

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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2024 ASCO GI and ASCO GU Opportunities Are Now Available – Act Now

Join us in San Francisco as we kick off 2024 with ASCO GI and ASCO GU, happening back-to-back in January. These specialized meetings give your company the opportunity to engage a targeted audience. Opportunities are selling quickly; reserve your exhibit and advertising opportunities today!

- ASCO Gastrointestinal Cancers Symposium | January 18-20, 2024

gi.asco.org | [Exhibit Sales](#) | [Advertising Sales](#)

- ASCO Genitourinary Cancers Symposium | January 25-27, 2024

gu.asco.org | [Exhibit Sales](#) | [Advertising Sales](#)

Interested in exhibiting, in-hall advertising, or hosting an Industry Expert Theater session?
Contact [Michele LaFrance](#)

Ready to buy a billboard, an ad in the print program, or a digital ad in one of the meeting emails? Contact [Jen Callow](#)

Don't Miss Your Chance: Advertise at the ASCO Quality Care Symposium

The ASCO Quality Care Symposium scheduled for October 27-28, is quickly approaching. Attendee demand for this meeting is high and we expect record-breaking attendance at this year's meeting. The meeting provides attendees an opportunity to leverage the most up-to-date science and discover proven strategies and tools to make key decisions that can reduce disparities and raise the quality of care for all patients.

Website, email, and podcast advertising opportunities are available to promote your brand. Don't miss your chance to get your company name and product in front of this highly engaged group of medical providers committed to providing the best care to patients. View the [Media Kit](#) and contact [Jen Callow](#) to purchase an ad today.

CONQUER CANCER®
THE ASCO FOUNDATION

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 Quality Care Symposium, 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 at the 2025 ASCO Annual Meeting.

Interested in supporting one or more of these meetings? [Contact Conquer Cancer.](#)

2023 Best of ASCO Attendee Demographics

The 2023 Best of ASCO® Meeting attendee demographics are now available. Thank you to everyone who helped make this meeting a great success! Check out a snapshot of the numbers below. Full demographic information is available [online](#). Join us next year in Boston, MA, July 19-20, 2024.

2023 Registration Numbers	
Total Overall Attendance	600
• Professionals	455
• Exhibitors	125
• Media and Others	20

2023 ASCO Breakthrough Demographics

Mark your calendar! ASCO Breakthrough is returning to Yokohama, Japan, August 8-10, 2024. **Allocate money in your budget now** to advertise, sponsor, and exhibit in 2024 at this growing international event. 2023 ASCO Breakthrough was an outstanding success. We appreciate everyone who was able to participate and sponsor the event; we are especially grateful for [these donors](#) and [exhibitors](#). Full demographic information for the 2023 meeting is available [online](#). Please see below for a snapshot of this year's numbers.

2023 Registration Numbers	
Total Overall Attendance	880
• Professionals	750
• Exhibitors	15
• Media and Others	115
Top 5 Countries	
Japan	260
United States	119
Korea	68
Philippines	54
China	40



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