

ASTRO 2023
**PAY IT
FORWARD**

PARTNERING WITH OUR PATIENTS

EXHIBITOR PROSPECTUS



October 1 – 4, 2023

San Diego Convention Center
San Diego

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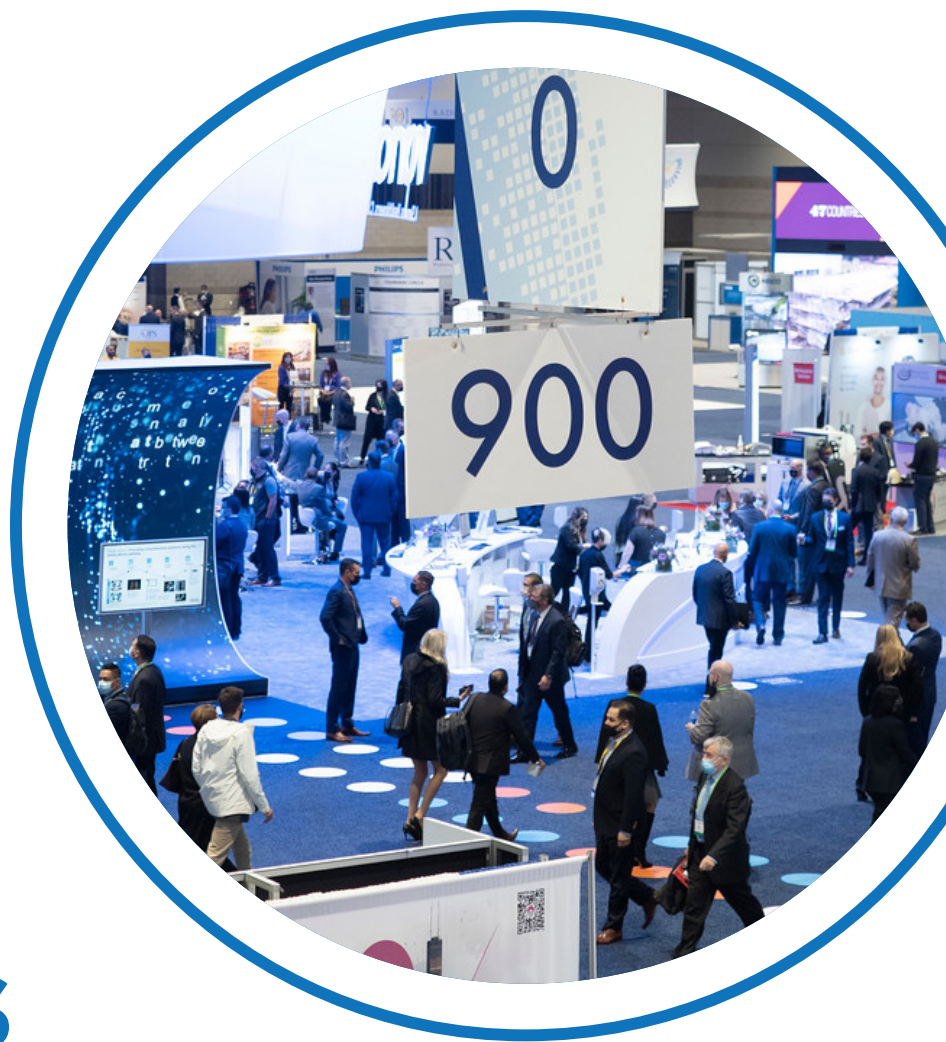


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MESSAGE FROM THE PRESIDENT

WELCOME TO THE 65TH ASTRO ANNUAL MEETING

Greetings and warm wishes to all. Your support has been uplifting during the past few tumultuous years for our professional community and the patients we serve. All of us at ASTRO anticipate a successful time at our 65th Annual Meeting in 2023 in San Diego, a city known for bringing a diverse and plentiful group of participants due to its accessibility and safety, idyllic climate and variety of top-tier attractions.

Moreover, I am excited to share that the theme for next year's meeting is Pay It Forward: Partnering with Our Patients. The meeting will include an engaging program on October 1-4, 2023, with the latest breaking research presented in educational and scientific sessions and dynamic networking events. Popular offerings from past years — such as Cancer Breakthroughs sessions and Storytelling — will continue to be featured, along with deeper dives into timely topics with our Master Class series.

The meeting's theme, "Pay It Forward: Partnering with Our Patients," is intended to keep at the meeting's forefront the central role of human interaction and generosity toward building a better future. After all, this meeting is one where the emergent discoveries from clinical trials, only made possible by patients who very much believe in "paying it forward," are shared and pushed further through productive conversations. This holds true whether the participant is acting as investigator, colleague and/or vendor, with clinical trials providing one of the highest levels of evidence to guide clinical care. Many findings discovered in the past decade and tested in clinical trials could be practice-changing and practice-defining, elevating treatments to the next level. Exhibitors and vendors have a critical role to play by sharing cutting-edge technologies and therapies with ASTRO members in attendance. The Annual Meeting also serves as a learning opportunity, as Exhibitor participants have a chance to understand how the field is evolving upon hearing the latest reports on clinical trial investigations and to participate in that evolution.

Your participation in ASTRO 2023 is critical to providing ASTRO members with the most up-to-date information to improve the quality of their patients' lives. Similar to the past few years, we plan on an in-person conference with a virtual component to fit the needs of our members and provide flexibility for 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 2023 ASTRO Annual Meeting, the premier event for radiation oncology. Thank you for your consideration and for all you do to strengthen the field. Your support is invaluable to ASTRO, our members and the cancer patients in our care.



Jeff Michalski, MD, MBA, FASTRO,
2022-2023 ASTRO President

ABOUT ASTRO AND THE ANNUAL MEETING



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 2023 ASTRO Annual Meeting — Pay It Forward: Partnering with Our Patients — will include a full program with engaging educational and scientific sessions, live and on-demand opportunities to earn CME and networking events. We are excited to continue several popular offerings from past years – such as expanded Cancer Breakthroughs sessions and Storytelling sessions– as well as deeper dives into important topics with our Master Class series.

WHO ATTENDS

ASTRO's exceptional scientific and educational program attracts radiation oncologists, medical physicists and other health professionals who work in the field as well as industry representatives.

Occupations of Annual Meeting attendees include:

- Administrator
- Biologist
- Clinical Oncologist
- Dentist
- Diagnostic Radiologist
- Medical Dosimetrist
- Medical Oncologist
- Medical Physicist
- Nuclear Medicine Physician
- Nurse/Nurse Practitioner
- Patient Advocate
- Physician Assistant
- Postdoctoral Fellow
- Pulmonologist
- Radiation Oncologist
- Radiation Therapist/Technologist
- Resident/Fellow
- Student
- Surgical Oncologist
- Urologist
- Veterinarian

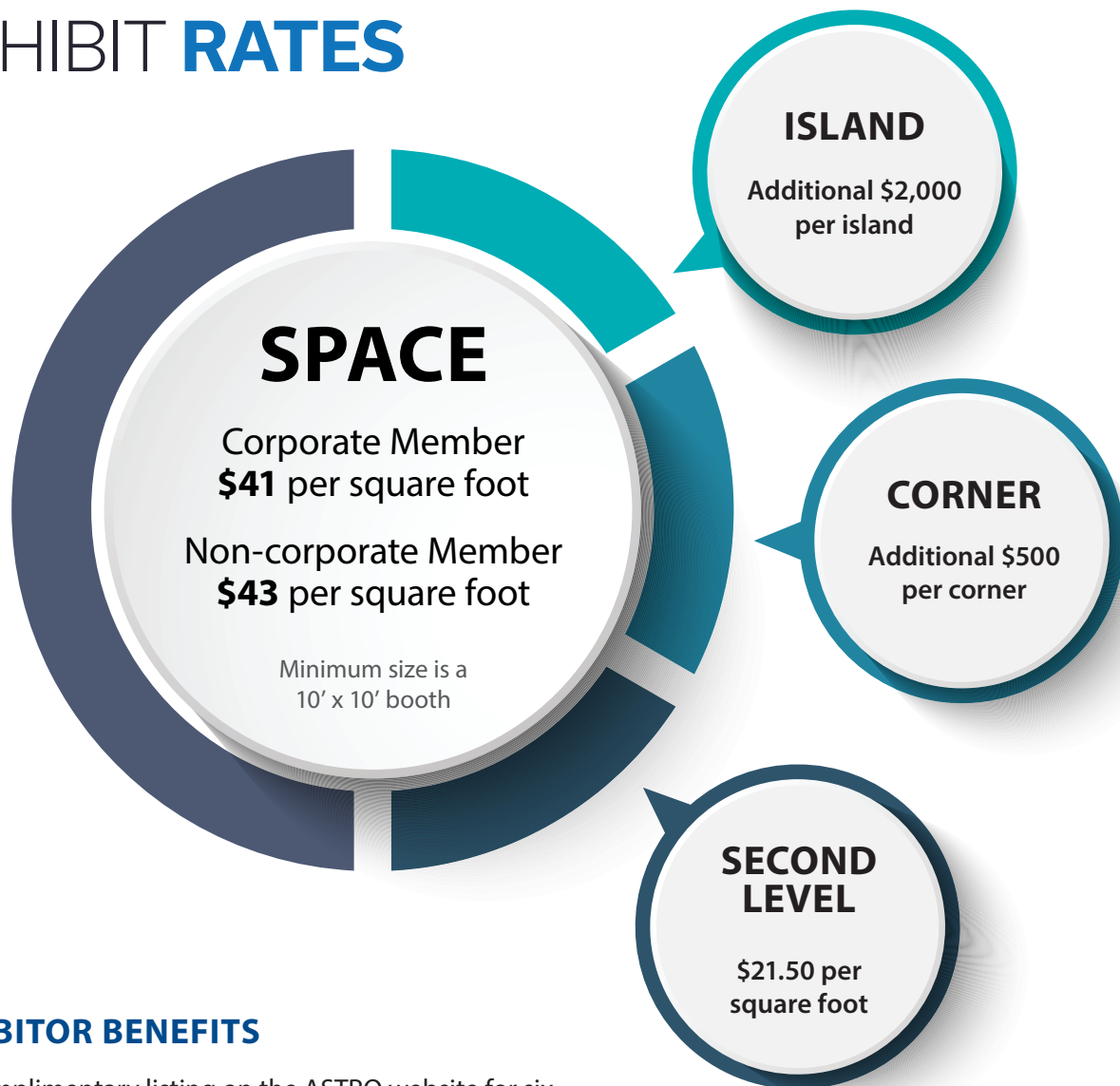
WHY EXHIBIT

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, including an Exhibit Hall Networking Reception.
- ✓ 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 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 in-person educational programs on a space-available basis and real-time live streaming of the sessions taking place during the Annual Meeting.

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 1, 2023 through Tuesday, October 3, 2023. Expo Suites consist of only bare space. Exhibitor will need to work with ASTRO'S 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, **John Barrett** (companies M-Z) and **Michele LaFrance** (companies A-L) at 703-631-6200 or astroexhibits@spargoinc.com.

EXHIBIT TERMS

TERMS OF PAYMENT

- ✔ All 2022 confirmed exhibitors are provided the opportunity to select booth space for the 2023 Annual Meeting on site in San Antonio during the 2022 Annual Meeting. All outstanding exhibit payments for booth, expo suite, or executive suite or meeting room cancellations or downsizing from prior ASTRO events must be paid in full in order to be eligible to apply and contract for exhibit space at the 2023 Annual Meeting.
- ✔ Booth space will be held until January 6, 2023, at which time a 50% deposit of the total booth fee is due. If the deposit is not received by January 6, 2023, 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 5, 2023. 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 9, 2023.

CANCELLATION POLICY

- ✔ Exhibitor may cancel without penalty if written notification is received on or before January 5, 2023. If notification is not received via email at astroexhibits@spargoinc.com 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 6, 2023 and June 8, 2023.
- ✔ 100% of the total exhibit space rental will be retained for cancellations received on or after June 9, 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.

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.

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 2023 ANNUAL MEETING

PRIORITY POINTS CRITERIA

The criteria below will be used to calculate your company's priority points for the 2023 ASTRO Annual Meeting booth selection process. Priority points are used as a guide 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 2022 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>
Annual Meeting Booth	5 points for each \$1,000 spent
Expo Suite or Executive Suite	5 points for each \$1,000 spent
ASTRO Housing Center Usage*	50 points
Housing Block Created On Site	15 points

*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.

ADDITIONAL EARNING OPPORTUNITIES

Your company can also earn priority points by taking advantage of additional opportunities through Ambassadorship, Corporate Membership, promotional marketing and advertising. Points accrued between August 1, 2021 - July 31, 2022, for the opportunities listed below will count toward your 2023 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 for \$25,000.

For more information about this opportunity, please contact the Corporate Relations Department at **703-839-7398** or email corporaterelations@astro.org.



IMPORTANT DATES

EXHIBIT BOOTH PAYMENT SCHEDULE

By January 5, 2023: 50% of total booth fee due for applications submitted on or before January 5, 2023. For applications submitted after January 5, 2023, 50% of the total booth fee is due with submission of the application.

By June 9, 2023: 100% of total booth fee due.

Until January 5, 2023: No cancellation penalty

January 6, 2023 - June 8, 2023:
50% of total booth fee is charged

On or after June 9, 2023:
100% of total booth fee is charged

EXHIBIT BOOTH CANCELLATION SCHEDULE

October 23-25, 2022:
On-site Exhibitor Housing Preselection

March 28, 2023:
Exhibitor Housing Website Opens

August 11, 2023:
Exhibitor Rooming List Due

HOUSING DATES

Thursday, July 20, 2023

EXHIBITOR REGISTRATION OPENING DATE

EXHIBIT HALL MOVE-IN SCHEDULE*

Wednesday, September 27, 2023	8:00 a.m. - 5:00 p.m.
Thursday, September 28, 2023	8:00 a.m. - 8:00 p.m.
Friday, September 29, 2023	8:00 a.m. - 8:00 p.m.
Saturday, September 30, 2023	8:00 a.m. - 8:00 p.m.

** All booths must be set and ready by 8:00 p.m. on Saturday, September 30, 2023. Please note: ASTRO follows a targeted move-in schedule. Please refer to the targeted move-in floor plan that will be available in the Exhibitor Resource Center in March 2023.*

Sunday, October 1, 2023	10:00 a.m. - 5:00 p.m.
Monday, October 2, 2023	10:00 a.m. - 5:00 p.m.
Tuesday, October 3, 2023	10:00 a.m. - 5:00 p.m.

EXHIBIT HALL HOURS

EXHIBIT HALL MOVE-OUT SCHEDULE

Tuesday, October 3, 2023	5:00 p.m. - 11:59 p.m.
Wednesday, October 4, 2023	8:00 a.m. - 8:00 p.m.
Thursday, October 5, 2023	8:00 a.m. - 12:00 p.m.



KEY CONTACTS

ASTRO HEADQUARTERS

703-502-1550

EXHIBIT SALES

SPARGO, Inc.

John Barrett (Companies M-Z)

john.barrett@spargo.com

703-654-6490

Michele LaFrance (Companies A-L)

michele.lafrance@spargo.com

703-679-3951

EXHIBIT MANAGEMENT

SPARGO, Inc.

Shirley Harris

shirley.harris@spargo.com

703-679-3953

AFFILIATE EVENT REQUESTS

SPARGO, Inc.

astroancillary@spargo.com

HOUSING

SPARGO, Inc.

Amanda Tokarski

amanda.tokarski@spargo.com

703-592-4401

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@spargo.com

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