

ASTRO

ANNUAL MEETING

2020



October 25 – 28, 2020

Miami Beach Convention Center | Miami Beach, Florida

EXHIBITOR PROSPECTUS

THE GLOBAL CLINIC
CANCER CARE WITHOUT BOUNDARIES

ASTRO

ANNUAL MEETING

2020

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Message from Leadership

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

I'm excited to invite you to Miami Beach for the 2020 ASTRO Annual Meeting. This year's theme is The Global Clinic: Cancer Care Without Boundaries. With the many recent advances in cancer treatment, we are all aware of the importance of working with colleagues from all aspects of the oncology community. I encourage you to join us as an exhibitor at the leading event for radiation oncology.

ASTRO 2020 marks the second year of the three-year transformation of our Annual Meeting, with an increased focus on collaboration, problem-solving and practical applications. We know that our industry partners are an important source for new options and solutions, as we all work together to improve patient outcomes.

WHAT'S NEW FOR ASTRO 2020:

- Innovation Hub presentations.
- Expanded Wellness Program.
- More informal networking and mentoring opportunities.
- More industry involvement.

ASTRO President
Thomas J. Eichler, 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.

ABOUT THE ANNUAL MEETING

The ASTRO Annual Meeting is the world's most important event for the radiation oncology community. Thousands of health care professionals attend to receive the most up-to-date continuing medical education, network with colleagues and learn about the latest products and services in cancer care. With exciting new changes in the curriculum and increased opportunities for debate, discussion and collaboration, ASTRO 2020 will be the place where the best of the oncology community connects to advance cancer care.

WHY EXHIBIT?

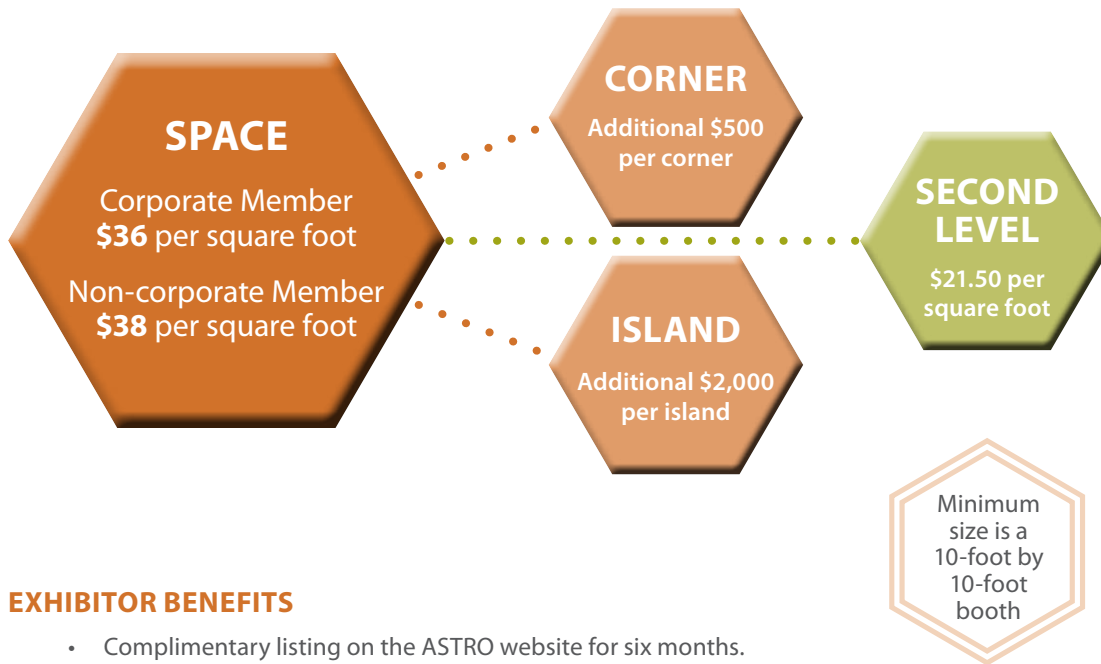
A key part of the ASTRO Annual Meeting is the Innovation and Solution Showcase (Exhibit Hall), where key decision-makers are eager to explore the latest products and services to improve their practices. Exhibit at the 2020 ASTRO Annual Meeting and:

- **Make connections** with key radiation oncology professionals.
- Take advantage of **expanded networking opportunities** in the Exhibit Hall.
- **Foster conversations and propose solutions** for improving patient outcomes.



2020

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.
- 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.)

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, October 25, through Tuesday, October 27, 2020.

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



Exhibit Terms

TERMS OF PAYMENT

- All 2019 confirmed exhibitors are provided the opportunity to select booth space for the 2020 Annual Meeting on-site in Chicago during the 2019 Annual Meeting.
- Booth space will be held until November 15, 2019, at which time a 50 percent deposit of the total booth fee is due. If the deposit is not received by November 15, 2019, 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 14, 2019. 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 June 25, 2020.

CANCELLATION POLICY

- Exhibitor may cancel without penalty if written notification is received on or before November 14, 2019. 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 15, 2019 and June 25, 2020.
- 100 percent of the total exhibit space rental will be retained for cancellations received after June 25, 2020.
- 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.

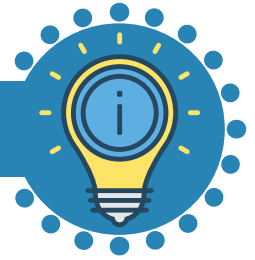
BOOTH SPACE PLACEMENT

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.



2020

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 preregistration list (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary ASTRO member list (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.

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.

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

SILVER (\$20,000+)*

- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary preregistration list (for one-time use).
- Comprehensive package to include on-site and digital recognition before, during and after the Annual Meeting.
- Complimentary ASTRO member list (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.

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 touch screen displays in the convention center.

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

Booth Enhancement Packages are a great added benefit to meet your company's goals in gaining leads and strengthening your visibility. Based on the highly positive feedback from companies that took advantage of the packages last year, we are excited to not only offer the booth enhancement packages in 2020, but also expand with additional options. Don't miss out on the savings by adding a booth enhancement package when you purchase your 2020 exhibit space.

EXPRESS (VALUED AT \$5,500)

- 25 Priority Points **\$1,250**
- Preshow Attendee List **\$1,300**
- Product Showcase: Includes Enhanced Listing **\$3,000**

Regular Rate: \$4,500

SHOW DEAL: \$3,000

ESSENTIAL (VALUED AT \$9,550)

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

Pick One Add-On

- ASTRO Bistro Table (3 days) **\$3,000**
- Survivor Circle Participation **\$2,500**

Regular Rate: \$7,000

SHOW DEAL: \$5,000

ULTIMATE (VALUED AT \$16,000)

- 75 Priority Points **\$3,750**
- Preshow Attendee List **\$1,300**
- Product Showcase: Includes Enhanced Listing **\$3,000**
- Show Bag Insert* **\$5,000**

Pick One Add-On

- ASTRO Bistro Table (3 days) **\$3,000**
- Half-page ad in the Exhibitor Directory* **\$2,500**
- Full-page ad in ASTRO Daily (1 day) **\$4,000**

Regular Rate: \$12,000

SHOW DEAL: \$8,000



TITANIUM (VALUED AT \$26,000)

Limited to three companies

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

Pick One Add-On

- ASTRO Bistro Table (3 days) **\$3,000**
- Half-page ad in the Exhibitor Directory* **\$2,500**
- Full-page ad in ASTRO Daily (1 day) **\$4,000**

Pick One Add-On

- Conference Planner Leaderboard **\$7,000**
- ASTRO Connect **\$10,000**

Regular Rate: \$20,000

SHOW DEAL: \$12,000

*May be substituted for similarly priced promotional item.

Bundle pricing is valid through Tuesday, September 17, 2019. Regular rates take effect after this date.

Promotional Opportunities and Sponsorship



PRODUCT SHOWCASE (\$3,000)

We are excited to once again offer the Product Showcase at ASTRO 2020. 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



2020

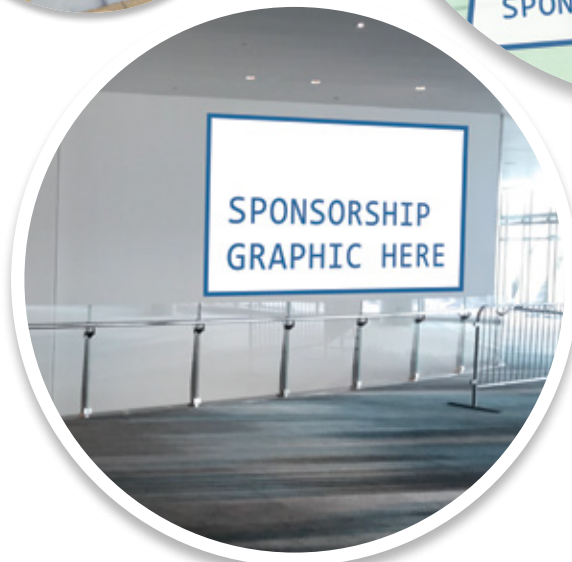
Promotional Opportunities and Sponsorship



Want to promote your company's presence at the 2020 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 2020. See the Annual Meeting response form for a complete list of sponsorship opportunities.

CONVENTION CENTER DISPLAYS - PRICES VARY BASED ON LOCATION

Make a splash when attendees enter into the convention center. On both the right and left side, companies can choose from clings/runners/floor decals on the escalators. New for 2020, stair clings are also available for your company's branding or to develop artwork with which attendees can interact. Finally, column wraps or stand-alone displays such as lightboxes and branding cubes are available near the left and right entrances to the Exhibit Hall. Wall clings are also available in select locations throughout the exhibit hall; contact the Corporate Relations team for exact locations.



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.

2020

Promotional Opportunities and Sponsorship



INDUSTRY-EXPERT THEATER

Showcase your company's newest products and services to a dedicated audience with ASTRO's Industry-Expert Theater. ASTRO has created two venues in the Innovation Hub where you can hold live presentations during three one-hour long timeslots Sunday-Tuesday. These theaters allow the ability to customize the space to fit your company's needs with different stage configurations. No need to worry about the noise of the exhibit hall – your speaker's presentation will be heard through disposable headphones available for each attendee. Speakers will also be placed in key locations throughout the theater so that staff and walk-ins can hear.

The Industry-Expert Theater is a "plug-and-play" operation. You provide the speaker(s), and the speaker(s) bring their presentations on a flash drive. ASTRO provides the venue with seating for up to 150 attendees and a complete AV package including one on-site technician. Morning, midday and afternoon time slots are available (see application and contract for times). Innovation Hub locations will receive recordings of their presentations approximately three weeks post meeting, which will also be shared on ASTRO's website.

Please note: Food is not included, however, it is available for purchase for all time slots directly from the Convention Center.

INDUSTRY SATELLITE SYMPOSIUM /NON-CME EDUCATIONAL PROGRAMS

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, October 24, (Preshow) anytime
- Sunday, October 25, after 6:00 p.m.
- Monday, October 26, after 5:30 p.m.
- Tuesday, October 27, after 6:00 p.m.
- Wednesday, October 28, after 4:00 p.m.



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Promotional Opportunities and Sponsorship



Sponsor a place for attendees to learn about personal and professional wellness.

WELLNESS ZONE (\$20,000) – SUNRISE YOGA INCLUDED

Due to popular demand, ASTRO is adding a wellness zone, an area to learn about how to incorporate wellness techniques and technologies for the body, home and workplace. Up to 20 attendees will be able to flow through the dedicated space at a time, located on an outdoor terrace on level 2. Early morning yoga is included in this health-inspired addition to the meeting.

Tend to physical and mental fatigue by sponsoring a massage station on the show floor:

ASTRO RELAX (\$25,000)

The most popular booth on the show floor offers complimentary head and neck massages to attendees during show hours. Therapists can wear a t-shirt provided by your company, and space can include a literature rack for product brochures.



2020

Advertise Your Brand

ASTROnews ANNUAL MEETING GUIDE

Don't miss out on the opportunity to target ASTRO attendees before they arrive in Miami 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, July 10, 2020**

Materials Deadline: **Friday, August 14, 2020**

ASTROnews mails: **mid-September 2020**

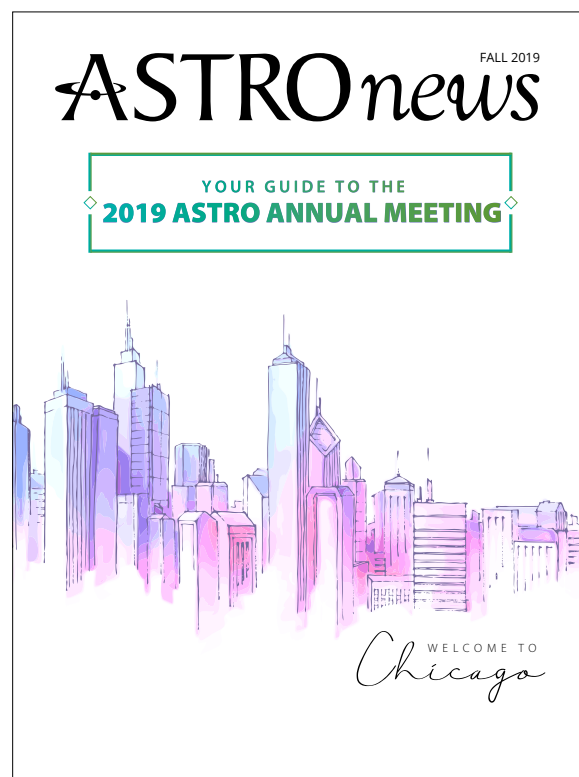
Please check www.astro.org/advertising for final dates.

ASTROnews SPECIAL EDITION ADVERTISING RATES

4-Color	Nonmember	Corporate Member
Premium*	\$6,116	\$4,893
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, inside front cover, opposite the table of contents, page one and opposite 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 five priority points per \$1,000 in advertising dollars spent.

ASTRO DAILY NEWS

Get your message in front of more than 10,000 attendees of ASTRO's Annual Meeting in the ASTRO Daily News! Two newspapers will be published at the Annual Meeting: a Sunday/Monday issue and a Tuesday/Wednesday issue. These professionally designed, full-color publications are freely distributed to all attendees of the Annual Meeting. PDF links to each edition are also sent to the entire ASTRO membership each morning.

View the 2018 Annual Meeting [Issue one](#) and [Issue two](#).

These newspapers include a city guide, day-by-day schedule, meeting highlights and important ASTRO and radiation oncology news.

DISPLAY OPPORTUNITY	COST – One Edition (Sun/Tue)	COST – Both Editions
Inside Front Cover	\$8,000	\$10,000
Inside Back Cover	\$8,000	\$10,000
Outside Back Cover	\$12,000	\$16,000
City Guide Edition with Inside Spread	\$15,000 (Sunday only)	\$25,000
Full Page (ROB)	\$4,000	\$7,000
Half Page	\$3,000	\$5,000
3/4 Page	\$3,500	\$6,000

ASTROGRAM: ANNUAL MEETING DAILY UPDATE

Reach the more than 10,000 attendees at ASTRO's Annual Meeting by advertising in the ASTRO Annual Meeting Daily Update, four special editions of the ASTROgram. This email newsletter, sent each morning of the Annual Meeting (Sunday - Wednesday), is a must-read for attendees. The Daily Update includes information on the day's events, brief recaps of the previous day's events and session/schedule changes. The Daily Update is sent to all Annual Meeting attendees, including on-site registrants, and all ASTRO members. Ad rates are \$3,500 per insertion. For more information, contact ASTRO's Corporate Relations team at corporaterelations@astro.org.

To learn more about the advertising opportunities for these popular meeting publications, contact ASTRO's Corporate Relations team at corporaterelations@astro.org or go to www.astro.org/advertising.



2020

Extend Your Reach Beyond the Annual Meeting

Not sure where to start? ASTRO has taken the guess work out of choosing where to place your company's advertising in order to reach the highest number of members.

\$28,000

PREMIUM PRINT LOVER'S PACKAGE	
ITEM	ORIGINAL PRICE
Full Page ASTRO News (3-Pack Premium)	\$13,497
Full Page Annual Meeting Guide (Premium)	\$4,893
Full Page Exhibitor Directory (Premium)	\$10,000
Full Page Daily News (2 issues ROB)	\$7,000
TOTAL	\$35,390

\$20,000

PREMIUM SAMPLER	
ITEM	ORIGINAL PRICE
Full Page ASTRO News (3-Pack ROB)	\$8,172
Full Page Annual Meeting Guide (ROB)	\$3,677
ASTROgram (3 issues)	\$6,500
ASTRO.org (3 months)	\$6,000
TOTAL	\$24,349

\$18,000

PRINT LOVER'S PACKAGE (ROB)	
ITEM	ORIGINAL PRICE
Full-Page ASTROnews (3-Pack ROB)	\$8,172
Full-Page Annual Meeting Guide (ROB)	\$3,677
Full-Page Daily News (2 issues ROB)	\$7,000
Full-Page Exhibitor Directory (ROB)	\$5,000
TOTAL	\$23,849

\$18,000

ALL DIGITAL	
ITEM	ORIGINAL PRICE
ASTROgram (3 issues)	\$6,500
ASTRO.org (6 months)	\$12,000
eTOC (1 issue)	\$2,000
ROhub (6 months)	\$6,000
TOTAL	\$26,500

\$17,500

ANNUAL MEETING IGNITER KIT	
ITEM	ORIGINAL PRICE
Full-Page Annual Meeting Guide (ROB)	\$3,677
ASTROgram (Premium Date)	\$3,500
ASTRO Daily News (1 issue ROB)*	\$4,000
Exhibitor Directory	\$5,000
Conference Planner	\$7,000
TOTAL	\$23,177

\$15,000

ASTRO SAMPLER	
ITEM	ORIGINAL PRICE
Full Page ASTRO News (1 Issue ROB)	\$3,399
Full Page Annual Meeting Guide (ROB)	\$3,677
ASTROgram (3 issues)	\$6,500
ASTRO.org (3 months)	\$6,000
TOTAL	\$19,576

*Option to upgrade to both issues

\$6,000

STARTER KIT	
ITEM	ORIGINAL PRICE
Full-Page ASTROnews (1 issue ROB)	\$3,399
ASTROgram (1 issue)	\$2,500
ASTRO.org (1 month)	\$2,000
TOTAL	\$7,899

SELF-STARTER

Select from any ASTRO offering in the media kit, and the Corporate Relations and Communications team will build a custom package to fit your company's goals.

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:

- Priority selection of following year's Annual Meeting exhibit space prior to other exhibitors.
- 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.



2020

Maximize Your Visibility



PRIORITY POINTS FOR 2021 ANNUAL MEETING

PRIORITY POINTS CRITERIA

The criteria below 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, Ambassadorship through Corporate Membership, promotional sponsorship and advertising opportunities.

ANNUAL MEETING PRIORITY POINTS	
Annual Meeting priority points are based on your 2020 exhibit and housing activity.	
Historical Years Exhibited at Annual Meeting	8 points per year for every year exhibited from 1976-2019
Annual Meeting Booth	5 points for each \$1,000 spent
Annual Meeting Housing Block Requested On-site	15 points
Annual Meeting Housing Center Usage <i>(minimum of one room per every 400 square feet of exhibit space must be secured via the exhibitor housing room block to be eligible)</i>	50 points

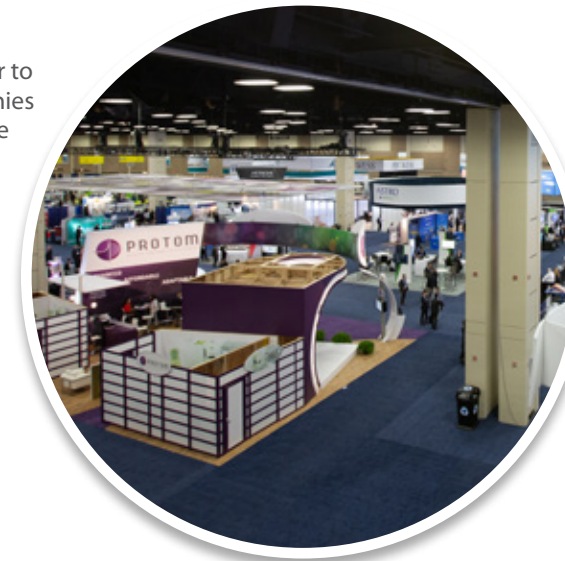
ADDITIONAL EARNING OPPORTUNITIES	
Your company also earns priority points by taking advantage of additional opportunities through Ambassadorship, Corporate Membership, promotional marketing and advertising. Points accrued between August 1, 2019 - July 31, 2020, for the opportunities listed below will count toward your 2021 booth space selection.	
ASTRO Ambassadorship	Priority space selection
Corporate Membership	100 points
Promotional Marketing or Advertising	5 points 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 for 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.



2020

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 2020 room block on-site in Chicago during ASTRO 2019.

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 2020 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 2019 are able to create a hotel block beginning on April 21, 2020. Room inventory will be available on a first-come, first-served basis and is subject to availability.



2020



Key Contacts

ASTRO HEADQUARTERS

703-502-1550

EXHIBIT SALES

SPARGO Inc.

John Barrett

john.barrett@spargoinc.com

703-654-6490

EXHIBIT MANAGEMENT

SPARGO Inc.

Shirley Harris

shirley.harris@spargoinc.com

703-679-3953

AFFILIATE EVENT REQUESTS

ASTRO

Jovellyn Olivar

jovellyn.olivar@astro.org

703-286-1568

HOUSING

SPARGO Inc.

Candace Homer

astrohousing@spargoinc.com

571-336-5421

PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Kathy Peters

kathy.peters@astro.org

703-839-7342

MEDIA RELATIONS

Liz Gardner

liz.gardner@astro.org

703-286-1600

REGISTRATION

SPARGO Inc.

astroregistration@spargoinc.com

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

2020 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 | \$10,000 per Connect |
| <input type="checkbox"/> ASTRO Daily News | Prices Vary |
| <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"/> Conference Planner Leaderboard Display | \$7,000 |
| <input type="checkbox"/> Convention Center Displays | Pricing based on location |
| <input type="checkbox"/> Convention Center
Touch Screen Displays | \$7,000 per 10 second spot |
| <input type="checkbox"/> Exhibit Hall Street Signs | \$8,000 |
| <input type="checkbox"/> Exhibitor Directory | Prices Vary |
| <input type="checkbox"/> Hotel Key Card | \$30,000 |
| Industry-Expert Theater | |
| <input type="checkbox"/> Midday Session | \$30,000 |
| <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"/> MyASTROApp and Wi-Fi | \$30,000 |
| <input type="checkbox"/> Product Showcase | \$3,000 |
| <input type="checkbox"/> Playground | \$10,000 |
| 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"/> Wellness Zone and Yoga | \$20,000 |
| <input type="checkbox"/> 100 Priority Points (up to 500 points or \$25,000) | \$5,000* |

Total Amount:\$ _____

COMPANY NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

CONTACT PERSON _____

TITLE _____

TELEPHONE _____ FAX _____

EMAIL _____

**Don't miss these
great opportunities
at ASTRO's
2020 Annual Meeting!**

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.