

ASTRO ANNUAL
refresher
COURSE **2021**

BEST PRACTICES AND EMERGING TRENDS

March 19-21 Interactive Virtual Conference

Exhibitor Prospectus

The logo for ASTRO, featuring the word "ASTRO" in a white, serif font. To the left of the text is a stylized white icon of a satellite or space station with a central hub and three radiating lines representing orbits or signal paths.

ASTRO

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“Overall a great review and a way to get new ideas as practice evolves. Great access to meaningful reviews of the newest high impact evidence and studies.”

– 2020 Refresher Course attendee

“The Refresher Course keeps me updated and improves the quality of my practice.”

– 2020 Refresher Course attendee

WHY EXHIBIT?

This is an excellent opportunity to showcase your products and services to practicing radiation oncologists looking for the latest technologies and trends that may impact their practices.

- Reach a targeted audience of radiation oncology professionals.
- Interact with colleagues during Live Q&A sessions and at an all-attendee networking reception.
- Connect with attendees and share perspectives on future treatment options.



“I received an excellent review of state-of-the-art radiation oncology practices.”

– 2020 Refresher Course attendee

ATTENDEE ACTIVITIES

DATA IS REFLECTED FROM MARCH 19, 2020 UNTIL MARCH 25, 2020

THE ENTIRE 2020 ASTRO ANNUAL REFRESHER SITE RECEIVED **7,783 VISITS**.

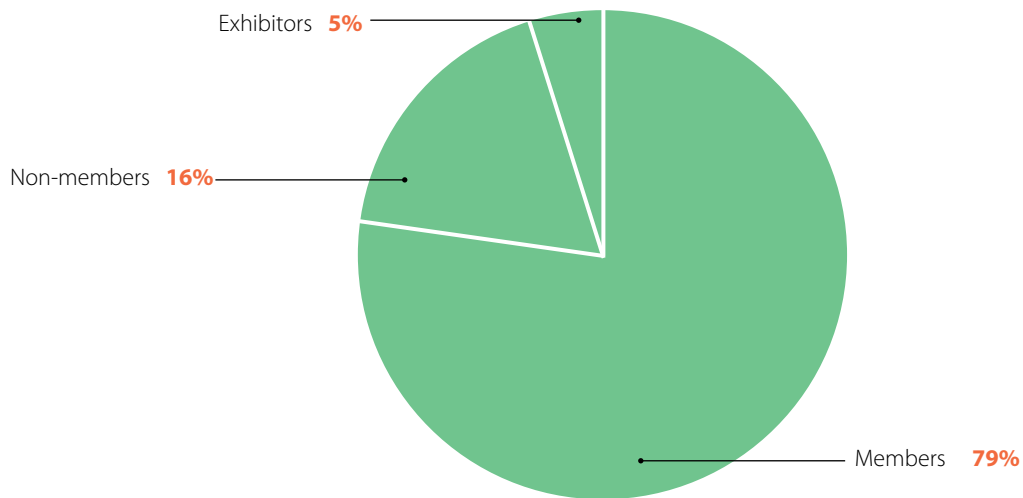
THE VIRTUAL EXHIBIT HALL RECEIVED **329 visits** AND WAS THE **6TH MOST VISITED** PAGE.

VISITORS SPENT AN AVERAGE OF **3:49** ON THE PAGE.

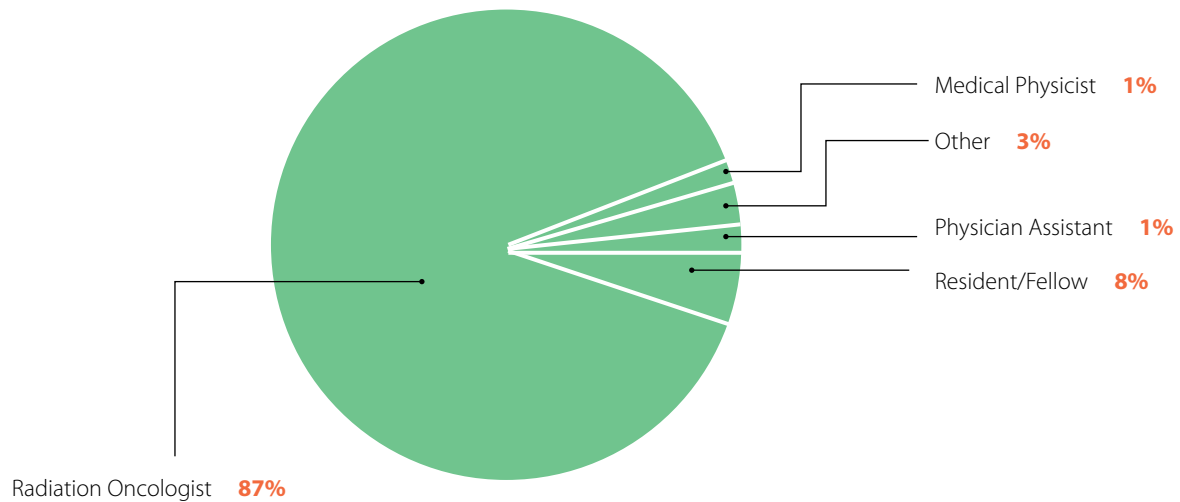
ATTENDEE PROFILE

PLEASE NOTE, 2020 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

2020 ASTRO ANNUAL REFRESHER COURSE - REGISTRATION STATISTICS



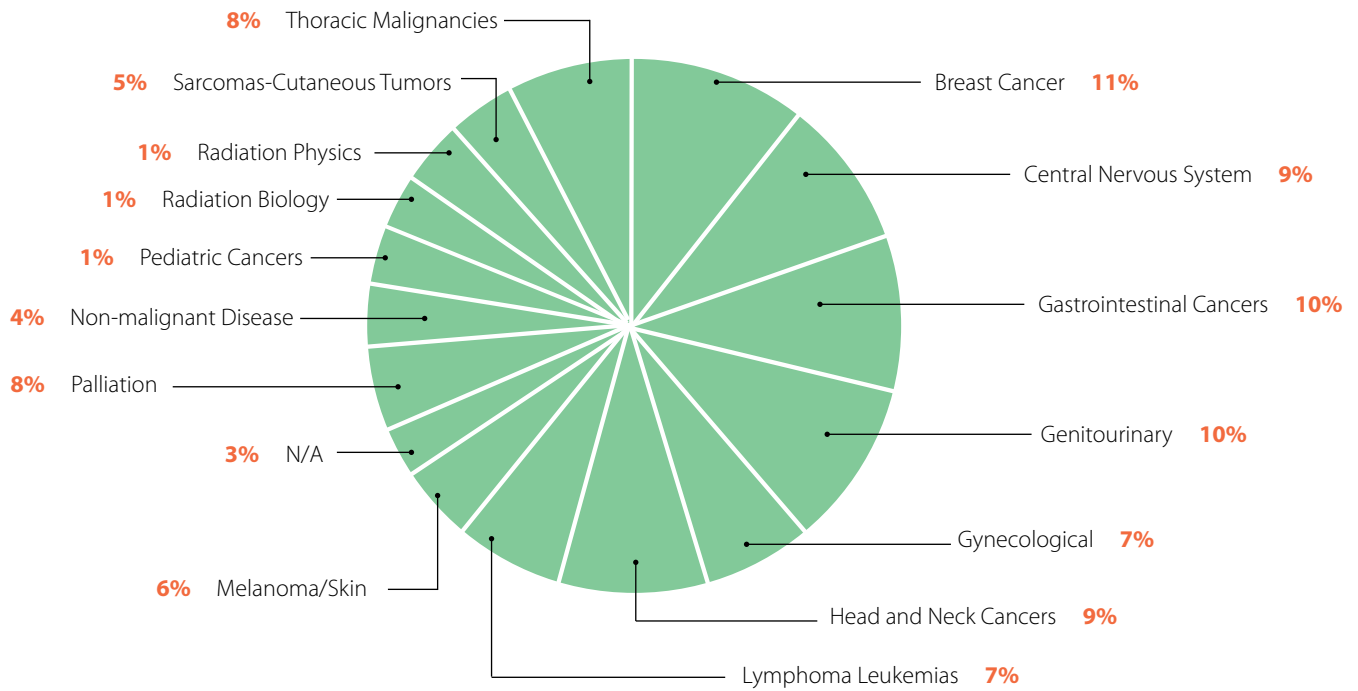
2020 VIRTUAL ATTENDANCE BY OCCUPATION



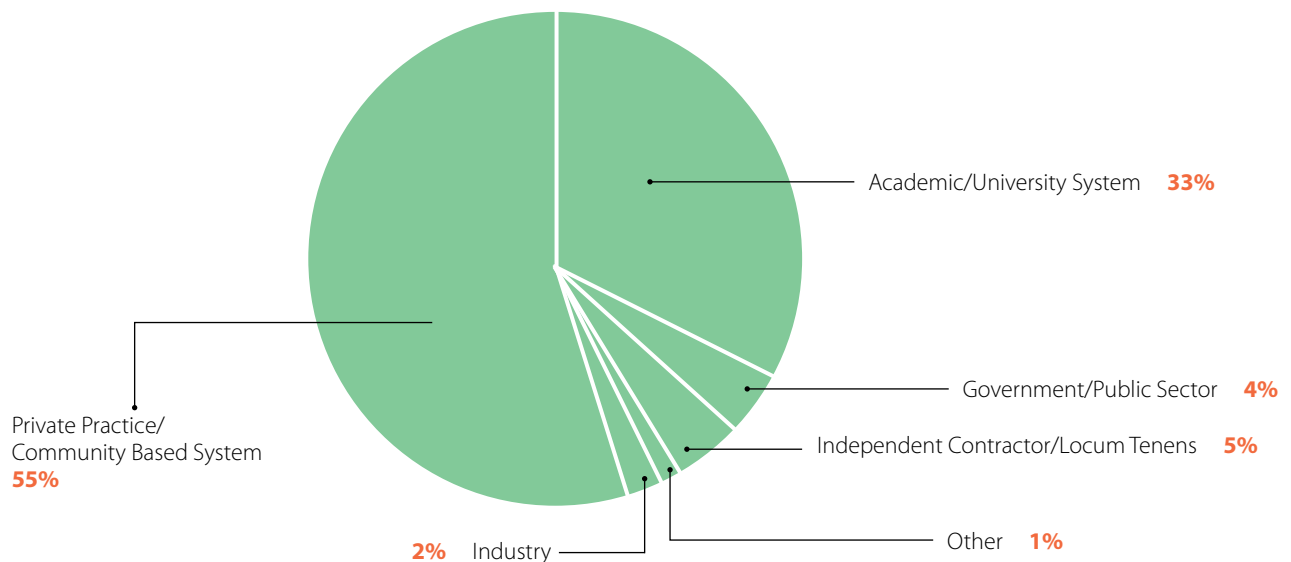
ATTENDEE PROFILE

PLEASE NOTE, 2020 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

2020 VIRTUAL ATTENDANCE DISEASE SITE FOCUS



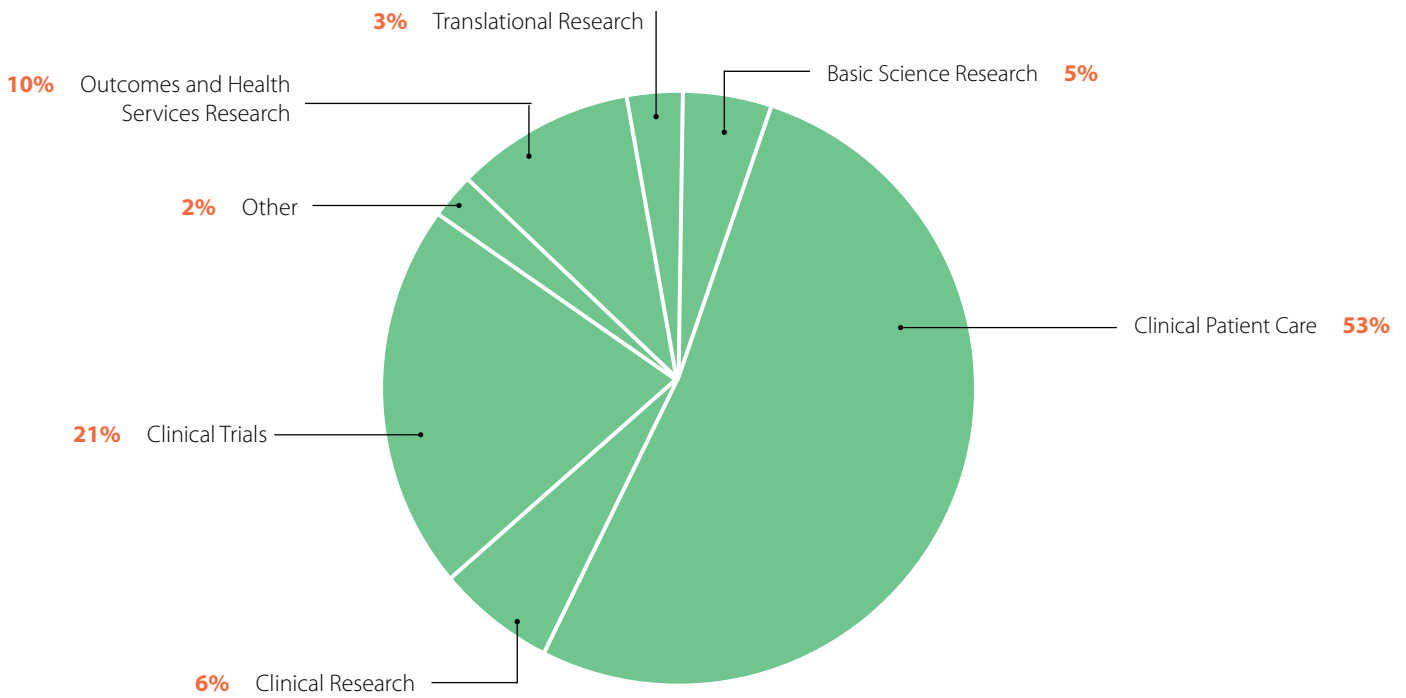
2020 VIRTUAL ATTENDANCE BY PRIMARY EMPLOYER



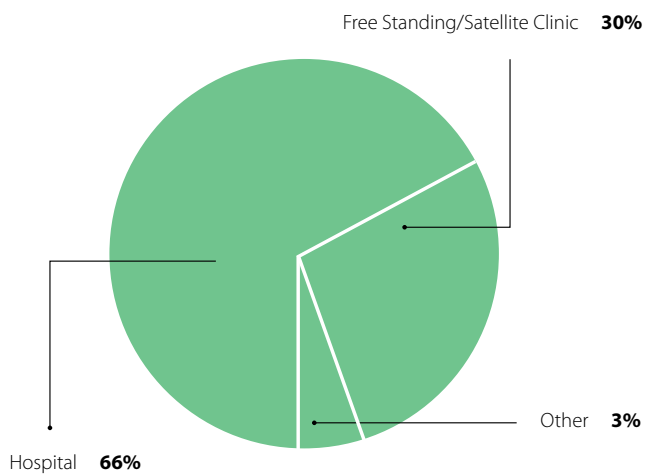
ATTENDEE PROFILE

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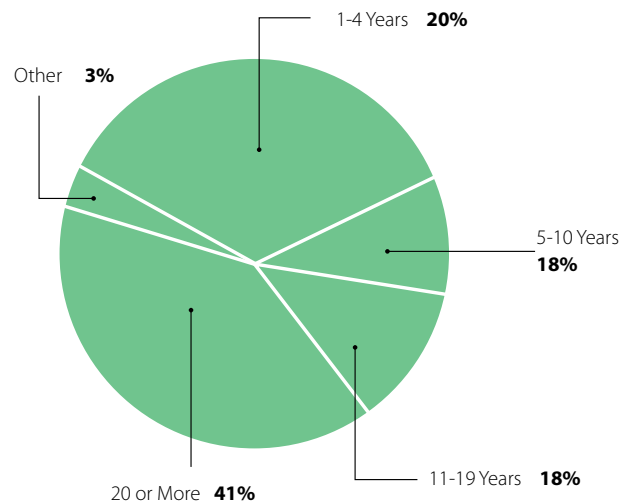
ATTENDANCE BY PROFESSIONAL ACTIVITY



ATTENDANCE BY PRACTICE LOCATION



YEARS IN PRACTICE

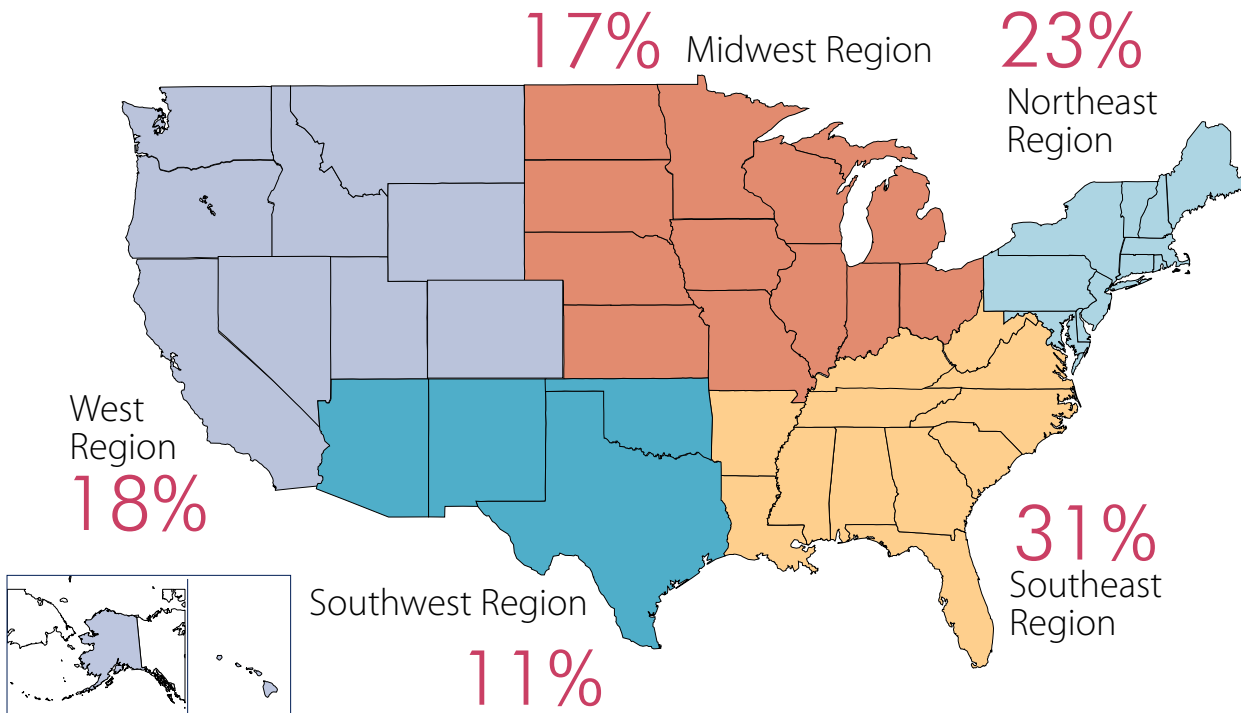


ATTENDEE PROFILE

PLEASE NOTE, 2020 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

UNITED STATES VIRTUAL ATTENDANCE

Domestic (U.S. only) 96%
International 4%



INTERNATIONAL VIRTUAL ATTENDANCE

COUNTRIES

- AUSTRALIA
- BRAZIL
- CANADA
- COLOMBIA
- CURACAO
- GUATEMALA
- HONG KONG
- IRELAND
- JAPAN
- KOREA
- NEW ZEALAND
- PUERTO RICO
- PANAMA
- POLAND
- SWEDEN
- UKRAINE



TECHNICAL EXHIBITS

EXHIBIT HALL RATES

General Exhibit Fee: \$1,000

ASTRO Ambassador Exhibit Fee: Complimentary

Exhibit Fee Includes:

- One virtual exhibit space/page that will remain available on the refresher website for 90 post meeting
**Exhibit Hall will close on June 19, 2021.*
- Post-show attendee list
**Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list and eligibility requirements apply.*
- Listing on the virtual exhibit hall landing page and in the virtual program
- Two exhibitor registrations
**Additional exhibitor registrations are available for purchase.*
- Access to live virtual educational programs
**Please note exhibitors are not eligible to receive continuing medical education credit.*

PRESHOW ATTENDEE MAILING LIST

Promote your participation at the 2021 ASTRO Annual Refresher Course to registered attendees. Rent the preshow attendee mailing list for only \$500! The preshow list will be sent no earlier than four weeks prior to the meeting. All orders require a sample of the printed material to be mailed. To order the list, please check the preshow attendee mailing list box on Application and Contract for Exhibit Space.

OPTIONAL SPONSORSHIP ADD-ON PACKAGES

Bundle your exhibit space with meeting sponsorship add-ons to promote your brand.



GOLD SPONSORSHIP – additional \$2,500

- Four (4) complimentary full-conference registrations.
- Sponsorship of the virtual networking happy hour.
- Welcome slide.
- Name recognition in pocket program.
- ASTRO website recognition.
- Enhanced exhibitor listing in the pocket program (\$500 value).
- Pre-show Attendee List (\$500 value).



SILVER SPONSORSHIP – additional \$1,500

- Two (2) complimentary full-conference registrations.
- Welcome slide.
- Name recognition in pocket program.
- ASTRO website recognition.
- Enhanced exhibitor listing in the pocket program (\$500 value).



BRONZE SPONSORSHIP – additional \$750

- One (1) complimentary full-conference registration.
- Welcome slide.
- Name recognition in pocket program.
- ASTRO website recognition.

FOR ADDITIONAL SPONSORSHIP OPPORTUNITIES

Contact the Corporate Relations Department via email corporaterelations@astro.org or call 703-839-7342.

TECHNICAL EXHIBITS

VIRTUAL EXHIBITS PACKAGE

All images below are samples of the virtual exhibit space/page each exhibitor of the 2021 ASTRO Annual Refresher Course will have to customize. Page layout is subject to change based on content that is submitted and final Virtual Exhibit Hall look.

Virtual Exhibit Space/Page Content:

- Company logo (png or gif file)
- Video or image (mp4 or jpg file)
- Up to four downloads or links with descriptions
- Up to three social media links (choose from Twitter, Facebook, Instagram, YouTube or LinkedIn)
- Ability to post video conferencing link for one-on-one meetings with attendees (Zoom, Teams, GoTo-Meeting, etc.) (Please note, company must provide their own link)
- Basic contact information – company website, email, phone, booth representative name.



The American Society for Radiation Oncology; Targeting Cancer Care
ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, nurses, biologist, physicists, radiation therapists, dosimetrists and other health care professionals who specialize in treating patients with radiation therapies. These medical professionals, found at hospitals, cancer treatment centers and academic research facilities around the globe, make up the radiation therapy treatment teams that are critical in the fight against cancer. Together, these teams treat more than one million cancer patients each year. As the leading organization in radiation oncology, the Society is dedicated to improving patient care through professional education and training, support for clinical practice and health policy standards, advancement of science and research and advocacy.

ASTRO provides members with the continuing medical education, health policy analysis, patient information resources and advocacy that they need to succeed in today's ever-changing health care delivery system.

Connect with Us

Join our Zoom call

We will be standing by to talk with you from 9:00 am to 1:00 pm every day of the meeting! Join our Zoom meeting to ask questions and speak with a representative.

JOIN US

Downloads and Links

ASTRO Membership Brochure

Read for information on all of ASTRO's meetings, programs and services

READ NOW

Categories and Benefits

Invest in your career and the future of our specialty. Become a member of ASTRO. At ASTRO, we are committed to providing avenues for your professional and educational development.

READ MORE

Patient Education

ASTRO created brochures to help people diagnosed with cancer and their families learn more about the treatment options available.

READ MORE

ASTRO Annual Meeting

Join us in Chicago for the 2021 ASTRO Annual Meeting. Plans are underway for a safe, comprehensive and engaging live meeting.

READ MORE

Contact Information

Key Contact:

Beth Bukata
Regional Sales Director

Websites:

www.astro.org
www.RTAnswers.org

Telephone Number:

703-502-1550

GENERAL INFORMATION

TERMS OF PAYMENT AND CANCELLATION

Payment

- All applications for exhibit space must include full booth payment.
- No booth space will be assigned until all payment conditions are met.

Cancellation

- 100 percent of the total booth fee will be retained for cancellations.
- All cancellations must be made in writing to ASTRO.
- Exhibit fees are not transferable to another meeting.
- Failure to make payment does not release the exhibitor from any contractual financial obligation.

KEY CONTACTS

Exhibit Sales and Operations

703-286-1568

meetings@astro.org

Registration

1-800-541-6058

refresherreg@spargoinc.com

Sponsorship Opportunities

703-839-7344

corporaterelations@astro.org

EXHIBIT ELIGIBILITY

ASTRO views the Virtual Exhibit Hall 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 2021 ASTRO Annual Refresher Course. ASTRO has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Virtual Exhibit Hall. Rulings of ASTRO shall, in all instances, be final with regard to allowed use of virtual exhibit space.

Exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space to which they are allocated. Only those products and/or services that are manufactured or distributed by your company may be displayed in the Exhibit Hall.

SHOW SCHEDULE

For information on session schedule, please visit the [schedule of events page](#).

IMPORTANT DATES

February 24, 2021

Exhibitor listing due
Virtual booth content due

March 5, 2021

Exhibitor personnel registration due

March 10, 2021

First preview of virtual booths.
For exhibitors who submitted content by February 24th only.

March 14, 2021

Edits to first booth preview due to ASTRO
For exhibitors who submitted content by February 24 only.

March 19, 2021

Live virtual sessions begin
Virtual Exhibit Hall opens

March 21, 2021

Live virtual sessions end

June 19, 2021

Virtual Exhibit Hall closes