

## The ASCO Annual Meeting Exhibit Hall is where the oncology world comes to do business

### New features have been added this year to attract attendees and bring you more leads

**Location** – The Exhibit Hall is located in the center of McCormick Place with the Plenary Session room and ASCO Concierge Services nearby.

**Focused Exhibit Hall Time** – During these times, competing sessions are significantly reduced.

June 5, 2010 9:15 AM – 1:15 PM

June 6, 2010 1:00 PM – 4:30 PM

**Exhibit Hall Food Court** – With limited food options in McCormick Place and the surrounding area, the Exhibit Hall Food Court will receive enhanced promotion and serve as one of the primary concession locations during the Meeting.

**Poster Area** – ASCO's General Poster Sessions are a key part of the Meeting for attendees. Located side by side with the Exhibit Hall, the poster area will generate activity in and around the hall.

**Passport Program** – ASCO and The ASCO Cancer Foundation® are continuing the successful Passport to the World of Oncology Program, which encourages attendee traffic throughout the Exhibit Hall.

**Enhanced Exhibitor Directory** – For 2010, the Exhibitor Directory will offer attendees a more targeted list of exhibitors to make it easier to locate and visit exhibitors that are relevant to their needs.

**Internet Stations** – New this year, Internet Stations will be located in the Exhibit Hall. Full Internet access will be available. These popular stations will bring many attendees into the Exhibit Hall.

**ASCO TV Café** – For the third straight year, ASCO will produce its own broadcast network. ASCO TV will feature important messages from ASCO Leadership and replays of the Highlights of the Day, Plenary, and other select Education and Scientific Sessions.

#### Questions?

Please contact June LaMountain at 800-564-4220 or [june.lamountain@jspargo.com](mailto:june.lamountain@jspargo.com).