



### **ASTRO 2020 is Just a Couple of Days Away**

Thank you for exhibiting with us at the 2020 ASTRO Annual Meeting. We are looking forward to having a successful event with you. Here's some important information as you make your final meeting preparations.

#### **Virtual Platform Access**

The virtual platform will be accessible to all exhibitors beginning at 8:00 a.m. Eastern time on Thursday, October 22. Your booth representatives will log in with the email that you provided for them at the time of registration. Their password will be their registration ID number (confirmation #). The registration confirmation number can be found on their confirmation email or by logging in to their MyASTRO page on the ASTRO website.

All registered booth personnel will receive an email on Thursday, October 22 with details on how to access the virtual platform. For any booth personnel registered after Thursday, October 22, please be sure to send them a registration confirmation email. The assigned registration contact for your company can send emails to their registered representatives via your [exhibitor registration dashboard](#).

**VIRTUAL PLATFORM  
ACCESS**

(Available at 8:00 a.m. ET on Thursday, October 22)

#### **Exhibitor Help Desk Available On-site**

Need help during the meeting? The 2020 ASTRO Annual Meeting Exhibitor Help Desk will be available to all exhibitors throughout the meeting. ASTRO staff will be available in the Exhibitor Help Desk as follows:

- **Thursday, October 22 – Saturday, October 24**  
8:00 a.m. – 5:00 p.m. Eastern time

- **Sunday, October 25 – Thursday, October 29**  
9:00 a.m. – 5:00 p.m. Eastern time

To access the Exhibitor Help Desk, please visit our [Exhibitor FAQs](#) for more information. Please note, only booth personnel registered for the meeting will have access to the Exhibitor Help Desk. If you are not registered and have questions during the meeting, please contact [meetings@astro.org](mailto:meetings@astro.org).

### **Exhibit Hall Schedule**

Exhibitors are asked to staff their booths during the following times:

- **Thursday, October 22 – Virtual Platform Soft Launch**  
The Exhibit Hall will be accessible to exhibitors beginning at 8:00 a.m. Eastern time
- **Friday, October 23 – Exhibit Hall Only Day**  
Dedicated day for attendees to visit the Exhibit Hall.  
The Exhibit Hall will be open from 10:00 a.m. – 5:00 p.m. Eastern time
- **Saturday, October, 24 – Thursday, October 29 – Full Virtual Platform Available**  
Educational programming begins on Saturday, October 24.  
The Exhibit Hall will be open from 10:00 a.m. – 5:00 p.m. Eastern time
- **Friday, October 30 – Monday, November 30 – Full Virtual Platform is OnDemand**  
No additional programming will be released.  
Attendees may continue to view educational content and visit the Exhibit Hall at their leisure during the OnDemand period. Exhibitors are not required to man their booths during this time but are welcome to do so

View the full [Exhibit Hall schedule](#).

### **Access Attendees 24/7 During the Event**

While exhibitors are only required to man their booths during the specified times listed in the above Exhibit Hall schedule, attendees will be able to access your booth and contact your team directly during off hours and the OnDemand event period. The virtual Exhibit Hall will remain active until Monday, November 30, allowing more time for interactions and connection with potential customers.

### **Booth Data Analytics Postshow**

As part of your exhibiting benefits, all exhibitors will receive two postshow lead reports of all attendees who visited their booth. The first report will be sent on or about November 13 and the second report will be sent on or about December 15.

It is important to note that only Name, Title and Organization will be included on these lead reports unless the attendee provided consent to share their full contact information during the registration process.

View what [data analytics](#) will be available for your booth.

### **Postshow Attendee List**

In addition to your postshow lead reports, all exhibitors are eligible to receive a complimentary postshow attendee list. In order to receive this, you must complete the [Postshow Attendee List Order Form](#). The list will be available in an Excel file format four weeks after the conclusion of the meeting. For privacy reasons, the attendee list only includes mailing address information.



## Spotlight

### **Priority Points – 2021 Booth Selection**

All booth priority points were sent to each company on October 8, 2020. Please review closely and if you discover what you believe may be a discrepancy in your company's priority points, please notify Lauren Jewell in writing at [lauren.jewell@spargoinc.com](mailto:lauren.jewell@spargoinc.com) by Friday, October 30, 2020. We will review your specific request and get back to you prior to your booth selection time being determined. 2021 booth selection appointments will be emailed out on Friday, November 2, 2020, for Ambassadors and Friday, November 16, 2020, for Non-Ambassadors.

# ASTRO

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ASTRO  
Blog