

The Annual Meeting of the American Society of Clinical Oncology (ASCO) is considered the premier educational and scientific event in the oncology community, and we are pleased that you are considering exhibiting within the ASCO-Sponsored Patient Advocacy Booth. The 2024 ASCO Annual Meeting will be held at McCormick Place Convention Center in Chicago, from May 31–June 4. **Applications will be accepted between Monday, February 5 at 10:00 AM (ET) and Monday, February 12 at 5:00 PM (ET).** Applications will be accepted online only and the link to the application will be posted on ASCO’s patient website, [Cancer.Net](https://www.asco.org/cancer-net).

The ASCO-Sponsored Patient Advocacy Booth, located near the main entrance of the Exhibit Hall, is designed to give not-for-profit patient advocacy organizations an opportunity to promote their programs, services, and resources to the professional oncology community. The booth provides a venue where participants can display materials and where meeting attendees and patient advocates can meet, interact, and exchange information. To familiarize yourself with the Exhibitor floor plan, please view the [interactive map](#) on the ASCO Annual Meeting website. The ASCO-Sponsored Patient Advocacy Booth is booth number 12001.

The ASCO-Sponsored Patient Advocacy Booth at the 2024 ASCO Annual Meeting will provide 50 complimentary exhibits to patient advocacy organizations. The 50 patient advocacy organizations in the ASCO- Sponsored Patient Advocacy Booth will receive a maximum of four exhibitor badges, which are non-transferable. Each organization will also receive two complimentary passes to attend the non-ticketed Annual Meeting sessions. ASCO has a limited block of hotel rooms reserved for advocates who exhibit in the ASCO- Sponsored Patient Advocacy Booth.

If your organization is approved for an exhibit space within the ASCO-Sponsored Patient Advocacy Booth and you agree to exhibit at the ASCO Annual Meeting, you must commit to exhibiting and adhere to the exhibitor policies linked below. If your organization needs to withdraw for any reason, it will result in a suspension from exhibiting in the Booth at the next ASCO Annual Meeting.

Eligibility Criteria

Before completing the exhibit application, please review the criteria below as well as the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#) for additional exhibit rules and regulations.

Organizations interested in applying must meet the following criteria:

- U.S. based organizations must be 501(c)(3) or 501(c)(4) tax-exempt charitable organizations and non-U.S. based organizations must be registered as not-for-profit organizations/charities in their respective country.
- Organizations must have a Board of Directors and/or a Medical or Scientific Advisory Board.
- U.S. based organizations must provide a link to an annual report with either an audited financial statement or IRS-990 form.
- Organizations must provide materials that demonstrate a charitable mission that is national or

global in scope, validates participation in advocacy activities, and includes information about programs and services that directly impact and assist people affected by cancer.

In addition, it is **mandatory** to have at least one person always staffing your booth during exhibit hours AND that your booth is staffed until 5:00 PM on the last day of exhibits. Please note, if your booth staff leaves before 5:00 PM, you will not be eligible to exhibit at the next ASCO Annual Meeting. Please make travel arrangements accordingly. Your booth must be staffed by employees and/or volunteers of your organization, rather than representatives from staffing companies or third-party vendors.

Organizations that have already reserved an individual exhibit booth, separate from the ASCO-Sponsored Patient Advocacy Booth, are not eligible to apply. Patient Advocacy organizations may not exhibit in two separate exhibit spaces at the ASCO Annual Meeting.

Exhibit Hours

Friday, May 31 – MOVE IN	8:00 AM to 4:30 PM
Saturday, June 1	9:00 AM to 5:00 PM
Sunday, June 2	9:00 AM to 5:00 PM
Monday, June 3	9:00 AM to 5:00 PM
Monday, June 3 – MOVE OUT	5:00 PM to 11:00 PM

Application Information

Applications will be accepted online only between Monday, February 5 at 10:00 AM (ET) and Monday, February 12 at 5:00 PM (ET). Once the application period opens, the link to the application will be visible under the ASCO-Sponsored Patient Advocacy Booth header on [Patient Advocate Programs at the ASCO Annual Meeting of Cancer.Net](#), ASCO’s patient information website. You can also access the application from this page using the apply now button below. **Please note, this link will not be accessible until the application period has opened.**

[**Apply Now**](#)

All applicants will be notified of their application status by 5:00 PM Eastern Time on Friday, February 23.

Only applications received through the online application will be considered. Since space is limited to 50 organizations, ASCO assigns space to qualified organizations on a first-come, first-served basis. ASCO reserves the right to determine which organizations may exhibit at ASCO Meetings.

Application Preview

SAMPLE: For viewing purposes only.

- Organization Name
- Contact Name for All Exhibit Related Communications

- Contact Title
- Contact Phone
- Contact Email
- Organization Street Address
- City
- State/County/Province
- Zip Code or Postal Code
- Country
- Please provide a brief description of the materials and information you would provide with your exhibit.
- Please provide a link to proof of 501(c)(3) or 501(c)(4) tax exempt status (for U.S. based organizations) or proof of not-for-profit/charitable status (for non-U.S. based organizations). *
- Please provide a link to your organization's mission. *
- Please provide a link to your organization's annual report with either an audited financial statement or IRS 990 form (for U.S. based organizations only). *
- Please provide a link to organization's list of Board of Directors and/or a Medical or Scientific Advisory Board. *
- Please provide links to materials that demonstrate a charitable mission that is national or global in scope, validates participation in advocacy activities, and includes information about programs and services that directly impact and assist people affected by cancer. *
- Has your organization exhibited in the ASCO-Sponsored Patient Advocacy Booth at past ASCO Annual Meeting(s)? If yes, please list which year(s) your organization exhibited.

*Links to Dropbox and Google Docs will not be accepted. If you do not have a link, please upload files in PDF or Word format only.

Questions? Please contact patientadvocates@asco.org