

Request for Fundraising Submission Instructions:

Unless a special exception has been granted by ASCO and Conquer Cancer, The ASCO Foundation in advance for fundraising activities to benefit certain not-for-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Exhibit Hall.

Any organization seeking such an exception, including to make Conquer Cancer, The ASCO Foundation a recipient of any fundraising activities, **must submit the Booth Activity Request form and the Fundraising Request for Approval form** through the online [Exhibitor Resource Center](#) no later than **Wednesday, April 25**.

Conquer Cancer, The ASCO Foundation Campaign:

Conquer Cancer, The ASCO Foundation is committed to taking down cancer, and you can join this worthy effort while attracting more visitors to your exhibit by including an interactive activity to your booth.

The Campaign to Conquer Cancer, The ASCO Foundation is the Foundation's comprehensive campaign to raise \$150 million to advance its mission to conquer cancer worldwide by funding breakthrough research and sharing cutting-edge knowledge through four priority program areas:

1. **Cancer Research:** Investing in the careers of young investigators and in promising research that will yield new insights and improve cancer knowledge and expertise in the U.S. and worldwide
2. **Quality/CancerLinQ:** Improving quality of care through a groundbreaking system that will unlock and analyze cancer care data, feeding up-to-the minute conclusions and guidance back to physicians and patients
3. **Education:** Empowering patients, families, and caregivers by giving them 24/7 access to comprehensive, accurate, oncologist-approved information for over 120 cancer types on ASCO's Cancer.Net
4. **Global Oncology:** Providing the latest knowledge and critical resources to cancer doctors in low- and middle-income countries around the world

There are many fun and creative ways to engage attendees and support a worthy charity.* Participating exhibitors who support The Campaign receive access to the Donor Lounge during Annual Meeting, sign and acknowledgements in walk-in slides and acknowledgment on social media.

*All booth activities must be approved by ASCO in advance and comply with the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#). For additional information, please review the information related to Booth Activities on pages 10-12.

If you have questions with regards to your booth activities, please contact Stephanie Houck or Eileen McGill, Exhibit Operations Management at ascoexhibits@spargoinc.com or 703-631-6200.