WHY EXHIBIT?

Reach a new target audience. Attendees at this meeting will consist of leaders in the field of radiation oncology who were unable to attend the 2014 ASTRO Annual Meeting. We expect strong attendance numbers, which translates into qualified leads for your company and a substantial return on your exhibit investment.

Showcase your company’s products and services to this select group of radiation oncology professionals. The Exhibit Hall will be a focal point of the Best of ASTRO meeting, bringing attendees face-to-face with key industry contacts during lunch and breaks to allow maximum time for networking.
Registration Profile

Best of ASTRO 2013 Registration Statistics

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>272</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>42</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>314</strong></td>
</tr>
</tbody>
</table>

2013 Attendance by Registration Type

- Exhibitors: 13%
- Professional: 87%

Attendance by Occupation

- Radiation Oncologist: 76%
- Physician Assistant: 1%
- Other Physician: 2%
  (Diagnostic Radiologist, Nuclear Medicine Physician, Surgical Oncologist, Urologist)
- Radiation Therapist/Technologist: 2%
- Resident/Fellow/Student (6): 2%
- Other: 7%
- Nurse/Nurse Practitioner (5): 2%
- Medical Physicist: 7%
- Administrator: 1%
2013 Attendees by Profession

- Radiation Oncologist: 76%
- Private Practice: 35%
- Academic/University System: 24%
- Community Based System: 24%
- Government Public Sector: 4%
- Independent Contractor/Locum Tenens: 5%
- Industry: 5%
- Other: 3%
- Physician Assistant: 1%
- Medical Physicist: 7%
- Nurse/Nurse Practitioner (5): 2%
- Other Physician (Diagnostic Radiologist, Nuclear Medicine Physician, Surgical Oncologist, Urologist): 2%
- Other: 7%
- Resident/Fellow/Student (6): 2%
- Radiation Therapist/Technologist: 2%

Attendance by Primary Employer
Attendance by Professional Activity

- Clinical Patient Care: 68%
- Clinical Trials: 17%
- Basic Science Research: 4%
- Other: 6%
- Health Services Research and Outcomes: 5%

Attendance by Practice Location

- Hospital: 57%
- Free Standing/Satellite Clinic: 35%
- Other: 6%
United States Attendance

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

need the new numbers

International Attendance

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
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<tr>
<td>Australia</td>
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<td>Brazil</td>
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<td>Singapore</td>
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<tr>
<td>South Korea</td>
<td>1</td>
</tr>
<tr>
<td>Turkey</td>
<td>1</td>
</tr>
</tbody>
</table>

Total International Attendance: 11%
EXHIBIT HALL RATES

Exhibit Fee: $3,200 per tabletop exhibit
ASTRO Ambassador Exhibit Fee: Complimentary tabletop exhibit

Tabletop exhibits will be located in the Mona Lisa Ballroom. Each vendor will receive one 6-foot draped table and two chairs. The ballroom is carpeted. Tables will be placed along the perimeter of the ballroom to allow for lunch and break areas in the center of the room.

EXHIBITOR BENEFITS

- Complimentary exhibitor listing in the final program.
- Complimentary postshow attendee list.
  (Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list and eligibility requirements apply.)
- Two (2) complimentary exhibitor registrations.
  (Additional exhibitor registrations are available for purchase.)
- Access to educational program on a space-available basis.
  (Please note exhibitors are not eligible to receive continuing medical education credit.)

EXHIBIT ELIGIBILITY

ASTRO views the 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 Best of ASTRO 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 your company may be displayed in the Exhibit Hall.

TERMS OF PAYMENT AND CANCELLATION

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

SPACE ASSIGNMENT

Space will be assigned on a first-come, first-served basis with preference being given to meeting supporters, ASTRO Ambassadors and ASTRO Corporate Members. All applications are due by September 19, 2014.

PRESHOW ATTENDEE MAILING LIST

Promote your participation at the Best of ASTRO Meeting 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.
KEY CONTACTS

MEETING INFORMATION/EXHIBIT SALES
Brittany Hott
703-839-7390
brittanyh@astro.org

REGISTRATION
Timothy Sheetz
1-800-541-6058
bestofastroreg@jspargo.com

SUPPORT OPPORTUNITIES
Kathy Peters
703-839-7342
kathyp@astro.org

HOUSING INFORMATION
Sara Mansoor
703-839-7386
saram@astro.org

SHOW SCHEDULE
Times are subject to change. Please visit our website at www.astro.org/bestofastro for the most current show schedule.

Move-in
Thursday, October 16  10:00 a.m. – 5:00 p.m.

Show Hours
Friday, October 17
Morning Break  9:45 a.m. – 10:15 a.m.
Lunch      12:00 p.m. – 1:00 p.m.
Afternoon Break  3:00 p.m. – 3:30 p.m.

Saturday, October 18
Morning Break  9:45 a.m. – 10:15 a.m.
Lunch      12:15 p.m. – 1:15 p.m.

Dismantle
Saturday, October 18  1:15 p.m. – 4:00 p.m.

Important Dates

August 1  Service Manual Emailed to Confirmed Exhibitors
August 22  Exhibitor Listing Deadline
September 17  Exhibitor Personnel and Supporter Registration Deadline
September 19  Exhibit Space Application Deadline (Ambassadors and Non-Ambassadors)
October 16  Tabletop Display setup from 10:00 a.m. – 5:00 p.m. Booths must be set by 5:00 p.m.
October 17  Exhibit Hall opens at 9:45 a.m.
October 18  Dismantle begins at 1:15 p.m. and must be completed by 4:00 p.m.