



Thank you for choosing to exhibit at the Annual Meeting of the American Society of Clinical Oncology (ASCO.) The 46th ASCO Annual Meeting will be held at McCormick Place, June 4-8, 2010. The Exhibit Hall will be open on June 5-7, 2010 from 9:00AM – 5:00PM in the South Building, Level 3, Halls A1-A2.

This online exhibitor service manual provides you with all of the information that an exhibitor needs to have a successful Annual Meeting – from forms for ordering carpet, furniture, electricity, and telecom, to important information with regards to registration, housing, and social events. It also includes information on available discounts if services are ordered by the earlier deadline date. This helps you to save money and for everyone to better plan equipment needs and labor schedules – all resulting in a smooth operation and successful experience. Please note that the Brede Exposition Services website requires a password so let us know if you need any assistance.

This year's Annual Meeting will focus on Advancing Quality through Innovation. Oncologists are using continued innovation – in research laboratories, clinics, and infusion centers, as well as at patients' bedsides and in communities – to make incremental but substantial advances for management of a multitude of cancers. We greatly appreciate all you can do to reinforce the Meeting theme in your exhibit, both in your display and in your educational materials.

If you have any further questions, please feel free to contact us via e-mail or by phone. As always, we appreciate your support and look forward to a very successful meeting in Chicago.

Sincerely,

A handwritten signature in cursive script that reads "Audra Edwards".

Audra Edwards
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American Society of Clinical Oncology
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A handwritten signature in cursive script that reads "Stephanie Houck".

Stephanie Houck
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