

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 Media Kit Available](#)
- [Opportunities Going Fast for GI and GU](#)
- [Let ASCO Help Market Your Educational Event at #GI24 and #GU24](#)
- [ASCO24 Meeting Rooms and Exhibit Hall Opportunities](#)
- [2023 ASCO Breakthrough Highlights and 2024 Dates](#)
- [Tune in November 7: ASCO Plenary Series to highlight new research on advanced gastroesophageal cancers](#)

2024 Media Kit Available

Want to get your products and company in front of almost 50,000 ASCO members and tens of thousands of ASCO Meeting attendees? Check out our [2024 Media Kit](#) which includes several new opportunities. The Media Kit outlines a variety of year-round and meeting-specific options including print and digital ads as well as onsite and out-of-home branding opportunities.

Opportunities Going Fast for GI and GU

Don't miss your chance to reach your target GI & GU audiences. Exhibit tables and advertising opportunities are selling fast. Reach out today to sign up!

Gastrointestinal Cancers Symposium	Genitourinary Cancers Symposium	Who to Contact for More Information
January 18-20, 2024	January 25-27, 2024	
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

Let ASCO Help Market Your Educational Event at #GI24 and #GU24

The Premium Ancillary Educational Event Program provides an opportunity for CE-accredited events to be featured in ASCO-produced meeting materials and websites, in addition to other benefits that serve to increase the visibility of your event to potential attendees.

Apply online to participate in this program at the [GI Cancers Symposium](#) or [GU Cancers Symposium](#). Deadlines to submit a request are quickly approaching. Apply by Thursday, November 9 for GI and Monday, November 13 for GU. Questions? Contact [Amanda Smith](#).

ASCO24 Meeting Rooms and Exhibit Hall Opportunities

It's only October, and advertising opportunities and meeting rooms are almost sold out for ASCO24! Take advantage of the remaining advertising options and meeting rooms before they're gone. Learn more about [enhancements](#) being offered at the meeting and what's still available. Questions? Contact [Michele LaFrance](#)

2023 ASCO Breakthrough Highlights and 2024 Dates

Thank you again to everyone who was able to participate in and/or sponsor the 2023 ASCO Breakthrough meeting. We hope to see you next year, August 8-10, 2024, in Yokohama, Japan. Contact [Michele LaFrance](#) if you are interested in participating in 2024 ASCO Breakthrough. Missed the 2023 meeting? Want to review highlights?

Keynote Lectures

ASCO Breakthrough started each day with cutting-edge and inspirational keynote lectures; [recordings of the keynote lectures](#) are publicly available.

Innovative Technology in Oncology	 <p>Mickey (Hiroshi) Mikitani <i>CEO & Biotechnology Entrepreneur Rakuten Medical, Inc.</i></p>
Artificial Intelligence for Radiomics in Cancer	 <p>Maryellen Giger, PhD <i>Artificial Intelligence Pioneer University of Chicago</i></p>
Molecular Minimal Residual Disease and Early Detection	 <p>Chris Abbosh, MD, PhD <i>Cancer Evolution Investigator AstraZeneca</i></p>



Podcast

Drs. Lillian Siu (2023 meeting chair) and Melvin Chua (2024 meeting chair) discuss scientific innovations, disruptive technologies, and novel ways to practice oncology that were featured at the 2023 ASCO Breakthrough meeting, including CRISPR and gene editing, CAR T-cell and adoptive cell therapies, as well as emerging AI applications that are poised to revolutionize cancer care, in this [ASCO Daily News Podcast](#).

<p>ASCO Breakthrough: Scientific Innovations and Emerging Technologies in Cancer Care</p>	 <p>Lillian L. Siu, MD, FRCPC, FASCO <i>Program Committee Chair Princess Margaret Cancer Centre, University of Toronto</i></p>	 <p>Melvin Lee Kiang Chua, MBBS, FRCR, PhD, FAMS <i>Chairman of Department of Clinical Oncology Chinese University of Hong Kong</i></p>
---	---	--

AI Video


New data presented at ASCO Breakthrough looked at how AI can be used to accurately predict results of colposcopy. With further research, this could help address inequities in access to cervical cancer screening especially in LMICs. [Watch the “Science in Seconds”](#) clip with Don Dizon, MD, FASCO, FACP that highlights this study.

<p>Science in Seconds</p>  <p>Development of an artificial intelligence-based diagnostic system for the detection of abnormal colposcopic findings</p>	 <p>Presented by Don Dizon, MD, FASCO, FACP <i>Director of Medical Oncology at Rhode Island Hospital</i></p>
---	--

Tune in November 7: ASCO Plenary Series to highlight new research on advanced gastroesophageal cancers

The [ASCO Plenary Series](#) brings breaking cancer science that can’t wait for the next medical meeting. Don’t miss the session on November 7 at 3:00 PM (ET). The first presentation will discuss the results of a phase 2 study evaluating dual immunotherapy plus chemotherapy in patients with advanced gastroesophageal cancers. The second presentation will focus on a phase 1 study assessing a new claudin 18.2-specific antibody-drug conjugate in patients with advanced gastric/gastroesophageal junction cancer. Attend the session to hear world-renowned experts discuss the implications of these findings first-hand and ask your questions in real time. No registration is required to participate—the Series is free and open to anyone.


[ASCO Exhibitor Policies](#)


[Contact Us](#)


[Upcoming Meetings](#)

Follow us:



2318 Mill Road, Suite 800, Alexandria, VA 22314 | Phone 571.483.1300

Click [here](#) to unsubscribe.



SPARGO, Inc.

11208 Waples Mill Road, Suite 112, Fairfax, VA 22030