

EXHIBITOR NEWSLETTER

ASCO®

ASCO Exhibitor Newsletter - December 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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Wishing You a Happy and Safe Holiday Season!

Are you having trouble thinking of what to get your co-workers this holiday season? Check out these [35 inexpensive gift ideas!](#)

Feel the Joy with Our Symposia Onsite & Out-of-Home Advertising Opportunities

From hotel room door drop bags and print Daily News to exhibit tables and meeting rooms, ASCO is offering a wide variety of opportunities for exhibitors to get their company in front of attendees at the 2022 GI and GU Cancers Symposia. ASCO is excited about the return to in-person events and we can't wait to see you in San Francisco! Exhibit space and advertising opportunities are selling quickly, so act now.

- Exhibit Opportunities – contact [Michele LaFrance](#) to check on availability
- [Out-of-home advertising](#) (pages 15 & 20) - tiered packages are available to accommodate a variety of budgets and touch-points throughout San Francisco
- Other Advertising Options - view our [2022 Media Kit](#)

Avoid the Naughty List! Don't Miss GI and GU Deadlines

Item	ASCO GI22	ASCO GU22
- Giveaway Approval Form - Notification of Intent to Use An EAC - Onsite Contact Form - Exhibitor Directory Listing and	Past the deadline – contact giexhibits@spargoinc.com with questions	Wednesday, December 15

Upgrade		
- Exhibitor Registration - Hotel Reservation	Wednesday, December 15	Wednesday, January 12
- Lead Retrieval Order Form	Friday, December 17	Friday, January 14
- General Service Contractor (all forms) - Internet Order Form	Wednesday, December 22	Wednesday, January 19

ASCO's Gift to You - The ASCO Plenary Series

Combining the immediacy of the online world with the scientific rigor and novel data of ASCO's live meetings, the ASCO Plenary Series promotes tomorrow's practice-changing science today. ASCO recently launched this monthly program showcasing only the most scientifically exceptional data. Free for all users, each 1-hour ASCO Plenary Series livestream session features abstracts that address scientific questions, detail clinical observations, or contain primary scientific data in the form of a randomized phase II and III trials in major disease sites. Each abstract presentation is accompanied by expert discussion and a live, interactive Q&A. Content will also be available on demand after the live session.

If selected for presentation in a Plenary Series session, abstracts are distributed to the media, widely promoted via social media and in other ASCO resources, published in an online supplement to the *Journal of Clinical Oncology*, and will be placed in a high-profile session for oral presentation at the ASCO Annual Meeting. Visit plenaryseries.asco.org for key dates and submission details.

If your company is interested in advertising in ASCO Plenary Series emails, please contact AMC Media Group at LRosenthal@AMCMediaGroup.com or call 215-740-3174.

Welcoming the New Year - Ancillary Requests Now Open for AM

Ancillary Event Requests are now open for Annual Meeting. View [Ancillary Event Guidelines and Blackout Times](#), and [submit your event request](#).

Upgrade your event! The [Premium Ancillary Educational Event Marketing Package](#) offers an opportunity for organizers of CE-accredited events to feature their event in ASCO-produced meeting materials and products. This package also includes other benefits that serve to increase the visibility of the event to potential attendees. The deadline to submit a request for the 2022 ASCO Annual Meeting is Monday, March 7, 2022.

Season of Giving – Conquer Cancer's Support Opportunities

Conquer Cancer is committed to advances in the diagnosis, prevention, treatment, and cure of all types of cancer. The Conquer Cancer Foundation has made a huge difference in helping the lives of those suffering with cancer. Get involved by supporting opportunities currently available for the [ASCO Gastrointestinal Cancers Symposium](#) and [ASCO Genitourinary Cancers Symposium](#), and earn priority points towards 2023 space selection at the ASCO Annual Meeting.

Wishing for Summer? Book Your Space at August's ASCO Breakthrough

At the intersection of advanced technology and cancer care, ASCO Breakthrough (August 25-27, 2022 in Yokohama, Japan) will bring together global leaders in oncology medicine, scientific discovery, and technology to explore cutting-edge science and a unique application of technology that is transforming cancer care with remarkable new therapies. This meeting offers companies the unique opportunity to engage a targeted technology in oncology audience. Learn more about the [program](#) and [apply to exhibit](#). Questions? Contact [Michele LaFrance](#).

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2318 Mill Road, Suite 800, Alexandria, VA 22314 | Phone 571.483.1300

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SPARGO, Inc.

11208 Waples Mill Road, Suite 112, Fairfax, VA 22030