

Industry Expert Theater

The Industry Expert Theaters provide an opportunity for exhibitors to present live non-accredited educational sessions for up to 50 in-person attendees, highlighting a 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 2024 ASCO GU Cancers Symposium exhibit space are eligible to apply to participate in the Theaters. Sessions may be reserved for \$45,000 each and will be awarded on a first-come, first-served basis.

**APPLICATION DEADLINE:
FRIDAY, OCTOBER 27, 2023**



SESSION TIMES:

Thursday, January 25, 2024

11:45 AM – 12:30 PM

5:15 PM – 6:00 PM

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

Friday, January 26, 2024

11:45 AM – 12:30 PM

6:00 PM – 6:45 PM

Session times are assigned on a first-come, first-served basis. Submit early to get your preferred time.

THEATER WILL INCLUDE:

- ▶ Seating for up to 50 attendees
- ▶ Standing lectern with microphone
- ▶ Wireless microphone on a stand for audience Q&A
- ▶ Presentation laptop and large monitor for audience 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, Session Walk-In Slides, on ASCO's social media channels, and the Symposium printed and online programs. ASCO will provide each Theater participant with the 2024 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, 800-564-4220, or 703-631-6200.