

2021 ASCO[®] ANNUAL MEETING

Exhibitor FAQs

How does the online exhibit work? What's included?

Exhibitors have a choice of turnkey exhibits packages. The Online Exhibits dates are May 14 through July 6 so that attendees can access content and connect with exhibitors beyond the week of the meeting. Learn more about the [packages](#) and contact [Michele LaFrance](#) with any questions.

How do exhibitors create their online exhibit?

Exhibitors will log in to the [Exhibitor Resource Center](#) to create their online exhibit. If you do not have your password, please email [Eileen McGill](#) and it will be resent to you. Once logged in, you will be directed to the landing page to update your information. Need help? Reach out to [Eileen McGill](#) for detailed instructions and personal assistance.

What is the deadline for submitting the digital assets for the online exhibit?

Friday, April 30, 2021

How do exhibitors preview their online exhibit once they have submitted their information? How do exhibitors make changes?

Exhibitors will have the opportunity to schedule an appointment to review their online exhibit and make adjustment prior to launch on May 14. If you need to edit/change anything, you can do so by logging in to the [Exhibitor Resource Center](#) and updating the information. You may also reach out directly to [Eileen McGill](#) for assistance with editing your online exhibit.

How large is the potential audience?

Please review [ASCO20 Virtual Meeting Demographics](#) for complete details. We expect similar attendance numbers to last year with 42,250 Healthcare Professionals (45,000 total attendees).

How does ASCO promote the Online Exhibits for the Annual Meeting?

The Online Exhibits will be promoted in the following ways. We are always looking for ways to encourage interaction with our exhibitors so additional promotional efforts may be added.

1. Online Exhibits will be promoted as part of the registration marketing campaign (as one of the reasons why attendees should register).
2. Emails will be sent to registered attendees leading up to and during the Annual Meeting, encouraging them to visit the Online Exhibits.
3. Announcements encouraging attendees to visit the Online Exhibits will be made via ASCO's official social media channels.
4. A direct link to the Online Exhibits will appear on
 - a. The AM21 Home Page ([am.asco.org](#)).

- b. The AM21 Program View Home Page (where attendees will access sessions). Top of page.
5. Online Exhibits will be highlighted in the *ASCO Annual Meeting Daily News*. Editions of the *ASCO Daily News* will be sent in three separate mailings to ASCO's domestic membership and registered attendees (37k+ contacts).
6. Looping video promoting Online Exhibits will appear on the broadcast streaming page (like walk-in slides) that play before each broadcast session.
7. Online Exhibits will be promoted in the Schedule at a Glance, which will be posted on the AM21 website. A link to the Schedule at a Glance will be included in promotional emails and emails sent to registered attendees.
8. ASCO will provide two "We're exhibiting at the 2021 ASCO Annual Meeting" banners for exhibitors to use to promote their participation in the Online Exhibits.
9. Online Exhibits will be highlighted in the welcome box mailed to the first 8,000 domestic attendees to register for the Annual Meeting.

How else can I promote my exhibit with ASCO?

Consider an [Industry Expert Theater](#) session or showcase your products in our [NEW Pharmaceutical Pipelines and Clinical Trials Directories](#). Several additional [advertising opportunities](#) are available specifically for the Annual Meeting including email advertising, website advertising, printed advertisements in the *ASCO Daily News*, welcome box advertising, and more.

What happens to the fees I already paid for the in-person Annual Meeting?

Exhibitors will be able to apply deposits made on exhibits, meeting rooms, directory listings, and in-hall advertising from the in-person 2021 ASCO Annual Meeting to the online meeting (net of an 8% charge on the total spend for expenses already incurred by ASCO). Any remaining amounts will be eligible to be credited to the 2022 ASCO Annual Meeting or refunded. Please complete the [Deposit Transition Form](#) as soon as possible.

Can I earn priority points for participating?

Yes, exhibitors earn priority points for participating. Review the full [Priority Points Policies](#) to learn more. If you have specific questions related to your company's points total or how to increase your standing, please contact exhibits@asco.org.

Is registration required to visit the Online Exhibits?

Attendees (or the general public) may view the exhibitor list without logging in, but in order to view a company's specific profile page, registration is required.

Do exhibitors have access to the sessions?

Yes, registered exhibitors can access the full Annual Meeting program.

When does exhibitor registration open?

Exhibitor registration is open and available in the [Exhibitor Resource Center](#). If you do not have your password or detailed instructions, please email [Eileen McGill](mailto:Eileen.McGill) and it will be resent to you.

How do I get a copy of the attendee list?

Exhibitors have the option to purchase the full attendee list, which includes mailing addresses. For more information on purchasing the mailing list, visit [INFOCUS](#) or call 800-708-5478.

Can we link from our exhibit to the sessions (oral/poster sessions)?

Due to ACCME regulations, exhibitors cannot provide direct links to content that is designated for CE credit. This includes any sessions available on ASCO's Program View. However, exhibitors can link to abstract text or posters as they are not designated for CE credit.

Exhibitors must submit for approval any direct link to Annual Meeting content and must ensure the language does not imply ASCO endorsement of any of the exhibitor's content. Links should be sent to exhibits@asco.org for approval. All links should be standard links and should not be embedded or utilize any technology that plays Annual Meeting content on the exhibitor's website. If the exhibitor would like to embed video or other content, it would require a content license from ASCO. Contact licensing@asco.org for more information.

When do sales open for the 2022 ASCO Annual Meeting?

Sales for the 2022 ASCO Annual Meeting will open this spring. More information will be provided in May. Please contact [Michele LaFrance](#) for more details.

Need additional help? Contact us!

Operations (setting up your online exhibit, making updates)

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