

ASCO Exhibitor Newsletter - March 2021

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 Chance! Earn Priority Points Toward ASCO22

We can't wait to see you in-person in 2022! Don't miss the opportunity to earn priority points for the upcoming 2022 Annual Meeting space selection. Companies can earn points in several ways including history of exhibiting, participating in online exhibits, [sponsorship and support opportunities](#) through Conquer Cancer®, the ASCO Foundation, and more. Please be sure to review the full [Priority Points Guidelines](#).

Meeting Room Update for 2022 Space Selection

Beginning with ASCO22, companies will be limited to purchasing two North and two West building meeting rooms during the first round of space selection. Companies can purchase additional North or West building meeting rooms if there are still rooms available after all companies have had an opportunity to purchase. Companies will not be limited on the number of East meeting rooms they can purchase during the first round of sales.

Upcoming Important Deadlines - 2021 ASCO Annual Meeting

If you have not completed your online application, review the [Online Exhibits options](#) and [submit your application](#) TODAY!

Opportunity	Contact	Deadline
Deposit Transition Form	ascoexhibits@spargoinc.com	PAST DUE

Online Exhibits Application	Michele LaFrance	As soon as possible
Industry Expert Theater	Michele LaFrance	First come, first served
Pharmaceutical Pipelines and Clinical Trials Directories	Michele LaFrance	April 2, 2021
Registration	ascoregistration@spargoinc.com	April 28, 2021 (for best rates)
Online Exhibits Profile	ascoexhibits@spargoinc.com	April 30, 2021
Premium Ancillary Educational Event Request	Amanda Smith	Full Package: March 8, 2021 Online Only: May 21, 2021
Support Opportunities	support@conquer.org	Varies
Welcome Box Advertising	Hilary Blair	Starting March 5, 2021
Daily News Advertising	Joseph Frank	Varies
Website Advertising	Joseph Frank	Varies

Make Sure Your Company Is Seen at ASCO21

We still have a few [Industry Expert Theater \(IET\)](#) openings available. Present science related to the development of one of your company's products or services to health care professionals thirsty to hear the latest updates. Limited opportunities remain – [apply today!](#) Please be sure to review the [Industry Expert Theater Guidelines](#).

Don't miss the chance to be included in our [NEW Pharmaceutical Pipelines and Clinical Trials Directories](#). Health care professionals have been asking for a way to access current information on pharmaceuticals in development and oncology clinical trials. This is a great way to get your brand in front of the right audience.

Review the [Welcome Box rate card](#) and the Advertising [Media Kit](#) to learn more about our [Annual Meeting Advertising Opportunities](#). Contact [TriStar](#) or [Walchli Tauber](#) today.

Conquer Cancer Now! Add a Fundraising Activity to Your Online Exhibit and Earn Priority Points

Attract attendees and support cancer research by adding a fundraising activity in support of Conquer Cancer to your online listing for ASCO21! An online activity will make your exhibit stand out in the Annual Meeting crowd, and it will generate valuable funds to support every patient, every cancer, everywhere. Help Conquer Cancer light the way for the next cancer breakthrough by funding the innovative studies all patients need. To include a fundraising activity in your exhibit, you must submit an Online Activity Request Form and Fundraising Request for Approval Form through the online [Exhibitor Resource Center](#). Forms are

due by Friday, April 30. Approved online activities supporting Conquer Cancer receive a point toward the 2023 ASCO Annual Meeting Space Selection. If you have any questions, [contact Conquer Cancer](#).

[ASCO Exhibitor Policies](#)

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