



With just four weeks until ASTRO 2020, start building buzz and excitement about your company's participation at this year's Annual Meeting. Take advantage of this time to begin engaging with ASTRO attendees – here are some effective ways to help you connect!

### **Social Media**

We encourage all exhibitors to follow the ASTRO Annual Meeting and to engage with ASTRO attendees via our social media platforms. The meeting hashtag is #ASTRO20. You can find ASTRO on social media at the following locations:

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

### **Press Conferences**

New for 2020, ASTRO has expanded the hours during which exhibitors at the Annual Meeting are permitted to hold outside press conferences during official meeting hours. Feel free to plan your press conference during any date/times (all times Eastern time) except for the following blackout times:

- Friday, October 23: All day
- Saturday, October 24: 8:00 a.m. – 9:15 a.m., 3:30 p.m. – 4:30 p.m.
- Sunday, October 25: 8:00 a.m. – 12:00 p.m., 12:45 p.m. – 2:00 p.m., 3:15 p.m. – 3:45 p.m.
- Monday, October 26: Before 1:00 p.m., 3:00 p.m. – 4:00 p.m., 4:15p.m. – 5:15 p.m., 5:30 p.m. – 6:30 p.m
- Tuesday, October 27: 12:00 p.m. – 12:30 p.m., 1:45 p.m. – 3:00 p.m.
- Wednesday, October 28: 2:30 p.m. – 4:00 p.m.

### **Virtual Briefcase Insert**

The virtual briefcase will be available to all attendees as soon as they enter the virtual platform. This is an excellent opportunity to put your message in front of your customers and prospects as they

begin their Annual Meeting experience. Limited time is available to participate, so act fast if you are interested in this opportunity. Contact John Barrett at [john.barrett@spargoinc.com](mailto:john.barrett@spargoinc.com) for more information.

### **Product Launch Promotion**

Hosting a product launch, unveiling or other industry announcement? If so, it's not too late to submit your event for inclusion in the Conference Planner or MyASTROApp – the official event app. ASTRO will have a special page in these online resources to promote these industry events. Please contact Shirley Harris at [shirley.harris@spargoinc.com](mailto:shirley.harris@spargoinc.com) if you would like to promote your product launch.

### **VIP Guest Invites**

Don't forget to take advantage of this new service for 2020! Using the VIP Guest Invites platform, exhibitors can create complimentary and fully customized preshow marketing materials and invitations. Emails were distributed to all confirmed exhibitors in early August with access to your customized dashboard. If you need help accessing your dashboard or have questions regarding the platform, please contact [support@vipguestinvites.com](mailto:support@vipguestinvites.com).



## Expanded Dates for Exhibit Hall Hours

Given the busy Annual Meeting schedule, ASTRO has provided attendees even more time to visit the Exhibit Hall. Be sure to mark your calendars with our [expanded dates](#) for manning your booth and connecting with ASTRO attendees.

### **Thursday, October 22: Virtual Platform Launch**

No programming or formal exhibit hours are scheduled for this day. Attendees will get a sneak peek at the site to familiarize themselves with the virtual platform. While exhibitors are not required to man their booth, you are encouraged to use this time with your team to get acclimated to the virtual environment.

### **Friday, October 23: Exhibit Hall ONLY Day**

A dedicated day for attendees to spend with their industry colleagues. No programming is scheduled – only the Exhibit Hall will be open from 10:00 a.m. – 5:00 p.m. Eastern time.

### **Saturday, October 24 – Thursday, October 28: Exhibit Hall open 10:00 a.m. – 5:00 p.m. Eastern time**

Exhibitors are required to man their booths during this time.

### **Friday, October 29 – Monday, November 30**

The virtual platform will be accessible to attendees during this time. Attendees may continue to access the Exhibit Hall. While exhibitors are not required to man their booth over these dates, they are welcome to do so.

# ASTRO

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ASTRO  
*Blog*