

Industry Expert Theaters

Two concurrent Industry Expert Theaters will take place, making 18 total sessions available.

The Industry Expert Theaters provide an opportunity for exhibitors to present live non-accredited educational sessions for up to 200 in-person attendees, highlighting a new service or the development of a particular product. Theater presentations should feature one or more key **internal** scientific staff of the Theater participant, not outside or third-party scientists or speakers, e.g. no Key Opinion Leaders. Theater presenters must be employees of the Theater participant. Sessions will be audio recorded and available online after the in-person presentation.



Exhibitors with contracted 2025 ASCO[®] Annual Meeting exhibit space are eligible to apply to participate in the Theaters. In-person Theater sessions may be reserved for \$100,000 each and will be awarded on a first-come, first-served basis.

Application deadline:
Friday, January 24, 2025

Session times are assigned on a first-come, first-served basis. Don't wait! Submit your application today.

In-Person Theater Session Times*

SATURDAY, MAY 31, 2025		SUNDAY, JUNE 1, 2025		MONDAY, JUNE 2, 2025	
Morning	9:30 AM-10:30 AM	Morning	9:30 AM-10:30 AM	Morning	9:30 AM-10:30 AM
Mid-Day	12:30 PM-1:30 PM	Mid-Day	11:30 AM-12:30 PM	Mid-Day	11:30 AM-12:30 PM
Afternoon	3:00 PM-4:00 PM	Afternoon	4:15 PM-5:15 PM	Afternoon	3:00 PM-4:00 PM

* ASCO reserves the right to alter the Theater times at its discretion.

Theaters will include

- Seating for up to 200 attendees
- Standing lectern with microphone, presentation laptop, projector, confidence monitor and screen
- Head table for three with microphones
- Wireless microphone on a stand in the center of the room for audience Q&A
- Wireless headsets for audience listening
- Draped table by entrance for literature
- One Lead Retrieval unit and operator to scan badges

Industry Expert Theater sessions will be promoted on the ASCO Annual Meeting website, on ASCO's social media channels, in the ASCO online and printed Meeting Program, and the printed Exhibitor Directory. ASCO will provide each Theater participant with the 2025 ASCO Annual Meeting advance registration mailing list for one-time use.

ASCO will provide limited food and beverages at the Industry Expert Theater, as an additional incentive for attendees to participate. The cost of the food and beverages is covered by ASCO and not included in the fee for an IET session and, as such, exhibitors do not need to report or track for aggregation.

For more information or to apply to participate in the Industry Expert Theater, please contact ascoexhibits@spargoinc.com, 800-564-4220, or 703-631-6200.