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Refresh Your Virtual Exhibit by 7/31 for the ASCO20 Virtual Education Program

We encourage you to review and refresh your virtual exhibit by July 31, in preparation for the ASCO20 Virtual Education Program, scheduled for August 8-10. Over 40,000 oncology professionals will once again come together to hear the latest evidence-based education and to network with colleagues at this event. Visit the Exhibitor Resource Center (ERC) to update your virtual exhibit. Email us if you have any questions or need to have your password to access the ERC resent.

ASCO20 Virtual Scientific Program Registration Demographics Now Available

The registration demographics from the ASCO20 Virtual Scientific Program are now available on our website. The Scientific Program saw record-breaking attendance and engagement. Thank you to all the exhibitors who helped make the meeting a tremendous success! Final demographics from the full ASCO20 Virtual meeting will be posted this fall and highlighted in an upcoming newsletter.

Whitelist These URLs before ASCO20 Virtual Education Program

As we make final preparations for the ASCO20 Virtual Education Program, please have your IT team whitelist the following URLs. This will ensure you are able to access all features of ASCO20 Virtual.

- https://onlineeventapi.com
- https://asco20.onlineeventpro.freeman.com
- https://matchmaking.grip.events/asco20virtual
- https://matchmaking.grip.events

Increase Your Visibility at #ASCO21 by Taking Advantage of Out of Home Advertising Opportunities
ASCO is pleased to once again partner with TriStar Event Media to provide out-of-home advertising opportunities at the 2021 ASCO Annual Meeting. The professional staff at TriStar will work with you to create premium visibility tactics in high traffic areas, including airports, transit shelters, and billboards. 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! Contact Hilary Bair at TriStar at 913-491-4200 ext. 496 to learn more or book your ad space today.

Join Us at the Virtual ASCO Quality Care Symposium

Exhibit sales for the 2020 ASCO Quality Care Symposium are now underway. This virtual event will be held on October 9 and 10, 2020.

“Now more than ever we are seeing rapid changes to the delivery of cancer care. The ASCO Quality Care Symposium...is the premier meeting addressing quality, safety, and efficiency of care delivery, focusing on patients, providers, and practices. This exciting meeting brings together administrators, researchers, and clinicians with diverse clinical and academic backgrounds.”

- Dawn Hershman, MD, MS, FASCO, Chair, 2020 ASCO Quality Care Symposium Planning Committee, Columbia University Medical Center

Don’t miss the opportunity to connect with these critical oncology stakeholders. Apply today to exhibit!

As we prepare for the ASCO20 Virtual Education Program, patients with cancer continue conquering their disease during a global health crisis. Conquer Cancer, the ASCO Foundation, continues supporting ASCO’s vital COVID-19 resources for patients and their care teams. Please support the COVID Impacts Cancer fund by donating at CONQUER.ORG/ASCO or by texting ASCO to 41444 on your phone.

Policies
- 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
- Industry Expert Theater Guidelines