

ASCO-SITC  
CLINICAL IMMUNO-ONCOLOGY SYMPOSIUM

January 25-27, 2018 • San Francisco Marriott Marquis • San Francisco, California



# EXHIBITING AT THE ASCO-SITC CLINICAL IMMUNO-ONCOLOGY SYMPOSIUM

Exhibiting at the ASCO-SITC Clinical Immuno-Oncology Symposium

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

Exhibiting at the ASCO-SITC Clinical Immuno-Oncology Symposium



## TODAY WE WILL COVER:

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



# San Francisco Marriott Marquis

Yerba Buena Ballroom Foyer– Lower B2 Level:

- Registration (Badges picked up from Eileen in the Exhibits area one level up)

Yerba Buena Ballroom– Lower B2 Level:

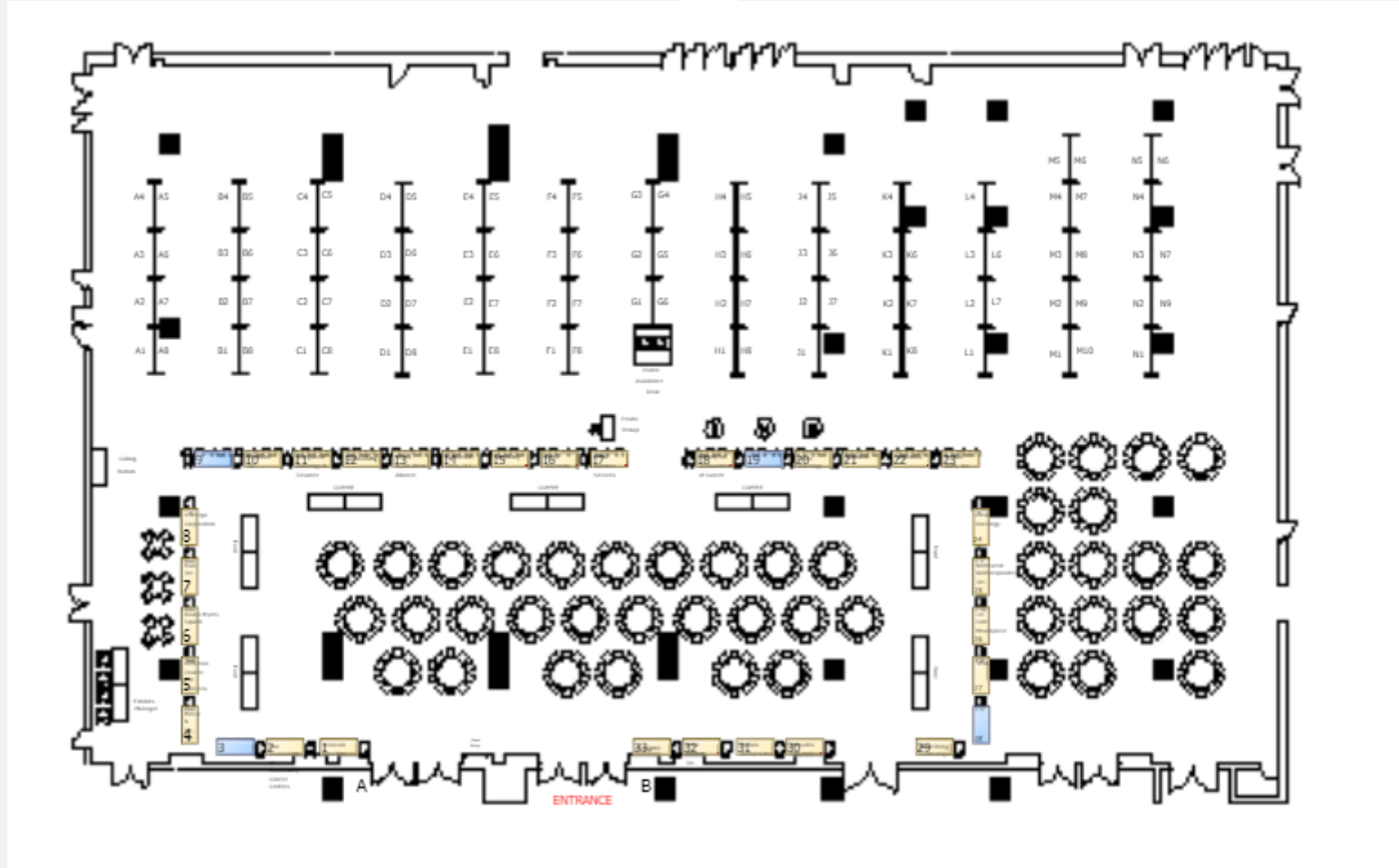
- General Session

Golden Gate Ballroom– Level B2:

- Posters
- Exhibits
- Food Service

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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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American Society of Clinical Oncology



Society for Immunotherapy of Cancer



## 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, January 24:

- 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 24.



# EXHIBITS SCHEDULE

## Thursday, January 25:

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

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

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



# EXHIBITS SCHEDULE

## Friday, January 26:

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

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

7:00 AM – 8:15 AM	Continental Breakfast
10:00 AM- 10:30 AM	Break
11:30 AM– 1:00 PM	Poster Session with Complimentary Boxed Lunch
3:00 PM – 3:30 PM	Break
5:45 PM –6:30PM	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 7:30 PM on Friday, January 26.
- Exhibitors are responsible for making arrangements with their individual freight carriers. No arrangements need to be made in advance if you plan on shipping with Freeman Exhibit Transportation.
- Please bring with you the appropriate labels for shipping your materials from the Symposium.
- If you will be shipping out with Freeman Exhibit Transportation or a carrier other than FedEx or UPS, please complete the Outbound Shipping Form and return to Freeman either in advance or onsite at the Symposium.
- At the close of the Symposium and after your materials are packed, please see Eileen McGill, Manager, Exhibit Operations, to finalize the outbound shipping process.



# 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



# 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.**  
We look forward to seeing you in San Francisco!

Please contact me with any questions:

Eileen McGill

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