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An important and popular part of the ASTRO Annual Meeting each year is the Exhibit Hall, where key decision-makers explore the latest products and services to improve their practices. This is an opportunity for attendees to network with industry partners, view product demonstrations and ask questions about new products and trends on the horizon.

- Make connections with key radiation oncology professionals.
- Participate in the many networking opportunities in the Exhibit Hall.
- Take part in discussions on practical ways to improve patient outcomes.

ABOUT ASTRO

ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, physicists, biologists, dosimetrist, 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 2021 will be the place where the best of the oncology community connects to advance cancer care.

WHY EXHIBIT

An important and popular part of the ASTRO Annual Meeting each year is the Exhibit Hall, where key decision-makers explore the latest products and services to improve their practices. This is an opportunity for attendees to network with industry partners, view product demonstrations and ask questions about new products and trends on the horizon.
EXHIBIT RATES

CORNER
Additional $500 per corner

CORPORATE MEMBER
$36 per square foot

NON-CORPORATE MEMBER
$38 per square foot

Minimum size is a 10’ x 10’ booth

ISLAND
Additional $2,000 per island

SPACE

SECON LEVEL
$21.50 per square foot

EXHIBITOR BENEFITS

✔ Complimentary listing on the ASTRO website for six months.

✔ Complimentary listing in MyASTROApp (the official Annual Meeting app), ASTROnews Annual Meeting Guide, the Conference Planner 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 exhibit 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 24, 2021, through Tuesday, October 26, 2021.

For more information on Expo Suites, please contact the ASTRO Exhibit Sales team at 703-654-6490 or john.barrett@spargoinc.com.
EXHIBIT TERMS

TERMS OF PAYMENT
✓ All confirmed exhibitors who exhibited at the ASTRO 2020 virtual event are invited to preselect booth space starting in November 2020 prior to non-participating companies.
✓ Booth space will be held until January 20, 2021, at which time a 50% deposit of the total booth fee is due. If the deposit is not received by January 20, 2021, ASTRO reserves the right to release the exhibit space for resale.
✓ Exhibitor may cancel without penalty if written notification is received on or before January 19, 2021. 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 28, 2021.

CANCELLATION POLICY
✓ Exhibitor may cancel without penalty if written notification is received on or before January 19, 2021. If notification is not received by this date, exhibitor will be financially responsible for the booth space selected.
✓ 50% of the total exhibit space rental will be retained for cancellations received between January 20, 2021 and June 27, 2021.
✓ 100% of the total exhibit space rental will be retained for cancellations received on or after June 28, 2021.
✓ 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.
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 ASTRO 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 2021 ASTRO Annual Meeting and by taking advantage of opportunities, through Ambassadorship Corporate Membership, promotional sponsorship and advertising opportunities.

### ANNUAL MEETING PRIORITY POINTS

Annual Meeting priority points are based on your 2020 virtual exhibit 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 |
|                                               | *Historical points were no longer issued after 2019. |

### 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 and 600 points
- **Corporate Membership**: 100 points
- **Promotional Marketing or Advertising**: 5 points for each $1,000 spent
- **Advertising in ASTRO’s Journals**: 2 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.
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
meetings@astro.org
703-502-1550

HOUSING
SPARGO, Inc.
Amanda Tokarski
amanda.tokarski@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
**BOOTH ENHANCEMENT PACKAGES**

**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
- 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.
EXHIBITOR HOUSING

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.

FOLLOWING CONDITIONS MUST BE MET:

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

- Earn 15 bonus points when you request your 2020 room block on-site in Chicago during ASTRO 2019.