TABLE OF CONTENTS

- ASCO21 Deposit Due August 28
- Secure Your Virtual Exhibit for the ASCO Quality Care Symposium
- ASCO20 Virtual by the Numbers
- Coming Soon! GI and GU Symposia Virtual Exhibit Sales
- Sponsorship and Support Opportunities

ASCO21 Deposit Due August 28

Your 50% deposit for the 2021 ASCO® Annual Meeting is due by Friday, August 28. Don’t miss out on the opportunity to earn 1 of 2 payment priority points for ASCO22. Companies who fail to pay the 50% deposit by August 28 will lose their space on the floor. Contact the invoice team if you have questions about paying your deposit.

Secure Your Virtual Exhibit for the ASCO Quality Care Symposium

Apply today to exhibit at the ASCO Quality Care Symposium! Your virtual exhibit goes live upon purchase, so act now for the most exposure. This virtual Symposium, scheduled for October 9 and 10, is an unparalleled opportunity for attendees to leverage the most up-to-date science and discover proven strategies and tools to make key decisions that can reduce disparities and raise the quality of care for all patients. View the Program by Day to learn more about the meeting. Limited banner ad opportunities available for exhibiting companies; contact Michele LaFrance for more information.

ASCO20 Virtual by the Numbers

ASCO’s first ever virtual-only meeting saw record-breaking attendance and engagement. Estimated attendance for the event is 44,750 total attendees from 138 countries. More detailed demographic information will be shared in September. Below is a snapshot of the ASCO20 Virtual Exhibits from May 29 through August 10. The Virtual Exhibits will remain open through August 31; final stats will be shared in September.

| ASCO20 Virtual Exhibits & Industry Expert Theater (IET) Stats (May 29 - August 10, 2020) |
|----------------------------------|--------|
| Unique Users | 11,425 |
| Page Views | 517,825 |
| Total Site Interactions | 184,950 |
Interactions with main exhibitor list | 57,725
---|---
Interactions with single exhibitor pages | 54,575
Top 14 companies | 1,300+ interactions each
Total Downloads | 34,025
Total Video Views | 4,725
Company Logo Clicks | 1,025
Number of Industry Expert Theaters (IETs) | 9
Total IET Interactions | 2,000
Top two IETs | 300+ interactions each
Top Five Countries (Users by Location) | United States, Japan, Brazil, United Kingdom, China

Coming Soon! GI and GU Symposia Virtual Exhibit Sales

The cosponsors of the Gastrointestinal (GI) Cancers Symposium and the Genitourinary (GU) Cancers Symposium have decided to host the 2021 meetings as virtual events. Virtual Exhibit sales begin August 26 for GI and September 2 for GU. Contact Michele LaFrance for details.

Gastrointestinal Cancers Symposium
January 15-17, 2021

Genitourinary Cancers Symposium
New Dates: February 11-13, 2021

An array of sponsorship and support opportunities are available through Conquer Cancer® The ASCO Foundation. Opportunities are currently available for the virtual Gastrointestinal Cancers Symposium and Genitourinary Cancers Symposium.

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

Contact Us

exhibits@asco.org
571-483-1300

Follow us: