PROMOTIONAL SUPPORT
AND ADVERTISING

ASTRO 56TH ANNUAL MEETING
Meeting Dates: September 14-17, 2014 • Exhibit Dates: September 14-16, 2014 • Moscone Center • San Francisco

www.astro.org/exhibits14
Promotional Support and Advertising

PLATINUM ($60,000+)*
- Four (4) complimentary full conference registrations.
- Two (2) complimentary 10 foot by 10 foot booths.
- Ability to reserve up to 10 rooms at ASTRO designated premier hotels.
- Complimentary set of pre-registration labels (for one time use).
- ASTRO website recognition – corporate logo with hyperlink to company website.
- Complimentary set of ASTRO member labels.
- Two invitations to attend the President’s Reception.
- On-site signage.
- Earned priority points – 4 points per each $1,000 in support.

GOLD ($40,000+)*
- Two (2) complimentary full conference registrations.
- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of pre-registration labels (for one time use).
- ASTRO website recognition – corporate logo with hyperlink to company website.
- Complimentary set of ASTRO member labels.
- Two invitations to attend the President’s Reception.
- On-site signage.
- Earned priority points – 4 points per each $1,000 in support.

SILVER ($20,000+)*
- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary set of pre-registration labels (for one time use).
- ASTRO website recognition – corporate logo with hyperlink to company website.
- Complimentary set of ASTRO member labels.
- Two invitations to attend the President’s Reception.
- On-site signage.
- Earned priority points – 4 points per each $1,000 in support.

BRONZE ($10,000+)
- Name recognition on ASTRO website.
- Two invitations to attend the President’s Reception.
- On-site signage.
- Earned priority points – 4 points per each $1,000 in support.

COPPER ($5,000+)
- Name recognition on ASTRO website.
- On-site signage.
- Earned priority points – 4 points per each $1,000 in support.

* Additional promotional or advertising opportunities may apply.
Contact ASTRO's Corporate Relations Department at 703-502-1550 or corporaterelations@astro.org for more information.
Membership Opportunities

CORPORATE MEMBERSHIP - $2,000, $3,000 OR $4,000 (dues based on annual sales volume in radiation oncology)

Become an ASTRO Corporate Member and enjoy many tangible benefits in addition to increased visibility, access opportunities and ongoing communication. Corporate Members receive the following annual meeting benefits:

- Discount on exhibit space: $2 per square foot.
- Fifty (50) priority points credit toward booth selection for the following year.
- 20 percent discount on all ASTRO advertising to include: ASTROnews, ASTROgram and ASTRO.org.
- Exclusive advertising opportunities on ROhub.

AMBASSADORSHIP – $65,000

Join the exclusive ranks of ASTRO Corporate Ambassadorship and enjoy year-round VIP privileges. Ambassadors receive tremendous marketing opportunities and enhanced visibility for their annual commitment. Ambassador benefits associated with the ASTRO Annual Meeting include:

- All benefits associated with ASTRO Corporate Membership
- Three hundred (300) priority points toward the following year’s Annual Meeting exhibit booth selection.
- Pre-selection of Annual Meeting exhibit space prior to other non-Ambassador companies.
- All benefits associated with Platinum level support, to include four (4) complimentary full conference registrations and two (2) complimentary 10 foot x 10 foot booths.
- Recognition throughout convention center.

For more information on Corporate Membership or Ambassadorship, contact the Corporate Relations Department at 703-502-1550 or corporaterelations@astro.org.
Support Opportunities

Become a promotional supporter and enjoy increased exposure associated with a specific activity, service or function at the Annual Meeting.*

VIRTUAL MEETING
$50,000
YEAR-ROUND RECOGNITION!
ASTRO preserves the Annual Meeting scientific sessions and all the meeting’s vital information as a Virtual Meeting. The digitally recorded sessions are audio synchronized to speaker presentations and provide an excellent recap and informational source for attendees and those who could not attend. The Virtual Meeting is available online year-round. Supporters receive logo recognition on the ASTRO website and recognition in all publications where the Virtual Meeting is mentioned.

INDUSTRY-EXPERT THEATER
Enhance the educational element of your company’s noteworthy products and services with a presentation in an Industry-Expert Theater. ASTRO has created a venue in the Exhibit Hall to hold live presentations or activities during special times. The Industry-Expert Theater is a “plug-and-play” operation. You provide the speaker(s) and the speaker(s) bring their presentations on a flash drive. ASTRO provides the venue with seating for up to 150 attendees, a complete A/V package including one on-site technician, food and beverage and premeeting and on-site promotion.

Breakfast= $30,000
Lunch = $35,000  ALL SLOTS FILLED
Inquire about break slots.  ALL SLOTS FILLED
Discount applied for multiple sessions.

ARRO/RESIDENTS PROGRAM
$20,000
The Association of Residents in Radiation Oncology’s (ARRO) Annual Meeting program attracts more than 500 residents/young members each year. The program consists of a daylong seminar, two luncheons and a reception. Supporters will be allowed a tabletop exhibit outside events, slide recognition during meeting breaks and will be listed on promotional materials and announcements.

SCIENTIFIC POSTER SESSION
$20,000
Attendees are invited to view displays of more than 1,500 posters in the Exhibit Hall. Supporters receive name recognition on signage leading up to and throughout the event, including the Final Program.

Disclaimer:
ASTRO reserves the right to cancel the Industry-Expert Theater if less than two companies have secured a time slot.

*If multiple companies are interested in the same support opportunity, pricing will be prorated. All opportunities are available on a first-come, first-served basis. ASTRO reserves the right to limit quantities.
Advertising Opportunities

OFFICIAL ANNUAL MEETING FINAL PROGRAM
Inquire for pricing and placement options
A comprehensive meeting information book available to up to 1,500 attendees at the meeting and available online pre- and post-show, ASTRO’s Final Program contains information on all aspects of the meeting.

ASTRO CONNECT
$25,000 SOLD
ASTRO Connect is the new Annual Meeting networking outlets lounge. ASTRO Connect not only offers charging outlets but is the perfect place to meet up with colleagues, have informal meetings, make new connections within the radiation oncology community and check in on social media sites. Advertisers receive logo recognition on all related signage and meeting materials. Advertiser receives prime advertisement visibility at key locations in the lounge.

HOTEL KEY CARD
$30,000 SOLD
Customized hotel room keys are distributed to all attendees staying in an ASTRO-designated hotel. Advertiser will have the opportunity to work with ASTRO to personalize the key card design.

ONLINE CONFERENCE PLANNER
The Online Conference Planner provides attendees with access to sessions, posters and exhibitor information. Attendees will be able to create their own personal itinerary with customized interactive maps of the sessions and booths that they would like to visit. Registered attendees can also find friends and exchange messages.

- **Leaderboard Ad** = $4,000 SOLD
  Leaderboard ads will be featured at all times on the homepage. Ad links to exhibitor profile page and includes post meeting analytic data.

- **Tile Ads** = $1,000
  Tile ads will appear at the bottom of the exhibitor map page. Ad links to your exhibitor profile page and includes post meeting analytic data.

WI-FI
$30,000
Attendees will enjoy free wireless internet throughout the convention center. Your corporate name and logo will appear on the wireless landing page and any relevant signage.

ASTROMOBILE
$20,000 SOLD
The ASTROmobile meeting app enables attendees to search sessions, abstracts and exhibit booths directly from their wireless device. The advertiser’s name and logo will be placed on the app’s homepage, exhibit page and map pages.

CYBER CAFÉ
$25,000 SOLD
The highly trafficked Cyber Café allows attendees to access Internet and email during the meeting. Advertisers receive logo recognition on all related signage, as well as on the home page portal at each computer.
SHUTTLE BUS ADVERTISING
$35,000 SOLD
Your custom artwork will be on display on the official shuttle buses providing continuous service from Saturday through Wednesday. Enjoy maximum exposure to attendees of the Annual Meeting who will be able to see the buses at the convention center and throughout the city.

Cost includes:
- Custom 2 foot tall by 39 foot long ribbon on the passenger side of twelve shuttle buses.
- Logo on hotel lobby signs located in each hotel providing shuttle service.
- Logo on shuttle flyers distributed to attendees.
- Logo on shuttle boarding signs at the convention center.

CHARGING STATION/INTERACTIVE MAP KIOSK
Large plasma touch screens will be located at 3 key entry ways in the exhibit hall to help attendees find exhibit booths, sessions and posters they are interested in locating.

Main Advertiser = ALL UNITS SOLD
- Interactive Map Kiosk – Main Advertiser receives prime logo located on the plasma screen at all times. Once an attendee touches your logo it will display a direct walking path to your booth.
- Charging Station – Capture the undivided attention of attendees as they power up their mobile devices. The Charging Station gives the main advertiser an opportunity to provide a digital advertisement to a captive audience. (Static or video component available)

Quick Find Ads = $6,000 – Quick Find logo links will be displayed on the touchscreen of all 3 Interactive Map Kiosks in the exhibit hall and offers a one-touch walking path to your booth

ANNUAL MEETING SCHEDULE AT-A-GLANCE
$15,000 SOLD
ASTRO provides attendees with a pocket-sized, 18 inch by 24 inch foldout meeting guide that contains an easy-to-read meeting schedule, guide and map. Advertisers will have the opportunity to work with ASTRO for ad placement on the guide.

CONVENTION CENTER ADVERTISING
Pricing based on location
These large colorful banners located in prominent locations throughout the convention center provide unparalleled visibility for your corporate advertisements. Visit http://interactivevenue.ges.com/03_shows/Default.aspx?showID=33236 for locations and pricing.

CONVENTION CENTER DIGITAL BILLBOARD
$6,500 per 10 second spot
Located in the high highly trafficked registration area, the digital billboard is a perfect opportunity to promote your product or message in a 10 second spot displayed in high definition. Message can be video or static imagery. Maximum allotment per company is 60 seconds.
Yes, my company is interested in supporting ASTRO. We understand that we are entitled to all benefits associated with the category selected below:

- **Ambassador** ($65,000+)
- **Platinum** ($60,000+)
- **Gold** ($40,000+)
- **Silver** ($20,000+)
- **Bronze** ($10,000+)
- **Copper** ($5,000+)

We are interested in the following opportunities:

- Official Annual Meeting Final Program  *Inquire for Pricing*
- Virtual Meeting—Year-round recognition! $50,000
- Electronic Food and Beverage Card $35,000
- Shuttle Bus Advertising $35,000
- Industry-Expert Theater
  - Lunch $35,000
  - Breakfast $30,000
  - Break $10,000
- Hotel Key Card $30,000
- Wi-Fi $30,000
- ASTRO Connect $25,000
- Cyber Café $25,000
- ASTROmobile $20,000
- ARRO/Residents Program $20,000
- Scientific Poster Session $20,000
- Virtual Poster Library—Year-round recognition! $20,000
- Annual Meeting Schedule At-A-Glance $15,000
- Charging Station/Interactive Map Kiosks
  - Main Advertiser $10,000 per unit
  - Quick Find Ads $6,000 (Includes all 3 units)
- Convention Center Advertising Pricing based on location
- Convention Center Digital Billboard 6,500 per 10 sec spot
- Online Conference Planner
  - Leader Board Ad $4,000
  - Tile Ad $1,000
- Passport Program - For more information go to www.rtanswers.org/passportprogram

Total Support Amount: $___________

Don’t miss these great opportunities for ASTRO’s 2014 Annual Meeting!
Key Contacts

ASTRO HEADQUARTERS
1-800-962-7876 or 703-502-1550

EXHIBIT SALES
J. SPARGO AND ASSOCIATES INC.
Companies A-L
Craig Baker
craig.baker@jspargo.com
703-679-3942

Companies M-Z
Michele LaFrance
michele.lafrance@jspargo.com
703-679-3951

EXHIBIT MANAGEMENT
J. SPARGO AND ASSOCIATES INC.
Shirley Harris
shirley.harris@jspargo.com
703-679-3953

FUNCTION SPACE REQUESTS
Brittany Ramsey
brittanyr@astro.org
703-286-1568

HOUSING
J. SPARGO AND ASSOCIATES INC.
Susan Corbett
susan.corbett@jspargo.com
703-654-6922

PROMOTIONAL SUPPORT AND ADVERTISING
Kathy Peters
kathyp@astro.org
703-839-7342

MEDIA RELATIONS
Michelle Kirkwood
michellek@astro.org
703-286-1600

OFFICIAL SERVICE CONTRACTOR
GLOBAL EXPERIENCE SPECIALISTS (GES)
Tim Myers
tmyers@ges.com
415-286-0614

REGISTRATION
J. SPARGO AND ASSOCIATES INC.
ASTRO REGISTRATION CENTER
astroregistration@jspargo.com
1-800-541-6058 or 703-449-6418