

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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ASCO Annual Meeting: Important Upcoming Deadlines

Don't miss these crucial deadlines, including booth rendering submissions, giveaway approvals, EAC/Non-Official Vendor approvals, AV orders, catering requests, and lead retrieval rentals. Late submissions may not be allowed or will be charged a higher rate.

Wednesday, April 26, 2023

[Exhibitor Early Registration Discount](#)

Required Forms Due in the [Exhibitor Resource Center \(ERC\)](#):

- [Booth Activity Approval Form](#)
- [Booth Rendering](#)(required for island booths 400 sq. ft. or larger)
- [Fundraising Approval Form](#)
- [Giveaway Approval Form](#)
- [Notification of Intent to Use an EAC/ Non-Official Contractor Form](#)

*Certificate of Liability Insurance for EAC/Non-Official Contractor

- [Onsite Contact Form](#)
- [Photography and Video/Audio Recording Approval Form](#)
- [Use of ASCO/Conquer Cancer®, The ASCO Foundation Name Approval Form](#)

Tuesday, May 2, 2023

All Service Order Forms Due

Advance Order Discount Rate for Freeman

- [Request for Early Freight Move-In Form](#) Due to Freeman
- [Freeman Audio Visual Discount](#)
- [Catering Order Discount](#) (12:00 PM (CT))
- [Booth Security Order Discount](#)
- [Internet/Telephone Discount for McCormick Place](#)
- [Lead Retrieval Discount](#)
- [Boarding Space/Transportation Requests through Kushner & Associates](#)
- [Universal Computers Rental Form](#)

When You Can (and Can't) Use ASCO's Name

Preparing Your Materials for Annual Meeting? Familiarize yourself with the [ASCO Trademark Policies](#).

1. The name of the ASCO Meeting may be mentioned one (1) time only in each communication for identification purposes and should be referred to as "2023 ASCO® Annual Meeting." Exceptions: Out-of-Home advertising (i.e. billboards and airport signage) cannot mention ASCO, the name, dates or venue of the ASCO Meeting.
2. Use of "ASCO 2023" and/or "ASCO23" is subject to additional guidelines and must be specifically approved by ASCO, for each instance.
3. Use of ASCO related logos is prohibited unless part of "Exhibiting At" graphics provided to Exhibitors by ASCO in the [Exhibitor Resource Center](#).
4. None of the ASCO entity names may
 - (1) be part of a title or heading on any materials,
 - (2) be prominently featured or listed first in any materials, or
 - (3) used in a way that suggests or implies the endorsement or sponsorship of an ASCO Entity in any way.
5. ASCO Trademarks, including the mark "ASCO", may only be used in web URLs and links as slugs or subdirectories in the format -www.companyname.com/asco23.
6. Webpage titles, paid searches, Google Ads, mobile applications, or similar online functionality containing ASCO Trademarks are prohibited.
7. Use of ASCO in hashtags or other social media functions other than the official meeting hashtag (#ASCO23) may not be used in a way that violates this Policy or otherwise detracts from the scientific nature of the Meeting.

Buy the ASCO 2023 Pre-Meeting Registered Attendee Mailing List

Market directly to your target audience by purchasing the Annual Meeting pre-meeting registered attendee mailing list. By purchasing this list, you can share your products and services with thousands of oncology professionals and promote your exhibit and ancillary events in Chicago to attendees. You must submit a final copy of the mail piece with each mailing list order. ASCO will review and approve your mailer. For more information or to buy the list, contact InFocus by [email](#) or at 800-708-5478.

Tables Going Fast – Exhibit at Best of ASCO® Seattle

Don't miss out on exhibiting at the only Best of ASCO planned and hosted by ASCO – join us in Seattle, Washington July 21 and 22. Our flagship 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 2023 ASCO Annual Meeting. Tables are selling quickly and space is limited; [sign up](#) to exhibit today.

Join us at ASCO Breakthrough and Earn Priority Points for ASCO 2025

Don't miss your chance to have your company represented at ASCO Breakthrough. The program is now available. See which global thought leaders are joining us in Japan this August for a meeting exploring innovations in clinical cancer care.

Select exhibitors and supporters of the 2023 [ASCO Breakthrough](#) meeting will receive up to three priority points toward exhibit space selection for the 2025 ASCO Annual Meeting. Don't let your competitors pass you by on the Assignment Order list...support ASCO Breakthrough today. View the [Opportunities Guide](#) and contact [Michele LaFrance](#) to book your exhibit and pledge your support.

Record Attendance: GI23 and GU23 Demographics Posted

We are thrilled to share that we had record attendance numbers for the 2023 ASCO GI and GU Symposia! Attendee demographics for the [GI Cancers Symposium](#) and [GU Cancers Symposium](#) are now posted online. Save the dates to join us in San Francisco next year! #GI24: January 18-20, 2024; #GU24: January 25-27, 2024.

Oncology Marketing Webinar on May 2

You're invited to attend a free 30-minute webinar "Create a Winning Media Campaign: Marketing to Oncologists" on May 2, 2023 at 2:30pm EST.

Brought to you by Wolters Kluwer and hosted by Kantar, the webinar will explore recent data on oncologists' consumption habits, practice changes, digital trends, and discuss tactics that will help you achieve your campaign goals and maximize ROI at each stage in the physician marketing journey. . [Register today!](#)



[ASCO Exhibitor Policies](#)



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