Exhibitor Prospectus

FIRST-ROUND BOOTH ASSIGNMENT DEADLINE: FEBRUARY 24, 2012

ASTRO 54th Annual Meeting
BOSTON CONVENTION AND EXHIBITION CENTER   |   BOSTON

Advancing Patient Care through INNOVATION

www.astro.org/annualmeeting
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AMERICAN SOCIETY FOR RADIATION ONCOLOGY
ASTRO Exhibits Management • c/o J. Spargo and Associates, Inc.
11208 Waples Mill Road, Suite 112 • Fairfax, Virginia 22030
www.astro.org • www.rtanswers.org
About ASTRO and the Annual Meeting

WHO WE ARE

ASTRO is the largest radiation oncology society in the world, with more than 10,000 members who specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, biology and physics, the Society is dedicated to improving patient care through education, clinical practice, advancement of science and advocacy.

WHAT WE DO

Founded in 1958, ASTRO provides its members with numerous educational and professional development opportunities—from sponsoring hands-on educational courses year-round to publishing the leading radiation oncology research journal, the *International Journal of Radiation Oncology*Biology*Physics*, and our new clinical practice journal *Practical Radiation Oncology (PRO)*. ASTRO is committed to continued excellence in patient care through a team-based treatment approach. We believe that helping members of the treatment team grow in their profession is one of the chief strategies for fulfilling our mission to the benefit of our members and the cancer patients that they work so hard to cure.

ABOUT THE ANNUAL MEETING

The ASTRO Annual Meeting is the premier opportunity to receive state-of-the-art continuing medical education and learn about the latest products and services in cancer treatment and care. The educational elements of the meeting program are targeted to oncologists of all disciplines, physicists, biologists, nurses, therapists and other professionals involved in radiation therapy. The meeting is held over four days and includes more than 120 concurrent sessions and several general sessions. The meeting also features a three day exhibition with more then 200 exhibitors. ASTRO meets concurrently with the American Society for Radiologic Technologists (ASRT) and the Society for Radiation Oncology Administrators (SROA).

The theme of this year’s Annual Meeting is “Advancing Patient Care Through Innovation.” During the 2012 Annual Meeting, we will look at how innovation is fast becoming society’s response to our impending health care crisis. The effectors of change see innovation as the solution—not only technological innovations but also innovations in how care is delivered to improve outcomes and drive down cost.

The scientific program will be the ideal platform to bring together clinicians, scientists and researchers from all of the oncologic disciplines to exchange ideas, promote multidisciplinary care and address the educational and professional development interests of our attendees.
Registration Profile

ASTRO 2011 Registration Statistics (held in Miami Beach, Fla.)

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>8,211</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>3,526</td>
</tr>
<tr>
<td>TOTAL</td>
<td>11,737</td>
</tr>
</tbody>
</table>

Professional Attendance Breakdown

- Radiation Oncologist 47%
- Medical Physicist 17%
- Administrator 3%
- Biologist 1%
- Clinical Oncologist 1%
- Diagnostic Radiologist 1%
- Medical Dosimetrist 4%
- Medical Oncologist 3%
- None 2%
- Nurse 2%
- Other 6%
- Other Physician 1%
- Radiation Therapist/Technologist 5%
- Resident/Fellow 3%
- Student 4%
Attendance by Primary Employer

- Academic/University System: 45%
- Community Based System: 14%
- Government Public Sector: 12%
- Private Practice: 21%
- Independent Contractor/Locum Tenens: 2%
- Industry: 4%
- Other: 2%

Attendance by Professional Activity

- Clinical Patient Care: 68%
- Clinical Trials: 3%
- Basic Science Research: 7%
- Other: 20%
- Health Services Research and Outcomes: 2%

Attendance by Practice Location

- Hospital: 74%
- Freestanding/Satellite Clinic: 21%
- Other: 5%
Registration Profile

United States Attendance

- Midwest Region: 22%
- Northeast Region: 30%
- Southwest Region: 10%
- Southeast Region: 23%
- West Region: 15%

International Attendance

<table>
<thead>
<tr>
<th>World Region</th>
<th>Count</th>
<th>Percentage from World Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>10</td>
<td>1%</td>
</tr>
<tr>
<td>Asia</td>
<td>603</td>
<td>28%</td>
</tr>
<tr>
<td>Europe</td>
<td>833</td>
<td>37%</td>
</tr>
<tr>
<td>North America and Central America</td>
<td>455</td>
<td>21%</td>
</tr>
<tr>
<td>South America</td>
<td>246</td>
<td>11%</td>
</tr>
<tr>
<td>Oceania*</td>
<td>49</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Includes Australia and New Zealand.

Total International Attendance: 2,196
Attendee Hours in the Exhibit Hall

<table>
<thead>
<tr>
<th>Number of Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>6%</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>34%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>38%</td>
</tr>
<tr>
<td>5 or more hours</td>
<td>20%</td>
</tr>
</tbody>
</table>

In today’s economic climate, it’s more critical than ever to maximize your marketing dollars by getting your company’s products and services in front of an audience with buying influence.

At the ASTRO Annual Meeting, 75 percent of registrants attend specifically to visit companies in the Exhibit Hall to evaluate and compare exhibitor products and services for future purchase.

Eighty-one percent of attendees describe their role in purchasing as being the final decision maker, specifying suppliers or recommending purchases.

As a result of visiting the Exhibit Hall, 47 percent of attendees plan to try a product or purchase capital equipment.
Technical Exhibits

**TECHNICAL EXHIBIT RATES**

- Space: $32 per square foot*
- $20 per square foot for second levels
- Corner: Additional $500 per corner
- Size: Minimum booth size 10 foot by 10 foot

*S*AVE 7 PERCENT ON EXHIBIT SPACE FEES

Exhibiting companies who use the ASTRO Exhibitor Housing Center to secure hotel rooms during the 2012 Annual Meeting will receive a 7 percent discount off of the square footage space rate for exhibit space for the 2013 Annual Meeting. A minimum of one room per every 100 square feet of exhibit space must be secured via the exhibitor housing room block. For additional information, please refer to the ASTRO Exhibitor Rules, Regulations and Policies that can be found online at www.astro.org/annualmeeting.

**Exhibitor Benefits**

- Complimentary listing on ASTRO website for six months.
- Icon indicating ASTRO exhibitor on the RO MarketPlace.
- Complimentary postshow attendee list. *(Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list.)*
- Four complimentary exhibitor booth personnel registrations for each 100 square feet of exhibit space. Additional exhibitor registrations are available for purchase.
- Access to educational programs on a space-available basis. *(Please note exhibitors are not eligible to receive continuing medical education credit.)*

**Terms of Payment**

- Applications received before July 31, 2012, must include a 50 percent deposit for exhibit space.
- Space must be paid in full by July 31, 2012. Space not fully paid by July 31, 2012, may be reassigned or sold by ASTRO without further obligation to provide any booth deposit refund.
- Applications received on or after July 31, 2012, must include full payment for exhibit space.
- No space will be assigned until all conditions are met.

**Cancellation Policy**

- Fifty percent of the total exhibit space rental will be retained for cancellations received before July 31, 2012.
- One hundred percent of the total exhibit space rental fee will be retained for cancellations received on or after July 31, 2012.
- All cancellations or requests for a reduction in exhibit space must be made in writing.

**Booth Assignment Process**

The deadline for first-round booth assignment is **February 24, 2012**. Applications will continue to be accepted after February 24, 2012, on a first-come, first-served basis. Please note that your booth placement will not be confirmed until after first-round booth assignments have been completed.

First-round booth assignments are based on a priority point system. Priority points are used as a guideline for space each exhibitor has requested and does not guarantee a booth location. Booth assignments will be made in priority point order. For your 2012 booth space selection, your company’s priority points were calculated based on activity in the previous year (January 1, 2011–December 31, 2011) using the following criteria below.

**Priority Points Criteria**

<table>
<thead>
<tr>
<th>ANNUAL MEETING POINTS</th>
<th>ADDITIONAL EARNING OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each Year Exhibited at the Annual Meeting</td>
<td><strong>ASTRO Ambassadorship</strong></td>
</tr>
<tr>
<td>Booth Size</td>
<td>300 points</td>
</tr>
<tr>
<td>ASTRO Housing Center Usage</td>
<td><strong>Corporate Membership</strong></td>
</tr>
<tr>
<td>8 points per year</td>
<td>50 points</td>
</tr>
<tr>
<td>1 point for each $3,200 spent</td>
<td><strong>Educational Grants</strong></td>
</tr>
<tr>
<td>25 points</td>
<td>4 points for each $1,000 spent</td>
</tr>
<tr>
<td><strong>Marketing or Advertising</strong></td>
<td><strong>In-kind Support</strong></td>
</tr>
<tr>
<td><strong>In-kind Support</strong></td>
<td>2 points</td>
</tr>
<tr>
<td>2 points</td>
<td>2 points</td>
</tr>
</tbody>
</table>
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 your company may be displayed in the ASTRO Exhibit Hall. Two or more exhibitors may share booth space only on the condition that the number of 10 foot by 10 foot booths is equal to or greater than the number of companies sharing the booth space. The company submitting the Application and Contract for Exhibit Space will be the exhibitor on record and promoted on the website, in the Final Program and in other show related materials.

Space Assignment Confirmation

Space assignment confirmations will be sent out via email on or before April 30, 2012, to the contact identified on the Application and Contract for Exhibit Space.
As we transition to an on-site booth selection process, please note that the priority point cycle will change for one year only.

Points accrued between August 1, 2012 – July 31, 2013 will count toward your 2014 booth space selection. The goal of this change is to provide exhibitors with more lead time to plan their exhibiting experience.

Ensure your company gets a premier spot on the 2013 Exhibit Hall floor. Through corporate membership, advertising and educational grant support, your company has the opportunity to maximize its priority point earnings. The criteria below will be used to calculate your company’s priority points for the 2013 Annual Meeting selection process. Priority points are used as a guideline for booth placement based on the space an exhibitor has requested but does not guarantee a specific booth location.

### ANNUAL MEETING POINTS
- Each Year Exhibited at the Annual Meeting: 8 points per year
- Booth Size: 2 points for each $3,200 spent
- ASTRO Housing Center Usage: 25 points

### ADDITIONAL EARNING OPPORTUNITIES
- ASTRO Ambassadorship: 300 points
- Corporate Membership: 50 points
- Educational Grants: 4 points for each $1,000 spent
- Support or Advertising: 2 points for each $1,000 spent
- In-kind Support: 2 points
- Partner Advertising: 1 point for each $1,000 spent

New! Now you can earn priority points by advertising with our partners in the Red Journal, PRO and RO MarketPlace.

To learn more about these priority point opportunities, please contact the Corporate Relations Department at 703-839-7344 or corporaterelations@astro.org.
Don’t miss out on the opportunity to target ASTRO attendees before they arrive in Boston by advertising in the ASTROnews Annual Meeting Special Edition. This pre-show planner will reach more than 11,000 radiation oncology professionals both domestically and internationally and includes important information attendees need to know before they arrive on-site such as:

- Registration information
- City map with hotel information
- Visa information
- Shuttle bus routes
- Industry satellite symposia
- Exhibitor listing

Space availability will be on a first-come, first-served basis and based on layout.

**Insertion Deadline:** July 10, 2012
**Materials Deadline:** August 17, 2012
**ASTROnews mails:** Mid September 2012

**ASTROnews Special Edition Advertising Rates**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover 4 Color</td>
<td>$5,825</td>
</tr>
<tr>
<td>Inside Back Cover 4 Color</td>
<td>$5,825</td>
</tr>
<tr>
<td>Inside Front Cover 4 Color</td>
<td>$5,825</td>
</tr>
<tr>
<td>Center Spread 4 Color</td>
<td>Call for Pricing</td>
</tr>
<tr>
<td>Full Page 4 Color</td>
<td>$4,378</td>
</tr>
<tr>
<td>1/2 Page 4 Color</td>
<td>$3,631</td>
</tr>
<tr>
<td>1/4 Page 4 Color</td>
<td>$1,813</td>
</tr>
</tbody>
</table>

**2012 Online and ASTROgram Advertising Rates**

For more information, please contact Gene Conselyea at gene@triplethreatmedia.com or 732-598-3232, or visit www.astro.org/advertising/index.aspx

**PLEASE NOTE:**
Should ASTROnews Annual Meeting Special Edition advertisers choose to promote their exhibit booths, promotional materials must contain phrasing such as “Come see us at ASTRO 2012” or “Visit us at Booth 200 at the ASTRO Annual Meeting.”

**BENEFITS OF ADVERTISING**
Accumulation of two priority points per $1,000 in advertising spent.
### Educational Grant Opportunities

Support ASTRO's scientific program with an Annual Meeting educational grant. Select a category to distinguish your level of commitment.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Copper</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned priority points - 4 per $1,000 in support</td>
<td>$3,000</td>
<td>$7,500</td>
<td>$15,000</td>
<td>$25,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>On-site signage</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Final Program recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth marker</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website listing</td>
<td></td>
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<tr>
<td>ASTROnews pre-meeting and post-meeting recognition</td>
<td></td>
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<tr>
<td>Pre-show “preview” site visit invite to 2013 show location</td>
<td></td>
<td></td>
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<tr>
<td>Two invitations to attend President’s Reception</td>
<td></td>
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<tr>
<td>Online support recognition on exhibitor listing page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 10 foot by 10 foot booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary set of ASTRO member labels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website — corporate logo posted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website — logo-embedded hyperlink to your corporate website</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>One complimentary full conference registration for a guest (includes access to Exhibit Hall and sessions)</td>
<td>$3,000</td>
<td>$7,500</td>
<td>$15,000</td>
<td>$25,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Complimentary set of pre-registration labels (for one-time use)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two additional complimentary full conference registrations for a guest (includes access to Exhibit Hall and sessions)</td>
<td>$3,000</td>
<td>$7,500</td>
<td>$15,000</td>
<td>$25,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Ability to reserve up to 10 rooms at ASTRO designated premier hotels</td>
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</tr>
</tbody>
</table>

### Membership Opportunities

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

Become a corporate member and enjoy many tangible benefits in addition to increased visibility, access opportunities and ongoing communication. Corporate members receive 50 priority points toward booth placement preference. For more information on corporate membership, contact the Corporate Relations Department at 703-839-7344 or corporaterelations@astro.org.

**AMBASSADORSHIP – $65,000**

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

- 300 priority points toward the following year’s Annual Meeting exhibit booth selection
- All benefits associated with ASTRO Platinum level support
- Banner and other signage throughout convention center
- Early courtesy notice for VIP housing
- Option of up to 10 rooms in ASTRO designated premier hotels
- Five additional Exhibit Hall guest passes to give to preferred clients and customers.

**AMBASSADOR PLUS – $100,000**

- All benefits associated with Ambassador and Platinum level support
- Lead support of both 2012 meetings to include: State of the Art Techniques in IMRT, IGRT, SBRT, Proton and Brachytherapy and 2012 Spring Refresher Course
- Advertising banner in the Boston Convention and Exhibition Center during the 2012 Annual Meeting.

*For more information, please contact the Corporate Relations Department at corporaterelations@astro.org or 703-839-7344.*
Support Opportunities

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

VIRTUAL MEETING $65,000
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.

ARRO/YOUNG MEMBER 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, recognition on slide during meeting breaks and will be listed on promotional materials and announcements.

NURSING PROGRAM $20,000
The Annual Meeting offers a special scientific program developed for radiation oncology nurses. This program has attracted nearly 200 nurses in previous years and is a great opportunity for supporters interested in targeting information to nurses. Support includes program material recognition, networking reception recognition, logo recognition on a slide during meeting breaks and a recognition announcement.

SCIENTIFIC POSTER SESSION $20,000
Attendees are invited to view displays of more than 1,400 posters in the Exhibit Hall. Support includes name recognition on signage leading up to and throughout the event, including the Final Program.

VIRTUAL POSTER LIBRARY $20,000
YEAR-ROUND RECOGNITION!
This Virtual Poster Library is accessible during the Annual Meeting via computer terminals to allow attendees to view the virtual displays at their leisure, communicate with presenters or forward a presentation to a colleague. Supporters receive their corporate name and logo as the screen saver and on associated signage. The Virtual Poster Library is also accessible year-round online. In 2011 posters were viewed more than 48,000 times.

INDUSTRY-EXPERT THEATER
Enhance the educational element of your company’s noteworthy products and services with a presentation in the 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 pre-meeting and on-site promotion.

Breakfast $30,000
Lunch $35,000
Discount applied for multiple sessions.

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.
Advertising Opportunities

**OFFICIAL ANNUAL MEETING FINAL PROGRAM $60,000**
A comprehensive meeting information book available to attendees, ASTRO’s Final Program contains information on all aspects of the meeting. Advertiser receives four full page 4-color advertisements including the back cover. Program size subject to change.

**TRAVEL PLANNER AND/OR CITY MAP $35,000**
Distributed to all attendees, this pocket-sized guide contains city highlights such as restaurants, shopping, museums, nightlife and entertainment, as well as a city locator map. This item will be a convenient and useful tool for attendees during and after the meeting. Advertisement includes acknowledgement on the front cover.

**HOTEL KEY CARD $30,000**
Customized hotel room keys are distributed to attendees staying in an ASTRO hotel. Advertiser will have the opportunity to work with ASTRO to personalize the key card design, offering incredible exposure.

**LEAD RETRIEVAL CARD $30,000**
Every attendee will receive their own lead retrieval “business card” that contains their personal contact information. Attendees can swipe their card as they visit booths in the Exhibit Hall for more information from the exhibitor. Advertiser will have the opportunity to work with ASTRO to customize the card design.

**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 $25,000**
The ASTROmobile meeting app enables attendees to find sessions, exhibit booths, tours, hotels, restaurants and more, right from their wireless device. The advertiser’s name and logo will be placed on the app’s intro screen and on all materials advertising the meeting app.

**CYBER CAFÉ AND MESSAGE CENTER $25,000**
In prime locations throughout the convention center, the highly trafficked cyber café allows attendees to access Internet and email, complete CME evaluations, locate meeting attendees, and create or update their personal meeting planner. Advertisers receive logo recognition on all related signage, as well as on the home page portal at each computer.
POCKET-SIZE EXHIBIT HALL FLOOR PLAN $25,000
A wallet-size expandable Exhibit Hall floor plan makes for an easy travel companion. It opens to display a floor plan complete with a listing of all exhibitors and booth numbers. Advertisement includes name and corporate logo on cover of floor plan and company name and booth number highlighted inside.

SHUTTLE BUS ADVERTISING $20,000
(5 PACKAGES AVAILABLE)
Your custom artwork will be on display on the official shuttle buses providing service continually 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 six shuttle buses.
• Logo on hotel lobby signs that are placed in the lobby of each hotel providing shuttle service.
• Logo on shuttle flyers that are distributed to attendees.
• Logo on shuttle boarding signs at the convention center.
• Logo in the Final Program.
Upgrades such as full bus wrap, rear bus banners and head rest covers are available for an additional charge.

CONVENTION CENTER ADVERTISING Pricing TBD
Back by popular demand, these large colorful banners located in prominent locations throughout the convention center provide unparalleled visibility for your corporate advertisements. Pricing based on locations.

ANNUAL MEETING SCHEDULE AT-A-GLANCE $15,000
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 to place an advertisement on this piece that will be distributed to meeting attendees.

WATER STATIONS $15,000
Complimentary water cooler stations are provided to attendees throughout the convention center, in session rooms and common areas. Advertisement includes logo recognition on each cooler, offering maximum exposure.
Yes, my company is interested in supporting ASTRO. We understand that we are entitled to all benefits associated with the category selected below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador Plus</td>
<td>$100,000+</td>
</tr>
<tr>
<td>Ambassador</td>
<td>$65,000+</td>
</tr>
<tr>
<td>Platinum</td>
<td>$40,000+</td>
</tr>
<tr>
<td>Gold</td>
<td>$25,000+</td>
</tr>
<tr>
<td>Silver</td>
<td>$15,000+</td>
</tr>
<tr>
<td>Bronze</td>
<td>$7,500+</td>
</tr>
<tr>
<td>Copper</td>
<td>$3,000+</td>
</tr>
</tbody>
</table>

We are interested in the following opportunities *(please check those of interest)*:

- Virtual Meeting $65,000
- Industry-Expert Theater $30,000
- ARRO/Young Member Program $20,000
- Nursing Program $20,000
- Scientific Poster Session $20,000
- Virtual Poster Library—Year-round recognition! $20,000
- Official Annual Meeting Final Program $60,000
- Travel Planner and/or City Map $35,000
- Hotel Key Card $30,000
- Lead Retrieval Card $30,000
- Wi-Fi $30,000
- ASTROmobile $25,000
- Cyber Café and Message Center $25,000
- Pocket-size Exhibit Hall Floor Plan $25,000
- Shuttle Bus Advertising $20,000
- Annual Meeting Schedule At-A-Glance $15,000
- Water Stations $15,000
- Passport Program See website
- Convention Center Advertising TBD

**Total Amount:**

**CORPORATION**

**ADDRESS**

**CITY**

**STATE**

**ZIP**

**CONTACT PERSON**

**TITLE**

**TELEPHONE**

**FAX**

**EMAIL**

Don’t miss these great opportunities for ASTRO’s 2012 Annual Meeting!

**ADVERTISING PLACEMENT OPPORTUNITIES**

*Prices to be determined based on rates. For more information please contact Gene Conselyea at gene@triplethreatmedia.com or call 732-598-3232.*

- Print
- Online

**PLEASE REMIT FORM TO:**

ASTRO
Corporate Relations Department
8280 Willow Oaks Corporate Drive
Suite 500
Fairfax, VA 22031
Phone: 703-839-7344
Fax: 703-839-7345

corporaterelations@astro.org
Radiation Oncology Suppliers
are you looking for year-round exposure in addition to special recognition at the Annual Meeting?

LIST YOUR COMPANY ON ASTRO’S ONLINE RADIATION ONCOLOGY SUPPLIER DIRECTORY— THE RO MARKETPLACE.

Hundreds of companies are listed in the directory and thousands of ASTRO members visit the RO MarketPlace each year in search of products and vendors. Make sure your company is represented.

Exhibiting companies listed in the RO MarketPlace receive special recognition in the Annual Meeting Final Program which directs attendees to your booth.

Expanded packages start at just $395 and can include a company profile page, logo listing, website, email links, banners and videos. 

Plus, you will earn Priority Points toward your 2013 booth space selection through ASTRO’s Partner Advertising.

For more information on Priority Points, see page 10.

Start connecting with your target audience at the meeting and throughout the year by calling 1-800-816-6710 or emailing astro@multiview.com for more information.

www.radiationoncologymarketplace.com
Passport Program

Put your company directly in the hands of attendees and drive traffic to your booth!

With the Survivor Circle Passport Program, more than 8,000 attendees will see your company name in the palm of their hand. In addition, attendees will be compelled to visit your booth to receive a “passport stamp” for a chance to win wonderful prizes, all as part of the ASTRO Survivor Circle Passport Program.

Your donation to the Survivor Circle benefits cancer support organizations in the Annual Meeting host city as well as ASTRO’s survivorship initiative.

Benefits include:
• Signage in the Exhibit Hall (including an aisle sticker at your booth).
• Special recognition in both the ASTROnews Annual Meeting Special Edition and the Final Program.
• Your company’s name and logo printed on over 8,000 passports.
• Thousands of visitors to your booth.

START ATTRACTING ATTENDEES TO YOUR BOOTH.

Visit www.rtanswers.org to learn more.

“We have been proud supporters of the Survivor Circle since its inception in 2006. The traffic that this program generates to our booth is phenomenal. This is something that we will continue to do every year.”

—2010 Passport Participant
**Key Contacts**

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

**EXHIBIT SALES**
J. Spargo and Associates Inc.
June LaMountain
june.lamountain@jspargo.com
703-679-3931

**EXHIBIT MANAGEMENT**
J. Spargo and Associates Inc.
Judy Spargo
judy.spargo@jspargo.com
703-679-3923

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

**HOUSING**
J. Spargo and Associates Inc.
Stacey Burrows
stacey.burrows@jspargo.com
407-473-7402

**MARKETING AND EDUCATIONAL GRANTS**
Kathy Peters
kathyp@astro.org
703-839-7342

**MEDIA RELATIONS**
Beth Bukata
bethb@astro.org
703-839-7332

**OFFICIAL SERVICE CONTRACTOR**
Global Experience Specialists (GES)
Tim Myers
tmyers@ges.com
415-286-0614

**REGISTRATION**
J. Spargo and Associates Inc.
astroregistration@jspargo.com
1-800-541-6058 or 703-449-6418
SECTION 1: CONTACT INFORMATION
The contact listed in this section will be designated as the official ASTRO contact to receive all exhibit related materials and communications. Contact information for your listing on the ASTRO website can be provided online after your application has been approved.

Company Name on Contract ___________________________________________________________________________________________

Company Name (for Final Program, booth signage, website and other show related materials) _________________________________________

Contact_____________________________________________________ Title_______________________________________________________

Telephone___________________________________________________ Fax_______________________________________________________

Email___________________________________________________Website_______________________________________________________

Address_______________________________________________________________________________________________________________

City _________________________________________________________________State__________Country_________Zip_____________

SECTION 2: PRODUCTS/SERVICES TO BE FEATURED
________________________________________________________________________________________________________________

SECTION 3: EXHIBIT SPACE RENTAL RATES*

☐ Booth Space Fee: $32 per square foot  

☐ Second Level Fee: $20 per square foot  

☐ Corner Booth Fee: Additional $500 per corner  

☐ Island Booth Fee: Additional $2,000 per island  

TOTAL BOOTH FEE: $__________________________________

*Registration for exhibitor booth personnel is also required. Space rate includes four complimentary exhibitor registrations for each 100 square feet of exhibit space. Additional exhibitor registrations are available for purchase.

SECTION 4: EXHIBIT SPACE LOCATION PREFERENCES
Exhibit space is assigned by priority points. While we cannot guarantee your first choice in booth preference, please provide your preferred locations and booths that you would like to be near or away from.

Booth Preferences: 1st Choice ____________________  2nd Choice ____________________ 3rd Choice _____________________________

Please list any companies that you would prefer to be near. __________________________________________________________________

Please list any companies that you would prefer NOT to be near. ______________________________________________________________

SECTION 5: PREVIOUS PARTICIPATION
Has your company exhibited in the past?  

☐ Yes  ☐ No

If yes, was it under a different name?  

☐ Yes  ☐ No

What company name did you use?______________________________________________________________________________________

Has your company merged with, been purchased by or purchased another company that has exhibited in the past?  

☐ Yes  ☐ No

What was the company name?______________________________________________________________
SECTION 5: PAYMENT INFORMATION
Payment in U.S. funds drawn on a U.S. bank must accompany this application. All credit cards are processed in U.S. dollars. The exhibitor is responsible to the general service contractor, or any other show related vendors or companies, for additional related expenses.

DEPOSIT AND PAYMENT SCHEDULE

<table>
<thead>
<tr>
<th>Please initial here.</th>
<th>Before July 31, 2012: 50 percent of deposit due with application</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>After July 31, 2012: 100 percent of deposit due with application</td>
</tr>
</tbody>
</table>

Space will not be held or confirmed without a deposit. ASTRO requires payment in full no later than July 31, 2012. Failure to make payments does not release the exhibitor from any contractual or financial obligations.

CREDIT CARD PAYMENT
Your signature authorizes your card to be charged for the total amount due according to the schedule above. ASTRO reserves the right to charge the correct amount if different from the total listed. Cardholder is responsible for any changes in the exchange rate.

☐ American Express  ☐ Discover  ☐ MasterCard  ☐ Visa
Card Number: ___________________________________________CSC Code:______________  Amount: $___________________________
Exp. Date:  _________ Name on Card:  ___________________________________ Signature:______________________________________
Card Billing Address: ________________________________________________________________________________________________

If paying by credit card please fax application and contract to: 703-654-6931.

CHECK PAYMENT
If paying by check, please fax application and contract to 703-654-6931. Please mail original application and contract with check made payable to ASTRO to:

FOR STANDARD MAIL:  
ASTRO  
P.O. Box 417217  
Boston, MA 02241-7217

FOR OVERNIGHT DELIVERY:  
Bank of America Lockbox Services  
Lockbox #417217, MA5-527-02-07  
2 Morrissey Blvd., Dorchester, MA 02125, 1-800-962-7876

SECTION 6: CANCELLATION PENALTIES

<table>
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<tr>
<th>Please initial here.</th>
<th>Before July 31, 2012: 50 percent of total space rental fee retained</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>After July 31, 2012: 100 percent of total space rental fee retained</td>
</tr>
</tbody>
</table>

All cancellations or requests for a reduction in exhibit space must be made in writing.

SECTION 7: ACKNOWLEDGEMENT
As an authorized representative of the above stated Exhibitor, I have received and reviewed the Exhibitor Prospectus and the ASTRO Exhibitor Rules, Regulations and Policies available online at www.astro.org/annualmeeting, (as existing on the date hereof and as the same may be amended or changed hereinafter referred to as "Exhibitor Prospectus and Rules"). Exhibitor agrees to comply with the Exhibitor Prospectus and Rules which are incorporated herein by reference and made part of this contract. In the event of any change in the Exhibitor Prospectus and Rules, the most up-to-date versions, available online at www.astro.org/annualmeeting, will be controlling.

I understand that exhibitors who secure housing through ASTRO’s Exhibitor Housing Center may be eligible for a discounted exhibit space rental fee for the 2013 ASTRO Annual Meeting, provided that the exhibitor adheres to all policies regarding exhibitor housing usage and fully complies with the Exhibitor Prospectus and Rules. Information regarding exhibitor housing usage and eligibility for discounted exhibit space rental may be found in the Exhibitor Prospectus and Rules.

I agree and understand that the contact information provided on this Application and Contract for Exhibit Space will be shared with other organizations assisting in the production of the ASTRO Annual Meeting.

The parties hereto agree that upon exhibitor’s authorized signature and ASTRO’s acceptance and approval, this Application and Contract for Exhibit Space, together with the Exhibitor Prospectus and Rules, will constitute a legal and binding contract between exhibitor and ASTRO enforceable in accordance with its terms.

Exhibitor Signature: __________________________________________________________ Date:______________________________

Printed Name: __________________________________________ Telephone:________________________________