

ASCO® Exhibitor Newsletter



Stay up to date on the latest ASCO® exhibits news, including exhibit and advertising opportunities, policy updates, and more. Encourage your colleagues to [sign up](#) to receive this monthly newsletter.

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ASCO Annual Meeting Upcoming April Deadlines

The ASCO Annual Meeting is just two months away! There are multiple important deadlines coming up in April, including the hotel reservation and early registration deadlines. Take time now to review the deadlines for exhibitor forms and review important documents in the [Exhibitor Service Manual](#) to prepare for the Meeting.

APRIL	
Friday, April 5	Exhibitor Hotel Reservations must be entered AND paid in full If not paid in full by this date, the rooms will be released Questions? Contact ascohousing@spargoinc.com
Wednesday, April 24	Early Registration Discount Deadline at 11:59 PM (ET) Exhibitor Forms Submission Deadline Available in the Exhibitor Resource Center : <ul style="list-style-type: none"> • Giveaway Approval Form • Booth Activity Approval Form • Booth Rendering (booths 400 sq. ft. or larger)

	<ul style="list-style-type: none"> • Use of ASCO/Conquer Cancer, The ASCO Foundation Name Approval Form • Fundraising Approval Form • Photography and Video/Audio Recording Approval Form • Notification of Intent to Use an EAC/Non-Official Contractor Form • Certificate of Liability Insurance for EAC/Non-Official Contractor • Onsite Contact Form
Tuesday, April 30	<p>Save Money -- Take advantage of Advance Order Discount Rates: Discount Rates:</p> <ul style="list-style-type: none"> • Booth Security Orders • Catering Orders - Exhibit Booth, Exhibitor Meeting Room - Due 12:00 PM (CT) • Computer/Monitors/Office Equipment Rentals Advanced Pricing • Freeman Advance Pricing (electrical, audio visual, and furnishing) • Internet/Telephone • Lead Retrieval Advance Pricing <p>Other Forms:</p> <ul style="list-style-type: none"> • Request for Early Freight Move-In Form Due to Freeman • Boarding Space/Transportation Requests due through Kushner & Associates

It's Not Too Late to Advertise at the Annual Meeting

Don't miss the chance to get your company and/or product name in front of thousands of health care professionals onsite during the ASCO Annual Meeting. Prime positions are still available for ASCO *Daily News Wrap-Up*, Podcasts, and Out of Home opportunities. Contact [Jen Callow](#) at 732-580-8884 to reserve your ad space today!

Reach Your Target Audience: Purchase the #ASCO24 Pre-Meeting Registered Attendee Mailing List

Market directly to your target audience by purchasing the 2024 ASCO Annual Meeting pre-meeting registered [attendee mailing list](#). By purchasing this list, you can share your products and services and promote your exhibit and ancillary events in Chicago to thousands of oncology professionals. You must submit a final copy of your mail piece with each mailing list order for ASCO's review. Please wait for ASCO's approval before printing any collateral. For more information or to buy the list, contact InFocus by [email](#) or at 800-708-5478.

Learn About Digital Consumption Habits of Oncologists

[Register today](#) to join Wolters Kluwer and Kantar on April 16 for a free, 30-minute educational webinar that will examine the evolving digital consumption habits of oncologists.

The webinar will explore oncologists’:

- Current digital adoption trends and habits
- Attitudes toward targeted content and ads
- Most valued and preferred information sources
- Opinions on various marketing tactics

ASCO Breakthrough: Exhibit, Advertising, and Sponsorship Opportunities

Don’t miss this opportunity to showcase your latest technology and solutions for the biggest obstacles in cancer care at ASCO Breakthrough, August 8-10. Take advantage of the below opportunities before it’s too late!



Opportunity	Information	Questions? Contact
Exhibits	Table-top exhibits will be located in the same room as food service, networking rounds, and posters, providing ample opportunities to connect with oncology innovators, clinicians, and researchers face-to-face. <ul style="list-style-type: none">• Exhibitors receive one priority point towards the 2026 ASCO Annual Meeting	Craig Baker
Advertising Opportunities	Don’t miss your chance to be part of this cutting-edge meeting – opportunities are limited! View remaining opportunities in the 2024 ASCO Breakthrough Opportunity Guide .	Jen Callow
In Hall Opportunities	Multiple opportunities are still available, including meeting rooms, Industry Expert Theater sessions, and carpet decals!	Craig Baker
Sponsorship	Conquer Cancer®, the ASCO Foundation, is pleased to offer companies an array of sponsorship opportunities to participate in ASCO Breakthrough. <ul style="list-style-type: none">• Sponsors can increase their priority point standing for the 2026 ASCO Annual Meeting by participating in this can’t-miss event.	sponsorbreakthrough@asco.org

Abstracts	Reminder! Abstract submissions are due April 9 at 11:59 PM (ET). View guidelines and submit today.	abstracts@asco.org
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Exhibit at Best of ASCO® Boston



Exhibit [sales](#) are now open for Best of ASCO® Boston! Join us July 19-20 and take advantage of our intimate meeting space to connect with physicians, nurses, and other cancer care providers. Space is limited; [sign up](#) to exhibit today. Questions? Contact boaexhibits@spargo.com

ASCO GI24 and ASCO GU24 Demographics Now Available

Thank you to all the companies who were part of the outstanding 2024 ASCO GI and GU Cancers Symposia! Your participation is essential to the success of the meetings. Attendee demographics for the [ASCO GI Cancers Symposium](#) and [ASCO GU Cancers Symposium](#) are now posted online. Save the dates to join us in San Francisco next year! #GI24: January 23-25, 2025; #GU24: February 13-15, 2025.



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