

A woman with long brown hair is looking at a tablet computer. She is wearing a dark blue patterned top. The background is a blurred city street at night with colorful bokeh lights from cars and buildings.

ASTRO 2020  
ANNUAL MEETING

EXHIBITOR TOWN HALL

GLOBAL ONCOLOGY:  
RADIATION THERAPY IN A CHANGING WORLD



# AGENDA

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- **Welcome from ASTRO's CEO**  
Laura I. Thevenot
- **Welcome from ASTRO's President**  
Thomas J. Eichler, MD, FASTRO
- **Virtual Exhibit Hall Demo**  
Nina Taylor, ASTRO Vice President of Learning and Education
- **New Booth Packages**  
Nina Taylor, ASTRO Vice President of Learning and Education
- **FAQS, QUESTIONS AND NEXT STEPS**  
Nina Taylor, ASTRO Vice President of Learning and Education



# WELCOME FROM ASTRO'S CEO

LAURA I. THEVENOT

A blue-tinted background image showing several hands reaching towards the center of a table, suggesting a collaborative meeting or a group effort. The hands are positioned around a central point, with some fingers pointing towards it. The image is semi-transparent, allowing the text to be overlaid clearly.

# WELCOME FROM ASTRO'S PRESIDENT

THOMAS J. EICHLER, MD, FASTRO



# INNOVATION AGAINST COVID-19

NINA TAYLOR, ASTRO VICE PRESIDENT OF LEARNING AND  
EDUCATION



Lobby Info

Next →  
Previous ←

WELCOME TO  
**6CONNEX**

Check our **AGENDA**

Take our **SURVEY**

AUDITORIUM

EXHIBIT HALL

HELP DESK

CLASSROOMS

LOUNGE





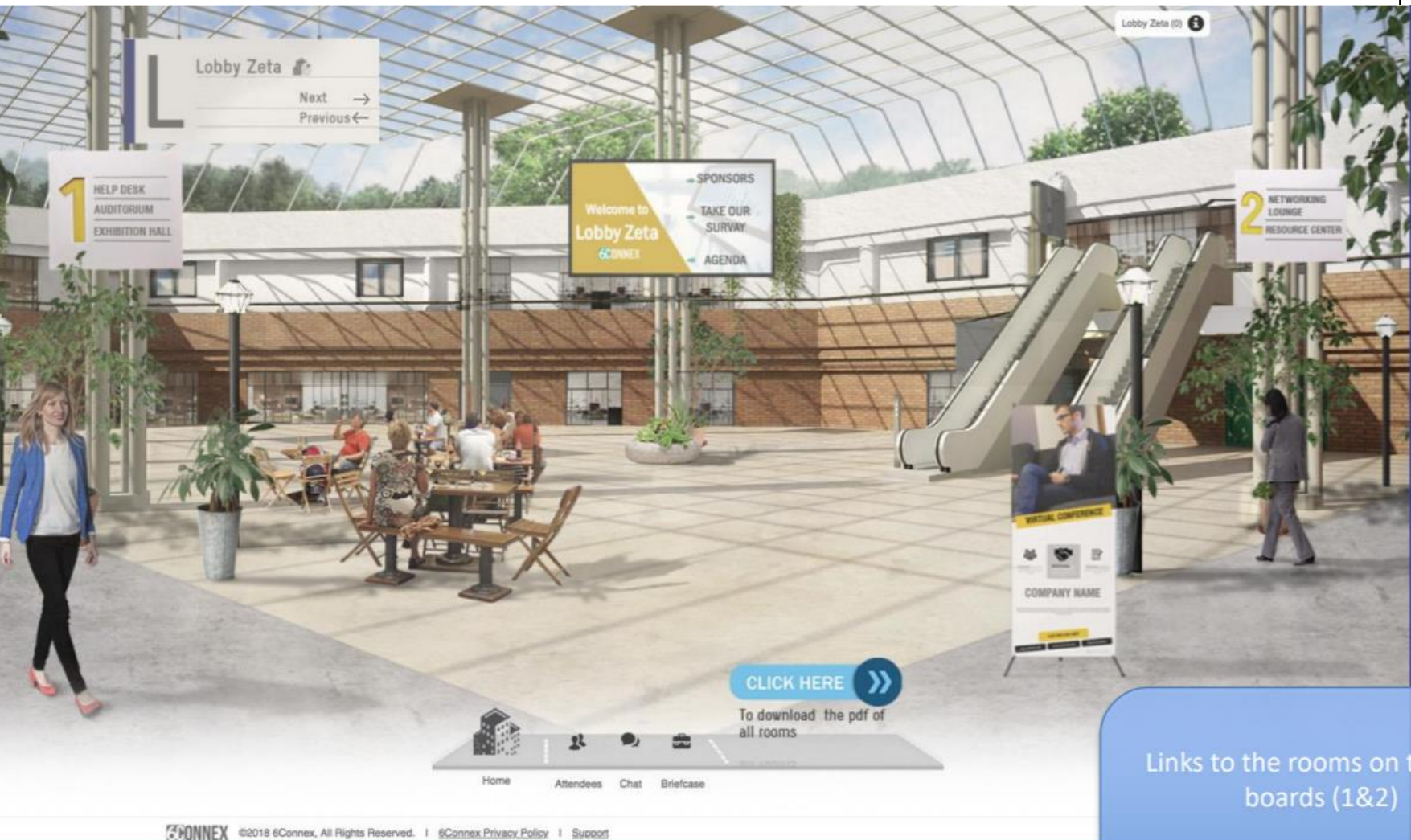
Links to the rooms on one / two / three of the standing sign boards in glass

Promotional message on center screen and possibly also on one of the standing signs









Links to the rooms on the two boards (1&2)

Promotional message on standing board



Click to View Europe Presentations

Click to View Latin America Presentations



## Apps and Integration Exposition

Filter By: All

Sort By: All



Launch

Today's Agenda

Click to view

★★★★★



Scheduled

Get More Out of Your Social Advertising

An introduction to Hootsuite Ads, our brand new enterprise solution to help you to get more out of your paid social investment. Hootsuite Ads lets you drive lower costs while improving ad performance. You save time with its automated management and optimization features, so you're investing in the highest converting ads, and not wasting money on the poor performers.



Countdown

00 Days 00:23:30  
May 3rd 2017



Scheduled

How to Use Social Selling to Grow Leads and Close Sales

Join this crash course on social selling and learn how to use Hootsuite to grow leads and sales on

Countdown



Lobby

Auditorium

Solutions  
Showcase

Digital Café  
Lounge

Technical  
Support Help  
Desk

Attendees

Chat

Briefcase





workday.

Attendees: 1

Connect with our team: 0



Lobby



Auditorium



Email Mail



Media Mail



Breakout Sessions



Networking Lounge



Interviews

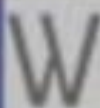


Chat



Showcase

Check out our  
LEADERBOARD



Resource Center B

Red: 14  
Pavilion

# RESOURCE CENTER

PRESENTATION  
DECKS

CASE  
STUDIES

SPONSOR  
RESOURCES

Q&A

VIDEO

LEARNING  
AND  
TRAINING







LET'S HEAD  
OVER TO THE  
EXHIBIT  
HALL



Public Group Chat

Operational Risk  
Management  
Technology / Cyber

Global ID Administration  
Right Source | Right Access | Right Data

Automated Security Testing  
(AST)

Secure SOLC

IS Officers

Awareness & Training

Secure SOLC



Utility



Map



Event Map



Technical Support Map  
Desk



Advertise



Chat



Feedback



3:00PM  
Grand Auditorium  
Tony Graham  
Authentication vs Intent





Exhibit Hall

Next Booth

Previous Booth

Chat with Rep



Prize Giveaways

The Cliff Hotel Commercial Video

Public Group Chat(1)

Info / Representatives (2)



TAJI REID

The Cliff Hotel  
Hotel Manager

Yanique Thomas

The Cliff Hotel  
Wedding and Event Plannerthe cliff  
HOTEL • NEGRIL

ABOUT US

WATCH VIDEOS

VIEW RESOURCES

Chat  
with RepNeed help?  
Technical Support

Lobby

Live Webinar

Exhibit Hall

Networking  
Lounge

Prize Center

Industry  
Insights

Attendees

Chat

Briefcase

 Exhibit Hall  
 Next Booth  
 Previous Booth

Google

SBA

Public Group Chat

Free Marketing  
LessonsVideo  
WorkshopsGet Found on  
Google Search  
and MapsAttend a  
Workshop

Connect with Us!

We'll be staffing the booth from 12:30PM ET on May 1st and 1:30-4:30PM ET on May 2nd before, during and after our presentation.



Daniel Keane



James Cho



Julia Marich



Lobby

Auditorium

Exhibit Hall

Networking Hall

Marketing Lounge

Help Desk

Attendance

Chat

Booths

Gold Cosponsor

VISA







Resources

Prize Drawing

Contact Info

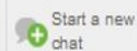
Lincoln Financial Reps (4)

Welcome to the Lincoln Financial Booth!  
Reps are here to assist you or contact us at:

LFG Help Desk   
P: 800 123 4567  
CustServSupportTeam@LFG.com



Invite people to chat



Type here and press send to send a message

☐ Translate

Send



Lobby



Auditorium



Exhibit Hall



Networking  
Lounge



Resource  
Center



Help Desk



Attendees



Chat



Briefcase

Agenda



# Exhibit Hall

Search this site

Now Attending: 1

This Location: 1



D

Exhibit Hall

Next

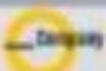
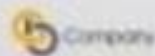
Previous

## EXHIBITORS

7 | 8 | 9 | NOV | 2019



COMPANY B





Leaderboard



Public Group Chat(2)



Info / Representatives (0)



**Bill Conner**  
President & CEO



**Steve Pataky**  
SVP & Chief  
Revenue Officer



**Bob VanKirk**  
SVP & Chief  
Marketing Officer



**Chris Auger**  
VP, Americas Sales



**Dmitriy Ayrapetov**  
Executive Director of  
Product Management



**Atul Dhablania**  
SVP & Chief  
Operating Officer



**Michele Campbell**  
Director, Global  
Channel Programs &  
Education Services



**Michael Berg**  
VP, EMEA Sales

Join **PRODUCT**  
MANAGEMENT Chat

Join **GENERAL**  
LEADERSHIP Chat



View the Keynotes  
in the Auditorium







# EXTEND THE REACH

OF COURSE WE ARE NETWORKING



## Lounge Chat



Type here and press return to send a message

430

Current Participants: 1

Submit

☐ Translate Comments

Submit

Chat with your peers here!



Mike Nelson

Glad to connect with my peers!

10/26/2016 10:30 pm



Sutan, Kumbira

What a beautiful environment!

10/26/2016 10:31 pm



Brandy Boudin

This is wonderful!

10/26/2016 10:37 pm



Carl Anderson

Nice to see you guys here!

10/26/2016 10:38 pm



Jennifer Geddes

Oh and met some great people here too!

10/26/2016 10:38 pm



Jennifer Geddes

Really cool experience in the lounge!

10/26/2016 10:38 pm



Joakim Jonsson

Great show, nice to see so many people here!

10/26/2016 10:39 pm

Chat with your peers here

Check out our  
LEADERBOARD

Lobby

Auditorium

Event Hall

Media Hall

Breakout Sessions

Networking Lounge

Interviews

Chat

Briefings

## Mentoring Hall

Get free business advice from SCORE mentors. Click on a business topic to get started.

Business Plans & Startup Strategy

Breakout Rooms

Marketing & Sales

Management & Finance



Gold Cosponsor

VISA



Lobby

Auditorium

Exhibit Hall

Mentoring Hall

Networking Lounge

Help Desk

Attendees

Chat

Briefcase







SAMPLE

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## Download Excel Reports for All Activity Metrics

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1) Select your date range and time zone

Start date and time

2020/04/27 18:00

End date and time

2020/05/03 08:00

Time Zone

(GMT-05:00) Eastern Time (US & Canada)

2) Select the reports you want to download

☒ All Location Entries

☒ Content Views by Loca

☒ All Content Views

☒ Doorway Clicks by Loc

☒ Click Actions by Location

☒ Master Content by Loc

☒ Content Sharing

☒ Rep to Attendee Chat

☒ Webinar Views

3) Select which columns your reports should include (optional)

Note: Custom registration fields are always included.

Select columns

☐ Zip All Registrants' Shared Files

**Not sure which report you need? [Click here](#) for report definitions.**

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Start

# WE'RE STILL INNOVATING

Invite your customers and prospects to join  
you at ASTRO 2020!

## INVITE OPTIONS

Your Invite Code &  
Reg Link



HTML Email & Web  
Invite



Banner Graphics &  
Downloads



Social Media  
Sharing



GLOBAL ONCOLOGY:  
RADIATION THERAPY IN A CHANGING WORLD



October 25 - 28, 2020  
Miami Beach Convention Center  
Miami Beach, Florida



Visit Us at Booth #1234  
Use Code INVITE-12 to Register





# LET'S RECAP!



## DIRECT CONTACT OPPORTUNITIES

1:1 Chat, In page messaging, Video Chat with Exhibitors, Social Media engagement plan, Briefcase, Enhanced mobile meeting app, In page polling and live text Q&A



## HOME PAGE NAVIGATION

Boasting show look and branding, Easter Eggs/Gamification, Easy navigation, Seamless integration.



## COMMUNITY BUILDING

Learning groups, networking lounge,



## AWARDS AND ACKNOWLEDGEMENTS

Avatar of winners, classrooms named after the Gold Medalist, Fellow's tweet up



## PERSONALIZED EDUCATIONAL LEARNING PATHS

Filtering, personalized learning real time reports, OnDemand offering with CME credit.



## INTEGRATE CERTIFICATION

Member data base, Registration, Mobile meeting app. ISO 27001 Data Security Certified

# 2020 ASTRO ANNUAL MEETING





A blue-tinted background image showing several hands pointing at a large document or map spread out on a table. The hands are from different people, suggesting a collaborative meeting or presentation.

# VIRTUAL EXHIBIT HALL BOOTH PACKAGES

NINA TAYLOR, ASTRO VICE PRESIDENT OF LEARNING AND  
EDUCATION

# BOOTH PACKAGE FEES

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Level	Booth
Level 1	\$5,000
Level 2	\$10,000
Level 3	\$20,000
Level 4	\$35,000
Level 5	\$50,000
Level 6	\$100,000
Custom	Call for pricing



# LEVEL 1 - \$5,000



# LEVEL 1 – KEY BENEFITS

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Branded templated booth

30 Days post-meeting access to Exhibit Hall

1 - Content screen

Chat feature translated into 6 languages

Analytic report post-meeting

4 - Complimentary full conference registrations (CME)

# LEVEL 2: \$10,000

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# LEVEL 2 – KEY BENEFITS

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All benefits included in Level 1

2 – Content screens

6 – Complimentary full conference registrations (CME)

# LEVEL 3: \$20,000

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# LEVEL 3 – KEY BENEFITS

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All benefits included in Levels 1 and 2

3 – Content screens

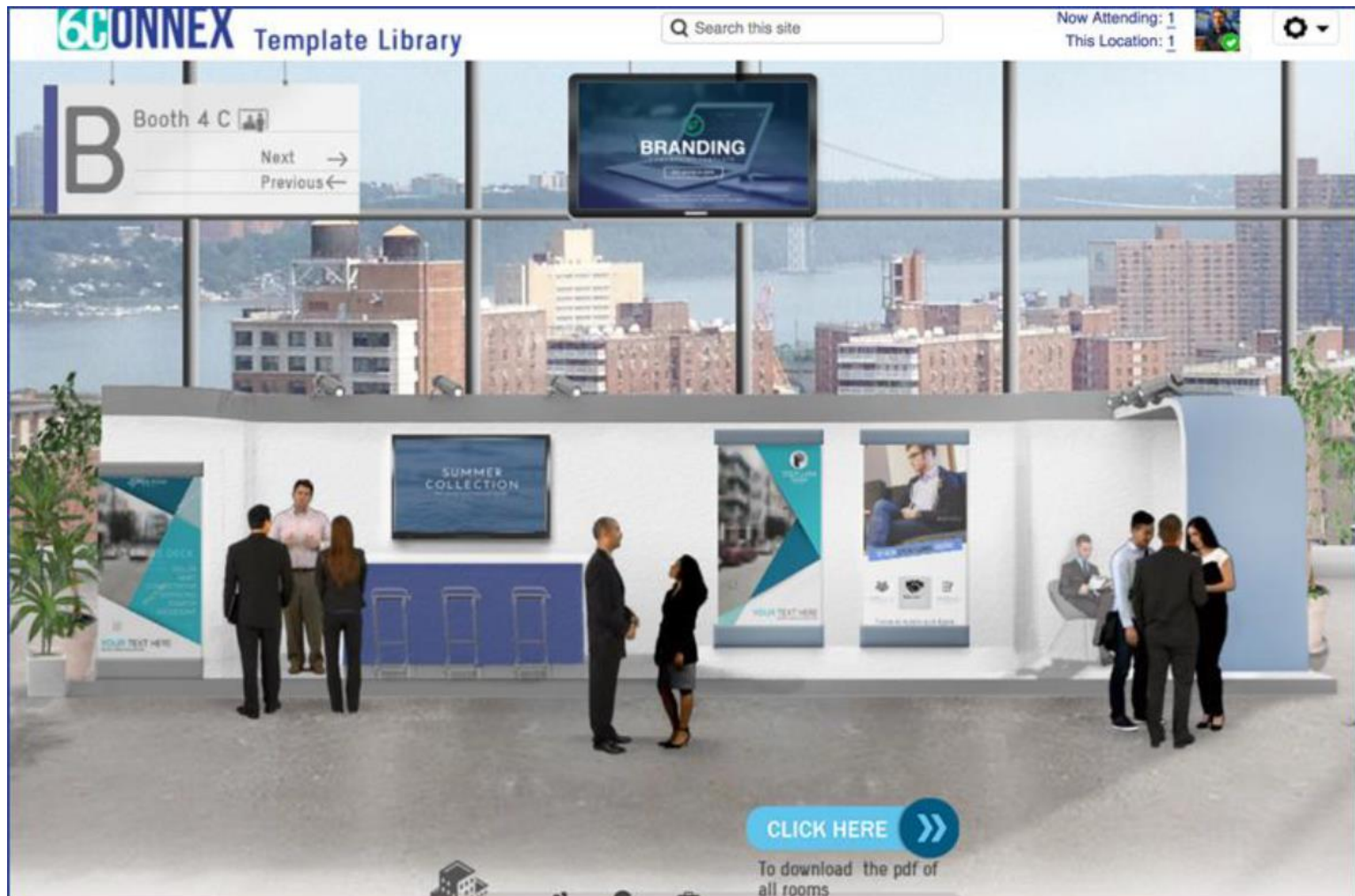
Real time reporting on analytics

8 – Complimentary full conference registrations (CME)



# LEVEL 4: \$35,000

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# LEVEL 4 – KEY BENEFITS

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All benefits included in Levels 1-3

Design assistance

Ability to refresh content throughout meeting

4 – Content screens

12 – Complimentary full conference registrations (CME)

# LEVEL 5: \$50,000

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# LEVEL 5 – KEY BENEFITS

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All benefits included in Levels 1-4

Recognition in high traffic areas

Elevated training and technical support

5 – Content screens

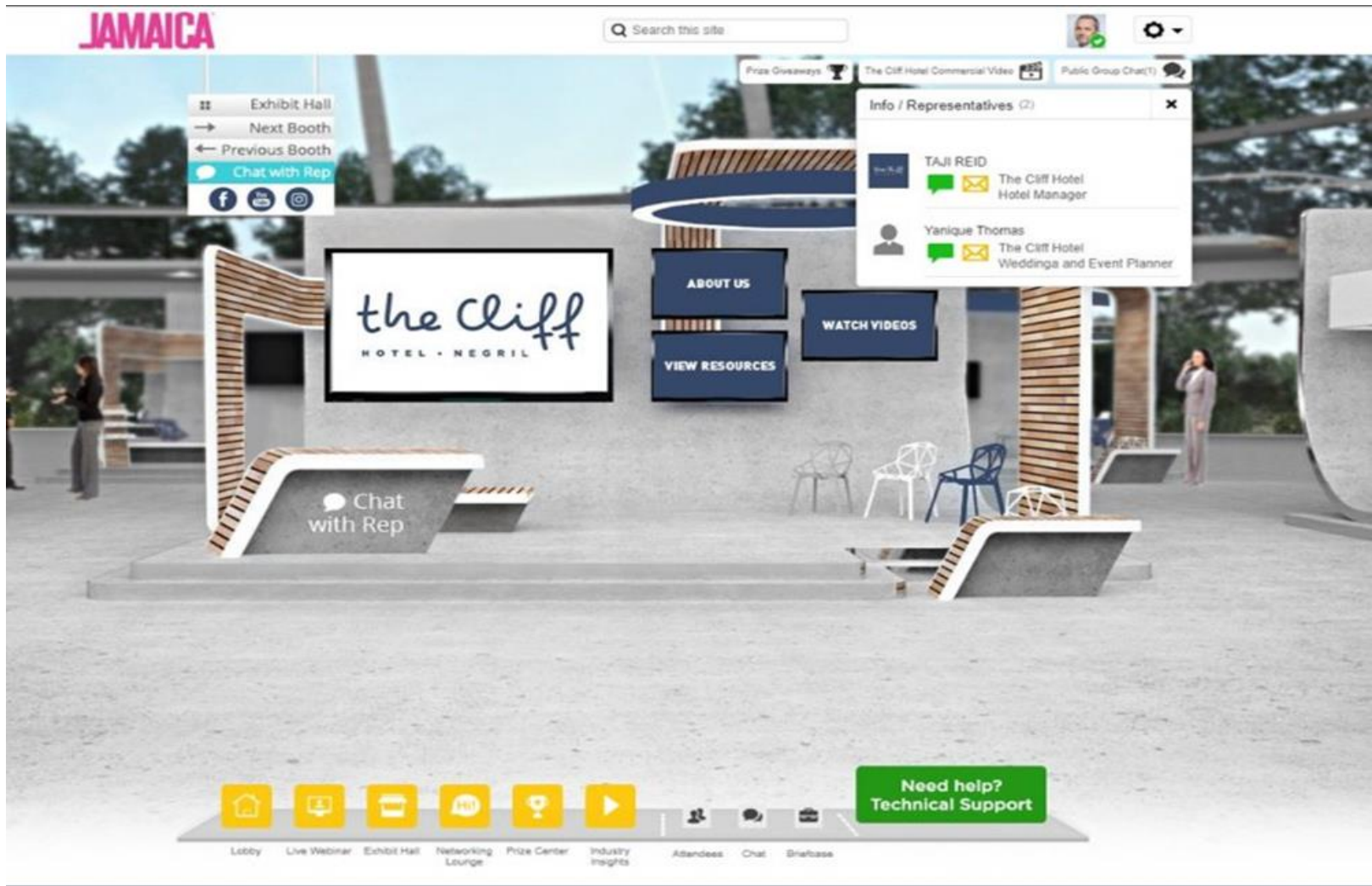
Scavenger hunt to drive booth traffic

Access to networking lounge

Sponsor of Virtual Happy Hour

16 – Complimentary full conference registrations (CME)

# LEVEL 6: \$100,000



# LEVEL 6 – KEY BENEFITS

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All benefits included in Levels 1-5

Booth featured on first 6 navigation pages

White glove service

Custom toolbar

6 – Content screens

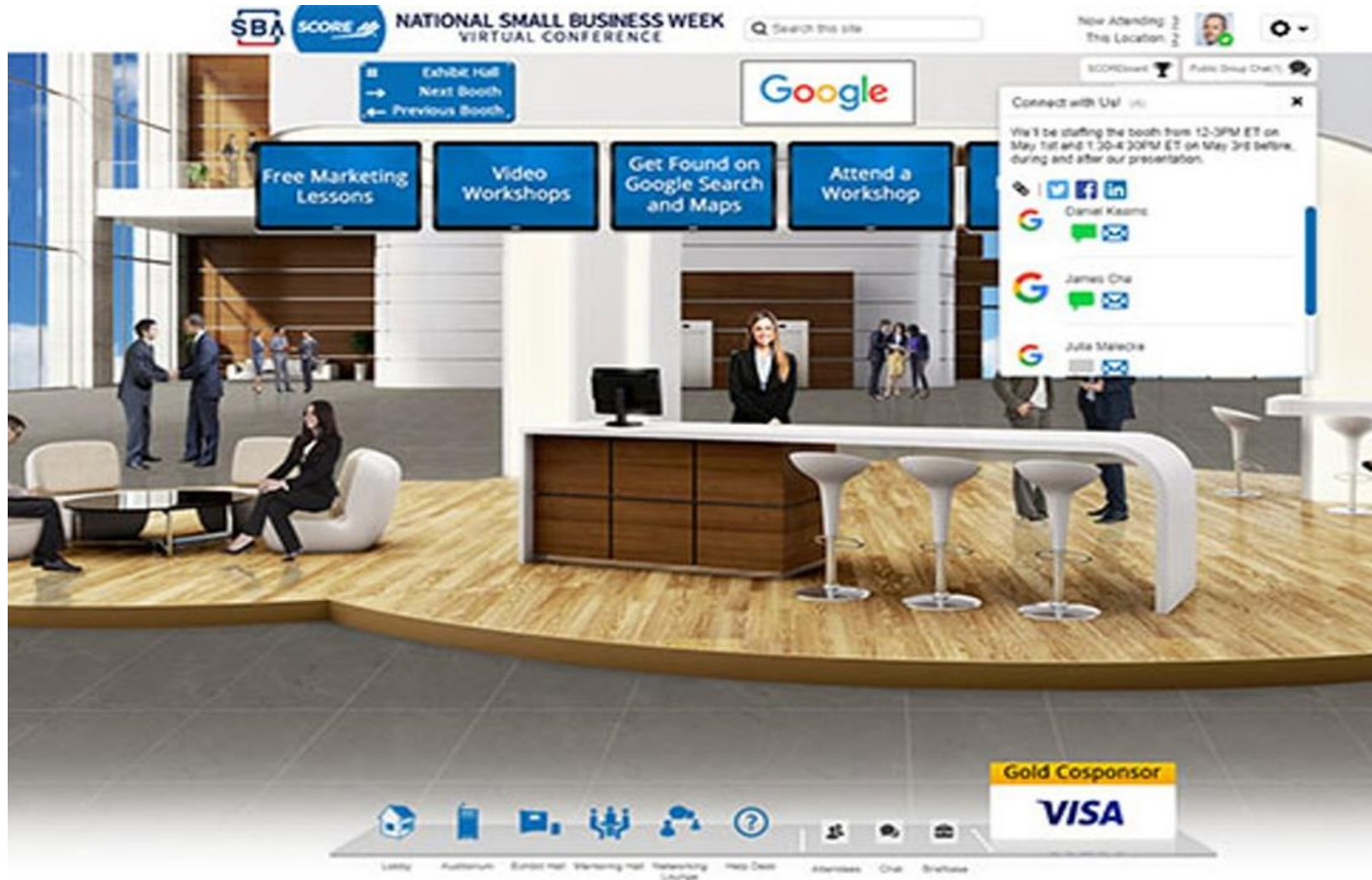
Opportunity to host a 15-minute lunchtime product demo

Complimentary preshow attendee list

20 – Complimentary full conference registrations (CME)



# CUSTOM



# CUSTOM – KEY BENEFITS

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All benefits  
included with  
levels 1-6

Custom booth  
design

Premium  
placement on first  
three navigation  
pages

24 – full conference  
registrations

Opportunity to  
host a user meeting  
on ASTRO's Zoom  
platform

Greatest flexibility  
to realize your  
company's vision

# NEXT STEPS

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- All exhibitors will be converted to a booth package based on current booth spend.
- SPARGO will send an email to schedule your company's phone appointment time to discuss your virtual booth.
- You will receive your appointment email with links to the Exhibitor Prospectus, booth package pricing and benefits and FAQs by Monday, June 1<sup>st</sup>.





# FAQS

NINA TAYLOR, ASTRO VICE PRESIDENT OF LEARNING AND  
EDUCATION

# FAQS

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- **What are the meeting dates?**

October 25-28, 2020. Access to the meeting content and Exhibit Hall will be available for thirty days.

- **What are the Exhibit Hall dates and hours?**

Friday, October 23 – Thursday, October 29, 10:00 a.m. – 5:00 p.m. daily

- **What are the next steps with the virtual booth process?**

The SPARGO exhibit sales team will be sending you a phone appointment to discuss your virtual booth conversion. You will receive your appointment email on Monday, June 1<sup>st</sup>.

- **Are you able to link from the platform to our own website or company platform for live demonstrations, etc.?**

Yes. You can send attendees a link via the chat feature or leverage one of your booth screens to link to your website/platform.

# FAQS

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- **How will ASTRO drive traffic to the Exhibit Hall?**  
Preshow marketing strategies, leveraging the mobile meeting app, social media, push notifications and broadcast messages
- **How will we manage product demonstrations?**  
Options include leveraging monitors in your booth for video demonstrations, hosting on your own platform, or developing a plugin or website for a virtual reality experience.
- **Are other exhibitors able to see my booth?**  
Yes. There is currently no viable mechanism to block registrants of any category from visiting each exhibitor's booth.
- **Is there an option to identify booth staff?**  
Yes. Booth staff personnel will each have their own contact card. All booth staff will be able to chat in real time or send an email to visitors to your booth.



# FAQS

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- Will the entire suite of features remain available throughout the 30 days?

Yes.

- Can I access educational and scientific sessions with my exhibitor badge?

Yes.

- Is design assistance available?

Yes. Our team can work with you on showcasing your in-booth information. For those at the custom level, you will have the opportunity to review and approve your booth design. If you need assistance with further understanding the functionality of the site, our representatives at SPARGO can help.



QUESTIONS?

A blue-tinted background image showing several hands pointing at a large architectural blueprint or map spread out on a table. The hands are from different people, suggesting a collaborative work environment.

# CONCLUDING REMARKS

LAURA I. THEVENOT, ASTRO CEO



ASTRO  
THANKS YOU  
FOR YOUR SUPPORT

GLOBAL ONCOLOGY:  
RADIATION THERAPY IN A CHANGING WORLD

