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**TriStar: ASCO's Official Out of Home Advertising Vendor**

ASCO is pleased to introduce TriStar, our new out-of-home advertising vendor. The professional staff at TriStar will work with you to create premium visibility tactics in high traffic areas, including but not limited to:

- Airport kiosks
- Billboards
- Wallscapes
- Transit shelters
- Door wraps
- Window clings

In addition to offering the best citywide strategies, a TriStar Event Media Strategist will work closely with you from point of sale to ad approval and fulfillment. As ASCO's exclusive out-of-home advertising vendor, TriStar will be able to ensure that all out-of-home advertising complies with ASCO's Policies for Exhibitors and Other Organizations at ASCO Meetings.

Ensure your message is heard by our meeting attendees! View the rate cards to learn more about our 2020 out-of-home offerings and contact Nan Blunk at TriStar at 913-491-4200 to book your ad space today.

Interested in advertising at another ASCO sponsored or cosponsored meeting, or have a question about our
advertising policies? Contact Jen Goldstein, ASCO Exhibits Manager at jen.goldstein@asco.org or 571-483-1304.

Revised Exhibitor Policies are Now Available

The revised exhibitor guidelines and policies are now available online. Please review the updated guidelines and policies, as they will impact your exhibiting experience at future ASCO meetings.

- Policies for Exhibitors and Other Organizations at ASCO Meetings
- Guidelines on Prioritizing Selection of Exhibit Space and Hotel Accommodations for the 2021 Annual Meeting
- Ancillary Event Guidelines
- 2020 Annual Meeting Industry Expert Theater Guidelines
- 2020 GI Cancers Symposium Industry Expert Theater Guidelines
- 2020 GU Cancers Symposium Industry Expert Theater Guidelines

Questions? Please contact Jen Goldstein, Exhibits Program Manager.

Plan an Educational Event at ASCO's Cosponsored Winter Symposia

Feature your event in ASCO-produced meeting materials and products, and receive other benefits designed to increase the visibility of your educational event by participating in the Premium Ancillary Educational Event Package at the Gastrointestinal (GI) Cancers Symposium, the Genitourinary (GU) Cancers Symposium, or the ASCO-SITC Clinical Immuno-Oncology Symposium. Exclusive benefits include:

- Detailed event information and placement in printed meeting materials and meeting iPlanner app
- One-time use of the pre-registrant mailing list
- A sign advertising premium events at the symposium venue

Submit a GI Symposium Event Request, a GU Symposium Event Request, or an ASCO-SITC Clinical Immuno-Oncology Symposium Event Request. Space is assigned on a first-come, first-served basis.

Thank you to our Inaugural Breakthrough™: A Global Summit for Oncology Innovators Supporters. We appreciate the important role you played in making our inaugural summit a success! Final registration numbers and demographics will be available next month at breakthrough.asco.org. We hope to see at the next Summit in 2021.

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CONQUER CANCER®
THE ASCO FOUNDATION
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 Gastrointestinal Cancers Symposium, Genitourinary Cancers Symposium, and ASCO-SITC Clinical Oncology Symposium.

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

Current Exhibit Opportunities
Exhibit sales are open for the following meetings. Reserve your space today!

**Gastrointestinal Cancers Symposium** | Exhibits: January 23-24, 2020

**ASCO-SITC Clinical Immuno-Oncology Symposium** | Exhibits: February 6-7, 2020

**Genitourinary Cancers Symposium** | Exhibits: February 13-14, 2020

Contact Us

exhibits@asco.org
571-483-1599

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CancerProgress.net | Journal of Clinical Oncology | Journal of Oncology Practice
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