



ASCO's Flagship Best of ASCO[®] Meeting Offers New, Innovative Findings in Cancer Treatment, Research, and Care

Best of ASCO is coming to Boston this July and we invite you to join us as an exhibitor. Taking place July 19–20, 2024 at the Westin Boston Seaport District, **the Best of ASCO Meeting is two days of expertly curated sessions that provide access to and analysis of the most up-to-date and clinically relevant research from the ASCO Annual Meeting.** World-renowned faculty will place the content into context, so attendees can take home valuable, actionable insights that will enhance patient care.

THREE REASONS YOU SHOULD EXHIBIT AT BEST OF ASCO BOSTON

- **An Ideal Exhibit Space** – Our intimate exhibit area provides a level playing field for the select organizations that secure space. Exhibits are strategically placed near food service and networking rounds, providing ample opportunity to connect with attendees.
- **A High Level of Exposure & Engagement** – Exhibits will be open both days of the meeting, providing multiple opportunities for attendees to engage with your company.
- **Valuable Networking Opportunities** – You'll be able to connect face-to-face and have meaningful interactions with an engaged group of oncology providers at one meeting.



BEST OF ASCO BY THE NUMBERS

2023 Registration Numbers

Total:

600

Total Professionals:

455

Exhibitors:

125

Media and Others:

20

Primary Professional Role in 2023

Percentages reflect the portion of those whose response included a specific answer.

Responded: 81% | No Response: 19% | Totals: 455

- Clinical Oncologist: 28%
- Medical Oncologist: 20%
- Medical Science Liaison: 13%
- Hematologic Oncologist: 10%
- Oncology Fellow/Resident: 6%
- Pharmaceutical Sales Representative: 5%
- Pharmacist: 3%
- Patient Advocate: 2%
- Medical Resident: 2%
- Consultant: 1%
- Researcher: 1%
- Nurse Practitioner: 1%
- Radiation Oncologist: 1%
- Surgical Oncologist: 1%
- Diagnostic Radiologist: 1%
- Medical Physicist: 1%
- Nurse: 1%
- Pathologist: 1%

Board Certification or International Equivalent in 2023

Percentages reflect the portion of those whose response included a specific answer.

Responded: 51% | No Response: 49% | Totals: 455

- Medical Oncology: 87%
- Internal Medicine: 63%
- Hematology: 53%
- Hospice and Palliative Medicine: 3%
- Radiation oncology: 1%
- Neurology: 1%
- Surgical Oncology: 1%

BEST OF ASCO[®]
ANNUAL MEETING

Take advantage of this opportunity to interact with key members of the oncology community and showcase your latest advances in oncology research and practice at the only Best of ASCO Meeting planned and hosted by ASCO.

boa.asco.org | boaexhibits@spargoinc.com | 703-679-3942

