



**ASTRO 2022** October 23 - 26

Henry B. Gonzalez Convention Center, San Antonio, Texas



# EXHIBITOR PROSPECTUS

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AI & EI: CARING FOR THE PATIENT  
IN A WIRELESS WORLD



## TABLE OF CONTENTS

ABOUT ASTRO AND THE ANNUAL MEETING	02
EXHIBIT RATES AND TERMS	03
MAXIMIZE YOUR VISIBILITY	05
EXHIBITOR HOUSING	06
KEY CONTACTS	07

# MESSAGE FROM THE PRESIDENT

## WELCOME TO THE 64TH ASTRO ANNUAL MEETING

Greetings and warm wishes to all as the COVID-19 pandemic continues to evolve. While it's been a difficult time, we've adapted and are experiencing a return to what we can only call the 'new normal.' Your support has been uplifting during these challenging times.

All of us at ASTRO are looking forward to another memorable Annual Meeting in 2022 in San Antonio, Texas. The theme is Artificial Intelligence and Emotional Intelligence: Caring for the Patient in a Wireless World. We are excited to explore the newest technology applications that expand our specialty and improve patient care. While we will highlight the potential of AI, Big Data, and scientific advances, we'll also be showcasing the central role of human interaction in caring for, comforting, and curing our patients. We know that cancer waits for no one. Your participation in ASTRO 2022 is critical to providing cancer patients and their caregivers with the most up-to-date technology and resources.

Once again, we are planning an in-person conference with a virtual component to fit the needs of our members and the radiation oncology community. We'll provide exhibitor updates regularly to keep you informed. I encourage you to join us as an exhibitor for the 2022 ASTRO Annual Meeting, the premier event for radiation oncology. Thank you for your consideration and for all you do to strengthen the field of radiation oncology. Your support is invaluable to ASTRO and cancer patients.

*Geraldine Jacobson, MD, FASTRO, 2021-2022 ASTRO President*



## ABOUT ASTRO

The American Society for Radiation Oncology (ASTRO) is the largest radiation oncology society in the world, with more than 10,000 members who are physicians, nurses, biologists, physicists, radiation therapists, dosimetrists and other health care professionals who specialize in treating patients with radiation therapies.

## ABOUT THE ANNUAL MEETING

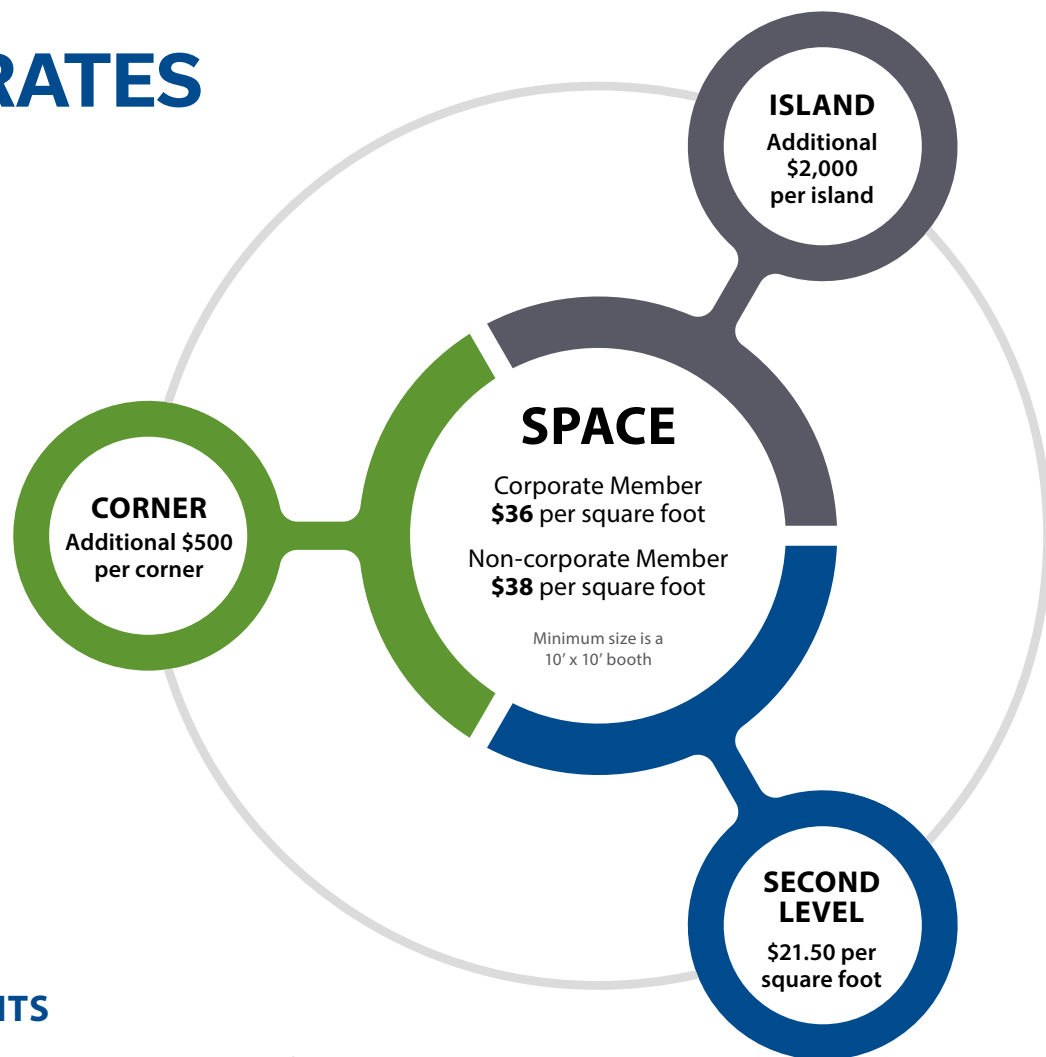
The 2022 ASTRO Annual Meeting—AI and EI: Caring for Patients in a Wireless World—will include a full program with engaging educational and scientific sessions, opportunities for MOC with live SA-CME courses and networking events. We are excited to continue several popular offerings from past years – such as expanded Cancer Breakthroughs sessions and Storytelling – as well as deeper dives into important topics with our Master Class series.

## 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.

- ✓ 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.

# EXHIBIT RATES



## 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. Registrants have the option to decline to have their name provided on this list.)
- ✓ Four complimentary exhibit booth personnel registrations for each 100 square feet of exhibit space.  
(Additional exhibitor registrations are available for purchase.)
- ✓ Five complimentary Exhibit Hall passes for preferred customers.
- ✓ Access to educational programs on a space available basis.

## 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 23, 2022 through Tuesday, October 25, 2022. Expo Suites consist of only bare space. Exhibitor will need to work with the ASTRO General Service Contractor to provide walls, carpeting, electrical and any other materials and furniture required.

For more information on Expo Suites, please contact the ASTRO Exhibit Sales team at **703-654-6490** or [john.barrett@spargoinc.com](mailto:john.barrett@spargoinc.com).



# EXHIBIT TERMS

## TERMS OF PAYMENT

- ✓ All 2021 confirmed exhibitors are provided the opportunity to select booth space for the 2022 Annual Meeting on-site in Chicago during the 2021 Annual Meeting.
- ✓ Booth space will be held until January 19, 2022, at which time a 50% deposit of the total booth fee is due. If the deposit is not received by January 19, 2022, 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 18, 2022. 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, 2022

## CANCELLATION POLICY

- ✓ Exhibitor may cancel without penalty if written notification is received on or before January 18, 2022. 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 19, 2022 and June 27, 2022.
- ✓ 100% of the total exhibit space rental will be retained for cancellations received on or after June 28, 2022.
- ✓ 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 and sent via email to [astroexhibits@spargoinc.com](mailto:astroexhibits@spargoinc.com).

## 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. Notifications of company mergers or purchases should be emailed to [astroexhibits@spargoinc.com](mailto:astroexhibits@spargoinc.com).

## 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 2022 ANNUAL MEETING

### PRIORITY POINTS CRITERIA

The criteria below will be used to calculate your company's priority points for the 2022 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.

#### ANNUAL MEETING PRIORITY POINTS

Annual Meeting priority points are based on your 2021 exhibit and housing activity.

Historical Years Exhibited at Annual Meeting	8 points per year for every year exhibited from 1976-2019* <i>*Historical points were no longer issued after 2019.</i>
ASTRO Housing Center Usage	50 points
Housing Block Created On-site	15 points
Annual Meeting Booth	5 points for each \$1,000 spent
Expo Suites	5 points for each \$1,000 spent

#### ADDITIONAL EARNING OPPORTUNITIES

Your company also earned priority points by taking advantage of additional opportunities through Ambassadorship, Corporate Membership, promotional marketing and advertising. Points accrued between August 1, 2020 - July 31, 2021, for the opportunities listed below will count toward your 2022 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
Leaderboard Advertising on ASTRO's Website	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 purchased 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](mailto:corporaterelations@astro.org).



# 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 2022 room block on-site in Chicago during ASTRO 2021.

#### 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 2022 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 2021 are able to create a hotel block beginning on November 1, 2021. Room inventory will be available on a first-come, first-served basis and is subject to availability.







## KEY CONTACTS

### **ASTRO HEADQUARTERS**

703-502-1550

### **EXHIBIT SALES**

SPARGO, Inc.

John Barrett

[john.barrett@spargoinc.com](mailto:john.barrett@spargoinc.com)

703-654-6490

### **EXHIBIT MANAGEMENT**

SPARGO, Inc.

Shirley Harris

[shirley.harris@spargoinc.com](mailto:shirley.harris@spargoinc.com)

703-679-3953

### **AFFILIATE EVENT REQUESTS**

SPARGO, Inc.

[astroancillary@spargoinc.com](mailto:astroancillary@spargoinc.com)

### **HOUSING**

SPARGO, Inc.

Amanda Tokarski

[amanda.tokarski@spargoinc.com](mailto:amanda.tokarski@spargoinc.com)

703-592-4401

### **PROMOTIONAL SPONSORSHIP OPPORTUNITIES**

Kathy Peters

[kathy.peters@astro.org](mailto:kathy.peters@astro.org)

703-839-7342

### **MEDIA RELATIONS**

Liz Gardner

[liz.gardner@astro.org](mailto:liz.gardner@astro.org)

703-286-1600

### **REGISTRATION**

SPARGO, Inc.

[astroregistration@spargoinc.com](mailto:astroregistration@spargoinc.com)

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