

EMBRACING CHANGE

ADVANCING PERSON-CENTERED CARE

ASTRO

ANNUAL MEETING



EXHIBITOR PROSPECTUS

October 24-27, 2021
McCormick Place West
Chicago

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TABLE OF CONTENTS

| | |
|------------------------------------|----|
| EXHIBIT RATES AND TERMS | 03 |
| ABOUT ASTRO AND THE ANNUAL MEETING | 04 |
| MAXIMIZE YOUR VISIBILITY | 06 |
| KEY CONTACTS | 07 |



ABOUT US

ABOUT ASTRO

ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, physicists, biologists, dosimetrists, radiation therapists, nurses and other health care professionals who specialize in treating patients with radiation therapies.

ABOUT THE ANNUAL MEETING

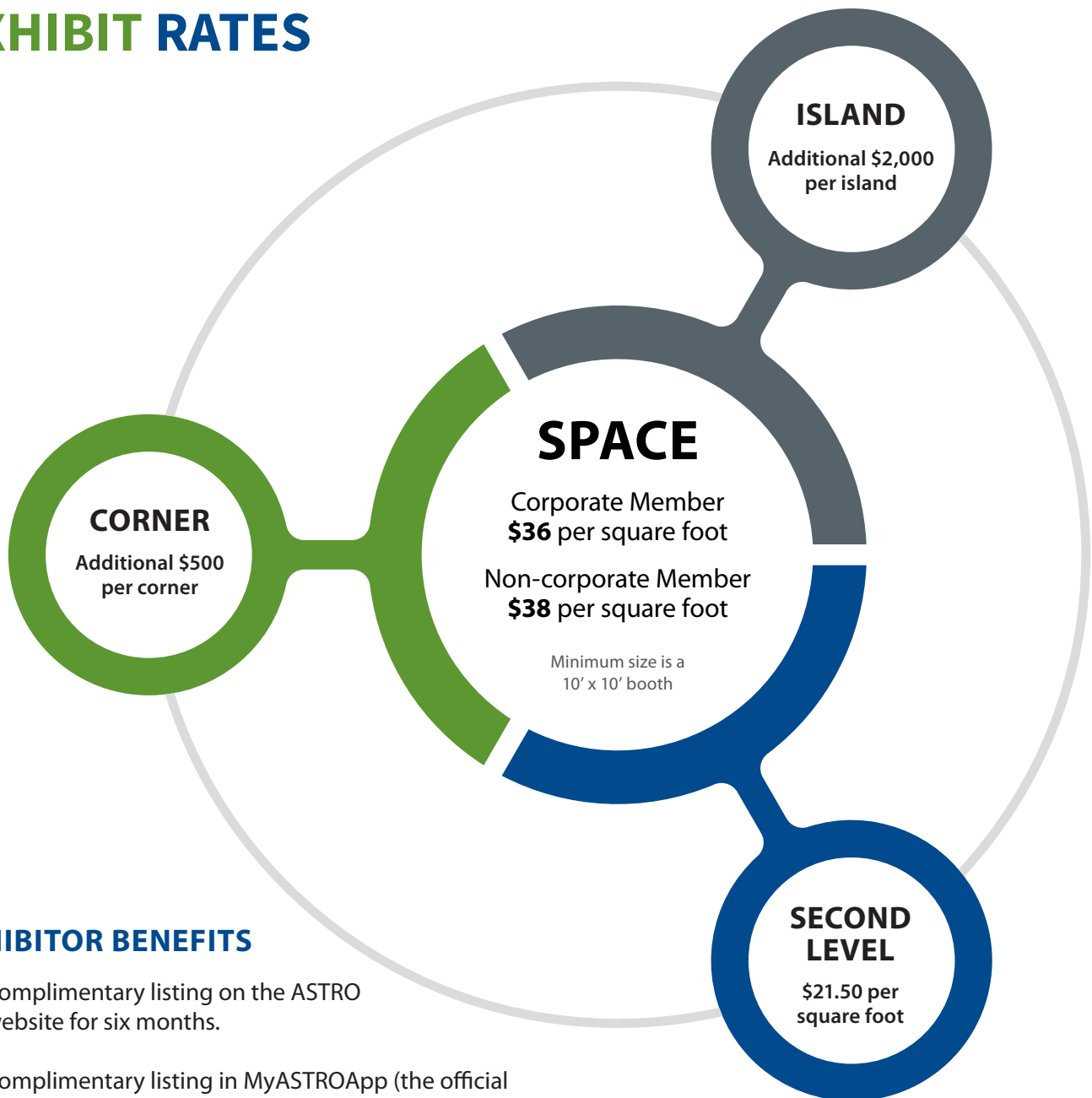
The ASTRO Annual Meeting is the world's most important event for the radiation oncology community. Thousands of health care professionals attend to receive the most up-to-date continuing medical education, network with colleagues and learn about the latest products and services in cancer care. With exciting new changes in the curriculum and increased opportunities for debate, discussion and collaboration, ASTRO 2021 will be the place where the best of the oncology community connects to advance cancer care.

WHY EXHIBIT

An important and popular part of the ASTRO Annual Meeting each year is the Exhibit Hall, where key decision-makers explore the latest products and services to improve their practices. This is an opportunity for attendees to network with industry partners, view product demonstrations and ask questions about new products and trends on the horizon.

- ✓ Make connections with key radiation oncology professionals.
- ✓ Participate in the many networking opportunities in the Exhibit Hall.
- ✓ Take part in discussions on practical ways to improve patient outcomes.

EXHIBIT RATES



EXHIBITOR BENEFITS

- ✓ Complimentary listing on the ASTRO website for six months.
- ✓ Complimentary listing in MyASTROApp (the official Annual Meeting app), *ASTROnews* Annual Meeting Guide, the Conference Planner and the printed Exhibitor Directory when submitted by the deadline.
- ✓ Complimentary postshow attendee list.
(Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list and other eligibility requirements apply.)
- ✓ Four complimentary exhibit booth personnel registrations for each 100 square feet of exhibit space.
(Additional exhibitor registrations are available for purchase.)
- ✓ Access to educational programs on a space-available basis.
(Please note: exhibitors are not eligible to receive continuing medical education credits.)

EXPO SUITES

Take advantage of a private meeting space in the Exhibit Hall for your company.

Exhibitors who purchase an Expo Suite will have access to their assigned Expo Suite space during show hours on Sunday, October 24, 2021, through Tuesday, October 26, 2021.

For more information on Expo Suites, please contact the ASTRO Exhibit Sales team at **703-654-6490** or **john.barrett@spargoinc.com**.

EXHIBIT TERMS

TERMS OF PAYMENT

- ✓ All confirmed exhibitors who exhibited at the ASTRO 2020 virtual event are invited to preselect booth space starting in November 2020 prior to non-participating companies.
- ✓ Booth space will be held until January 20, 2021, at which time a 50% deposit of the total booth fee is due. If the deposit is not received by January 20, 2021, ASTRO reserves the right to release the exhibit space for resale.
- ✓ Exhibitor may cancel without penalty if written notification is received on or before January 19, 2021. If notification is not received by this date, the exhibitor will be financially responsible for the booth space selected as per the terms of the Cancellation Policy below. Failure to make payments does not release the exhibitor from any contractual financial obligation.
- ✓ Booth space must be paid in full by June 28, 2021.

CANCELLATION POLICY

- ✓ Exhibitor may cancel without penalty if written notification is received on or before January 19, 2021. If notification is not received by this date, exhibitor will be financially responsible for the booth space selected.
- ✓ 50% of the total exhibit space rental will be retained for cancellations received between January 20, 2021 and June 27, 2021.
- ✓ 100% of the total exhibit space rental will be retained for cancellations received on or after June 28, 2021.
- ✓ Failure to make payments does not release the exhibitor from any contractual financial obligation.
- ✓ All cancellations or requests for a reduction in exhibit space must be made in writing.

EXHIBIT ELIGIBILITY

ASTRO views the technical exhibits as an integral part of the educational and scientific program. Qualified exhibitors are limited to firms, organizations and agencies whose exhibits promote an awareness of products, technologies and services that are recognized and approved by ASTRO as being in harmony with, and supportive of, the objectives of the Annual Meeting. ASTRO has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Exhibit Hall. Rulings of ASTRO shall, in all instances, be final with regard to allowed use of exhibit space. Exhibitors may not assign, sublet or apportion to others the whole or any part of the space to which they are allocated. Only those products and/or services that are manufactured or distributed by exhibitor's company may be displayed in the ASTRO Exhibit Hall.

COMPANY MERGERS/ACQUISITIONS

Exhibitors that have merged with, been purchased by or have purchased another company will receive the priority points of the company with the highest number of priority points.

BOOTH SPACE PLACEMENT

Please note that ASTRO does not guarantee booth placement requests. While every effort will be made to ensure that your company has the best booth space possible, ASTRO does not guarantee that your company will not be placed near a competitor. ASTRO is under no obligation to move an exhibitor's booth to an alternate location due to dissatisfaction with any floor plan changes made after exhibitor's booth space has been selected. Further, ASTRO reserves the right to reconfigure the floor plan and/or relocate any exhibit at any time. Reductions in booth space may also be subject to booth relocation.



MAXIMIZE YOUR VISIBILITY

PRIORITY POINTS FOR 2021 ANNUAL MEETING

PRIORITY POINTS CRITERIA

The criteria below will be used to calculate your company's priority points for the 2021 ASTRO Annual Meeting booth selection process. Priority points are used as a guideline for booth placement based on the space an exhibitor has requested, but do not guarantee a specific booth location.

Your company has the opportunity to maximize its priority point earnings through continued participation as an exhibitor at the 2021 ASTRO Annual Meeting and by taking advantage of opportunities, through Ambassadorship Corporate Membership, promotional sponsorship and advertising opportunities.

ANNUAL MEETING PRIORITY POINTS

Annual Meeting priority points are based on your 2020 virtual exhibit activity.

| | |
|--|---|
| Historical Years Exhibited at Annual Meeting | 8 points per year for every year exhibited from 1976-2019* <i>*Historical points were no longer issued after 2019.</i> |
| Annual Meeting Booth | 5 points for each \$1,000 spent |

ADDITIONAL EARNING OPPORTUNITIES

Your company also earns priority points by taking advantage of additional opportunities through Ambassadorship, Corporate Membership, promotional marketing and advertising. Points accrued between August 1, 2019 - July 31, 2020, for the opportunities listed below will count toward your 2021 booth space selection.

| | |
|--------------------------------------|---|
| ASTRO Ambassadorship | Priority space selection and 600 points |
| Corporate Membership | 100 points |
| Promotional Marketing or Advertising | 5 points for each \$1,000 spent |
| Advertising in ASTRO's Journals | 2 points for each \$1,000 spent |

🎯 NEED A PRIORITY POINT BOOST?

While Ambassadors will continue to enjoy the benefit of pre-selecting their booth prior to all other exhibitors, ASTRO also provides the opportunity for non-Ambassador companies to purchase priority points for a boost for earlier booth placement. Simply purchase the points you need to top off your balance. Points can be bought in increments of 100 points for \$5,000, with a cap of 500 points of \$25,000.

For more information about this opportunity, please contact the Corporate Relations Department at **703-839-7398** or email **corporaterelations@astro.org**.





KEY CONTACTS

ASTRO HEADQUARTERS

703-502-1550

EXHIBIT SALES

SPARGO, Inc.

John Barrett

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703-654-6490

EXHIBIT MANAGEMENT

SPARGO, Inc.

Shirley Harris

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AFFILIATE EVENT REQUESTS

ASTRO

meetings@astro.org

703-502-1550

HOUSING

SPARGO, Inc.

Amanda Tokarski

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571-336-5421

PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Kathy Peters

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703-839-7342

MEDIA RELATIONS

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REGISTRATION

SPARGO, Inc.

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1-800-541-6058 or 703-449-6418