



ASTRO
ANNUAL **2019** MEETING

September 15-18, 2019
McCormick Place West, Chicago

EXHIBITOR
PROSPECTUS

ASTRO

ANNUAL MEETING

2019

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Message from Leadership

WELCOME TO ASTRO'S 61ST ANNUAL MEETING FROM ASTRO'S PRESIDENT!

It is my honor to invite you to Chicago for ASTRO's 61st Annual Meeting. I encourage you to join us as an exhibitor at the leading event for the radiation oncology community. With recent, exciting advances in cancer treatment, we are all increasingly aware of the importance of collaborating with colleagues and partners from all aspects of our field. The role that radiation oncology plays in these advancements is crucial, and we invite you to join us in our commitment to innovation and quality care. Together we can extend our impact to others within the medical community, as well as patients and their caregivers.

ASTRO President
Theodore L. DeWeese, MD, FASTRO



ABOUT ASTRO

ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, physicists, biologists, dosimetrists, radiation therapists, nurses and other health care professionals who specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, the Society is dedicated to improving patient care through professional education and training, support for clinical practice and health policy standards, advancement of science and research, and advocacy.

ABOUT THE ANNUAL MEETING

The ASTRO Annual Meeting is the world's most important meeting for the radiation oncology community. Thousands of health care professionals receive the most up-to-date continuing medical education, network with colleagues and learn about the latest products and services in cancer treatment. The meeting is held over four days and includes keynote speakers, the latest research presented in oral abstract sessions, a digital poster hall and a full program of educational sessions.

WHY EXHIBIT?

A key part of the ASTRO Annual Meeting is the Innovation and Solution Showcase (Exhibit Hall), where key decision makers are eager to explore the latest products and services to improve their practices. Exhibit at the 2019 ASTRO Annual Meeting and:

- **CONNECT** with the most influential people in the field of radiation oncology.
- **NETWORK** with colleagues and key members of the radiation oncology treatment team to educate them on the latest trends and techniques.
- **SHOWCASE** your products and services to a targeted audience of health care professionals.

90% of exhibitors are highly satisfied with their overall experience at ASTRO and would recommend the meeting to a colleague or peer.

Based on 2017 survey



ASTRO 61ST
ANNUAL MEETING
EXHIBITOR PROSPECTUS

2019

Inside the Innovation and Solution Showcase (Exhibit Hall)

Inside the Innovation and Solution Showcase, ASTRO attendees have the opportunity to learn about the latest products and services in the field, gain insight into future developments and become engaged through demonstrations and interactive displays. Attendee engagement is further enhanced with several learning areas that drive traffic to the show floor throughout the day.

HUB CENTRAL

Hub Central is the perfect place for attendees to **CONNECT**. Located in the center of the Innovation Hub, it provides comfortable seating and the opportunity to network with colleagues, as well as editors and authors during our Meet the Editor and book signing events.



INDUSTRY-EXPERT THEATERS

ASTRO's industry partners are able to **EXPLORE** topics relevant to the radiation oncology community in one of several Industry-Expert Theaters. These theaters offer an ideal platform for engaging with ASTRO attendees.



INNOVATION HUB

The new Innovation Hub is an area bustling with activity that encourages attendees to **CONNECT, EXPLORE** and **LEARN**.



POSTER VIEWING Q&A

Attendees have the opportunity to **LEARN** about the latest science in ASTRO's all-digital poster hall. Presenters discuss their research in a fast-paced, TED-talk format during several Poster Viewing Q&A Sessions held during the meeting.



ASTRO CONNECT

The popular ASTRO Connect booths, each with a disease site focus, offer a comfortable spot for networking with colleagues with similar interests, as well as a place to recharge electronic devices and check email. In addition, top posters will be on display electronically and experts will be available during designated times to answer questions.

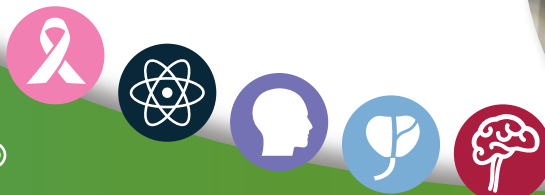
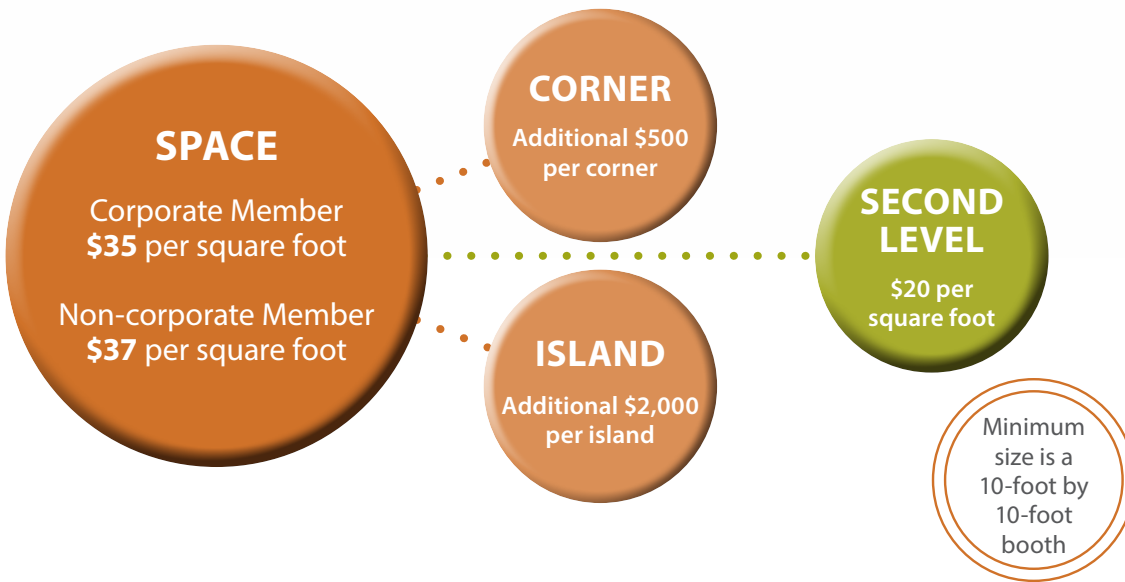


Exhibit Rates



EXHIBITOR BENEFITS

- Complimentary listing on the ASTRO website for six months.
- Complimentary listing on MyASTROApp, the official Annual Meeting app, *ASTROnews* Annual Meeting Special Edition and the printed Exhibitor Directory when submitted by the deadline.
- Icon indicating ASTRO exhibitor on the RO MarketPlace.
- Complimentary postshow attendee list.
(Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list and other eligibility requirements apply.)
- Four complimentary exhibitor booth personnel registrations for each 100 square feet of exhibit space.
(Additional exhibitor registrations are available for purchase.)
- Access to educational programs on a space-available basis.
(Please note exhibitors are not eligible to receive continuing medical education credits.)

After viewing products and services in the Exhibit Hall, two-thirds of attendees were likely to try a new product or recommend purchasing new capital equipment.

Based on 2017 survey



EXPO SUITES

Take advantage of a private meeting space in the Exhibit Hall for your company.

Exhibitors who purchase an Expo Suite will have access to their assigned Expo Suite space during show hours on Sunday, September 15, through Tuesday, September, 17, 2019.

For more information on Expo Suites, please contact the ASTRO Exhibit Sales team at **703-631-6200**.

Exhibit Terms

TERMS OF PAYMENT

- All 2018 confirmed exhibitors are provided the opportunity to select booth space for the 2019 Annual Meeting on-site in San Antonio during the 2018 Annual Meeting.
- Booth space will be held until November 28, 2018, at which time a 50 percent deposit of the total booth fee is due. If the deposit is not received by November 28, 2018, ASTRO reserves the right to release the exhibit space for resale.
- Exhibitor may cancel without penalty if written notification is received on or before November 28, 2018. If notification is not received by this date, the exhibitor will be financially responsible for the booth space selected as per the terms of the Cancellation Policy below. Failure to make payments does not release the exhibitor from any contractual financial obligation.
- Booth space must be paid in full by May 16, 2019.

CANCELLATION POLICY

- Exhibitor may cancel without penalty if written notification is received on or before November 28, 2018. If notification is not received by this date, exhibitor will be financially responsible for the booth space selected.
- 50 percent of the total exhibit space rental will be retained for cancellations received between November 29, 2018 and June 25, 2019.
- 100 percent of the total exhibit space rental will be retained for cancellations received after June 25, 2019.
- Failure to make payments does not release the exhibitor from any contractual financial obligation.
- All cancellations or requests for a reduction in exhibit space must be made in writing.

EXHIBIT ELIGIBILITY

ASTRO views the technical exhibits as an integral part of the educational and scientific program. Qualified exhibitors are limited to firms, organizations and agencies whose exhibits promote an awareness of products, technologies and services that are recognized and approved by ASTRO as being in harmony with, and supportive of, the objectives of the Annual Meeting. ASTRO has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Exhibit Hall. Rulings of ASTRO shall, in all instances, be final with regard to allowed use of exhibit space. Exhibitors may not assign, sublet or apportion to others the whole or any part of the space to which they are allocated. Only those products and/or services that are manufactured or distributed by exhibitor's company may be displayed in the ASTRO Exhibit Hall.

COMPANY MERGERS/ACQUISITIONS

Exhibitors that have merged with, been purchased by or have purchased another company will receive the priority points of the company with the highest number of priority points.

BOOTH SPACE PLACEMENT

Please note that ASTRO does not guarantee booth placement requests. While every effort will be made to ensure that your company has the best booth space possible, ASTRO does not guarantee that your company will not be placed near a competitor. ASTRO is under no obligation to move an exhibitor's booth to an alternate location due to dissatisfaction with any floor plan changes made after exhibitor's booth space has been selected. Further, ASTRO reserves the right to reconfigure the floor plan and/or relocate any exhibit at any time. Reductions in booth space may also be subject to booth relocation.



RESERVE YOUR BOOTH ONLINE

New this year!

We are excited to announce that ASTRO will now be offering a new and time saving process to select your 2019 exhibit space. You will now have the option to complete your exhibit space application online. Booth reservations will be accepted on a first-come, first-served basis.



Enhance, Enrich, Elevate Your Brand with Meeting Sponsorship!

TAKE ADVANTAGE OF BUNDLING OPPORTUNITIES WITH COMMENSURATE SPONSORSHIP LEVELS

*Earned priority points - four points per each \$1,000 in support.

GOLD (\$40,000+)*

- Two (2) complimentary full-conference registrations.
- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of preregistration labels (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary set of ASTRO member labels (for one-time use).
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities may include hotel key cards or city street pole banners.

SILVER (\$20,000+)*

- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of preregistration labels (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary set of ASTRO member labels (for one-time use).
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities may include an Industry-Expert Theater or ASTRO Connect.

BRONZE (\$12,500+)*

- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Two invitations to attend the President's Reception.
- On-site signage.
- Possible bundling opportunities may include charging stations or convention center displays.

COPPER (\$7,500+)*

- ASTRO website recognition.
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Possible bundling opportunities may include a leaderboard ad on the Conference Planner or a ten-second digital wall advertisement.



Visit www.astro.org/ampromoopps for all available promotional and advertising opportunities.

BENEFIT FOR ALL SPONSORSHIP LEVELS: SURVIVOR CIRCLE PASSPORT PROGRAM

With the Survivor Circle Passport Program, more than 10,000 Annual Meeting attendees will see your company name and logo and attendees who participate will visit your booth. Visit www.astro.org/scpassportprogram for more information.



Booth Enhancement Packages

We are excited to introduce NEW booth enhancement packages to help you get a jump start on your marketing and promotional efforts for ASTRO 2019. Take advantage of big savings by selecting a package when you purchase your 2019 booth on-site at this year's Annual Meeting in San Antonio.

BASIC (VALUED AT \$5,500)

- 25 Priority Points \$1,200
- Preshow Attendee List \$1,300
- Product Showcase: Includes Enhanced Listing \$3,000

Regular Rate: \$5,000

DISCOUNT RATE: \$3,000

PLUS (VALUED AT \$11,800)

- 50 Priority Points \$2,500
- Preshow Attendee List \$1,300
- Product Showcase: Includes Enhanced Listing \$3,000
- Registration Show Bag Insert* \$5,000

Regular Rate: \$11,300

DISCOUNT RATE: \$8,000

PREMIUM (VALUED AT \$18,800)

- 100 Priority Points \$5,000
- Preshow Attendee List \$1,300
- Product Showcase: Includes Enhanced Listing \$3,000
- Ten-second ad on Digital Wall* \$7,000
- Half-page ad in the Exhibitor Directory* \$2,500

Regular Rate: \$18,300

DISCOUNT RATE: \$12,500

**May be substituted for similarly priced promotional item.*

Save up to 36% with discount rates! Discount rate prices valid through October 23, 2018. Prices will increase to regular rates after this date.



Promotional Opportunities and Sponsorship



PRODUCT SHOWCASE (\$3,000)

We are excited to once again offer the Product Showcase at ASTRO 2019. Attendees are always looking for new and exciting products and services in the radiation oncology industry. The Product Showcase provides a unique platform to promote and maximize sales interest in your company's products and generate more traffic to your booth.

The Product Showcase is located outside the main entrance to the Exhibit Hall and includes a highly-visible, electronic billboard displaying all products featured in the Product Showcase. Individual kiosks will be placed in front of this billboard to enable attendees to search for and learn about these products. Additionally, a map featuring your location will help guide attendees to your booth to obtain more information about your company's product(s).

Product Showcase participants receive the following additional benefits:

- Your company's product will be featured in the searchable Product Showcase directory available via the Conference Planner and MyASTROApp (the official meeting app) before, during and after the meeting. Participating exhibitors may include a photo, a video and a marketing brochure in the searchable directory.
- Products will be featured in a special section of the printed Exhibitor Directory and will include your product name, product photo, company name and booth number.
- An email promoting the Product Showcase will be sent out to all registered attendees in early September. This email will include your product name, company name and booth number and it will link to the Product Showcase in the Conference Planner.
- The Product Showcase will also be featured in an issue of the ASTRO Daily News distributed on-site at the meeting. Each listing will include your product name, company name and booth number.

To reserve your spot in the Product Showcase, call **703-502-1550** or email corporaterelations@astro.org.

Your company will be featured in ASTRO's Conference Planner, the official meeting app, the printed Exhibitor Directory and the ASTRO Daily News. Feature a second product for only \$1,500!

Special Bonus

FREE upgraded exhibitor listing included with the following features:

- Eight product/service categories
- Longer company description for digital exhibitor listing
- Company logo
- Company video in the digital exhibitor listing
- Two company marketing brochures in the digital exhibitor listing



Promotional Opportunities and Sponsorship



Want to promote your company's presence at the 2019 Annual Meeting? According to our Annual Meeting General Evaluation, attendees are most likely to notice sponsorship in the Innovation and Solution Showcase, *ASTROnews* and on-site signage. Below are just a few examples of opportunities available at ASTRO 2019. See the Annual Meeting response form for a complete list of sponsorship opportunities.

CONVENTION CENTER SIGNAGE (PRICING BASED ON LOCATION)

Located throughout the convention center, this classic advertising opportunity is an excellent chance to promote your brand on-site.

On level one, choose from column wraps close to the ride share and taxi drop off or escalator clings/runners/floor decals in both the east and west concourses.

On level three, the high ceilings and open concourse has space for four central banners and three single-sided bump-out banners along the upper balconies.



For specs or for more information, visit www.astro.org/AMPromoOpps or contact the Corporate Relations department at 703-502-1550 or corporaterelations@astro.org.



Promotional Opportunities and Sponsorship



INDUSTRY-EXPERT THEATER

Enhance the educational element of your company's noteworthy products and services with a "plug and play" presentation in an Industry-Expert Theater. ASTRO provides the venue with seating for up to 150 attendees and a complete AV package including one on-site technician. Food is not included, however, it is available for purchase for all time slots directly from the convention center. ASTRO will provide pre-meeting and on-site promotion. Three hour-long slots are available during morning, midday and afternoon time slots. A video and audio package capturing each session with links to be provided approximately three weeks post-meeting.*

*Video capture only available to Industry-Expert Theaters held inside the Exhibit Hall.

INDUSTRY SATELLITE SYMPOSIUM

An Industry Satellite Symposium (ISS) refers to any activity, educational in nature, that is independently organized, offered by another organization and held in conjunction with ASTRO's Annual Meeting. This includes any educational activity that carries continuing medical education (CME) credit not sponsored by ASTRO. ASTRO reviews and approves these symposia as appropriate for presentation. These symposia represent the content and views of the sponsors and are not part of the official ASTRO Annual Meeting.

SCHEDULING

ASTRO policy prohibits activities competing with the ASTRO educational program. The following dates and times are available and subject to change:

- Saturday, September 14, (Pre-show) anytime
- Sunday, September 15, after 6:15 p.m.
- Monday, September 16, after 6:45 p.m.
- Tuesday, September 17, after 6:15 p.m.
- Wednesday, September 18, after 4:45 p.m.



NON-CME INFORMATIONAL/EDUCATIONAL PROGRAM

A non-CME Informational/Educational Program refers to any activity, educational in nature, that is independently organized, offered by another organization and held in conjunction with ASTRO's 61st Annual Meeting. This includes any educational activity that does not carry continuing medical education (CME) credit not sponsored by ASTRO. Same times apply as shown above.

Nine out of ten exhibitors plan to return from year to year.

Based on 2017 survey



The primary objective for exhibiting at ASTRO is the opportunity to meet with potential clients, create company or brand awareness as well as avenues to meet with existing clients.

Based on 2017 survey

Advertise Your Brand

ASTRONEWS ANNUAL MEETING GUIDE

Don't miss out on the opportunity to target ASTRO attendees before they arrive in Chicago by advertising in the *ASTROnews* Annual Meeting Special Edition. This preshow planner will reach more than 10,000 radiation oncology professionals both domestically and internationally and includes important information attendees need to know before they arrive on-site such as:

- Registration information
- Shuttle bus routes
- City map with hotel information
- Industry Satellite Symposia
- Exhibitor listings

Space availability will be on a first-come, first-served basis and based on layout.

Insertion Deadline: **Friday, May 10, 2019**

Materials Deadline: **Friday, June 14, 2019**

ASTROnews mails: **mid-August 2019**

Please check www.astro.org/advertising for final dates.

ASTRONEWS SPECIAL EDITION ADVERTISING RATES

4-Color	Nonmember	Corporate Member
Premium*	\$6,116	\$4,893
Super Premium**	\$6,442	\$5,138
Center Spread	\$12,600	\$10,080
Full Page	\$4,597	\$3,677
1/2 Page	\$3,813	\$3,050
1/4 Page	\$1,904	\$1,523

Black & White	Nonmember	Corporate Member
Full Page	\$3,218	\$2,575
1/2 Page	\$2,669	\$2,135
1/4 Page	\$1,332	\$1,066

*Premiums are back cover, inside back cover and inside front cover.

**Super premium locations are across from the table of contents, page 1 and the page facing the inside back cover.



PLEASE NOTE:

Should *ASTROnews* Annual Meeting Special Edition advertisers choose to promote their exhibit booths, promotional materials must contain phrasing such as "Come see us at ASTRO 2019" or "Visit us at Booth 200 at the ASTRO Annual Meeting."

For more information, please contact ASTRO Corporate Relations at corporaterelations@astro.org or 703-502-1550, or visit www.astro.org/advertising.



BENEFITS OF ADVERTISING

Accumulation of two priority points per \$1,000 in advertising dollars spent.

Extend Your Reach Beyond the Annual Meeting

ADVERTISING PACKAGES FOR ANNUAL MEETING EXHIBITORS

Prices valid through November 30, 2018

ULTIMATE PACKAGE: \$50,000

Offers the best placements in a variety of ASTRO communication vehicles to saturate the radiation oncology market:

- 1 full page, premium ad in Spring, Summer and Winter issues of *ASTROnews*. **Value: \$13,497**
- 1 full page, premium ad in the *ASTROnews* Annual Meeting Guide. **Value: \$4,893**
- 9 ASTROgrams (from available dates). **Value: \$19,500**
- 12 months on ASTRO.org. **Value: \$24,000**
- 12 months leaderboard ad on RO MarketPlace. **Value: \$4,000**

BUNDLED SAVINGS

\$20,000

ENHANCED PACKAGE: \$30,000

Offers a variety of placements in both digital and print vehicles to reach ASTRO members online and in print:

- 1 full page run-of-book ad in Spring, Summer and Winter issues of *ASTROnews*. **Value: \$8,172**
- 1 full page run-of-book ad in the *ASTROnews* Annual Meeting Guide. **Value: \$3,677**
- 6 ASTROgrams (from available dates). **Value: \$13,000**
- 6 months on ASTRO.org. **Value: \$12,000**

\$12,500

GENERAL PACKAGE: \$15,000

A package that allows for targeted marketing while taking advantage of our bundled pricing:

- 1 full page run-of-book ad in your choice of Spring, Summer, or Winter *ASTROnews*. **Value: \$3,399**
- 1 full page run-of-book ad in the *ASTROnews* Annual Meeting Guide. **Value: \$3,677**
- 3 ASTROgrams (from available dates). **Value: \$6,500**
- 3 months on ASTRO.org. **Value: \$6,000**

\$5,500

PRINT LOVERS' PACKAGE: \$28,000

Nothing beats the beauty of a printed piece. Promote your company in all of ASTRO's professionally designed and printed publications.

- 1 full page, premium ad in Spring, Summer and Winter issues of *ASTROnews*. **Value: \$13,497.**
- 1 full page, premium ad in the *ASTROnews* Annual Meeting Guide. **Value: \$4,893.**
- 1 full page, premium ad in the Annual Meeting Exhibitor Directory. **Value: \$5,000.**
- 1 full page ad in both editions of ASTRO Daily News, the on-site newspaper at the ASTRO Annual Meeting. **Value: \$7,000**

NEARLY
\$4,000
SAVINGS

ALL-DIGITAL PACKAGE: \$38,000

Click obsessed? This package takes advantage of all of ASTRO's online and email communications advertising opportunities, so you can track your metrics.

- 9 regular ASTROgram ads. **Value: \$19,500**
- 6 months on ASTRO.org. **Value: \$12,000**
- 2 regular electronic table of contents ads in the email that announces each issue of *ASTROnews*. **Value: \$4,000**
- 3 months on Member Directory on the ROhub. **Value: \$3,000**
- 12 month leaderboard ad on RO MarketPlace. **Value: \$4,000**

\$7,500
SAVINGS

*Add 1 full page ad in each of the two ASTRO Daily News publications (our on-site newspaper for Annual Meeting attendees) for \$5,000 (\$3,000 savings).

**Add a tile ad for RO MarketPlace for \$2,500 (\$1,000 savings) to any package.

If you commit to a package during the Annual Meeting, we will offer an additional 5 percent discount off the package price.

RO MarketPlace

Radiation oncology suppliers, are you looking for year-round exposure to complement special recognition at the Annual Meeting? Advertise in the RO MarketPlace, ASTRO's online buyer's guide.

All Corporate Members are listed in the directory. ASTRO members are encouraged to visit the RO MarketPlace throughout the year through ASTROgrams and other member communications. Make sure your company stands out by taking advantage of the many advanced feature opportunities offered with our new platform.

Exhibiting companies listed in the RO MarketPlace receive special recognition with an ASTRO exhibitor badge, and all upgraded listings receive recognition in the *ASTROnews* Annual Meeting Guide.

Premier listings start at just \$500 for non-Corporate Members, and can include a company profile page, logo, website, email links, product photos and videos. Plus, you will earn Priority Points toward your 2020 booth space selection. For more information on Priority Points, see page 14.

The screenshot shows the RO MarketPlace website. At the top, it says "ENRICH YOUR BRAND." with a link to learn more. Below that is the ASTRO logo (American Society for Radiation Oncology) and the RO MarketPlace logo (Your Radiation Oncology Supplier Directory). A navigation bar includes links for HOME, ADVERTISE WITH US, HOW TO USE, ASTRO HOMEPAGE, and GET LISTED. There is a section for "RTA Answers" with the text "Many patient resources available, including videos and brochures!". A search bar is present with the text "I'm looking for..." and a "Search" button. Below the search bar are two "FEATURED COMPANY" sections, each featuring the "orfit" logo and the text "Every millimetre and every bit of extra patient comfort matters. Nanor* immobilization masks provide patient comfort with optimal limitation of movement." and the website "www.orfit.com/nanor". To the right of these sections is a blue box with the text "Join the growing list of APEX-accredited practices. Apply now!". Below the featured companies is a "CATEGORIES" section with a grid of categories: Brachytherapy, External Beam RT, Pharmaceuticals, and Practice Management. At the bottom of the screenshot is the URL "www.astro.org/ROMarketPlace".

ASTRO exhibitors are highly satisfied with services provided by partners and vendors.

Based on 2017 survey

Start connecting with your target audience at the Annual Meeting and throughout the year by calling 703-839-7344 or emailing ROMarketPlace@astro.org for more information.

Three out of four attendees spent more than two hours in the Exhibit Hall.

Based on 2017 survey

Corporate Membership Opportunities



CORPORATE MEMBERSHIP - \$2,750, \$3,750 OR \$4,750

BECOME A CORPORATE MEMBER AND ENJOY MANY TANGIBLE BENEFITS IN ADDITION TO INCREASED VISIBILITY, ACCESS TO ADDITIONAL PROMOTIONAL OPPORTUNITIES AND ONGOING COMMUNICATION.

Corporate Members receive the following Annual Meeting benefits:

- One hundred (100) priority points credit toward the following year's booth selection.
- Discount on exhibit space: \$2 per square foot.
- Member-rate registration for two company representatives.
- Access to virtual corporate press room.
- Corporate Member recognition sign for booth and ribbons for company representatives.
- Recognition in Annual Meeting Exhibitor Directory.
- Invitation to exclusive event with ASTRO leadership.

AMBASSADORSHIP - \$65,000

JOIN THE EXCLUSIVE RANKS OF ASTRO CORPORATE AMBASSADORS AND ENJOY YEAR-ROUND VIP PRIVILEGES. AMBASSADORS RECEIVE TREMENDOUS MARKETING OPPORTUNITIES AND ENHANCED VISIBILITY FOR THEIR ANNUAL COMMITMENT.

Ambassadors receive the following Annual Meeting benefits:

- First priority selection of following year's Annual Meeting exhibit space.
- 600 priority points toward the following year's Annual Meeting exhibit booth selection.
- Discount on exhibit space: \$2 per square foot.
- Four complimentary full conference registrations.
- Two complimentary 10-foot by 10-foot booths.
- 10 Exhibit Hall guest passes to give to preferred clients and customers.
- Early courtesy notice for VIP housing.
- Option to reserve up to ten (10) reserved rooms in ASTRO designated premier hotels.
- Comprehensive recognition package to include on-site and digital acknowledgement before, during and after the Annual Meeting.
- Appear as a featured exhibitor on the Annual Meeting Conference Planner and MyASTROApp, the official meeting app.
- Discount on ASTRO approved Industry Satellite Symposia.
- Discount on affiliate meeting/event requests at ASTRO official venues.



For more information, visit www.astro.org/corporatemembership or contact the Corporate Relations Department at **703-502-1550** or corporaterelations@astro.org.



Eight out of ten attendees play a role in the purchasing process, with one out of ten having the "final say" in a purchase.

Based on 2017 survey

ASTRO 61ST
ANNUAL MEETING
EXHIBITOR PROSPECTUS

2019

Maximize Your Visibility



PRIORITY POINTS FOR 2019 ANNUAL MEETING

PRIORITY POINTS CRITERIA

All 2018 ASTRO exhibitors are invited to participate in the 2019 Annual Meeting booth selection process on-site during the 2018 ASTRO Annual Meeting. ASTRO uses a priority point process to determine when each 2018 Annual Meeting exhibitor will select their 2019 booth space. Priority points are used as a guideline for booth placement based on the space an exhibitor has requested, but do not guarantee a specific booth location.

Your 2019 booth placement is based on the below priority points criteria.

ANNUAL MEETING PRIORITY POINTS	
Annual Meeting priority points are based on your 2018 exhibit and housing activity.	
Each Year Exhibited at the Annual Meeting	8 points per year
Booth Size	2 points per every 100 square feet of purchased space
Expo Suite Size	2 points per every 100 square feet of purchased space
ASTRO Housing Center Usage	50 points
Housing Block Created On-site*	15 points

*A minimum of one room per every 400 square feet of exhibit space must be secured via the exhibitor housing room block to receive points.

ADDITIONAL EARNING OPPORTUNITIES	
Your company also earns priority points by taking advantage of additional opportunities through Ambassadorship, Corporate Membership, promotional marketing and advertising. Points accrued between August 1, 2017 and July 31, 2018 for the opportunities listed below will count toward your 2019 booth space selection.	
ASTRO Ambassadorship	600 points
Corporate Membership	100 points
Promotional Marketing or Advertising	4 points for each \$1,000 spent
ASTROnews, ASTROgram or astro.org Advertising	2 points for each \$1,000 spent
Red Journal, PRO, Advances in Radiation Oncology or RO MarketPlace Advertising	1 point for each \$1,000 spent

NEED A PRIORITY POINT BOOST?

While Ambassadors will continue to enjoy the benefit of pre-selecting their booth prior to all other exhibitors, ASTRO also provides the opportunity for non-Ambassador companies to purchase priority points for a boost to earlier booth placement. Simply purchase the points you need to top off your balance. Points can be bought in increments of 100 points for \$5,000, with a cap of 500 points of \$25,000.

For more information about this opportunity, please contact the Corporate Relations Department at **703-839-7398** or email corporaterelations@astro.org.



Exhibitor Housing

EARN VALUABLE HOUSING PRIORITY POINTS

50 POINTS
Earn 50 housing priority points when you secure a room block through the ASTRO Housing Center.

15 BONUS POINTS
Earn 15 bonus points when you request your 2019 room block on-site in San Antonio during ASTRO 2018.

TO EARN HOUSING PRIORITY POINTS, THE FOLLOWING CONDITIONS MUST BE MET:

- A minimum of one room per every 400 square feet of exhibit space must be secured via the exhibitor housing room block.
- Rooms must be secured via the exhibitor housing website. Exhibitors who secure rooms via the attendee housing website or any method other than the exhibitor housing website are not eligible to receive housing priority points.
- Exhibitor must adhere to the Annual Meeting Exhibitor Rules, Regulations and Policies.
- Exhibitors who cancel their room block in its entirety before or during the 2019 ASTRO Annual Meeting are not eligible to earn housing priority points.
- Companies who did not secure a room block or did not exhibit at ASTRO 2018 are able to create a hotel block beginning on March 19, 2019. Room inventory will be available on a first-come, first-served basis and is subject to availability.

Exhibitors express high level of satisfaction with Exhibit Hall hours, registration, housing, ordering process and venue.
Based on 2017 survey



Key Contacts

ASTRO HEADQUARTERS
703-502-1550

EXHIBIT SALES
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John Barrett
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703-654-6490

EXHIBIT MANAGEMENT
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HOUSING
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PROMOTIONAL SPONSORSHIP OPPORTUNITIES
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MEDIA RELATIONS
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703-286-1600

REGISTRATION
SPARGO Inc.
astroregistration@spargoinc.com
1-800-541-6058 or 703-449-6418

Quick Links

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2019 ANNUAL MEETING RESPONSE FORM



Yes, my company is interested in sponsoring ASTRO. We understand that we are entitled to all benefits associated with the category selected below:

Ambassador
(\$65,000+)

Gold
(\$40,000+)

Silver
(\$20,000+)

Bronze
(\$12,500+)

Copper
(\$7,500+)

We are interested in the following opportunities:

- | | |
|---|----------------------------|
| <input type="checkbox"/> Aisle Signs in Exhibit Hall | \$10,000 |
| <input type="checkbox"/> Annual Meeting Schedule-At-A-Glance | \$20,000 |
| <input type="checkbox"/> ARRO/Resident Program | \$20,000 |
| <input type="checkbox"/> ASTRO Connect | \$20,000 per Connect |
| <input type="checkbox"/> ASTRO Daily News | Prices Vary |
| <input type="checkbox"/> MyASTROApp | \$25,000 |
| <input type="checkbox"/> ASTRO Relax | \$25,000 |
| <input type="checkbox"/> Badge Wallet Insert | \$15,000 |
| <input type="checkbox"/> Charging Station Lounge | \$12,000 |
| <input type="checkbox"/> City Street Pole Banners | \$25,000 |
| <input type="checkbox"/> Conference Planner Leaderboard Display | \$7,000 |
| <input type="checkbox"/> Convention Center Displays | Pricing based on location |
| <input type="checkbox"/> Convention Center Digital Billboard | \$7,000 per 10 second spot |
| <input type="checkbox"/> Exhibitor Directory | Prices Vary |
| <input type="checkbox"/> Hotel Key Card | \$30,000 |
| Industry-Expert Theater | |
| <input type="checkbox"/> Exhibit Hall | \$30,000 |
| <input type="checkbox"/> Session Room | \$25,000 |
| <input type="checkbox"/> Break Session | \$20,000 |
| Innovation Hub Opportunities | |
| <input type="checkbox"/> Poster Viewing Area | \$10,000 per area |
| <input type="checkbox"/> Hub Central | \$15,000 |
| <input type="checkbox"/> Product Showcase | \$3,000 |
| Showcase Registration Bag | |
| <input type="checkbox"/> Bag Sponsor | \$15,000 |
| <input type="checkbox"/> Bag Insert | \$5,000 |
| <input type="checkbox"/> Shuttle Bus Display | \$25,000 |
| <input type="checkbox"/> Survivor Circle Passport Program, offered separately | \$4,000 |
| <input type="checkbox"/> Virtual Meeting | \$30,000 |
| <input type="checkbox"/> Water Bar | \$15,000 |
| <input type="checkbox"/> Wi-fi | \$15,000 |
| <input type="checkbox"/> 100 Priority Points (up to 500 points or \$25,000) | \$5,000* |
| <input type="checkbox"/> Advertising Package | \$_____ |

Total Amount:\$ _____

COMPANY NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

CONTACT PERSON _____

TITLE _____

TELEPHONE _____ FAX _____

EMAIL _____

Don't miss these great opportunities!

PLEASE REMIT FORM TO:

ASTRO
Corporate Relations Department
251 18th St. South
8th Floor
Arlington, VA 22202
Phone: 703-502-1550
Fax: 703-839-7345
corporaterelations@astro.org

*Available to non-Ambassador companies. Call for more details.