

ASCO Exhibitor Newsletter - April 2021

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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Enhanced Feature for Exhibitors: Drop a Business Card Includes a Text Box

We heard your feedback and have made changes. We improved the “Drop a Business Card” button located within each exhibit for the 2021 ASCO Annual Meeting. You will now receive pre-qualified leads. Attendees will fill out a text box specifying what information they are looking for when dropping their contact information via this feature. Their contact information and questions will be shared with you to let you know they are interested in connecting with your company. Also new this year, Platinum exhibitors will be able to view this information in real time (updated hourly) in their meeting dashboard.

Thank You - GI21 and GU21 Demographics Posted

Thank you for exhibiting at the GI and GU Cancers Symposium. We appreciate the important role exhibitors play in making our meetings a great success! Attendee demographics for the [GI Cancers Symposium](#) and [GU Cancers Symposium](#) are now online.

Join Us in Boston for the 2021 ASCO Quality Care Symposium

Mark your calendars for the [ASCO Quality Care Symposium](#) September 24-25, 2021 at the Marriott Copley Place, in Boston, MA. We are excited to be back face to face again, featuring an in-person + online meeting. Housing and Registration are now open and exhibit sales start mid-May. We’re developing some new and exciting exhibit opportunities for this Symposium and look forward to seeing you at our first 2021 in-person event. Contact [Michele LaFrance](#) to learn more.

Upcoming Important Deadlines - 2021 ASCO Annual Meeting

- If you have not completed your online exhibit application, review the [Online Exhibits options](#) and [submit your application](#) TODAY!
- **APRIL 30 is the DEADLINE** for entering all company information into the [Exhibitor Resource Center](#) for your online exhibits profile. Keep an on eye on your emails for helpful recorded webinars. Friday, April 30 is also the deadline for final changes to IET session information and the deadline to submit any IET prerecorded videos. Questions? Contact [Eileen McGill](#).

Opportunity	Contact	Deadline
Deposit Transition Form	ascoexhibits@spargoinc.com	PAST DUE
Online Exhibits Application	Michele LaFrance	As soon as possible
Industry Expert Theater	Michele LaFrance	First come, first served
Pharmaceutical Pipelines and Clinical Trials Directories	Michele LaFrance	As soon as possible
Registration	ascoregistration@spargoinc.com	April 28, 2021 (for best rates)
Online Exhibits Profile	ascoexhibits@spargoinc.com	April 30, 2021
Premium Ancillary Educational Event Request	Amanda Smith	Full Package: PAST DUE Online Only: May 21, 2021
Specialty Track Website Advertising	Joseph Frank	As soon as possible
Daily News Advertising -Wrap-up edition -Commentary and Analysis edition	Joseph Frank	Varies
Podcast Advertising	Amy Birnbach	Varies
ASCO Connection – July edition	Amy Birnbach	May 13, 2021
ASCO22 Sales Open	Michele LaFrance	Late May

Make Sure Your Brand Is Seen at ASCO21

- Get your brand in front of the right audience. Don't miss the chance to be included in our [NEW Pharmaceutical Pipelines and Clinical Trials Directories](#). Health care professionals have been asking for a way to access current information on pharmaceuticals in development and oncology clinical trials and the Directories fill that need.
- Selling fast - We still have a few [Industry Expert Theater \(IET\) openings available for prerecorded sessions](#) – [apply today](#). Please be sure to review the [Industry Expert Theater Guidelines](#).
- Review the Advertising [Media Kit](#) to learn more about our [Annual Meeting Advertising Opportunities](#). Contact [Walchli Tauber](#) today.

Conquer Cancer Now! Add a Fundraising Activity to Your Online Exhibit and Earn Priority Points

Attract attendees and support cancer research by adding a fundraising activity in support of Conquer Cancer to your online listing for ASCO21. Help Conquer Cancer light the way for the next cancer breakthrough by funding the innovative studies all patients need. To include a fundraising activity in your exhibit, submit an Online Activity Request Form and Fundraising Request for Approval Form through the online [Exhibitor Resource Center](#). Forms are due by Friday, April 30. Approved online activities supporting

Conquer Cancer receive a point toward the 2023 ASCO Annual Meeting Space Selection. If you have any questions, [contact Conquer Cancer](#).

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