

2018 Gastrointestinal Cancers Symposium

MULTIDISCIPLINARY CARE: LOCAL PRACTICE, GLOBAL OUTCOMES

January 18-20, 2018
Moscone West Building
San Francisco, California



ASCO[®]
American Society of Clinical Oncology

ASTRO
TARGETING CANCER CARE

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Oncology



EXHIBITING AT THE 2018 GI CANCERS SYMPOSIUM

Exhibiting at the 2018 GI Cancers Symposium

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Eileen McGill, CEM
Manager, Exhibit Operations
SPARGO, Inc.

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Don't pack your sunscreen...

WED JAN 17		AM Showers	58°/46°	50%	WSW 7 mph	74%
THU JAN 18		Showers	57°/44°	60%	SW 9 mph	79%
FRI JAN 19		Showers	57°/44°	40%	WNW 10 mph	77%



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TODAY WE WILL COVER:

- Floor Plan of the Symposium
 - Exhibit Space Package
 - Exhibits Schedule
 - Giveaway Policy
- Outbound Shipping Information
 - Exhibiting Tips
 - Questions?

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MOSCONE WEST BUILDING

Level One:

- Registration (pick up badges and lead devices at registration)
- Posters
- Exhibits
- Food and Beverage
- Internet Stations

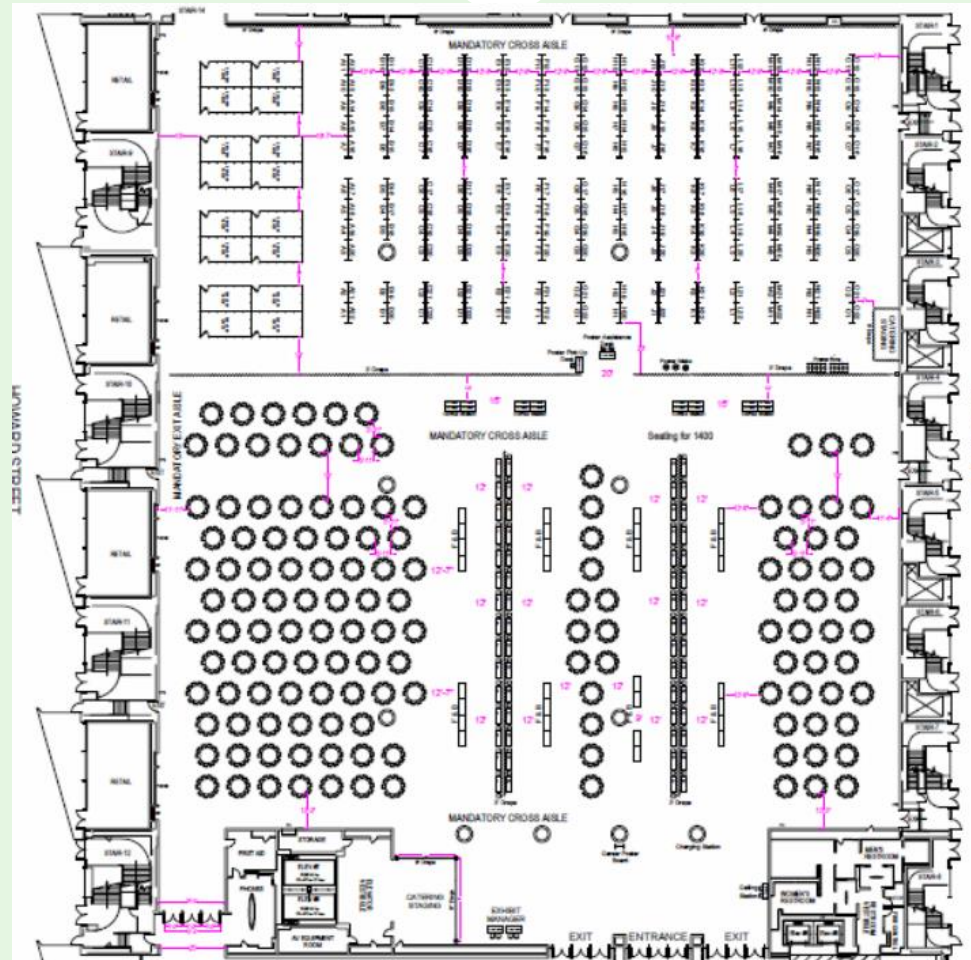
Level Two:

- General Session

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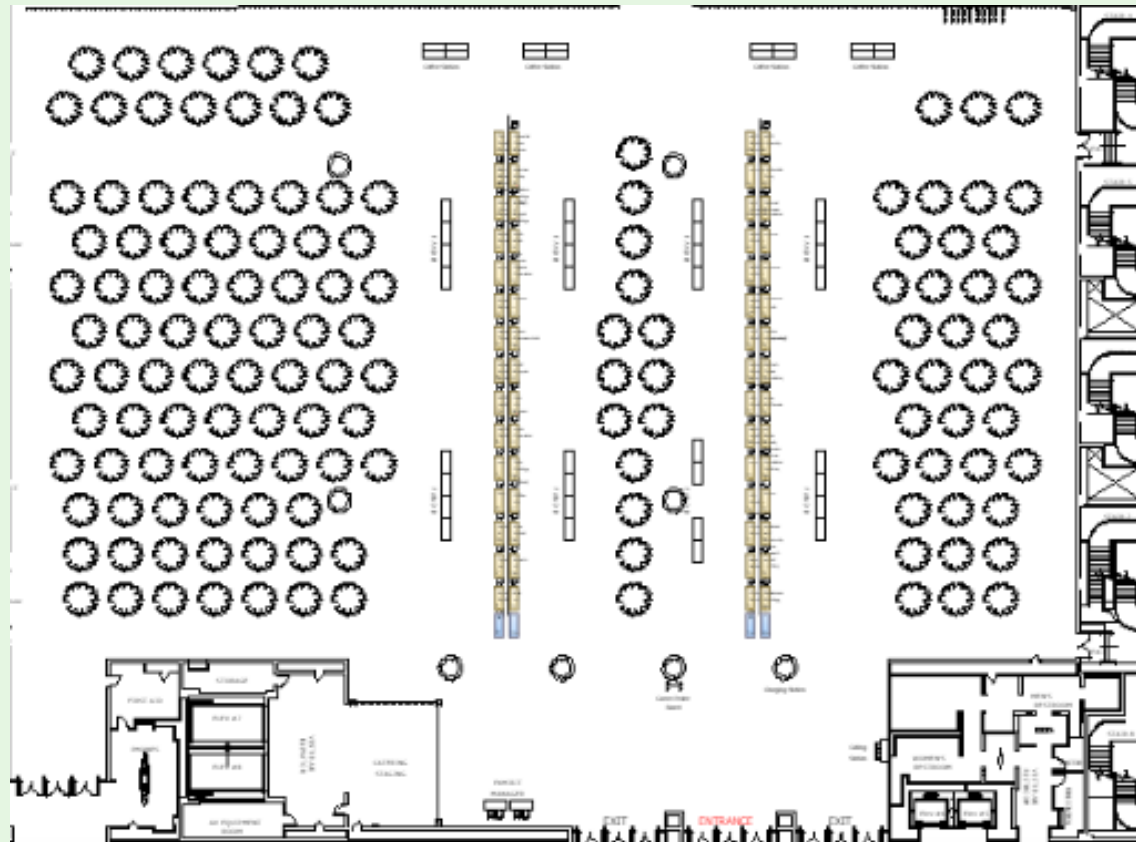
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EXHIBIT SPACE PACKAGE

- One – 6'L x 42"H draped table
- One – counter high stool
- Allotted number of exhibitor badges. Exhibitor badges do allow access to the General Session.

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DISPLAY RESTRICTIONS:

All displays are restricted to the tabletop only. Banner stands and A/V monitors are permitted on the floor directly behind the exhibit table.

No literature stands or pop-up booths may be displayed behind, in front of, or next to the exhibit table.

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EXHIBITS SCHEDULE

Wednesday, January 17:

- Registration – 3:00 PM to 5:00 PM
- Exhibit Move In - 3:00 PM to 5:00 PM

All exhibits must be set by 5:00 PM on Wednesday, January 17.

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EXHIBITS SCHEDULE

Thursday, January 18:

- Registration – 7:00 AM to 6:30 PM
- Exhibit Hours- 7:00 AM to 6:30 PM

Exhibit table will need to be staffed as attendees will be in the Posters, Exhibits, and Food Service Room at the following times:

7:00 AM – 8:00 AM	Continental Breakfast
9:30 AM – 10:00 AM	Break
11:30 AM – 1:00 PM	Complimentary Boxed Lunch
2:00 PM – 2:15 PM	Break
3:45 PM – 4:15 PM	Break
5:30 PM – 6:30PM	Poster Session With Complimentary Wine and Cheese

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EXHIBITS SCHEDULE

Friday, January 19:

- Registration – 7:00 AM to 6:30 PM
- Exhibit Hours- 7:00 AM to 6:30 PM
- Exhibit Move Out –6:30PM to 7:30 PM

Exhibit table will need to be staffed as attendees will be in the Posters, Exhibits, and Food Service Room at the following times:

7:00 AM – 8:00 AM	Continental Breakfast
9:30 AM – 10:00 AM	Break
11:30 AM – 1:00 PM	Complimentary Boxed Lunch
2:00 PM – 2:15 PM	Break
3:45 PM – 4:15 PM	Break
5:30 PM – 6:30 PM	Poster Session with Complimentary Wine and Cheese



GIVEAWAY POLICY

Commercial Exhibitors:

- All giveaways must be designed primarily for the education of patients or healthcare professionals and must not exceed **\$10** in value
- Must be available to all registered attendees upon request
- Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors

Requiring giveaways to be educational also helps further our efforts to provide attendees with a Symposium experience that focuses on education.



GIVEAWAY POLICY

Nonprofit Exhibitors and Government Agencies:

- Giveaways must not exceed **\$10** in value
- Must be available to all registered attendees immediately upon request
- Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors



OUTBOUND SHIPPING INFORMATION

- All exhibit materials must be cleared from the exhibit area by 7:30 PM on Friday, January 19
- Exhibitors are responsible for making arrangements with their individual carrier
- Freeman representative will be available to provide outbound shipping paperwork on Friday afternoon
- FedEx and UPS will not pick up at the Moscone West Building on January 19 to pick up outbound materials
 - Exhibitors who wish to ship via FedEx or UPS will be responsible for taking their materials to FedEx or UPS

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OUTBOUND SHIPPING INFORMATION

FedEx Office Ship Center – San Francisco Marriott Marquis (0.20 miles from Moscone West Building)

780 Mission Street

San Francisco, CA 94103

Phone: 415-369-9928

Email: usa5515@fedex.com

The UPS Store (0.90 miles from Moscone West Building)

660 4th Street

San Francisco, CA 94107

Phone: 415-615-6968

Email: store4592@theupsstore.com

Additional fees may apply. For more information on store hours, fees and pick up times, please contact each store directly.

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MAXIMIZE YOUR EXHIBIT EXPERIENCE

A Few Reminders on How to:

- Engage Attendees
- Obtain Customers
- Establish Connections
- Generate Leads



MAXIMIZE YOUR EXHIBIT EXPERIENCE

DO:

- Stand at your exhibit table and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit table; thank them for stopping by
- Keep your exhibit table neat and clean
- Wear your official Symposium badge while in the host facility
- Have staff in your exhibit space at all times, even when not required
- Have sufficient staffing to allow for rest and breaks

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MAXIMIZE YOUR EXHIBIT EXPERIENCE

DO NOT:

- Dismantle your display until the exhibits are officially closed
- Sit at your exhibit table during breaks when attendees are in the exhibits area
- Talk or text on your cell phone while at your exhibit table
- Eat, drink, read, or otherwise be distracted
- Stand with your arms crossed, folded, or behind your back
- Chew gum
- Engage in conversation with your fellow exhibit staff whenever attendees are nearby

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Thank you for participating in today's webinar.
I look forward to seeing you in San Francisco!

Please contact me with any questions:

Eileen McGill

Phone: 703-679-3969

Email: giexhibits@spargoinc.com