



American Society of Clinical Oncology

# 2010 EXHIBITOR DIRECTORY

## Expand Your Reach at the 2010 ASCO Annual Meeting— Both Online and In-Print

### Reach your target market during the 2010 ASCO Annual Meeting

The key to success for exhibitors at the ASCO Annual Meeting is maximum exposure to attendees. Whether your goal is branding, lead generation, market visibility or all three, you will want to encourage attendees to stop by your booth. The best way to achieve your goals is to let attendees know what you have to offer as well as where you are located in the Exhibit Hall. In 2010, ASCO will once again offer the Annual Meeting Exhibitor Directory as a valuable resource to help attendees navigate the Exhibit Hall. Exhibiting companies may purchase expanded listings in the Directory, which will allow you to provide additional information to attendees about your products and services.

**Printed Exhibitor Directory:** Distributed to more than 26,000 attendees at the 2010 Annual Meeting in tote bags available at registration and at the Exhibitor Directory stations located in the Exhibit Hall.

**Online Exhibitor Directory:** Available at [www.asco.org/exhibitordirectory](http://www.asco.org/exhibitordirectory) and onsite at the Exhibitor Directory stations located in the Exhibit Hall. Attendees can print the most up-to-date list of the 2010 Annual Meeting exhibitors and search by company name, keyword, category, cancer type, country or pavilion.

**Upgrade your listing and upgrade your exposure!** Become a featured exhibitor by upgrading to either the Extended, Premium, or Super Premium Listing. These expanded listings provide your company with additional visibility both in print and online and will help you stand out among the list of more than 400 other exhibitors. The Directory is designed to help you increase your exposure and exceed your goals for the Annual Meeting. By taking part in this special opportunity, you will gain premium access to your target market during the 2010 ASCO Annual Meeting.

To take advantage of this opportunity, contact:  
703-631-6200 or [ascodirectory@jspargo.com](mailto:ascodirectory@jspargo.com)

### *Upgrade your listing and upgrade your exposure!*

Cover advertising positions also available. For further information, please contact Kevin Dunn at Cunningham & Associates by phone (201-767-4170) or via e-mail ([kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)).

|   | Basic<br>FREE | Extended<br>\$1,000 | Premium<br>\$2,500 | Super<br>Premium<br>\$3,500 |
|---|---------------|---------------------|--------------------|-----------------------------|
| <b>Online Listing</b>   |               |                     |                    |                             |
| Company Name  | ✓             | ✓                   | ✓                  | ✓                           |
| Booth Number  | ✓             | ✓                   | ✓                  | ✓                           |
| Address, Phone, & Fax   | ✓             | ✓                   | ✓                  | ✓                           |
| Web Address   | ✓             | ✓                   | ✓                  | ✓                           |
| Product and Service<br>Categories   | up to 1       | up to 3             | up to 5            | up to 7                     |
| 75 Word Paragraph   |               | ✓                   | ✓                  | ✓                           |
| 200 Word Paragraph  |               |                     | ✓                  | ✓                           |
| Company Logo  |               | ✓                   | ✓                  | ✓                           |
| Contact/Meeting Link  |               | ✓                   | ✓                  | ✓                           |
| Featured Exhibitor<br>Status, Including<br>Preferred Search Result<br>Placement |               | ✓                   | ✓                  | ✓                           |
| Corporate logo<br>included in banner<br>rotation/hyperlink                      |               |                     |                    | ✓                           |
| <b>In-Print Listing</b>   |               |                     |                    |                             |
| Company Name  | ✓             | ✓                   | ✓                  | ✓                           |
| Booth Number  | ✓             | ✓                   | ✓                  | ✓                           |
| Address, Phone, & Fax   | ✓             | ✓                   | ✓                  | ✓                           |
| Web Address   | ✓             | ✓                   | ✓                  | ✓                           |
| Product and Service<br>Categories   | up to 1       | up to 3             | up to 5            | up to 7                     |
| 75 Word Paragraph   |               |                     | ✓                  | ✓                           |
| Company Logo  |               |                     | ✓                  | ✓                           |
| 1/3 Page Listing,<br>Including 75 Word<br>Paragraph                             |               | ✓                   |                    |                             |
| Full Page Listing,<br>Including 200 Word<br>Paragraph                           |               |                     | ✓                  | ✓                           |
| Guaranteed 4-color<br>front placement   |               |                     |                    | ✓                           |