

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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Important Annual Meeting Directory Deadline This Month

The deadline to submit your information or to upgrade to a premium listing to be included in the ASCO Annual Meeting printed Exhibitor Directory is Friday, March 24. Submit your information now through the [Exhibitor Resource Center](#) or upgrade your listing today!

ASCO Daily News Onsite and Wrap-Up Editions

Don't miss the chance to get your company and/or product name in front of thousands of health care professionals onsite during the Annual Meeting. Prime positions are still available for the Registration, Saturday, and Sunday Editions.

Want to stay connected post-meeting? There are spots also available in the Wrap-Up Edition mailed to domestic meeting attendees and members after the Meeting.

Contact [Jen Callow](#) at 732-580-8884 to reserve your ad space today!

Opportunity	Commitment Deadline
Registration, Saturday, and Sunday Editions	April 12, 2023
Wrap-Up Edition	May 24, 2023

Spend the Summer with ASCO: Exhibit at the Best of ASCO Meeting

The Best of ASCO® Meeting returns July 21 and 22, 2023, with our flagship meeting in Seattle, WA! This meeting will provide a more intimate setting for you to connect with physicians, nurses, and other cancer care providers, while learning about the best science from the 2023 ASCO Annual Meeting.

Oncology professionals will place the content into context, so attendees can take home impactful, practical applications that will enhance patient care. Space is limited; [sign up](#) to exhibit today.

ASCO Breakthrough: Join us at ASCO's meeting in Asia

Join us in Yokohama, Japan August 3-5, 2023, where world-renowned faculty will discuss practice-changing advances in cancer treatment and cutting-edge research.

The target audience for this meeting is

- oncology thought leaders
- practicing clinicians
- med-tech pioneers
- novel drug developers
- research trailblazers.

As Dr. Siu, chair of the meeting, shared in her [ASCO Connection Q&A](#) regarding Breakthrough,

"We want to attract a broad audience from clinical practice, academia, and industry. We welcome attendees with diverse oncologic interests from scientific research to technology development, and from discovery work to real-world data. This meeting may also be appealing for attendees who are engaged in specific areas with active ties to oncology, such as data science, artificial intelligence, clinical practice improvements, and telemedicine, among others."

Be one of the first companies to support [2023 ASCO Breakthrough](#). [Opportunities to participate](#) are limited—don't miss your chance to be part of this community!

Exhibitors and supporters will increase their priority point standing for the 2025 ASCO Annual Meeting by participating in this can't-miss event. For more information on exhibiting or supporting, contact [Michele LaFrance](#).

Thank You GU Cancers Symposium Exhibitors!

Thank you to everyone who exhibited at the 2023 ASCO Genitourinary Cancers Symposium. We appreciate the important role you played in making this meeting a great success with record attendance! Final registration numbers and demographics will be posted later this month on gu.asco.org.

ASCO Plenary Series Highlighted Results of 1st Randomized Study Comparing TKIs in Ph+ALL

The [ASCO Plenary Series](#) brings breaking cancer science year-round to a global oncology audience. The results of the first, randomized phase III clinical trial comparing ponatinib versus imatinib in patients newly diagnosed with Philadelphia chromosome-positive acute lymphoblastic leukemia (Ph+ALL) were discussed during [February's session](#). The study showed that better disease control was observed with ponatinib plus chemotherapy, with higher response rates and deeper, more durable responses, when compared to imatinib. World-renowned experts discussed the implications of these findings in both the U.S. and Europe. The presentation is available to watch on demand at no charge. [Review](#) a key list of remaining 2023 dates.



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