ASCO Gastrointestinal Cancers Symposium

January 19–21, 2023
San Francisco, CA & Online
gi.asco.org
#GI23

CELEBRATING 20 YEARS
2004 – 2023

Exhibiting Tips

What ASCO does to encourage attendees to visit the exhibits:
- Place exhibits near food and beverage service and posters.
- Market the exhibits via the following platforms:
  - Printed and Online Program, which includes the exhibitor directory, provided to each attendee
  - Symposium website, which includes a searchable online exhibitor directory and floor plan
  - A "Know Before You Go" email sent to attendees the week of the Symposium
  - Verbal announcements made in the Posters, Exhibits and Food Room
  - Walk-in slides in the session rooms

What YOU can do onsite to engage attendees, obtain customers, establish connections, and generate leads:
- Take advantage of an exclusive exhibitor-only opportunity: purchase an attendee mailing list through INFOCUS marketing. Visit the Advertising Opportunities page on the Symposium website to learn more
- Increase your exposure by purchasing additional Enhancements available throughout the Posters, Exhibits and Food Room
- Sign up for an Industry Expert Theater Session timeslot
- 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 and thank them for stopping by
- Have a system for capturing, qualifying, and following up on leads
- Keep your exhibit space neat and clean
- Have staff in your exhibit space at all times
- Have sufficient staffing to allow for rest and breaks
- Dress in a professional manner
- Wear comfortable shoes or consider having an extra pair to change into

Avoid these traffic-stoppers:
- Distractions (eating, chewing gum, reading)
- Sitting at your exhibit during breaks when attendees are in the exhibits area
- Talking or texting on your cell phone while in your exhibit space
- Standing with your arms crossed
- Engaging in conversation with your fellow exhibit staff when attendees are nearby