Thank you to the companies who participated in the ASCO20 Virtual Scientific Program! We appreciate you being part of ASCO’s first virtual-only event. If you haven’t already, please take a few minutes to complete our survey and share your feedback regarding the event.

Still Time to be Part of the ASCO20 Virtual Exhibits

It's not too late to exhibit at ASCO20 Virtual! The Virtual Exhibits, Networking, and Scientific Program content are available throughout the summer, and the Education Program will take place from August 8-10. Contact us to learn more.

ASCO20 Virtual by the Numbers

ASCO’s first ever virtual-only meeting saw record breaking attendance and engagement. Estimated attendance for the ASCO20 Virtual Scientific Program is over 43,000 total attendees from 138 countries thus far. Demographics for the Scientific Program will be posted online at am.asco.org in early July and a link to the demographics will be included in the July Exhibitor Newsletter.

Below is a snapshot of the traffic through the ASCO20 Virtual Exhibits as of Wednesday, June 17. These statistics change every day, as users visit the site. We will share updated numbers after the August Education Program.

<table>
<thead>
<tr>
<th>ASCO20 Virtual Exhibits &amp; IET Stats as of June 17, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unique Users</strong></td>
</tr>
<tr>
<td><strong>Page Views</strong></td>
</tr>
<tr>
<td><strong>Total Site Interactions</strong></td>
</tr>
<tr>
<td>Interactions with main exhibitor list</td>
</tr>
</tbody>
</table>
Interactions with single exhibitor pages | 46,600
---|---
Top 14 companies | 1,110+ interactions each
Total Downloads | 29,500
Total Video Views | 3,900
Company Logo Clicks | 900
Number of Industry Expert Theaters (IETs) | 9
Total IET Interactions | 3,340
Top two IETs | 300+ interactions each
Top Five Countries (Users by Location) | United States, Brazil, Japan, United Kingdom, China
Users by Device
- Desktop | 86%
- Mobile | 11%
- Tablet | 3%
Top Three Days for Visits
- Friday, May 29 | 9,800 users
- Saturday, May 30 | 7,660 users
- Sunday, May 31 | 5,100 users

2021 Priority Points Policy

The Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2021 ASCO® Annual Meeting are now available. Questions about the policy may be sent to exhibits@asco.org.

Join Us at the Virtual ASCO Quality Care Symposium

Exhibit sales for the 2020 ASCO Quality Care Symposium will begin on Monday, July 6. This virtual event will be held on October 9 and 10, 2020 and will address critical questions, methods, and strategies in the expanding field of health services research and oncology outcomes. Email us to be a part of this exciting event!

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 ASCO Quality Care Symposium. Interested in supporting one or more of these meetings? Contact Conquer Cancer.

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

Contact Us

exhibits@asco.org
571-483-1599

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