



**2020 ASTRO ANNUAL MEETING** ● OCTOBER 25 – 28, 2020

EXHIBITOR **PROSPECTUS**

# Message from Leadership

## WELCOME TO THE 62ND ASTRO ANNUAL MEETING FROM ASTRO'S PRESIDENT!

**First and foremost, all of us at ASTRO hope that you and your family are doing as well as possible during this COVID-19 medical crisis.** As the world slowly moves forward with a reopening of the global economy, the radiation oncology community remains committed to providing access to the latest treatments to all cancer patients.

**That is why the ASTRO Board of Directors made the early decision to transition the 2020 Annual Meeting to an immersive and interactive virtual meeting.** This year's theme is *Global Oncology: Radiation Oncology in a Changing World* and it couldn't be more timely and prescient during this pandemic.

We understand that many of you, our partner companies, have experienced disruption to your businesses and budgets, but as we all know, cancer doesn't wait. Cancer patients, including those newly diagnosed during this time, have an urgent need for the most up-to-date technology and resources. **That is why your participation in the 2020 ASTRO Annual Meeting is needed this year more than ever.**

ASTRO invested in a versatile and robust online platform for the meeting that will include video product demonstrations, live chat features, networking lounges, and extensive analytics available to all exhibitors. One important aspect is that while our meeting will be live and online from October 25-28, the platform will remain live for 30 days to allow you to maximize your exposure to the thousands of radiation oncology professionals from all over the world who will be active.

We understand that this new format will be different than past meetings, and ASTRO will provide regular exhibitor updates and webinars in the weeks leading up to the meeting to keep you informed of all the exciting features and answer any of your questions.

I encourage you to join us as an exhibitor at the 2020 ASTRO Annual Meeting, the leading event for radiation oncology. Thank you for your consideration and for all you do to keep the radiation oncology sector strong and robust. Your support means the world to ASTRO and cancer patients.

- Thomas J. Eichler, MD, FASTRO, ASTRO President



### 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.

### ABOUT THE ANNUAL MEETING

The 2020 ASTRO Annual Meeting — *Global Oncology: Radiation Therapy In A Changing World* — will include a complete Annual Meeting experience from the Presidential Symposium, to the Plenary Session and Clinical Trials; from Education and Scientific Sessions, to an interactive Exhibit Hall; innovative networking opportunities and so much more.



# Why Exhibit?

## **WHY PARTICIPATE IN THE ASTRO VIRTUAL EXHIBIT HALL?**

We are committed to ensuring that the radiation oncology community has access to the latest devices and resources to best serve cancer patients. Here are just a few reasons why your company should partner with ASTRO as part of our Virtual Exhibit Hall.

## **INCREASED GLOBAL AUDIENCE**

We anticipate that this year's meeting attendance will be greater than ever as radiation oncology departments from around the globe will be able to allow more staff to participate in the virtual Annual Meeting from their office or home. Our immersive virtual format will offer attendees an efficient way to learn about your products and services.

## **COST SAVINGS**

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with radiation oncology professionals and decision makers who are actively seeking information and solutions for their departments and clinics to better serve their cancer patients.

## **PROLONGED VISIBILITY**

Exposure to your products and services will not end when the four day meeting is over – our virtual Exhibit Hall will remain active for 30 days after the meeting ends which allows you more time for interactions and connection with potential customers.

## **SCALABLE NETWORKING OPPORTUNITIES**

A virtual meeting can make networking more accessible than at an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a large convention center, virtual conference attendees will have many opportunities for direct communication, instant messaging and impromptu conversations at the click of a button.

## **EFFECTIVE LEAD GENERATION**

The new online platform will provide robust analytics. You will know exactly who you're speaking with and how best to follow up with them. The online platform will provide you with analytics to understand which of your products or services caught attendee's interest and how long they spent reviewing your materials. This will allow you to conduct more informed follow up after the Exhibit Hall closes.



# Virtual Exhibit Hall Booth Packages



# Booth Placement

## PACKAGE INCLUSIONS

	Custom	Level 6	Level 5	Level 4	Level 3	Level 2	Level 1
<b>Custom Booth Design</b> Provide custom design of your booth or select a template that can be tailored to your needs. Design and creative assistance with booth layout is also available.	✓						
<b>Branded Templated Exhibit Booth with Customization</b> Ability to change color scheme and flooring of templated booth design.		✓					
<b>Branded Templated Exhibit Booth</b>			✓	✓	✓	✓	✓
<b>Premium Booth Placement</b> Booth will be displayed on one of the first three navigation pages within Exhibit Hall.	✓						
<b>Optimal Booth Placement</b> Booth will be displayed on one of the first six navigation pages within Exhibit Hall.		✓					
<b>Recognition Outside the Convention Center</b>	✓						
<b>Recognition in the Main Lobby</b>	✓	✓					
<b>Recognition on Exhibit Hall Jumbotron</b>	✓	✓	✓				

# Digital Offerings

## PACKAGE INCLUSIONS

	Custom	Level 6	Level 5	Level 4	Level 3	Level 2	Level 1
<b>White Glove Service</b> Technical assistance, booth design and creative support, access to ASTRO's instructional designer to provide guidance on how best to deliver exhibitor's content in virtual environment, etc.	✓	✓					
<b>Customized Toolbar with Welcome Video</b>	✓	✓					
<b>Featured Exhibitor Listing in ASTRO Conference Planner and MyASTROApp</b> (official meeting app)	✓	✓					
<b>Elevated Training and Tech Support</b> One-on-one training and technical support to address exhibitor's specific questions and needs.	✓	✓	✓				
<b>Design Assistance</b> Provide assistance on how best to leverage booth screens and other assets with your designated booth package.	✓	✓	✓	✓			
<b>Ability to Refresh Content</b> Change your booth content throughout the meeting based on real-time attendee analytics and booth goals.	✓	✓	✓	✓			
<b>Real-time Reporting on Analytics</b> Access to real-time reports that provide metrics on number of booth visits, views by content items and click actions.	✓	✓	✓	✓	✓		
<b>30 Days Post Meeting Access to the Virtual Exhibit Hall</b>	✓	✓	✓	✓	✓	✓	✓
<b>Upload Materials into Booth Data Center</b> Each booth will have its own portal to upload and manage material related to your booth.	✓	✓	✓	✓	✓	✓	✓
<b>Exhibitor Listing in ASTRO Conference Planner and MyASTROApp</b> (official meeting app)	✓	✓	✓	✓	✓	✓	✓
<b>Ability for Attendees to Add Exhibitor Material in Briefcase</b> Attendees can add your company's booth content to their personal briefcase.	✓	✓	✓	✓	✓	✓	✓
<b>Content Screen(s) Link to Documents, Images, Videos, Website</b> A maximum of five content materials are permitted per screen.	6	6	5	4	3	2	1

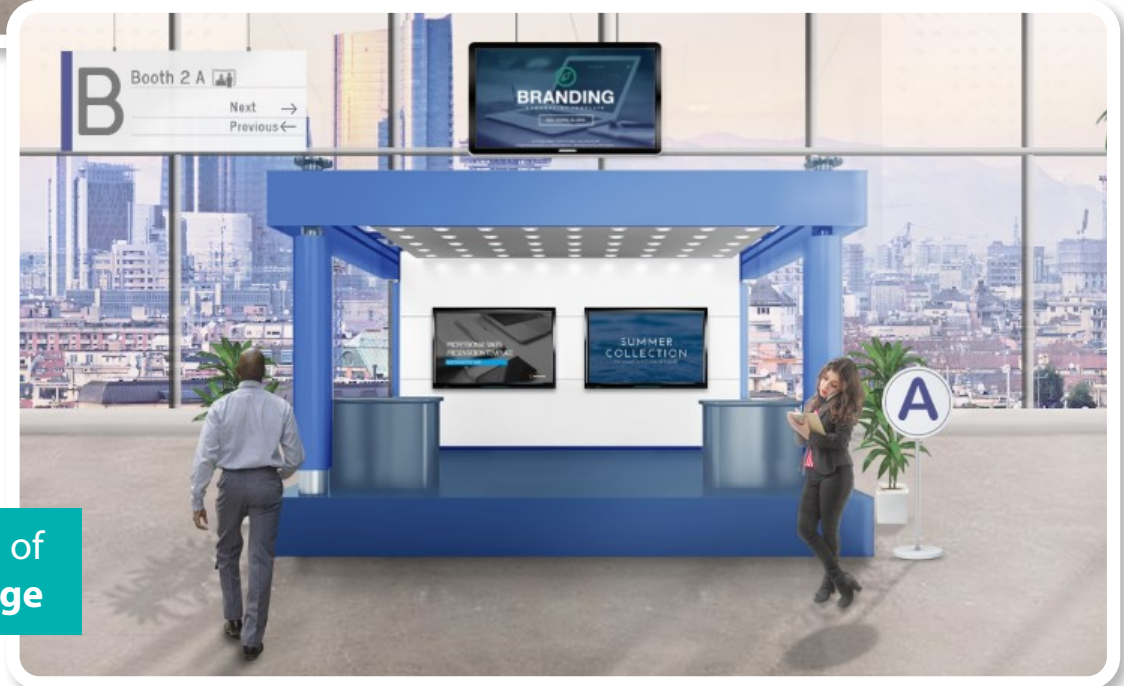
# Attendee Engagement

PACKAGE INCLUSIONS	Custom	Level 6	Level 5	Level 4	Level 3	Level 2	Level 1
Opportunity to Host User Meeting	✓						
Opportunity for 15-minute Lunchtime Product Demonstration	✓	✓					
Complimentary Preshow Attendee List	✓	✓					
Participation in the Scavenger Hunt Attract attendees to your booth by participating in the scavenger hunt.	✓	✓	✓				
Recognition as Key Sponsor for Virtual Happy Hour	✓	✓	✓				
Access to Breakout Networking Lounge Join other exhibitors and attendees in the All Access Network Lounge.	✓	✓	✓	✓	✓	✓	✓
Chat Feature Translated into Six Languages	✓	✓	✓	✓	✓	✓	✓
Company Listing on the ASTRO Annual Meeting Website	✓	✓	✓	✓	✓	✓	✓
Private or Group Text Chats	✓	✓	✓	✓	✓	✓	✓
Email Contact Form Available to capture questions during on-demand periods.	✓	✓	✓	✓	✓	✓	✓
VIP Guest Invites Marketing tool for exhibitor to create customized banner graphics, signatures, social media posts, landing page links, etc. on ASTRO branded design.	✓	✓	✓	✓	✓	✓	✓
Complimentary Postshow Attendee List	✓	✓	✓	✓	✓	✓	✓
Postshow Lead Report	✓	✓	✓	✓	✓	✓	✓
Complimentary Full Conference Meeting Registrations Provides access to both the Exhibit Hall and entire Annual Meeting educational program for up to thirty days.	24	20	16	12	8	6	4

# Sample Booth Renderings



Rendering of  
Level One Booth Package



Rendering of  
Level Two Booth Package



# Sample Booth Renderings



Rendering of  
**Level Three Booth Package**

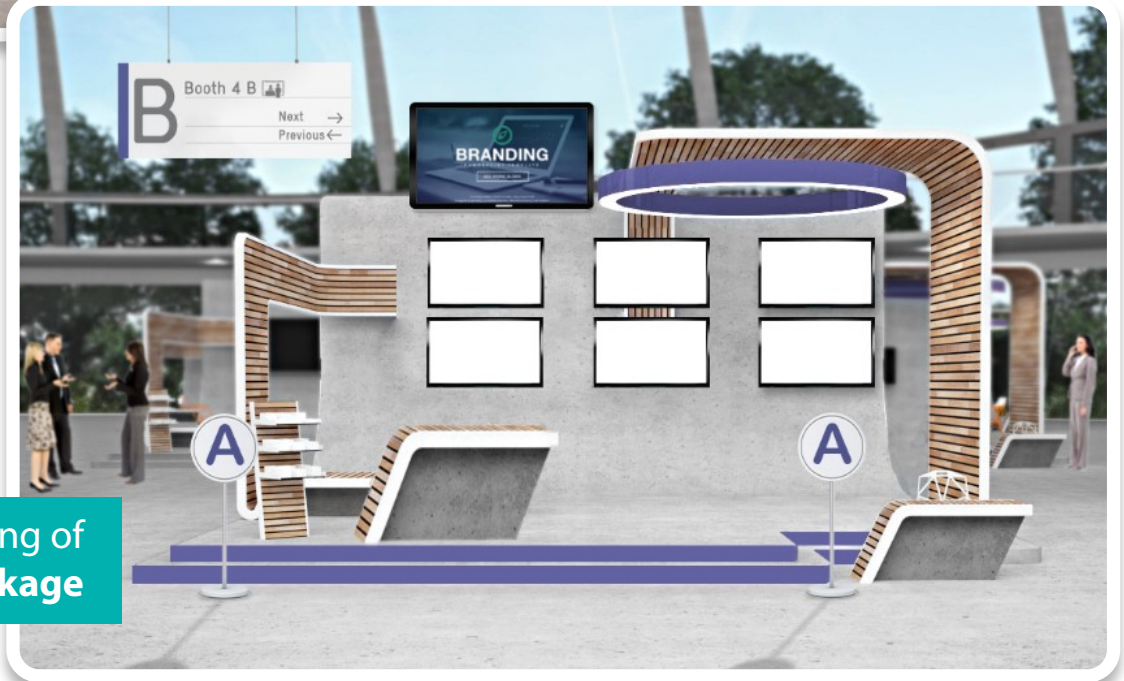


Rendering of  
**Level Four Booth Package**

# Sample Booth Renderings



Rendering of  
Level Five Booth Package



Rendering of  
Level Six Booth Package

# Sample Booth Renderings



Sample Rendering of  
Custom Booth Package

# Priority Points

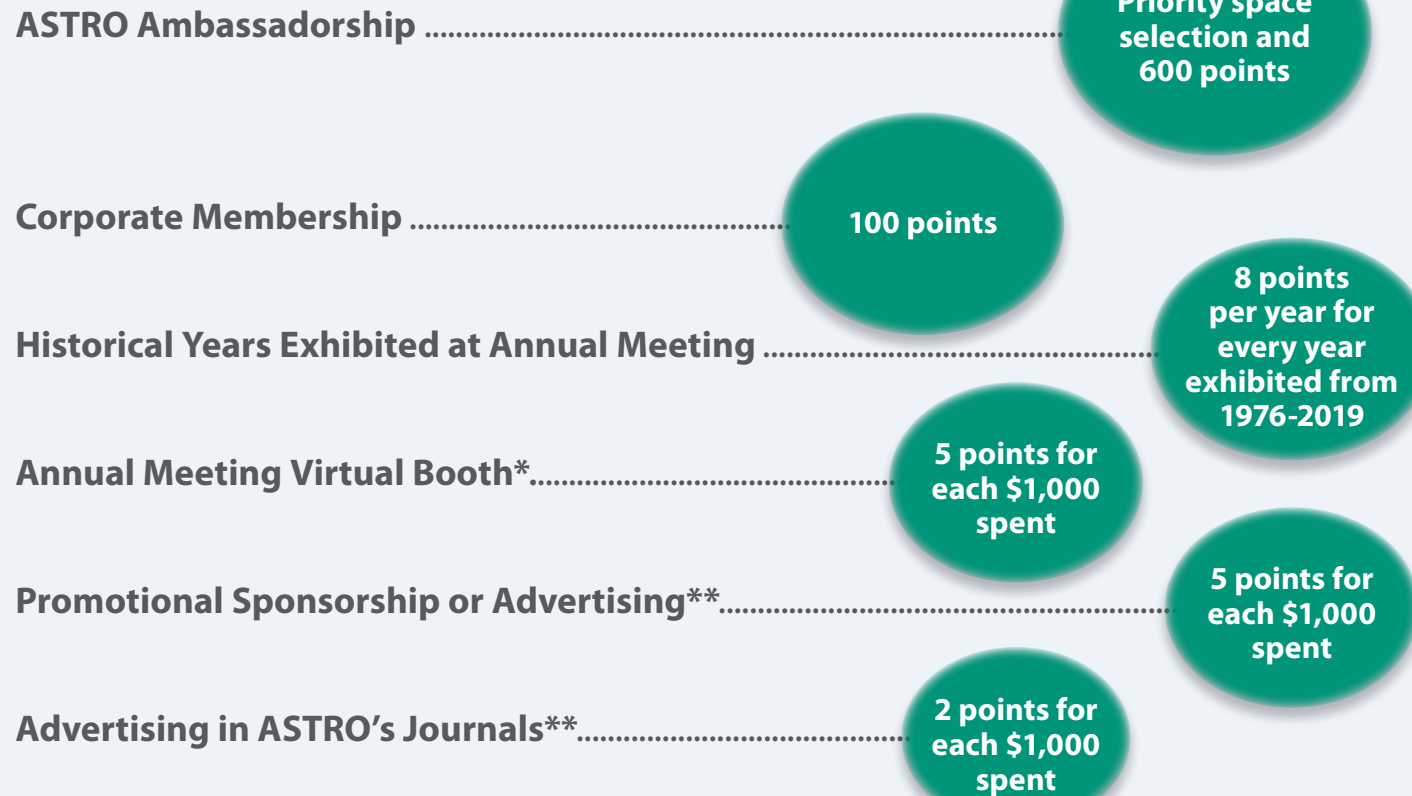
The criteria on the right will be used to calculate your company's Priority Points for the 2021 Annual Meeting booth selection process. Priority Points are used as a guideline for booth placement based on the space an exhibitor has requested but do not guarantee a specific booth location.

Your company has the opportunity to maximize its Priority Point earnings through continued participation as an exhibitor at the 2020 Annual Meeting and by taking advantage of opportunities through Ambassadorship, Corporate Membership, promotional sponsorship and advertising opportunities.

## PRIORITY POINT BOOST

While ASTRO Ambassadors continue to enjoy the benefits of pre-selecting their booth prior to all other exhibitors, non-Ambassador companies have the option to turn those priority points into 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 or for \$25,000.

For more information on Priority Points, please contact the Corporate Relations Department at [corporaterelations@astro.org](mailto:corporaterelations@astro.org) or 703-502-1550.



*\*Based on 2020 Annual Meeting activity.*

*\*\* Unless otherwise noted, points accrued between August 1, 2019 and July 31, 2020, as indicated below will count toward your 2021 space selection.*

# Key Contacts

## ASTRO HEADQUARTERS

703-502-1550

## EXHIBIT SALES

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## EXHIBIT MANAGEMENT

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## PROMOTIONAL SPONSORSHIP OPPORTUNITIES

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## REGISTRATION

SPARGO Inc.

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1-800-541-6058 or 703-449-6418

