

Genitourinary Cancers Symposium

TRANSLATING EVIDENCE TO MULTIDISCIPLINARY CARE

February 8-10, 2018
Moscone West Building
San Francisco, California



EXHIBITING AT THE 2018 GENITOURINARY (GU) CANCERS SYMPOSIUM

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

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TODAY WE WILL COVER:

- Floor Plan of the Symposium
 - Exhibit Space Package
 - Display Restrictions
 - Sample Display
 - Exhibits Schedule
 - Giveaway Policy
- Outbound Shipping Information
 - Exhibiting Tips
- Contact Information

MOSCONE WEST BUILDING

Level One:

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

Level Two:

- General Session

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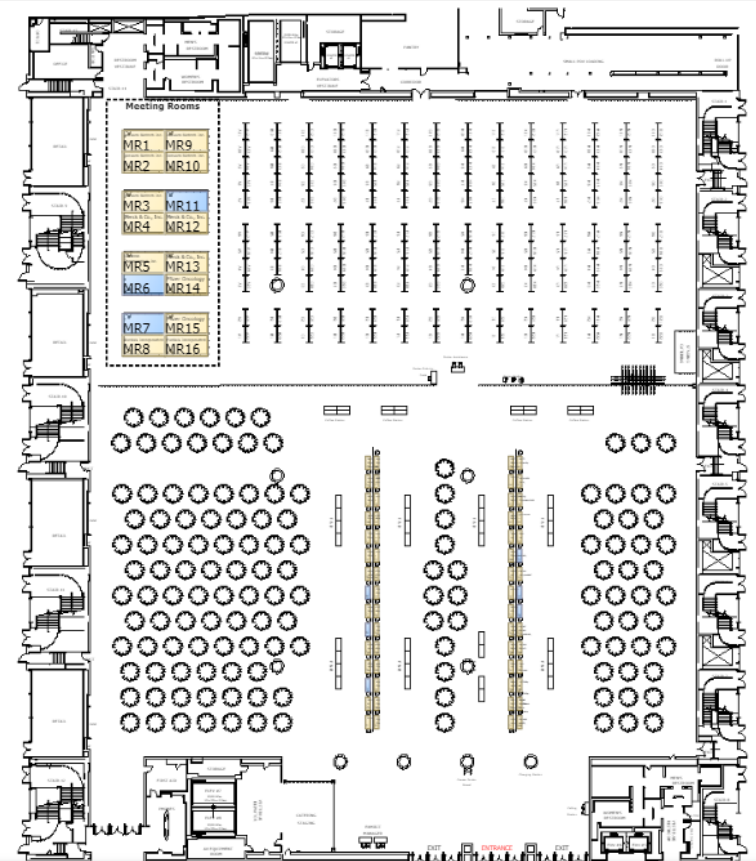
ASCO
American Society of Clinical Oncology

ASTRO
TARGETING CANCER CARE

SUO
Society of Urologic Oncology



Posters, Exhibits and Food Service Room



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EXHIBIT SPACE PACKAGE

- One – 6'L x 42"H draped table
- Carpet – please do not ship carpet to the Symposium
- 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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Sample Table Set Up



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EXHIBITS SCHEDULE

Wednesday, February 7:

- 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, February 7.



EXHIBITS SCHEDULE

Thursday, February 8:

- Registration – 7:00 AM to 6:15 PM
- Exhibit Hours – 7:00 AM to 6:15PM

Exhibit table will need to be staffed at the following times:

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



EXHIBITS SCHEDULE

Friday, February 9:

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

Exhibit table will need to be staffed at the following times:

6:30 AM – 7:55 AM	Continental Breakfast
10:15 AM- 10:45 AM	Break
12:15 PM– 1:45 PM	Poster Session with Boxed Lunch
3:15 PM – 3:45 PM	Break
6:00 PM – 7:00 PM	Poster Reception 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 8:00 PM on Friday, February 9.
- 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 Friday, February 9 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



MAXIMIZE YOUR EXHIBIT EXPERIENCE

A Few Reminders on How to:

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



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



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

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Email: guexhibits@spargoinc.com