

**ASCO**<sup>®</sup> AMERICAN SOCIETY OF  
CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER



# ASCO<sup>®</sup> Breakthrough<sup>™</sup>

**August 25–27, 2022**

Pacifico Yokohama Conference Center  
Yokohama, Japan

#ASCOBT22

# PROSPECTUS

DEVELOP GLOBAL ONCOLOGY CONNECTIONS

[breakthrough.asco.org](https://breakthrough.asco.org)

800-564-4220 | 703-679-3951 | [btexhibits@spargoinc.com](mailto:btexhibits@spargoinc.com)

# Join us for ASCO Breakthrough—an international meeting providing access to timely, breakthrough research and education to enhance patient care and improve survivorship and outcomes

At the intersection of advanced technology and cancer care, 2022 ASCO Breakthrough will bring together global leaders in oncology medicine, scientific discovery, and innovation to explore cutting-edge science and a unique application of technology that is transforming cancer care with remarkable therapies.

Exhibitors, sponsors, and attendees are at the forefront of conquering cancer through research, education, and promotion of the highest quality of patient care. You are invited to experience ASCO Breakthrough and reach an audience of 750+ (in-person and online attendees) key opinion leaders from around the world, along with ASCO's international membership base.

The intimate exhibit area will provide ample networking opportunities to connect with oncology innovators, clinicians, and researchers. Don't miss this opportunity to showcase your latest technology and solutions to the biggest obstacles in cancer care.



## ASCO Breakthrough Offers:

- Interactive educational and scientific sessions on the most advanced technology in oncology—artificial intelligence (AI), new diagnostics, delivery of care, and more.
- A global forum for sharing ideas and expertise across disease sites, incorporating the latest findings from engineering and technology fields.
- Sessions focusing on novel and cutting-edge advances at the intersection of clinical practice, research, and technology including disease focused, case-based sessions with the latest research from ASCO meetings.
- A program including speakers from medical and health technology who are developing novel ways to diagnose or treat diseases that can be applied to the future of clinical cancer care.



- Keynote addresses on *Innovative Technology in Oncology*, *Artificial Intelligence in Software for Breast Cancer Diagnosis*, and *Organoids Technology*.
- A lineup of powerful speakers, representing Australia, Canada, China, France, UK, Netherlands, Switzerland, Hong Kong, India, Japan, Singapore, USA, and more.

[LEARN MORE ABOUT THE PROGRAM](#)

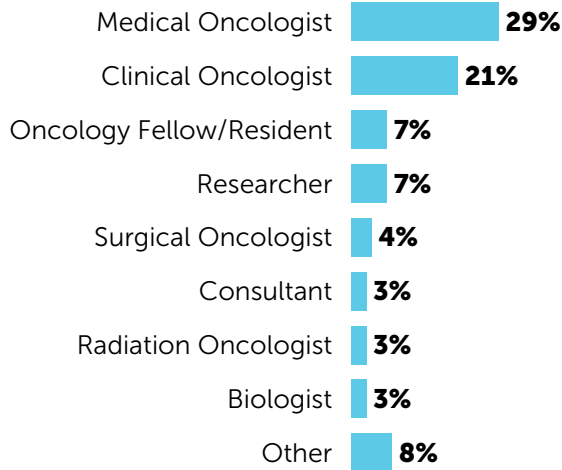
[WEBSITE](#)

[FLOOR PLAN](#)

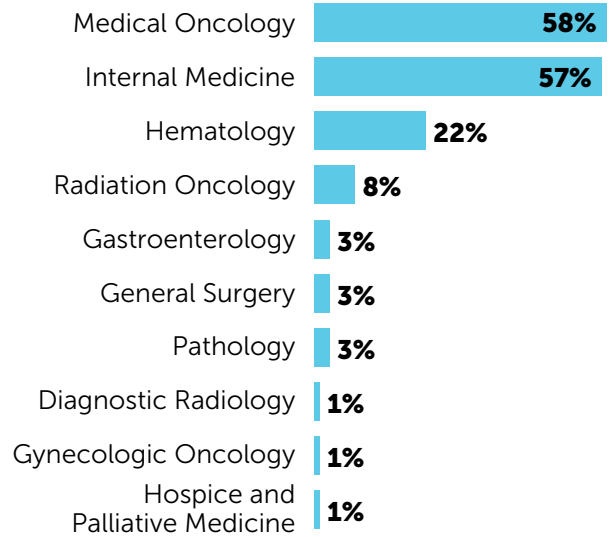
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# Attendee Demographics

## PRIMARY PROFESSIONAL ROLE IN 2019



## BOARD CERTIFICATION OR INTERNATIONAL EQUIVALENT IN 2019

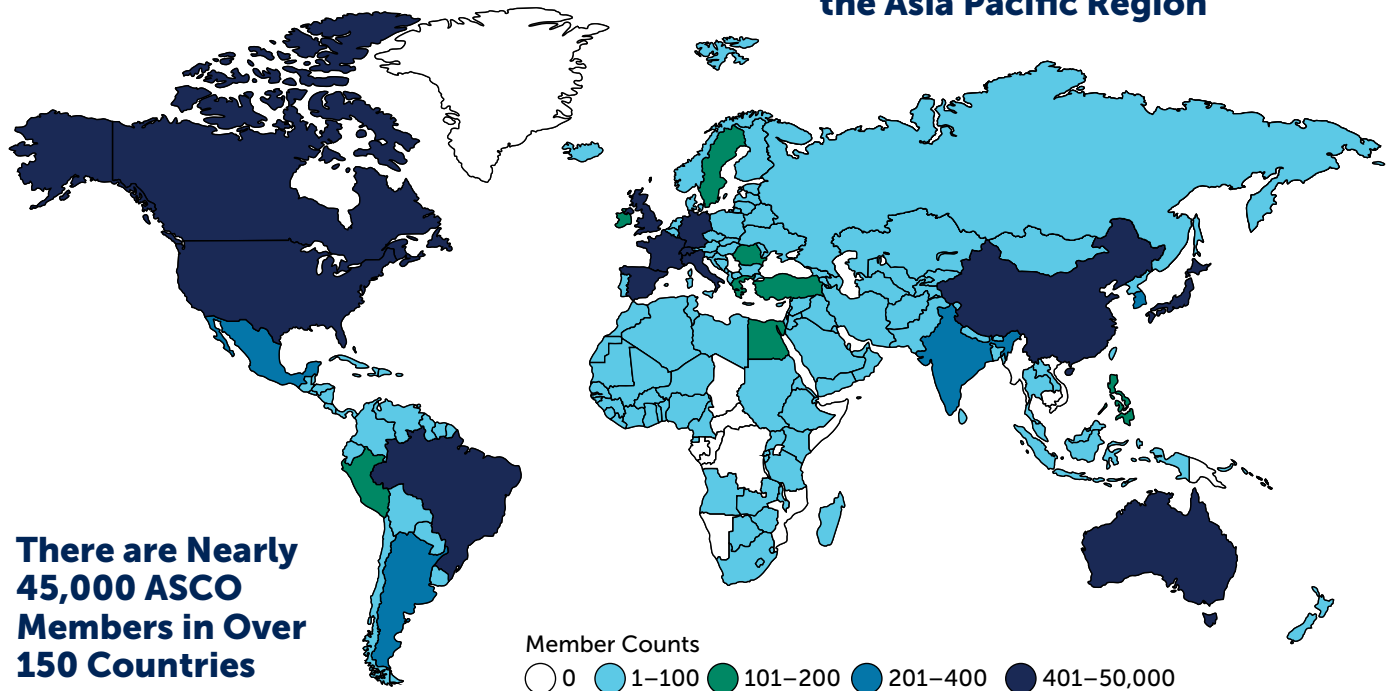


FULL ATTENDEE DEMOGRAPHICS

Attendees could choose more than one option.

# International ASCO Membership

**2,300 Physician Members are in the Asia Pacific Region**



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## Co-Hosts

ASCO Breakthrough will be cohosted by ASCO, the Japan Society of Clinical Oncology (JSCO), and the Japanese Society of Medical Oncology (JSMO), in collaboration with many other regional oncology societies.



LEARN MORE ABOUT THE CO-HOSTS AND REGIONAL COLLABORATORS

## Co-Host Committee

**Howard A. Burris III, MD, FACP, FASCO (Chair)**

Sarah Cannon Research Institute  
*American Society of Clinical Oncology*

**Kazuhiro Yoshida, MD, PhD, FACS**  
Gifu University  
*Japan Society of Clinical Oncology*

**Atsushi Ohtsu, MD, PhD**  
National Cancer Center Hospital East  
*Japanese Society of Medical Oncology*

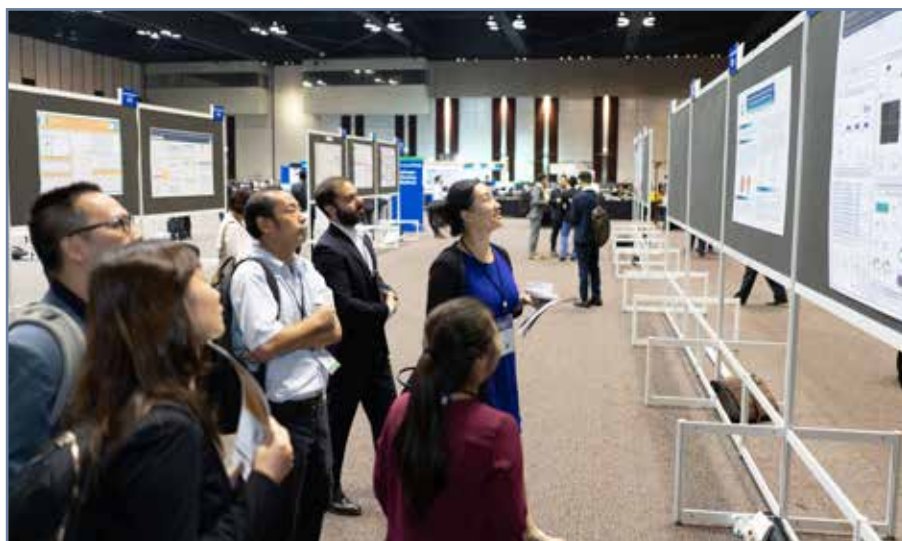
**Peter Yu, MD, FACP, FASCO (Immediate Past Chair)**  
Hartford HealthCare  
*American Society of Clinical Oncology*

**Ekaphop Sirachainan, MD (Past Co-Host)**  
Ramathibodi Hospital  
*Thai Society of Clinical Oncology*

## Program Committee

**Lillian Siu, MD, FASCO (Chair)**  
Princess Margaret Cancer Centre

**Tony S.K. Mok, MD, FRCPC, FASCO (Immediate Past Chair)**  
The Chinese University of Hong Kong



**Jason Y.K Chan, MD**  
The Chinese University of Hong Kong

**Rebecca A. Dent, MD**  
National Cancer Centre Singapore

**Alexander Eggermont, MD, PhD, FASCO**  
Gustave Roussy Cancer Centre

**Philip Greenberg, MD**  
Fred Hutchinson Cancer Research Center

**Pasi Jänne, MD, PhD**  
Dana-Farber Cancer Institute

**Edward S. Kim, MD, MBA, FACP, FASCO**  
City of Hope

**Yu-Chuan (Jack) Li, MD, PhD**  
Taipei Medical University

**Alexander Pearson, MD, PhD**  
The University of Chicago

**Kohei Shitara, MD**  
National Cancer Center Hospital East

**George W. Sledge, MD, FASCO**  
Stanford University Medical Center

ALL COMMITTEES

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# Exhibit Packages and Marketing Opportunities

ASCO is pleased to offer an array of opportunities to participate in ASCO Breakthrough. Levels will be awarded to all participating companies based on the total dollar amount of all opportunities purchased. Each level includes specific recognition and benefits.

Be Part of ASCO Breakthrough—Secure Your Presence at This Global Meeting

## LEVELS OF SUPPORT

### PLATINUM: \$150,000+

- Listed as Platinum supporter on the ASCO Breakthrough website, in the printed program, on supporter signage, and on the walk-in slides.
- Awarded five priority points toward 2024 ASCO Annual Meeting exhibit space and housing selection.
- Provided four invitations for company executives to attend the VIP reception for Faculty and International Societies.

### GOLD: \$100,000-\$149,999

- Listed as Gold supporter on the ASCO Breakthrough website, in the printed program, on supporter signage, and on the walk-in slides.
- Awarded four priority points toward 2024 ASCO Annual Meeting exhibit space and housing selection.
- Provided three invitations for company executives to attend the VIP reception for Faculty and International Societies.

### SILVER: \$75,000-\$99,999

- Listed as Silver supporter on the ASCO Breakthrough website, in the printed program, on supporter signage, and on the walk-in slides.
- Awarded three priority points toward 2024 ASCO Annual Meeting exhibit space and housing selection.
- Provided two invitations for company executives to attend the VIP reception for Faculty and International Societies.

### BRONZE: \$50,000- \$74,999

- Listed as Bronze supporter on the ASCO Breakthrough website, in the printed program, on supporter signage, and on the walk-in slides.
- Awarded two priority points toward 2024 ASCO Annual Meeting exhibit space and housing selection.
- Provided one invitation for company executive to attend the VIP reception for Faculty and International Societies.

## EXHIBIT ONLY:

### Booth, Kiosk, or Tabletop

- Included in print and online Exhibitor Directory with an option to upgrade listing.
- Awarded one priority point toward 2024 ASCO Annual Meeting exhibit space and housing selection.

## EXHIBIT AND MEETING ROOM OPTIONS

### EXHIBIT BOOTH (3MX3M): \$20,000

- Prominent space on the exhibit floor to build display booth
- Existing ballroom carpet
- Five complimentary full meeting registrations
- Attendee list including name, degree, organization, city, state, and country
- Basic listing in the printed and online Exhibitor Directory (upgrade available)

### KIOSK: \$15,000

- Kiosk with locking cabinet, 32" monitor, keyboard, and mouse
- Company logo on face of kiosk
- Counter and two stools
- Existing ballroom carpet
- Electrical
- Five complimentary full meeting registrations
- Attendee list including name, degree, organization, city, state, and country
- Basic listing in the printed and online Exhibitor Directory (upgrade available)



### TABLETOP: \$7,000

- One exhibit counter high table and one stool
- Existing ballroom carpet
- Five complimentary full meeting registrations
- Attendee list including name, degree, organization, city, state, and country
- Basic listing in the printed and online Exhibitor Directory (upgrade available)

### MEETING ROOM\*: \$20,000

- Private 69 m<sup>2</sup> carpeted meeting room at the Convention Center
- Sign with company name and logo outside of room
- Access to room for three days of the meeting

\* Exclusive to Exhibitors

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## Marketing Opportunities

### EXHIBITOR DIRECTORY UPGRADE\*: \$800

Upgrade your basic exhibitor listing in the printed and online directory to include a 500-character description, company logo on the online listing, and an enhanced listing icon on the online floor plan and exhibitor list.

### INDUSTRY EXPERT THEATER\*: \$30,000 (Online Only/On-demand) | \$40,000 (In-person and On-demand; 2 Available)

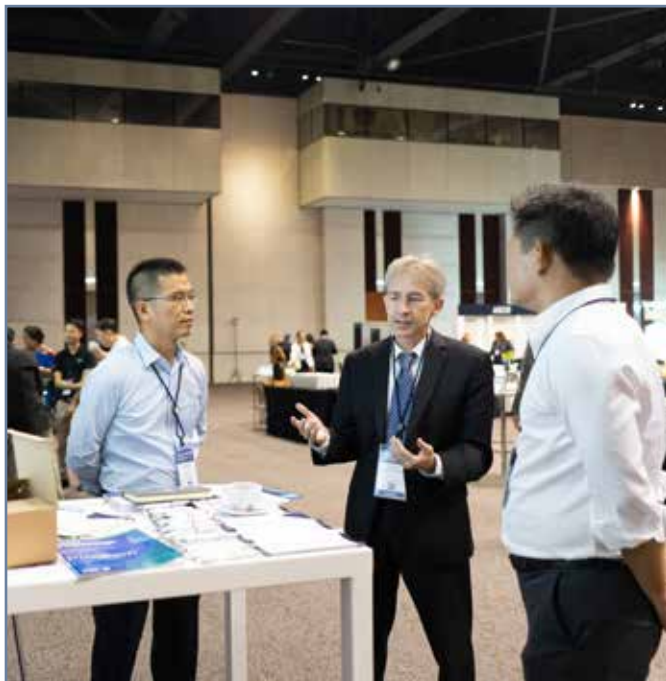
Present a non-accredited educational session, highlighting a new service or the development of a particular product. Live, in-person theater sessions will take place during the evening poster session for up to 50 attendees. ASCO will provide a standing lectern with microphone; a wireless microphone for Q&A; a laptop, screen, and projector; a table by the entrance for literature; one lead retrieval unit to scan badges; and signage outside the theater. Theater presentations will be listed on signage, in the program, and on the ASCO Breakthrough website.

### WiFi: \$75,000 (Exclusive)

Attendees will appreciate your sole support of the WiFi throughout the meeting space. The supporter will be recognized on WiFi signage, in the printed program, and on the walk-in slides.

### RECHARGING ZONES: \$25,000 (3 Available)

Your logo will be displayed in multiple areas where attendees can charge their mobile phone, tablet, or laptop. Supporters will also receive acknowledgment in the printed program and on the walk-in slides.



\* Exclusive to Exhibitors



### PRINTED PROGRAM ADS: \$15,000 (Inside Front Cover) | \$10,000 (Inside Back Cover) | \$25,000 (Back Cover)

Stand out in the printed program by securing a full color ad on the inside front cover, inside back cover, or back cover.



### HOTEL DROP INSERT: \$15,000

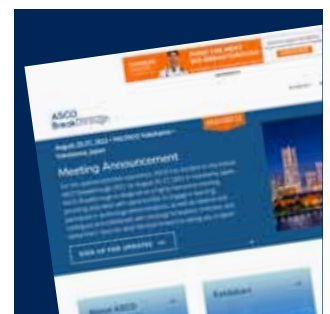
Get your name and branding in front of attendees as they arrive at the official meeting hotel with an insert in the Hotel Drop Bag. Maximum four-page and/or 4 ounce insert.

### HOTEL DROP BAG: \$25,000 (Exclusive)

Secure this high-visibility opportunity with your logo, name, website URL, and/or table number on the Hotel Drop Bag.

### ASCO BREAKTHROUGH WEBSITE BANNER AD: \$10,000 (4 Available)

Gain exposure before, during, and after the meeting with your 728x90 banner ad at the top of the ASCO Breakthrough website which contains all information pertinent to the meeting. With four ads available, each company will experience an equal 25% share of voice (SOV).



## Marketing Opportunities



### **ASCO DAILY NEWS PODCAST:**

**\$10,000 (1 Available)**

Include up to a 30-second advertisement in the *ASCO Daily News* Podcast which contains coverage of the top abstracts and practice-changing science from ASCO Breakthrough.

The first *ASCO Daily News* podcast was released in 2019 and has been growing steadily in listenership ever since.



### **HOSTED PHYSICIAN REGISTRATIONS:**

**\$41,250 (50 Full Registrations)**

**\$20,625 (25 Full Registrations)**

Hosted physician packages include the fees for either 50 or 25 full in-person registrations with access to in-person sessions as well as post-meeting online content.

### **ASCO DAILY NEWS WRAP-UP EMAIL AD:**

**\$12,500 (728x90/1 Available)**

**\$10,000 (300x250/2 Available)**

Get your messaging in front of attendees and non-attendees alike by placing a digital ad in the *ASCO Daily News* wrap-up email. This email is sent following the meeting and includes coverage of the top abstracts that were presented, as well as other highlights from the meeting.



### **GENERAL MEETING SUPPORT – Inquire**

Please contact us at [btexhibits@spargoinc.com](mailto:btexhibits@spargoinc.com) for more information about general meeting support.

### **OTHER SUPPORT OPPORTUNITIES – Inquire**

Do you have additional support opportunity ideas? Please contact us at [btexhibits@spargoinc.com](mailto:btexhibits@spargoinc.com) to share your thoughts.

**BE WHERE THE ONCOLOGY WORLD COMES TOGETHER—  
SECURE YOUR PARTICIPATION TODAY**

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