

# 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 in Asia: Shining a Light on Advances in Cancer Care**

ASCO Breakthrough will be here before you know it! Cohosted by ASCO, the Japan Society of Clinical Oncology (JSCO), and the Japanese Society of Medical Oncology (JSMO), ASCO Breakthrough is a *multidisciplinary and global clinical cancer meeting* featuring high-impact, novel research put into real-world clinical context. Attendees will explore *cutting-edge science and unique applications of technology* to generate bold ideas and industry-shifting innovations. The intimate exhibit area will provide ample networking opportunities to *connect with oncology innovators, clinicians, and researchers*. Don't miss this opportunity to showcase your latest technology and solutions for the biggest obstacles in cancer care. Check out the [Opportunities Guide](#) for exhibit, support, and advertising opportunities. Contact [Michele LaFrance](#) to sign up to support and exhibit.

### **2023 Best of ASCO®: Don't Miss ASCO's Flagship Meeting**

The popular Best of ASCO Meeting consolidates the most important science and education from the ASCO Annual Meeting into an accessible two-day program. ASCO selected Seattle to host its flagship 2023 Best of ASCO Meeting on July 21-22. Don't miss your chance to interact with attendees and showcase your products and services to a wider audience at the only Best of ASCO Meeting hosted by ASCO. Be on the lookout for sales information next month.

### **ASCO Annual Meeting: Upcoming Important Deadlines**

The 2023 ASCO Annual Meeting will be held June 2-6, 2023, in person at McCormick Place in Chicago, Illinois. Exhibits will be held June 3-5, 9:00 AM – 5:00 PM. Important deadlines for the ASCO Annual Meeting are listed below.

MARCH

March 24, 2023	Deadline to submit your information to be included in the printed Exhibitor Directory
<b>APRIL</b>	
April 4, 2023	Exhibitor Hotel Reservations must be entered and paid in full Non-paid rooms will be released
April 26, 2023	<p>Early Registration Discount Deadline at 11:59 PM (ET)</p> <p><b>Exhibitor Form Submission Deadline - online through the <a href="#">Exhibitor Resource Center</a>:</b></p> <ul style="list-style-type: none"> <li>• Giveaway Approval Form</li> <li>• Booth Activity Approval Form</li> <li>• Booth Rendering - (booths 400 sq. ft. or larger)</li> <li>• Use of ASCO/Conquer Cancer, The ASCO Foundation Name Approval Form</li> <li>• Fundraising Approval Form</li> <li>• Photography and Video/Audio Recording Approval Form</li> <li>• Notification of Intent to Use an EAC/Non-Official Contractor Form</li> <li>• Certificate of Liability Insurance for EAC/Non-Official Contractor</li> <li>• Onsite Contact Form</li> </ul>

### Thank You GI Cancers Symposium Exhibitors!

Thank you to everyone who exhibited at the 2023 ASCO Gastrointestinal Cancers Symposium. We appreciate the important role you played in making this meeting a great success! Final registration numbers and demographics will be posted later this month on [gi.asco.org](http://gi.asco.org). We look forward to seeing some of you again this week at the 2023 ASCO Genitourinary Cancers Symposium.

### Highlight Your Brand with ASCO Email & Website Advertisements

Premium positions are still available for *ASCO Connection*, *ASCO Daily News*, ASCO Plenary Series, and ASCO Meeting Experience. Review the [Media Kit](#) and contact [Jen Callow](#) to purchase your ads today. Don't wait! Premium positions are selling quickly.

### ASCO Plenary Series: Role of ctDNA in Predicting Treatment Efficacy in GIST, Other Tumors

The [ASCO Plenary Series](#) delivers breaking cancer science year-round to a global oncology audience. January's session highlighted the ctDNA results from the phase 3 INTRIGUE study. The results showed for the first time that this non-invasive blood test may help determine the most effective treatment for adult patients with advanced gastrointestinal stromal tumor (GIST) who progressed on or had intolerance to imatinib. The presentation is available to [watch](#) on demand at no charge.

If you have clinical trial results ready to share that will impact cancer therapy, ASCO is now accepting abstracts for April's session through March 7. Maximize the visibility and impact of your research and [submit](#) today.



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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