

# 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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### Last Call for ASCO Annual Meeting: Early Registration, Exhibitor Forms, & Discount Rates

Don't forget to send in your required ASCO Annual Meeting Exhibitor Forms next week and take advantage of Advance Order Discount Rates before they're gone! Review important documents in the [Exhibitor Service Manual](#) and reach out to [ascoexhibits@spargoinc.com](mailto:ascoexhibits@spargoinc.com) with any questions!

Wednesday, April 24	Tuesday, April 30
<ul style="list-style-type: none"> <li>• Early Registration Discount Deadline at 11:59 PM (ET) – fees will increase after this date!</li> <li>• Exhibitor Forms Submission Deadline</li> </ul> <p>Available in the <a href="#">Exhibitor Resource Center</a>:</p> <ul style="list-style-type: none"> <li>◦ <a href="#">Giveaway Approval Form</a></li> <li>◦ <a href="#">Booth Activity Approval Form</a></li> <li>◦ <a href="#">Booth Rendering</a> (booths 400 sq. ft. or larger)</li> <li>◦ <a href="#">Use of ASCO/Conquer Cancer, The ASCO Foundation Name Approval Form</a></li> <li>◦ <a href="#">Fundraising Approval Form</a></li> <li>◦ <a href="#">Photography and Video/Audio Recording Approval Form</a></li> </ul>	<ul style="list-style-type: none"> <li>• Discount Rates:               <ul style="list-style-type: none"> <li>◦ <a href="#">Booth Security Orders</a></li> <li>◦ Catering Orders- <a href="#">Exhibit Booth, Exhibitor Meeting Room</a> - Due 12:00 PM (CT)</li> <li>◦ <a href="#">Computer/Monitors/Office Equipment Rentals Advanced Pricing</a></li> <li>◦ <a href="#">Freeman Advance Pricing</a> (electrical, audio visual, and furnishings)</li> <li>◦ <a href="#">Internet /Telephone</a></li> <li>◦ <a href="#">Lead Retrieval Advance Pricing</a></li> </ul> </li> <li>• Other Forms:               <ul style="list-style-type: none"> <li>◦ <a href="#">Request for Early Freight Move-In</a></li> <li>◦ <a href="#">Boarding Space/Transportation Requests</a></li> </ul> </li> </ul>

- o [Notification of Intent to Use an EAC/Non-Official Contractor Form](#)
- o [Certificate of Liability Insurance for EAC/Non-Official Contractor](#)
- o [Onsite Contact Form](#)

**Promotional Materials: Checklist for When You Can (and Can't) Use ASCO's Name**

Preparing your materials for Annual Meeting? Please use the checklist below before submitting any digital or print advertisements referencing the 2024 ASCO Annual Meeting. Full details can be found in the below resources:

- Section 8.1 Use of ASCO Entities Names and Trademarks of the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#)
  - Exhibitor Service Manual: [Use of the ASCO/Conquer Cancer®, The ASCO Foundation Name](#)
- Meeting name can be used **one time** per communication in plain text. Meeting name should be listed as “2024 ASCO® Annual Meeting”) Please be sure to include the registered trademark with ASCO.
    - Meeting name **cannot** be used as the header of the communication.
    - Meeting name **cannot** be prominently featured in the communication.
    - ASCO 2024 or ASCO24 are rarely permitted and require special approval by ASCO.
  - ASCO logos cannot be used (unless you are using our “[Exhibiting at...](#)” graphics).
  - Hashtag (#ASCO24) may be used as long as it doesn't imply endorsement by ASCO.
  - The only approved way of including the meeting in a URL is in this format: [www.companyname.com/asco24](http://www.companyname.com/asco24)
  - Paid searches, Google ads, or similar online functionality using ASCO's trademarks are **NOT** permitted.
  - Marketing can **NOT** include information about a session held by ASCO as part of the official meeting program, including date, time, location of, abstract number or poster number, and/or a link to a session or poster session. Marketing **can** include an abstract title or track which can be linked to the publicly available listing of the abstract on ASCO's website once abstracts are officially released.
  - **Exceptions to the above items:** out-of-home advertising cannot include ANY reference to ASCO or our affiliates or to the meeting name, location, or dates.

**Join us at ASCO Breakthrough and Earn Priority Points for the 2026 ASCO Annual Meeting**

Don't miss your chance to have your company represented at ASCO Breakthrough! Exhibitors, advertisers, and supporters of the 2024 ASCO Breakthrough meeting can receive up to five priority points toward exhibit space selection for the 2026 ASCO Annual Meeting. Don't let your competitors pass you by on the Assignment Order list...support ASCO Breakthrough today!



Opportunity	Information	Questions? Contact
Exhibits	<a href="#">Exhibit Information</a>	<a href="#">Craig Baker</a>

Advertising Opportunities	<a href="#">2024 ASCO Breakthrough Opportunity Guide</a>	<a href="#">Jen Callow</a>
Sponsorship	<a href="#">Support Opportunities</a>	<a href="#">Adriana Villarroel</a>

### Tables Going Fast – Exhibit at Best of ASCO® Boston



Don't miss out on exhibiting at the *only* Best of ASCO planned and hosted by ASCO – join us in Boston, MA July 19-20. The Best of ASCO meeting is the best of both worlds: a more intimate setting for attendees to connect with exhibiting companies paired with a curated selection of the most significant findings and research from the 2024 ASCO Annual Meeting. Tables are selling quickly and space is limited; [sign up](#) to exhibit today. Contact [boaexhibits@spargo.inc.com](mailto:boaexhibits@spargo.inc.com) for more information. Additionally, explore remaining advertising opportunities by contacting [Jen Callow](#).

### Tune in April 30: ASCO Plenary Series to Highlight Promising Phase II Data on Treatment for Advanced Lung Cancer

The [April ASCO Plenary Series](#) will present the results of a phase 2 single-arm study conducted in China evaluating glecirasib in patients with locally advanced or metastatic KRAS G12C-mutated non-small-cell lung cancer. [Attend the session](#) April 30 at 3 PM 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](#)



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