

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.

TABLE OF CONTENTS

- [2024 ASCO Breakthrough Opportunities Guide Now Available!](#)
- [Act Now! GI & GU Exhibit and Advertising Opportunities](#)
- [Don't Miss These Upcoming GI24 & GU24 Exhibitor Deadlines](#)
- [2024 Media Kit: It's Your Company's Time to Shine!](#)
- [Important Updates – 2024 Exhibitor and Advertiser Policies](#)
- [Conquer Cancer: Sponsorship and Support Opportunities](#)
- [November ASCO Plenary Series: Highlighted New Research on Advanced Gastroesophageal Cancers](#)

2024 ASCO Breakthrough Opportunities Guide Now Available!

Ready for another year in Yokohama, Japan? So are we! The [2024 Breakthrough Opportunities Guide](#) is ready for you. There are many exhibit, advertising, and sponsorship opportunities to get your brand out to this international audience. After such a successful event in 2023, these opportunities won't be available for long!

Act Now! GI & GU Exhibit and Advertising Opportunities

Join us in January in San Francisco: reserve your exhibit and advertising space for the 2024 ASCO GI and GU Cancers Symposia. Some opportunities have already sold out and there is limited availability for many of the remaining options; don't miss out – contact us today to sign up!

ASCO Gastrointestinal Cancers Symposium January 18-20, 2024	ASCO Genitourinary Cancers Symposium January 25-27, 2024	Contact for More Information
Exhibits	Exhibits	Michele LaFrance
Exhibit Hall Advertising Opportunities	Exhibit Hall Advertising Opportunities	Michele LaFrance
Advertising Opportunities, Including Print, Digital, Onsite, and Out-of-Home		Jen Callow
Attendee Mailing List	Attendee Mailing List	INFOCUS

Don't Miss These Upcoming GI24 & GU24 Exhibitor Deadlines

January will be here before you know it. Deadlines are approaching later this month. Review the deadlines below so you don't miss any important dates for ASCO GI and ASCO GU.



- Review the [Deadline Dates Checklist](#) and the full [Exhibitor Service Manual](#)
- Login to the [Exhibitor Resource Center](#) and complete your information today



- The checklist and exhibitor manual will be available in late November
- Login to the [Exhibitor Resource Center](#) and complete your information today

2024 Media Kit: It's Your Company's Time to Shine!

Get your company and/or product in front of a global audience and leave a lasting impression. In-person, print, digital, out-of-home, and more opportunities are available. Prime positions are still available but selling fast. Don't miss out: act NOW!

Review the [Media Kit](#) and contact [Jen Callow](#) with AMC Media Group at 732-580-8884 for more information.

Important Updates – 2024 Exhibitor and Advertiser Policies

Updated versions of our exhibitor and advertiser policies are now available. Please review the [revised policies](#) as the changes may impact your future exhibiting and advertising experiences at ASCO meetings. For any questions regarding the revised policies, please contact ASCO staff at exhibits@asco.org.



Conquer Cancer: Sponsorship and Support Opportunities

An array of [sponsorship and support opportunities](#) are available through Conquer Cancer®, the ASCO Foundation. Opportunities are available for the ASCO Gastrointestinal Cancers Symposium, ASCO Genitourinary Cancers Symposium, and ASCO Annual Meeting. Get involved by supporting opportunities currently available and earn priority points toward space selection for the 2025 ASCO Annual Meeting. [Contact Conquer Cancer](#).

November ASCO Plenary Series: Highlighted New Research on Advanced Gastroesophageal Cancers

Early, promising results from two recent clinical trials on advanced gastroesophageal cancers were detailed during the [November session](#) of the [ASCO Plenary Series](#). In arm A1 of the phase 2 EDGE-GASTRIC trial, the addition of anti-TIGIT domvanalimab to the PD-1 inhibitor zimberelimab and chemotherapy demonstrated an improved objective response rate and progression-free survival in patients with advanced gastroesophageal cancer. A second presentation detailed the results of a phase I trial showing promising activity of a first-in-class antibody-drug conjugate (CMG901) in patients with claudin 18.2-positive gastric or gastroesophageal junction cancer. The presentation is available to [watch on demand](#) at no charge. Maximize the visibility of your research. [Submit](#) for February's session by December 5.



[ASCO Exhibitor Policies](#)



[Contact Us](#)



[Upcoming Meetings](#)

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