Exhibitor Prospectus

Why exhibit?

“The Multidisciplinary Head and Neck Cancer Symposium is the best blend of radiation oncologists, medical oncologists and head and neck surgeons in one place, working together to improve patient care.”
– 2014 Symposium attendee

Join us as an exhibitor and connect with the multidisciplinary leaders in the field of head and neck cancer treatment:

- Gain exposure to hundreds of health care professionals from all disciplines involved in cancer treatment.
- Introduce your new products to this engaged audience of committed specialists.
- Get a chance to meet face-to-face with the people most interested in the latest products and services for cancer care.
- Network with attendees during dedicated exhibit hours and develop valuable sales leads.

Co-sponsors:

www.headandnecksymposium.org
2014 Head and Neck Registration Statistics

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>581</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>35</td>
</tr>
<tr>
<td>TOTAL</td>
<td>616</td>
</tr>
</tbody>
</table>

2014 Attendance by Registration Type

Exhibitors 6%

Professional 94%
Attendance by Occupation

- Administrator: 1%
- Medical Physicist: 2%
- Nurse/Nurse Practitioner: 5%
- Other: 17%
- Other Physician: 22% (Diagnostic Radiologist, Nuclear Medicine Physician, Surgical Oncologist, Urologist)
- Physician Assistant: 1%
- Radiation Therapist/Technologist: 1%
- Resident/Fellow/Student: 9%
- Radiation Oncologist: 42%

Attendance by Primary Employer

- Academic/University System: 49%
- Private Practice/Community-Based Practice: 28%
- Government Public Sector: 6%
- Independent Contractor/Locum Tenens: 4%
- Industry: 9%
- Other: 4%
Registration Profile

Attendance by Professional Activity

- Clinical Patient Care: 70%
- Clinical Trials: 11%
- Basic Science Research: 8%
- Other: 9%
- Health Services Research and Outcomes: 2%

Attendance by Practice Location

- Hospital: 68%
- Free Standing/Satellite Clinic: 14%
- Other: 18%
Registration Profile

United States Attendance

Domestic (U.S. only)  85%
International  15%

- Midwest Region: 28%
- Northeast Region: 25%
- Southwest Region: 13%
- West Region: 19%

International Attendance

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
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<td>Australia</td>
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<td>Slovak Republic</td>
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<tr>
<td>United Kingdom</td>
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</tbody>
</table>

Total International Attendance: 15%
EXHIBIT HALL RATES

**Exhibit Fee:** $4,000 per tabletop exhibit  
**ASTRO Ambassador Exhibit Fee:** Complimentary tabletop exhibit

Tabletop exhibits will be located in the Arizona Ballroom H-N. Each vendor will receive one 6-foot draped table and two chairs. The pavilion is carpeted. Tables will be placed along the perimeter of the pavilion to allow for lunch and break areas in the center of the room.

EXHIBITOR BENEFITS

- Complimentary exhibitor listing in the final program.
- Complimentary postshow attendee list.  
  *(Please note that exhibitors will be required to sign a licensing agreement prior to obtaining the list and eligibility requirements apply.)*
- Two (2) complimentary exhibitor registrations.  
  *(Additional exhibitor registrations are available for purchase.)*
- Access to educational program on a space-available basis.  
  *(Please note exhibitors are not eligible to receive continuing medical education credit.)*

EXHIBIT ELIGIBILITY

Show Management views the Exhibit Hall 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 Show Management as being in harmony with, and supportive of, the objectives of the Multidisciplinary Head and Neck Cancer Symposium. Show Management 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 Show Management 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 your company may be displayed in the Exhibit Hall.

TERMS OF PAYMENT AND CANCELLATION

**Payment**

- All applications for exhibit space must include full booth payment.
- No booth space will be assigned until all conditions are met.

**Cancellation**

- 100 percent of the total booth fee will be retained for cancellations.
- All cancellations must be made in writing to ASTRO.

**Symposium Show Management**

- Exhibit fees are not transferable to another meeting.
- Failure to make payment does not release the exhibitor from any contractual financial obligation.

SPACE ASSIGNMENT

Space will be assigned on a first-come, first-served basis with preference being given to meeting supporters, ASTRO Ambassadors and ASTRO Corporate Members. All applications are due by January 27, 2016.

PRESHOW ATTENDEE MAILING LIST

Promote your participation at the Multidisciplinary Head and Neck Cancer Symposium to registered attendees. Rent the preshow attendee mailing list for only $500! The preshow list will be sent no earlier than four weeks prior to the meeting. All orders require a sample of the printed material to be mailed. To order the list, please check the preshow attendee mailing list box on Application and Contract for Exhibit Space.
General Information

KEY CONTACTS

EXHIBIT SALES
Allison Frith
703-679-3926
allison.frith@jspargo.com

HOUSING
1-800-541-6058
headandneckhousing@jspargo.com

MEDIA RELATIONS
Michelle Kirkwood
703-286-1600
michelle.kirkwood@astro.org

MEETING INFORMATION
Sara Mansoor
703-839-7386
sara.mansoor@astro.org
Brittany Hott
703-839-7390
brittany.hott@astro.org

REGISTRATION
1-800-541-6058
headandneckreg@jspargo.com

SUPPORT OPPORTUNITIES
Kathy Peters
703-839-7342
kathy.peters@astro.org

EXHIBIT HALL HOURS

Wednesday, February 17
Exhibit Setup
2:00 p.m. – 6:00 p.m.

Thursday, February 18
Breakfast
7:00 a.m. – 8:00 a.m.
Morning Break
9:30 a.m. – 10:00 a.m.
Lunch
12:00 p.m. – 1:00 p.m.
Afternoon Break
2:30 p.m. – 3:00 p.m.
Poster Session and Reception
5:30 p.m. – 6:30 p.m.

Friday, February 19
Breakfast
7:00 a.m. – 8:00 a.m.
Morning Break
9:30 a.m. – 10:00 a.m.
Lunch
12:00 p.m. – 1:00 p.m.
Afternoon Break
2:30 p.m. – 3:00 p.m.
Exhibit Teardown
3:15 p.m. – 8:00 p.m.

Important Dates

Late September 2015
Service Manual Available through the Exhibitor Resource Center

January 27, 2016
Exhibitor Listing Deadline
Exhibitor Personnel and Supporter Registration Deadline
Exhibit Space Application Deadline (Ambassadors and Non-ambassadors)
Tabletop Display setup from 2:00 p.m. – 6:00 p.m. Booths must be set by 6:00 p.m.
Exhibit Hall opens at 7:00 a.m.
Dismantle begins at 3:15 p.m. and must be completed by 8:00 p.m.