

Exhibit Hall Frequently Asked Questions	
1.	What is the address of the convention center? McCormick Place 2301 South Lake Shore Drive Chicago, IL 60616
2.	When will the Exhibit Hall be open? The Exhibit Hall will open on Saturday, June 5, 2010 and will close on Monday, June 7, 2010. The hall will be open from 9:00 AM until 5:00 PM daily.
3.	When can I set up my booth? Exhibit Hall move-in hours will be from 8:00 AM until 11:00 PM on Tuesday, June 1, 2010 through Thursday, June 3, 2010. Move in hours on Friday, June 4, 2010 will be from 8:00 AM until 5:00 PM.
4.	When can I dismantle my booth? Dismantling hours are from 5:00 PM until 11:00 PM on Monday, June 7, 2010 and from 8:00 AM until 5:00 PM on Tuesday, June 8 and Wednesday, June 9. No booth may be dismantled before 5:00 PM on Monday, June 7.
5.	Who is the general services contractor? Brede Exposition Services/Allied Division is the official service contractor for ASCO. They provide carpet, furniture, labor, etc. as well as manage shipping and other services related to the Exhibit Hall.
6.	What does the exhibit space fee include? <ul style="list-style-type: none"> 8' high back drape and 3' high side drape (inline booths only) Booth identification sign with company name and booth number 24-hour general security in the Exhibit Hall Allocated number of complimentary exhibitor badges Listing of company name and booth number in the Exhibitor Directory – both in print and online Ability to upgrade either to an extended, premium or super premium listing in the Exhibitor Directory
7.	Is carpeting required? Yes, all booths must be carpeted by Friday, June 4 at 5:00 PM. There are no exceptions to this rule.
8.	Are exhibitors required to register the individuals who will staff the booth? Each exhibitor will receive an allocated number of complimentary exhibitor badges based on the size of the booth. For the first 400 square feet, companies receive five badges for every 100 square feet. After the initial 400 square feet, companies receive two badges per 100 square feet. Registration as an Exhibitor includes 24 hour access to the Exhibit Hall, but does not include access to sessions.
9.	Whom should I call for questions about giveaways and booth activities? Contact ASCO Exhibits by phone (571-483-1300) or via e-mail (exhibits@asco.org).
10.	How can I provide feedback about my exhibiting experience at ASCO? ASCO invites all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting on Monday, June 7, 2010 from 7:45 AM – 8:45 AM. More details to follow via the exhibitor newsletter. In addition, ASCO sends out a post-meeting survey to all exhibitors.
11.	What giveaways are permitted? 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.

12.	What is the height restriction for island booths?	The top of signage in island booths may not exceed 20' from the Exhibit Hall floor. Truss may be hung higher but may not carry signage.
13.	Who must submit online booth activity and giveaway requests?	Every exhibiting company must submit booth activity and giveaway requests for each booth they have in the Exhibit Hall. Companies who will not have any booth activities or giveaways at their booth(s) must still submit indicating such.
14.	When must the rigging of the booth take place?	The rigging hours are on Sunday, May 30, 2010 from 1:00 PM – 9:00 PM and on Monday, May 31, 2010 from 8:00 AM – 5:00 PM. Rigging for all exhibits must be complete no later than 5:00 PM on Monday, May 31, 2010. Exhibitors must adhere to this to ensure the overall success of the Annual Meeting.
15.	When will information be available to request housing and exhibit space for the 2011 Annual Meeting?	You will receive an e-mail sometime in May with an appointment day and time during the Annual Meeting to select your booth space. No deposit will be required at that time.
16.	My giveaway was approved at a previous ASCO meeting; do I need to submit it for approval again?	Yes. All giveaways must be submitted for approval for each ASCO meeting, regardless of prior approval.
17.	What is the Exhibitor Headquarters website?	The Exhibitor Headquarters website is ASCO's way for exhibitors to submit their booth activity, giveaway, rendering, and rigging submissions from exhibitors. To access the site, visit www.asco.org/exhibitorsubmission .
18.	What is my username and password?	The username and password was sent by e-mail to the contact listed on the application for exhibit space that your company signed. Only this primary contact can request information regarding information directly related to a booth/company.
19.	Who can access the Exhibitor Headquarters Website?	The company's primary contact is responsible for the information submitted to the website. If the contact wishes to give access to their booths' submissions and information to a third party, they may do so, but it is with the understanding that the exhibiting company is responsible for all submissions that are made by them or on their behalf. In addition, it is the exhibiting company's responsibility to check the site often for updates in the status of their submissions.
20.	Who must submit a rendering of their booth(s)?	A detailed rendering is required for booths that are 400 square feet and larger. Renderings are due 60 days prior to the meeting. Any changes after initial submission must be resubmitted for approval.
21.	Who must submit an online rigging submission?	Any company wishing to order rigging must submit a detailed drawing of the item(s) for approval at least 60 days prior to the Annual Meeting through the Exhibitor Headquarters website. Rigging includes signs, lighting and truss.
22.	When are submissions due?	Booth activity, giveaway, renderings, and rigging submissions are due no later than Friday, April 2, 2010.
23.	Are we permitted to market products and services to attendees in public areas such as airports, billboards, or hotels?	The display of banners or other advertisements in the public domain (including advertising in/on busses, taxis, Segways, boats, planes, cars, etc.) within fifteen (15) miles of the ASCO meeting venue and any local airport(s), within ten (10) days before or after the meeting, is strictly prohibited. However, advertising on fixed (i.e. stationary) billboards is permissible, only after advance review and approval by ASCO. The use of any name, logo, or trademark of ASCO or The ASCO Cancer Foundation is strictly prohibited without ASCO's advance written consent, as set forth in Policies for Exhibitors and Other Organizations at ASCO Meetings.

24.	Will my exhibitor badge allow me access into the scientific and educational sessions?	<p>No. If you would like to attend sessions, you must register as an Exhibitor Attendee and pay the applicable registration fee in order to receive an Exhibitor/Attendee badge. You should coordinate this registration with the Exhibitor Contact for your company as you are only permitted to have one registration for the Annual Meeting. The Exhibitor/Attendee badge includes 24-hour access to the Exhibit Hall, access to sessions, and the ability to earn CME/CE credit for the sessions you attend. For more information, please contact the ASCO Registration Center via e-mail (ascoregistration@jspargo.com) or by phone (888-788-1522).</p>
25.	Will there be wireless internet access?	<p>Meeting attendees with wireless capabilities will be able to access the internet in all public space at the convention center. Full internet access will be available to attendees with a laptop or a PDA. Technical assistance, power supplies, and Ethernet connections to the internet will also be available in the Wi-Fi Zone.</p>