

ASTRO ANNUAL  
**refresher**  
COURSE **2022**

BEST PRACTICES AND EMERGING TRENDS

*Virtual* CONFERENCE **March 25-27**

Exhibitor Prospectus

ASTRO



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“

It was very helpful to hear how other institutions manage patients. Knowing what treatment options are available is easy to find online and in guidelines, but the practical information on how to set patients up, what doses to be careful of, what toxicities to expect, is very helpful and cannot be found in guidelines.

– 2021 Virtual Refresher Course attendee

”

“

Case-based discussions and review of data, treatment options, anatomy, dosimetry were particularly helpful.

– 2021 Virtual 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.

**94%**

of 2021 attendees said they would recommend the meeting to their colleagues.

“

Well-organized, seamless meeting addressing most of the current issues faced in my practice, helped to confirm what we are doing in many cases and see where some small adjustments might be considered, including considering some less standard approaches like APBI more often. The presenters didn't hesitate to challenge conventional wisdom, and answers to questions were clear and to the point.

– 2021 Virtual Refresher Course attendee

”

# ATTENDEE ACTIVITIES

DATA IS REFLECTED FROM MARCH 1, 2021 UNTIL JUNE 30, 2021.

THE ENTIRE 2021 ASTRO ANNUAL REFRESHER SITE RECEIVED **17,321 VISITS**.

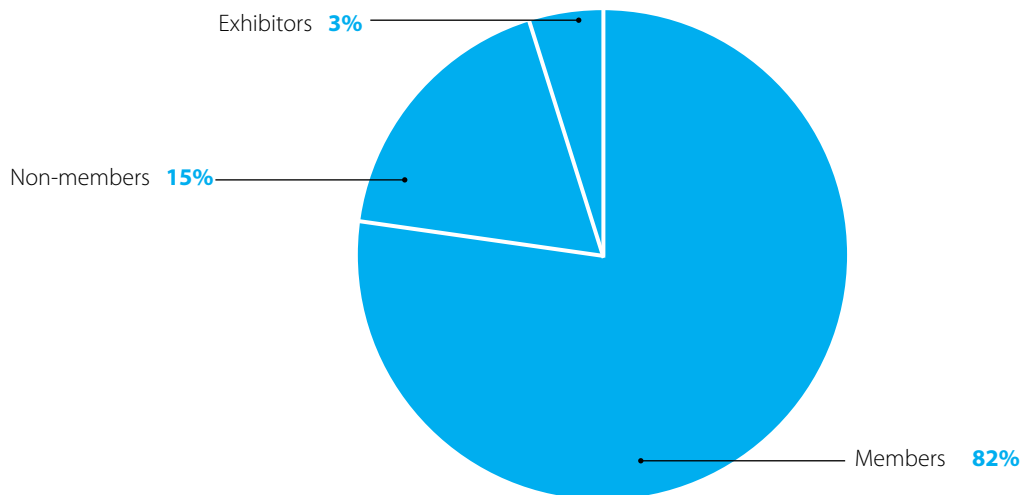
THE VIRTUAL EXHIBIT HALL RECEIVED **783 visits** AND WAS THE **6TH MOST VISITED** PAGE.

VISITORS SPENT AN AVERAGE OF **2:02** ON THE PAGE.

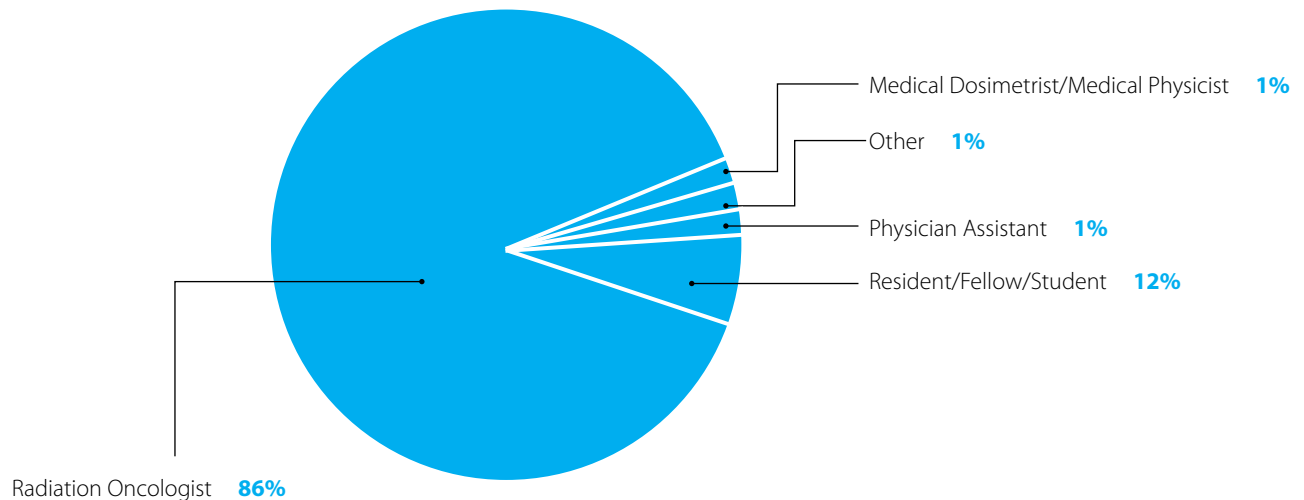
# ATTENDEE PROFILE

PLEASE NOTE, 2021 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

## 2021 ASTRO ANNUAL REFRESHER COURSE - REGISTRATION STATISTICS



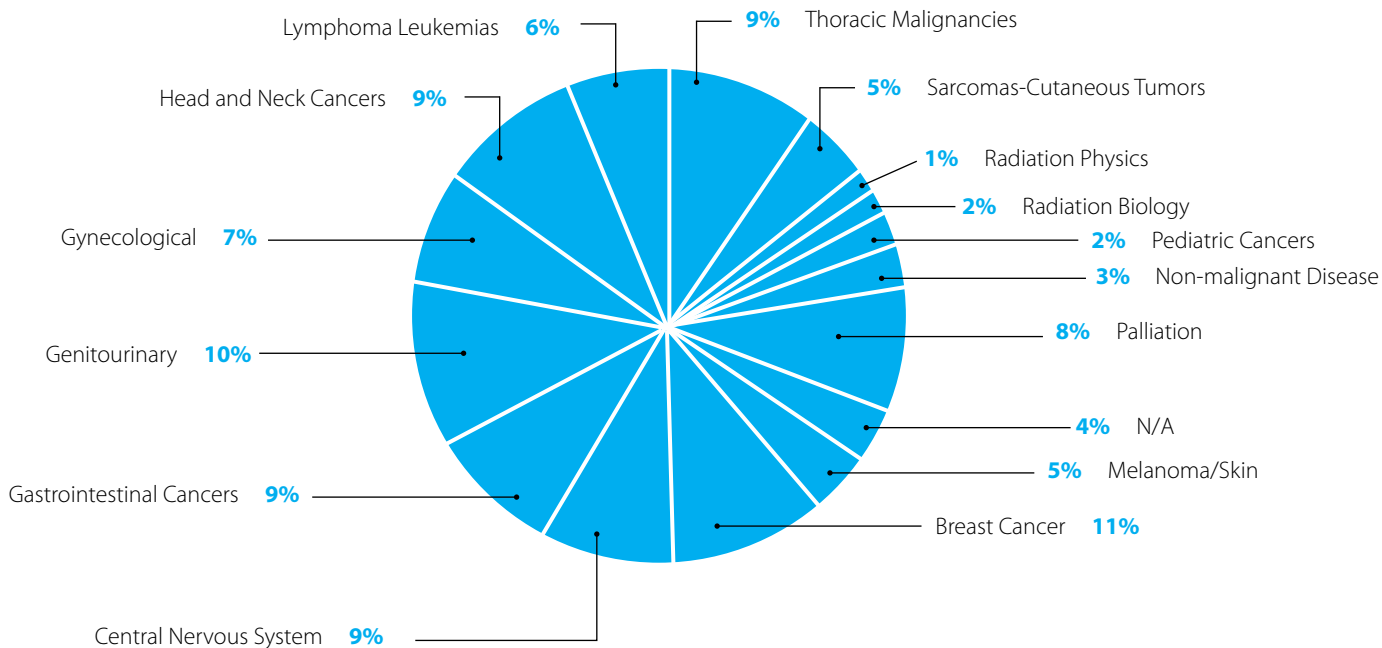
## 2021 VIRTUAL ATTENDANCE BY OCCUPATION



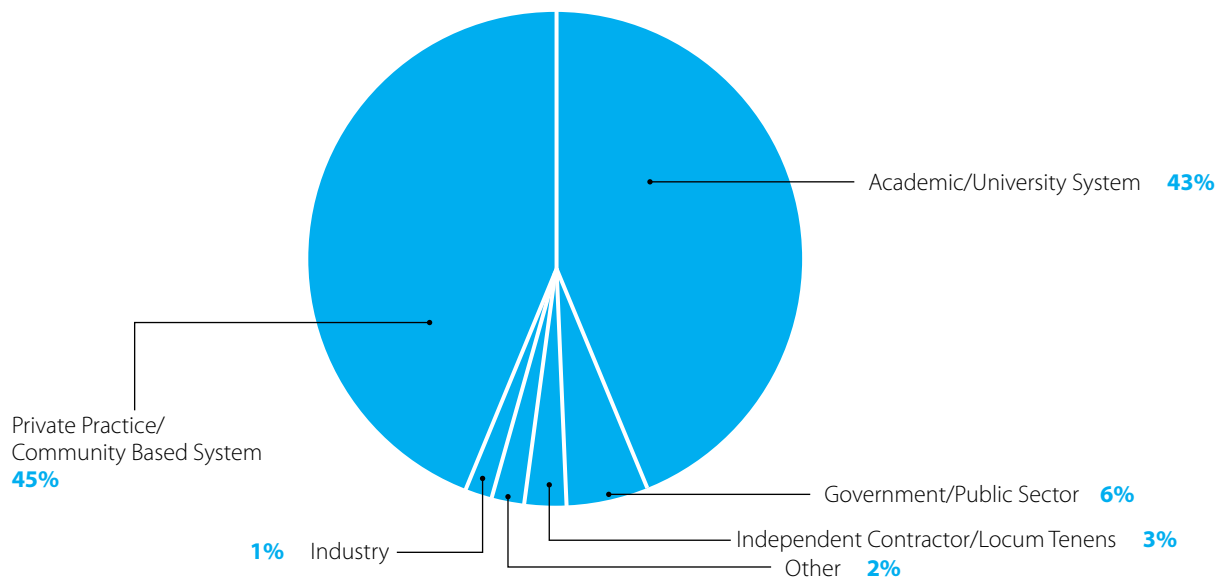
# ATTENDEE PROFILE

PLEASE NOTE, 2021 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

## 2021 VIRTUAL ATTENDANCE DISEASE SITE FOCUS



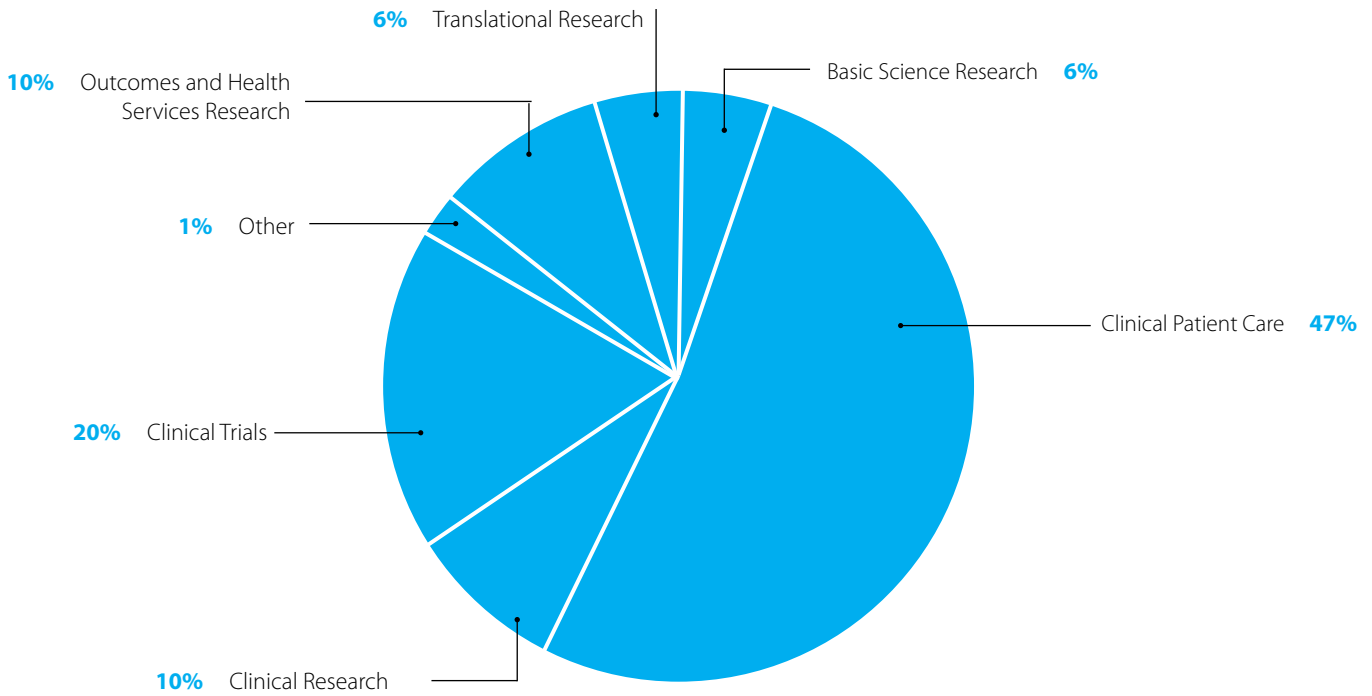
## 2021 VIRTUAL ATTENDANCE BY PRIMARY EMPLOYER



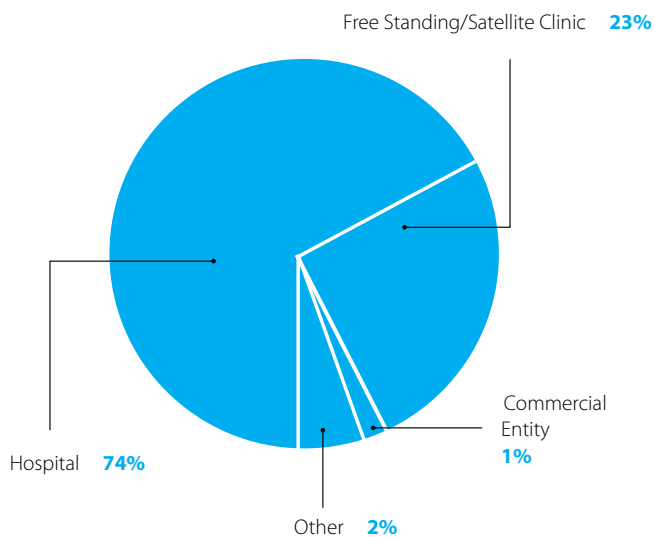
# ATTENDEE PROFILE

PLEASE NOTE, 2021 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

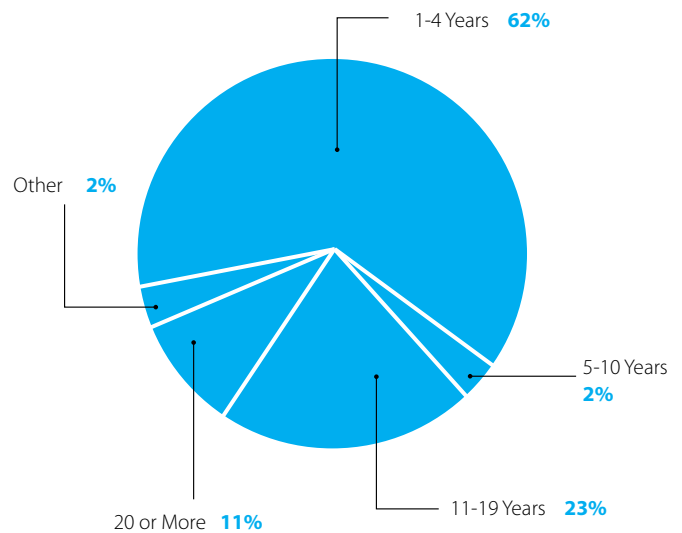
## 2021 ATTENDANCE BY PROFESSIONAL ACTIVITY



## 2021 ATTENDANCE BY PRACTICE LOCATION



## 2021 YEARS IN PRACTICE

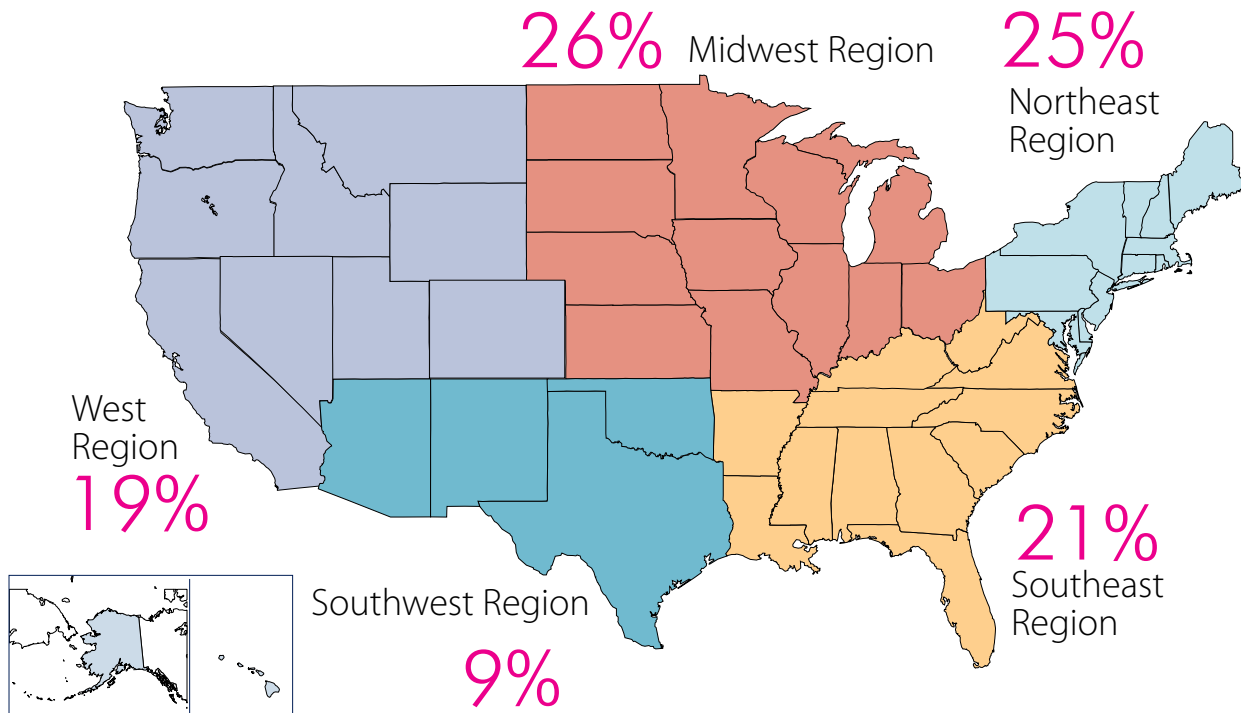


# ATTENDEE PROFILE

PLEASE NOTE, 2021 ASTRO ANNUAL REFRESHER COURSE WAS A LIVE VIRTUAL EVENT.

## UNITED STATES VIRTUAL ATTENDANCE

**Domestic (U.S. only)** 89%  
**International** 11%



## INTERNATIONAL VIRTUAL ATTENDANCE

### COUNTRIES

- ARGENTINA
- AUSTRALIA
- BRAZIL
- CANADA
- CHILE
- CHINA
- FRANCE
- GEORGIA
- GERMANY
- GUATEMALA
- HONG KONG
- INDIA
- KOREA
- MALAYSIA
- MEXICO
- NEW ZEALAND
- PHILIPPINES
- ROMANIA
- SAUDI ARABIA
- SINGAPORE
- SPAIN
- SWITZERLAND
- THAILAND
- TURKEY



# 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 days post meeting  
*\*Exhibit Hall will close on June 27, 2022.*
- Postshow 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 2022 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).
- Preshow 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 at [corporaterelations@astro.org](mailto:corporaterelations@astro.org).





# TECHNICAL EXHIBITS

## VIRTUAL EXHIBITS PACKAGE

All images below are samples of the virtual exhibit space/page each exhibitor of the 2022 ASTRO Annual Refresher Course will be able 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 jpeg 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

<b>Key Contact:</b> Beth Bulata Regional Sales Director	<b>Websites:</b> www.astro.org www.RTAnswers.org	<b>Telephone Number:</b> 703-502-1550
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# GENERAL INFORMATION

## TERMS OF PAYMENT AND CANCELLATION

### Payment

- All applications for exhibit must include full payment.
- Applications with no payment will not be processed or confirmed.

### Cancellation

- 100% of the total exhibit 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

[meetings@astro.org](mailto:meetings@astro.org)

### Registration

1-800-541-6058

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

### Sponsorship Opportunities

[corporaterelations@astro.org](mailto: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 2022 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 at [www.astro.org/refresherschedule](http://www.astro.org/refresherschedule).

## IMPORTANT DATES

### February 23, 2022

Exhibitor listing due  
Virtual exhibit content due

### March 5, 2022

Exhibitor personnel registration due

### March 16, 2022

All virtual exhibit content reviewed, edited and finalized

### March 25, 2022

Live virtual sessions begin  
Virtual Exhibit Hall site launches

### March 21, 2022

Live virtual sessions end

### June 25, 2022

Virtual Exhibit Hall site closes