square feet, companies receive two badges per 100 square feet. Registration as an exhibitor includes 24-hour access to the Exhibit Hall, but does not include access to any sessions. If you would like to attend the non-ticketed sessions, you must register as an Exhibitor Attendee and pay \$755 (before or on April 28, 2010) or \$905 (after April 28, 2010). You should coordinate this registration with the Exhibitor Contact for your company as you are only permitted to have one badge for the Annual Meeting. The Exhibitor/Attendee badge includes 24-hour access to the Exhibit Hall, access to the non-ticketed sessions, the ability to purchase the ticketed session package, and the ability to earn CME/CE credit for the sessions attended. For more information, please contact ASCO Registration via e-mail (ascoregistration@jspargo.com) or by phone at 888-788-1522. Please [click here](#) for more information about exhibitor registration.

Exhibit Hall Floor Passes

New this year, Exhibit Hall Floor Passes can be obtained by the exhibitor contact person for employees of exhibiting companies who may be registered as attendees for the Annual Meeting but need access before and/or after the published open Exhibit Hall hours. These passes would allow additional access at the following days and times:

Friday, June 4	6:00 AM - 8:00 PM
Saturday, June 5	6:00 AM - 9:00 AM and 5:00 PM - 8:00 PM
Sunday, June 6	6:00 AM - 9:00 AM and 5:00 PM - 8:00 PM
Monday, June 7	6:00 AM - 9:00 AM

Employees of exhibiting companies must have an Attendee badge in addition to an Exhibit Hall Floor Pass before security will allow them access to the Exhibit Hall. If you would like an Exhibit Floor Pass mailed to an Attendee with their badge, please contact the Registration and Housing Center no later than Wednesday, April 28, 2010 via e-mail at ascoregistration@jspargo.com.

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!

ASCO Policies Feature: Drawings, Games, Contests

Contests and games, including games of chance, are prohibited. However, ASCO may grant individual exhibitors permission to use interactive quizzes to educate attendees about company and/or product information. Quizzes should be designed for non-competitive participation by individual attendees. ASCO will not approve quizzes with distracting features, including flashing colors and sound effects.

ASCO may also, on a limited basis, grant individual exhibitors permission to have drawings for prizes. Any drawing must be conducted in compliance with applicable laws and regulations, and prizes must be consistent with the requirements for giveaways, designed primarily for the education of patients or healthcare professionals and must not exceed \$100 in value. ASCO will not approve drawings where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of the drawings should not compete inappropriately with meeting sessions and is subject to approval by ASCO. Exhibitors will be asked to submit copies of any applicable permits or licenses where applicable.

If you have any questions, please contact the ASCO Exhibits staff via e-mail at exhibits@asco.org or by phone at 571-483-1300.

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 Exhibits staff via e-mail at exhibits@asco.org or by phone at 571-483-1300.

Reach Out to Attendees before the Meeting!

ASCO is happy to make available the pre-registered Annual Meeting attendee mailing lists through InFocus Marketing. Sending a pre-show mailing is a great way to generate excitement and attract attendees to your booth in the Exhibit Hall and to your ancillary events. For more information, contact Beth Donley by phone at 540-428-3248 or via e-mail at bdonley@infocuslists.com.

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 Selling Fast!

Are you searching for nearby space to meet with clients or hold staff meetings? The Exhibit Hall Meeting Rooms are a convenient solution within close proximity to your booth. New this year, 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
- 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 by phone at 571-483-1441 or via e-mail at foundation@asco.org.

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
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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
	Deadline to submit rigging online
April 29, 2010	Deadline to request an exhibitor appointed contractor
	Deadline to submit certificates of insurance
May 5, 2010	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:

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/chicago2010

Best of ASCO San Francisco

July 16-17, 2010 // San Francisco, California // www.asco.org/boa2010

Best of ASCO Boston

July 23-24, 2010 // Boston, Massachusetts // www.asco.org/boa2010

Breast Cancer Symposium

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

ASCO-NCI-EORTC Annual Meeting on Molecular Markers in Cancer

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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