

EXHIBITOR HEADQUARTERS

ASCO is pleased to announce the launch of the Online Submission Process for the 2010 ASCO Annual Meeting. Through this site, you will be able to submit your:

- Giveaway Requests (if applicable) - due Friday, April 2, 2010
- Booth Activity Requests (required) - due Friday, April 2, 2010
- Listing for inclusion in the Exhibitor Directory (required) - due Friday, March 26, 2010
- Booth Renderings (required for booths 400 sq. ft. or larger)- due Friday, April 2, 2010
- Rigging Plans - due Friday, April 2, 2010

You can also regularly check, via the website, the status of your requests and whether your requests have been approved. With your help, we can keep the atmosphere in the Exhibit Hall congruent with the educational mission, as well as to ensure the overall success of the Annual Meeting.

To access the online forms, visit the [ASCO Exhibitor Headquarters](#) and select the link for the appropriate online form. Usernames and passwords were sent to the e-mail address provided on your ASCO Exhibitor Booth Contract. If you are unsure which e-mail address was listed on your contract, please contact asco@jspargo.com.

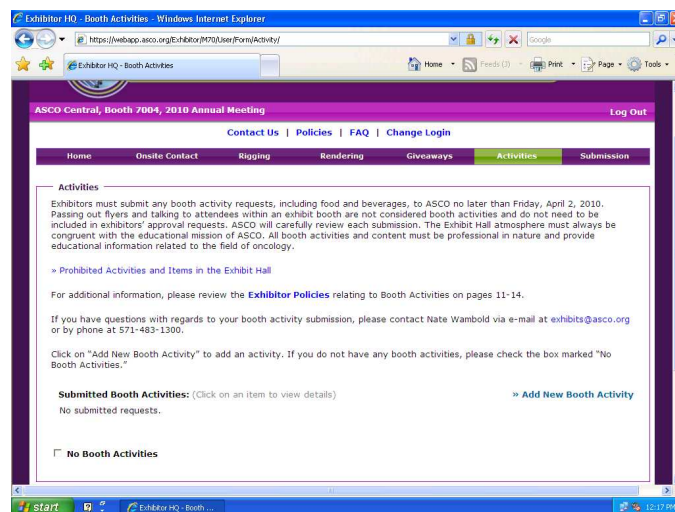
Questions?

For help or questions regarding booth activities, giveaways, or ASCO's Online Exhibitor forms website, please contact Stephanie Houck, Exhibit Operations Manager, at stephanie.houck@jspargo.com or 703-679-3972.

Booth Activities

Fill out the online Booth Activity Form by logging into the Exhibitor Headquarter Website. Usernames and passwords were sent to the e-mail address provided on your ASCO Exhibitor Booth Contract. If you are unsure which e-mail address was listed on your contract, please contact ascoexhibits@jspargo.com. The deadline to submit your Booth Activity is April 2, 2010.

In accordance with ASCO Annual Meeting policies, all booth activities and content must be professional, educational in nature and related to the field of oncology. Please be aware that there are strict guidelines governing activities in the Exhibit Hall. ASCO reviews all activities prior to the meeting. For full booth activity regulations, please see the ["Policies for Exhibitors and Other Organizations at ASCO Meetings."](#)

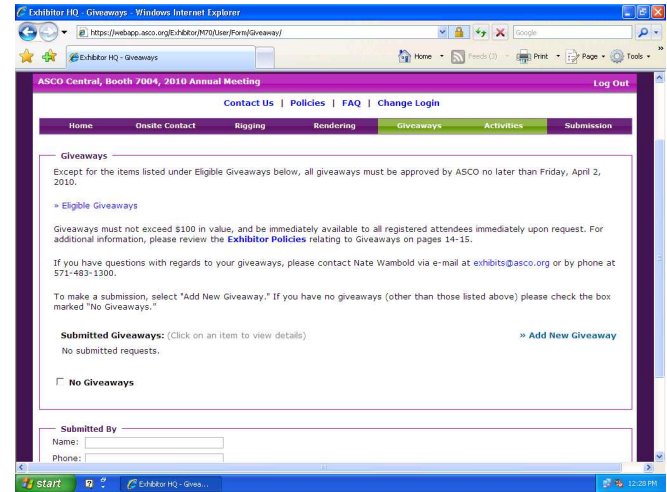




Annual '10 Meeting

Giveaways

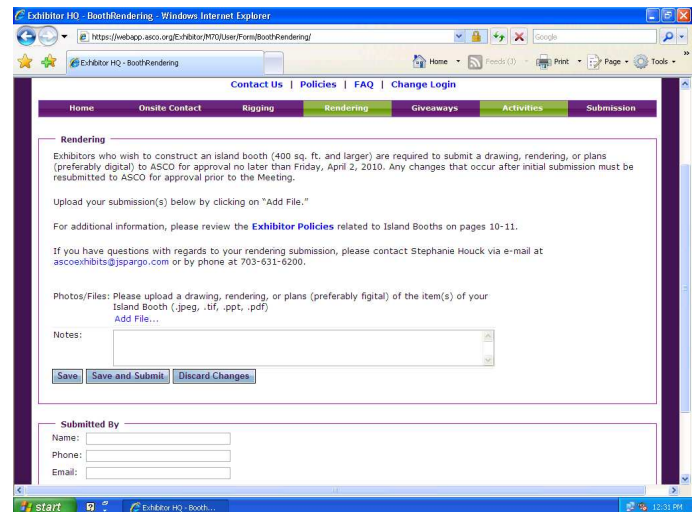
Each exhibiting company is required to complete the online Giveaway submission by logging onto the ASCO Exhibitor Headquarters website. The booth contact person recently received an e-mail from ASCO that provided log-in information to access the website. E-mails containing the Username and Password for each booth were sent to the e-mail address provided on the application for exhibit space. If you have any questions, please contact ascoexhibits@jspargo.com. The deadline to submit your Giveaway is April 2, 2010.



Each booth in the Exhibit Hall is required to complete the online Giveaway submission for any item(s) being distributed. All giveaways from commercial exhibitors must be designed primarily for the education of patients or healthcare professionals. Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors, though nonprofit exhibitors and government agencies may continue to give away non-educational items to attendees from their exhibit table. By matching our policies to the PhRMA Code, it is our intent to support the compliance efforts of exhibitors who voluntarily comply with the Code, and place them on an even playing field with other commercial exhibitors. Requiring giveaways to be educational also helps further our efforts to provide attendees with a meeting experience that focuses on education.

Renderings and Rigging

Fill out online Rendering and Rigging Forms by logging onto the ASCO Exhibitor Headquarters website. The booth contact person recently received an e-mail from ASCO that provided log-in information to access the website. E-mails containing the Username and Password for each booth were sent to the e-mail address provided on the application for exhibit space. If you have any questions, please contact ascoexhibits@jspargo.com.



Booth Rendering

Exhibitors who wish to construct an island booth (400 sq. ft. and larger) are required to submit a drawing, rendering, or plans (preferably digital) to ASCO for approval no later than Friday, April 2, 2010. Any changes that occur after initial submission must be resubmitted to ASCO for approval prior to the Meeting.

Rigging Request

All booths 400 square feet and larger are required to submit a drawing, rendering or plans (preferably digital) of the item(s) to ASCO for approval by Friday, April 2, 2010. All rigging, including signs, lighting, and truss, must be installed on the Monday prior to the start of the Annual Meeting no later than 5:00 PM.

If you have any questions, please contact Stephanie Houck by phone at 703-631-6200 or by e-mail at stephanie.houck@jspargo.com.