

## Industry Expert Theater

The Industry Expert Theaters provide an opportunity for exhibitors to present non-accredited educational sessions for up to 50 in-person attendees, highlighting new service or the development of a particular product. Theater sessions may be up to 45 minutes in length, including any Q&A. 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. Audio and slides from each session will be captured and placed on the Symposium website for on demand viewing after the meeting.

Exhibitors with contracted 2023 ASCO GU Cancers Symposium exhibit space are eligible to apply to participate in the Theaters. Live, in-person presentations (slides and audio on demand after) may be reserved for \$45,000 each and will be awarded on a first-come, first-served basis. Pre-recorded presentations (on demand only) are available for \$30,000 each.

### LIVE, IN-PERSON

#### SESSION TIMES:

**Thursday, February 16, 2023**

11:45 AM – 12:30 PM

6:00 PM – 6:45 PM

**Friday, February 17, 2023**

12:45 PM – 1:30 PM

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
- ▶ Standing lectern with microphone
- ▶ Wireless microphone on a stand in the center of the room for audience Q&A
- ▶ Presentation laptop and large monitor for presentation viewing
- ▶ Draped six-foot table by entrance for literature
- ▶ Lead Retrieval unit to scan badges

- ▶ Literature rack
- ▶ Two 22"x28" single sided 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 on the ASCO Genitourinary Cancers Symposium website, the Theater and General Session Walk-In Slides, and ASCO's social media channels as well as in the ASCO *Daily News*, and the Symposium printed and online programs. ASCO will provide each Theater participant with the 2023 ASCO GU Cancers Symposium advance registration mailing list for one-time use (postal mailing addresses only).

**APPLICATION DEADLINE:  
FRIDAY, NOVEMBER 18, 2022**