

# Industry Expert Theater



Industry Expert Theater sessions provide an opportunity for exhibitors to present in-person or pre-recorded non-accredited educational sessions highlighting a new service or the development of a particular product.

Only 2022 ASCO GU Cancers Symposium contracted exhibitors are eligible to participate. Live, in-person theater session times may be reserved for \$40,000 (audio capture with slides posted on demand) and will be awarded on a first-come, first-served basis. Pre-recorded (on demand only) sessions are available for \$30,000.

**APPLICATION DEADLINE: TUESDAY, NOVEMBER 16, 2021**

## Live, In-Person Session Times:

Thursday, February 17	
Mid-Day	11:45 AM – 12:30 PM
Evening	6:00 PM – 6:45 PM

Friday, February 18	
Mid-Day	12:45 PM – 1:30 PM
Evening	5:30 PM – 6:15 PM

\*ASCO reserves the right to alter session times at its discretion

## EACH LIVE, IN-PERSON THEATER WILL INCLUDE:

- Seating for up to 50 attendees (if social distancing is not required)
- Standing lectern with microphone
- Wireless microphone on a stand in the center of the room for audience Q&A
- Presentation laptop and 90" monitor for presentation viewing
- Draped six-foot table by entrance for literature
- Literature rack
- Lead Retrieval to scan badges
- Two 22x28 signs with chrome sign holders
- Slide and audio capture for on-demand viewing
- Post-show data for users who view the presentation on demand

Industry Expert Theater sessions will be promoted in the online and printed Meeting Program, the Symposium *Daily News*, General Session Walk-in Slides, and social media channels. Each Theater participant will receive the 2022 ASCO GU Cancers Symposium advance registration mailing list for one-time use (postal mailing addresses only).

**For more information or to apply to participate in an Industry Expert Theater, contact the ASCO Exhibit Sales Team at [guexhibits@spargoinc.com](mailto:guexhibits@spargoinc.com), 800-564-4220, or 703-631-6200.**

# Application and Contract for the Industry Expert Theater

ASCO Genitourinary  
Cancers Symposium

## 2022 ASCO Genitourinary Cancers Symposium

Meeting Dates: February 17-19, 2022

Exhibit and Industry Expert Theater Dates: February 17-18, 2022

Moscone West | San Francisco, CA

**Application Deadline: Tuesday, November 16, 2021**

### Step 1: Contact Information

Company Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

### Step 2: Session Information

These non-accredited educational sessions are up to 45-minutes including Q&A. The purpose of the session is to highlight a new service or the development of a product and should be focused on the science relating to the development of a product or service of the Theater Participant, not just the product or service itself. 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.

I agree to submit all session details including title, speakers, and a description no later than **Tuesday, November 16, 2021**. You will receive an email with a link to provide this information.

### Step 3: Session Fee and Preferred Dates and Times

- \$40,000 per session for a live, in-person program with audio capture and slides posted for on demand viewing\*
- \$30,000 per session for a prerecorded program, provided by IET company, available for on demand viewing

Please rank all 4 dates and times with 1 being your first choice.

#### Thursday, February 17, 2022

\_\_\_ 11:45 AM – 12:30 PM

\_\_\_ 6:00 PM – 6:45 PM

#### Friday, February 18, 2022

\_\_\_ 12:45 PM – 1:30 PM

\_\_\_ 5:30 PM – 6:15 PM

\* Live sessions are limited and will be scheduled at a specific time in the program agenda.

### Step 4: Payment and Cancellation

Total Amount Due: \$ \_\_\_\_\_

100% payment is due with this application. Full payment is required to move forward with the IET. **Failure to make payments does not release the contracted or financial obligation of Exhibitor.**

#### Submit application to:

Email: [exhibitcontracts@spargoinc.com](mailto:exhibitcontracts@spargoinc.com)

#### Need Help? Contact:

[guexhibits@spargoinc.com](mailto:guexhibits@spargoinc.com) | 703-631-6200 | 800-564-4220

#### Make checks payable to: ASCO

#### Mail check payment to:

ASCO Exposition Mgmt., c/o SPARGO, Inc.  
11208 Waples Mill Road, Suite 112 • Fairfax, VA 22030

#### Credit Card Payments:

An invoice will be sent within three business days with instructions to submit a credit card payment online. Credit cards will also be accepted by phone at 703-631-6200 or 800-564-4220.

### Step 5: Cancellation Policy and Acknowledgement

**No refund if Theater Participant cancels.** Only contracted Exhibitors in good standing are eligible for participation in the Theater, therefore cancellation of exhibit space automatically results in cancellation of an Exhibitor's Theater(s). As an authorized representative of the above stated Exhibitor/Industry Expert Theater Participant, I have received, reviewed, and agree that Exhibitor will comply with the Policies for Exhibitors and Other Organizations at ASCO Meetings and the supplemental Industry Expert Theater Guidelines available on [asco.org/exhibits](http://asco.org/exhibits) and that Exhibitor will comply with all updates of such policies applicable to the 2022 ASCO Genitourinary Cancers Symposium (as may be amended from time to time). Exhibitor agrees to receive all written and electronic correspondence from ASCO, SPARGO, Inc., and official event contractors in reference to the 2022 and 2023 ASCO Genitourinary Cancers Symposium. This application will become a contract upon Exhibitor's authorized signature and ASCO's acceptance and approval.

Exhibitor Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Telephone \_\_\_\_\_