

# 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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### Don't miss out! Limited ASCO Annual Meeting Advertising Opportunities Remain

A limited number of exhibit hall opportunities and premium advertising positions are still available for the 2024 ASCO Annual Meeting being held May 31–June 4 at McCormick Place in Chicago, Illinois and online. Review the opportunities below and reach out today to get your brand in front of a global oncology audience.

Exhibit Hall Opportunities	Print & Digital Opportunities
<ul style="list-style-type: none"> <li>• Serpentine Seating (includes branded charging tables and floor clings)</li> <li>• Branded Table in the Food Towers</li> </ul>	<ul style="list-style-type: none"> <li>• <i>ASCO Daily News</i> (given out onsite at the Annual Meeting)</li> <li>• Hotel Door Drop Inserts</li> <li>• <i>ASCO Connection</i> Print and Digital</li> <li>• ASCO Meeting Experience</li> <li>• Podcasts Ads</li> <li>• Out of Home and Hotel Advertising</li> </ul>
<p>Ready to purchase or have questions? Contact <a href="#">Craig Baker</a> at 703-679-3942</p>	<p>Ready to purchase or have questions? Contact <a href="#">Jen Callow</a> at 732-580-8884</p>

## Annual Meeting Exhibitor Resource Center and Hotel Reservations Website Now Available – Upcoming Deadlines

The Annual Meeting [Exhibitor Resource Center](#) and [Manual](#) are now available and the [Exhibitor Housing Reservation website](#) is open. Please note important upcoming deadlines below.

MARCH	
Friday, March 15	Deadline to submit your information for inclusion in the printed Exhibitor Directory Take advantage of the opportunity to increase your visibility among over 400 exhibitors by <a href="#">upgrading to a featured listing</a> Questions? Contact <a href="mailto:ascoexhibits@spargoinc.com">ascoexhibits@spargoinc.com</a> at 703-679-3972
APRIL	
Friday, April 5	Exhibitor Hotel Reservations must be entered AND paid in full <b>If not paid in full by this date, the rooms will be released</b> Questions? Contact <a href="mailto:ascohousing@spargoinc.com">ascohousing@spargoinc.com</a> .

### Fraud Alert: Pirate Companies

**Exhibits, Housing, and Registration:** ASCO is aware of recent phishing attacks and "pirate" housing companies and travel agencies that aggressively pursue exhibitors and attendees. SPARGO, Inc. is the only official exhibits, housing, and registration provider for ASCO Meetings and Symposia. ASCO has NO affiliation with any organization other than SPARGO, Inc. Accordingly, all official ASCO exhibits, housing, and registration emails will come from ASCO ([asco.org](http://asco.org)) or from SPARGO ([spargoinc.com](http://spargoinc.com)).

**Advertising Opportunities:** Similarly, all advertising opportunities, including Out of Home advertising opportunities, are sold exclusively through the AMC Media Group. All official ASCO advertising opportunity emails will come from ASCO ([asco.org](http://asco.org)) or from AMC ([amcmediagroup.com](http://amcmediagroup.com)).

Please be vigilant if contacted by any other company or service. If you suspect that an email or website is fraudulent, exercise caution by refraining to click on hyperlinks or enter any personal information that could be compromised. If you are contacted by someone regarding ASCO Meetings or Symposia, and the individual is not a representative of SPARGO, Inc., AMC Media Group, or ASCO, please contact the ASCO Exhibits Team at [exhibits@asco.org](mailto:exhibits@asco.org) 888-282-2552 or 703-299-0158 immediately and include information about the company that contacted you.

### ASCO in Asia: Your Global Oncology Community Awaits



After doubling attendance in 2023, ASCO is extremely excited to bring [ASCO Breakthrough](#) back to Yokohama, Japan, August 8-10, 2024. Ensure your company has a presence at **ASCO's premier clinical oncology event** outside the U.S.

ASCO Breakthrough is a clinical oncology meeting providing education and novel science that focuses on how **innovations in technology** (e.g., imaging, robotics, big data/large language models/AI, precision medicine, nanotechnology, wearables) **create solutions** (and sometimes challenges) in providing optimal care to patients and driving the most impactful research. It is the forum for attendees, faculty, and

exhibitors to mingle with visionary leaders in oncology and med-tech and fosters collaborations that will **accelerate discoveries and push the boundaries of what's possible in cancer care.**

Seize this opportunity to showcase your company's latest technology and solutions for the biggest obstacles in cancer care to oncology practitioners from around the world. Check out the [Opportunities Guide](#) for exhibit, support, and advertising opportunities.

NEW! The ASCO Breakthrough abstract submission website is now open! Abstract submissions are due April 9. View [guidelines](#) and [submit](#) today.

### **2024 Best of ASCO®: Join us in Boston**

The flagship Best of ASCO Meeting condenses the most clinically relevant scientific content from the ASCO Annual Meeting into an accessible two-day program. Join us in Boston, July 19-20, at the *only* Best of ASCO meeting planned and hosted by ASCO. Don't miss your chance to interact with attendees and showcase your products and services to oncology providers. Be on the lookout for sales information next month.

### **ASCO Plenary Series: Publish and Present Your Research Within Two Months**

Today's science can't wait! The [ASCO Plenary Series](#) brings breaking cancer science year-round to a global oncology audience. February's session detailed the results of two randomized phase 3 studies highlighting promising second-line treatment options in multiple myeloma and gastrointestinal cancers. The presentation is available to [watch on demand](#) at no charge.

Do you have clinical trial results ready to share that will impact cancer therapy? Maximize the visibility of your research – [submit](#) for April's session by March 12.

### **Thank You GI and GU Cancers Symposia Exhibitors!**

Thank you to everyone who exhibited at the 2024 ASCO Gastrointestinal (GI) Cancers Symposium and ASCO Genitourinary (GU) Cancers Symposium. We appreciate the important role you played in making both meetings a great success! Final registration numbers and demographics will be posted in early March on [gi.asco.org](http://gi.asco.org) and [gu.asco.org](http://gu.asco.org). Mark your calendars for 2025: GI will be held January 23-25 and GU will take place February 13-15.



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