

# 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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## 2023 ASCO Annual Meeting Demographics Available Online

2023 was another record-breaking year for the ASCO® Annual Meeting! We had over 44,400 total attendees join us; 62% from the United States and 38% international attendance! Check out a snapshot of our record numbers below. Full demographic information is available [online](#). Thank you to all the exhibitors who helped make the meeting a tremendous success!

Overall vs. Professional	
<b>Total Overall Attendance</b>	44,400
<b>Total Professional Attendance</b>	36,750
International vs. Domestic	
<b>International Attendance</b>	14,000
<b>Domestic Attendance</b>	22,750
Top 3 Countries	
<b>United States</b>	22,738
<b>Japan</b>	1,126
<b>Germany</b>	1,019

## Industry Expert Theater – Get Your Application in Now!

Spots are selling fast for the Industry Expert Theater (IET) sessions at the 2024 ASCO Annual Meeting! IET sessions provide an opportunity for exhibitors to present live, non-accredited educational sessions for up to 200 in-person attendees, highlighting a new service or the development of a particular product. Exhibitors with contracted 2024 ASCO Annual Meeting exhibit space are eligible to apply to participate in the Theater.

ASCO will provide limited food and beverages at the Industry Expert Theater, as an additional incentive for attendees to participate. The cost of the food and beverages is covered by ASCO and not included in the fee for an IET session and, as such, exhibitors do not need to report or track for aggregation.

Slides and audio from in-person sessions will be recorded and posted on ASCO's website for post-meeting, on-demand viewing. Half of the sessions have already been sold; only 9 slots remain. Session times are assigned on a first-come, first-served basis – don't miss your chance to select your preferred date and time! [Submit your application](#) today. Interested, but have questions? Contact the Exhibit Sales Team at [ascoexhibits@spargoinc.com](mailto:ascoexhibits@spargoinc.com).

### Best of ASCO® Seattle Starts This Week – Make Sure You're Prepared

We look forward to seeing you in Seattle for Best of ASCO! Please take a few minutes to review the [Move In, Move Out, And Exhibits Schedule](#) and [Exhibitor Service Manual](#) to ensure you're ready for the meeting. Have a last-minute question? Please reach out to [boaexhibits@spargoinc.com](mailto:boaexhibits@spargoinc.com)

### Pack Your Bags for ASCO Breakthrough

Join us after Best of ASCO for ASCO Breakthrough in Yokohama, Japan, August 3-5 as oncologists from across the globe come together to collaborate, discuss, and learn about the advancements in technology that impact the practice of oncology.

Don't miss the opportunity to be a Breakthrough sponsor and enjoy specific recognition and benefits for each corresponding tier level. A select number of opportunities are still available. ASCO thanks the following companies for their generous support of ASCO Breakthrough:

#### Gold



#### Bronze



### Secure Quality Care Advertising Opportunities

Excitement is building for the ASCO Quality Care Symposium. With a record number of abstract submissions, the 2023 symposium, scheduled for October 27-28 in Boston, MA, promises to be *the* place to be for the quality care community. Increase your exposure to this closely-knit, highly engaged community by securing one of a limited number of Symposium [advertising opportunities](#). Contact [Jen Callow](#) for more information.



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