

ASCO Gastrointestinal
Cancers Symposium

January 19–21, 2023
San Francisco, CA & Online
gi.asco.org



#GI23

EXHIBITING AT THE 2023 ASCO GI CANCERS SYMPOSIUM

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TOPIC SUMMARY:

- Health and Safety Information
- Important Locations and Floor Plan
 - Exhibit Space Package
 - Display Restrictions
 - Exhibits Schedule
 - Giveaway Policy
- Outbound Shipping Information
 - Exhibiting Tips
 - Contact Information

HEALTH AND SAFETY INFORMATION:

ASCO strongly recommends in-person meeting attendees do the following regardless of the CDC COVID-19 Community Level.

Stay up to date with COVID-19 and other recommended adult vaccinations.

Take a rapid COVID test prior to attending a meeting and do not attend in person if you test positive.

Do not attend the meeting if you have symptoms that could be consistent with a “cold” or any other respiratory infection and leave the meeting if you develop such symptoms.

Wear a mask in crowded indoor settings. Review current CDC and applicable local guidance for protecting yourself from COVID-19.

For the most current information please refer to:

<https://gi.asco.org/health-safety>

MOSCONE WEST BUILDING

Level One:

- Registration (pick up badges and lead devices at registration)
- Posters
- Exhibits
- Industry Expert Theater
- Standard Exhibitor Meeting Rooms
- Food and Beverage
- Internet Stations
- Charging Table and Locker

Level Two:

- Premium Exhibitor Meeting Rooms

Level Three:

- General Session
- Charging Locker

ASCO Gastrointestinal Cancers Symposium 2023

Symposium Dates: January 19-21, 2023

Moscone Center West - Level 1

San Francisco, California

Floor Plan is Subject to Change without Notice

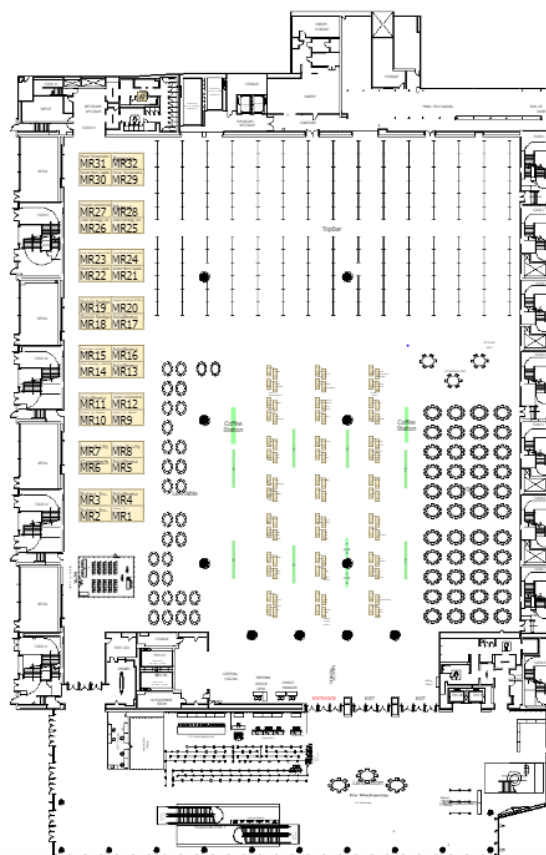


EXHIBIT SPACE PACKAGE

- One 6'L x 42"H draped counter high table and one stool
- Carpet- please do not ship carpet to the Symposium
- Five complimentary full Symposium registrations
(Nonprofit companies receive three)
- Reference list of attendees
- Recognition on Symposium website and in the printed and online Exhibitor Directory
- Signage at exhibit table
- Priority Points towards 2024 ASCO Annual Meeting ranking
- Opportunity to host an Industry Expert Theater
- Option to rent a private meeting room

DISPLAY RESTRICTIONS:

All displays are restricted to the tabletop only. Banner stands and A/V monitors are permitted on the floor directly behind the exhibit table. No literature stands or pop-up booths may be displayed behind, in front of, or next to the exhibit table.

Advertising, marketing materials, and or/product literature that contain any reference to a specific poster or session are prohibited.





EXHIBITS SCHEDULE

Wednesday, January 18:

Registration and Exhibitor Move In – 3:00 PM to 5:00 PM

All exhibits must be set by 5:00 PM on Wednesday, January 18.

EXHIBITS SCHEDULE

Thursday, January 19:

- Registration and Exhibit Hours – 7:00 AM to 5:45 PM

Exhibitors must staff their tables during the following times as attendees will be in the Posters, Exhibits, and Food Room at these times:

- 7:00 AM – 8:00 AM Continental Breakfast
- 9:30 AM – 10:00 AM Break
- 12:00 PM – 1:30 PM Poster Session with Complimentary Boxed Lunch
- 3:00 PM – 3:30 PM Break
- 4:45 PM – 5:45 PM Poster Session with Complimentary Wine and Cheese

EXHIBITS SCHEDULE

Friday, January 20:

- Registration – 6:30 AM – 5:30 PM
- Exhibit Hours- 7:00 AM – 5:30 PM

Exhibitors must staff their tables during the following times as attendees will be in the Posters, Exhibits, and Food Room at these times:

- 6:30 AM – 8:00 AM Continental Breakfast
- 9:30 AM – 10:00 AM Break
- 12:00 PM– 1:30 PM Poster Session with Complimentary Boxed Lunch
- 3:00 PM – 3:30 PM Break
- 4:30 PM – 5:30 PM Poster Session with Complimentary Wine and Cheese

EXHIBITS SCHEDULE

Friday, January 20:

- Exhibit Move Out –5:30 PM – 6:30 PM - Exhibits may not be dismantled before 5:30 PM. Early dismantling of exhibits is prohibited. All exhibits must remain fully intact and staffed during all published exhibit hours.

OUTBOUND SHIPPING INFORMATION

All exhibit materials must be cleared from the exhibit area by 6:30 PM on Friday, January 20.

Exhibitors are responsible for making arrangements with their individual carrier.

Freeman representative will be available to provide outbound shipping paperwork on Friday afternoon.

GIVEAWAY POLICY

Commercial Exhibitors:

- All giveaways must be designed primarily for the education of patients or healthcare professionals and must not exceed **\$10** in value
- Must be available to all registered attendees immediately upon request
- Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors

Requiring giveaways to be educational also helps further our efforts to provide attendees with a Symposium experience that focuses on education.

GIVEAWAY POLICY

Nonprofit Exhibitors and Government Agencies:

- Giveaways must not exceed **\$10** in value
- Must be available to all registered attendees immediately upon request
- Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors

EXHIBITING TIPS

A Few Reminders on How to:

Engage Attendees

Obtain Customers

Establish Connections

Generate Leads

EXHIBITING TIPS

DO:

- Be present in your exhibit space and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation and establish a connection
- Make visitors happy they stopped by your exhibit table and thank them for stopping by
- Keep your exhibit table neat and clean
- Wear your official Symposium badge while in the host facility
- Have staff in your exhibit space at all times, even when not required
- Have sufficient staffing to allow for rest and breaks

EXHIBITING TIPS

DO NOT:

- Dismantle your display until the exhibits are officially closed
- Sit at your exhibit table during breaks when attendees are in the exhibits area
- Talk or text on your cell phone while at your exhibit table
- Eat, drink, read, or otherwise be distracted
- Stand with your arms crossed. Engage in conversation with your fellow exhibit staff whenever attendees are nearby

Thank you for viewing this webinar.

I look forward to seeing you in San Francisco!

Please contact me with any questions:

Eileen McGill

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