The 2018 ASCO Annual Meeting was a record breaking year with over 40,000 total attendees. Specific demographic information is now available online. Check out a snapshot of our record numbers below, and view the full demographics [here](#). Thank you to all the exhibitors who helped make the meeting a tremendous success!

### Total Overall Attendance: 40,700
### Total Professional Attendance: 33,100

<table>
<thead>
<tr>
<th>Domestic Attendance</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Attendance</td>
<td>46%</td>
</tr>
</tbody>
</table>

**Top Three International Countries in Attendance in 2018**

<table>
<thead>
<tr>
<th>Country</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1,445</td>
</tr>
<tr>
<td>China</td>
<td>1,231</td>
</tr>
<tr>
<td>Germany</td>
<td>1,187</td>
</tr>
</tbody>
</table>

2018 was also a record breaking year for social media engagement at the Annual Meeting. Over 17,000 Tweeters sent more than 83,000 Tweets, and #ASCO18 trended worldwide throughout the Meeting.
Attendees are increasingly looking to social media to engage and network before, during, and after the Meeting. Is your social media presence reaching this growing audience? Check out these tips to refine your social media strategy in time for #ASCO19.

Thank you Best of ASCO Exhibitors

Thank you to everyone who exhibited at the 2018 Best of ASCO® San Diego meeting. We appreciate the important role you played in making this meeting a great success! Final registration numbers and demographics will be available next month at boa.asco.org.

See you in August at the Best of ASCO Washington, DC and Chicago meetings!

Current Exhibit Opportunities

Exhibit sales are open for the following meetings.

**ASCO Oncology Practice Conference** and **ASCO Quality Care Symposium** – 2 meetings, 1 exhibit fee!
- **Conference Date** September 27, 2018 | Exhibits: September 27
- **Symposium Dates** September 28 – 29, 2018 | Exhibits: September 28

**Palliative and Supportive Care in Oncology Symposium**
- November 16-17, 2018 | Exhibits: November 16

Sponsorship and Support Opportunities

An array of sponsorship and support opportunities are available through Conquer Cancer, the ASCO Foundation. Opportunities are currently available for the Best of ASCO Meetings, ASCO Oncology Practice Conference, ASCO Quality Care Symposium, and Palliative and Supportive Care in Oncology Symposium.

Interested in supporting one or more of these meetings? Contact Conquer Cancer.