



ONS 43RD ANNUAL Congress

May 17–20, 2018 • Washington, DC

Exhibit Prospectus

We expect more than 3,800 oncology nurses to attend the ONS 43rd Annual Congress. Make your plans now to meet with these leaders on the frontline of cancer care.

On-Site Incentive for 2017 Congress Exhibitors

Exhibitors who take part in on-site space selection will have the option to lock in 2017 pricing!

Top Diseases Treated by Attendees

Seventeen percent of attendees report caring for patients with all cancer types, but the individual cancers they most frequently treat are:

- Multiple myeloma
- Lymphoma
- Colorectal
- Leukemia
- Breast
- Lung

Symptoms Most Frequently Managed by Attendees

- Pain
- Nausea and vomiting
- Fatigue
- Myelosuppression
- Mucositis/stomatitis
- Infections

WASHINGTON

DC

MAY

17-20

2018

2018 Sponsorship Opportunities

- ▶ Increase brand recognition
- ▶ Drive traffic to your booth
- ▶ Send your message home with attendees
- ▶ Impact your audience

We offer a number of different sponsorship opportunities to promote your brand or product. Visit congress.ons.org beginning fall 2017 to view the complete Exhibit, Sponsorship, and Events Prospectuses and see the many sponsorship options available for the 2018 event.

We look forward to seeing you again in Washington, DC, for the ONS 43rd Annual Congress. We hope to inspire nurses at the 2018 event. Showcase your products and services to help them improve cancer care. As the main point of contact with patients and their families, these nurses influence cancer care in all practice settings.

Connect to these frontline professionals through exhibits, sponsorships, theater presentations, symposia events, custom-developed interactive activities, and more.

We'll work with you to ensure you're getting the most out of your time in Washington, DC. Read on to discover how we drive traffic to the learning hall and make it a must-visit destination for attendees.

- **Focused, unopposed exhibit hours:** With dedicated learning hall time, attendees have a great opportunity to explore the exhibits and activities happening in the area.
- **ONS daily prize drawings:** Each day, we'll hold attendee raffles at the ONS booth to drive attendees into the hall.
- **ONS career fair:** This career development area in the learning hall is a must-stop location for both job-seeking attendees and those wishing to expand their professional skills.
- **Presentation theaters:** These industry-sponsored non-CNE events are hugely popular among attendees.
- **ONS booth presentations:** Building on past success, we've expanded these short presentations that allow attendees to learn from experts in an informal, intimate setting.
- **ONS store and attendee lounges located in the hall:** The learning hall is the conference hub, with key attendee destinations in one central location.
- **Hands-on attendee activities:** ONS Corporate Council members host a number of activities, including those that showcase artistic expressions of the oncology journey or that allow attendees to create gifts for their patients or colleagues.
- **Snack stations located in the learning hall:** Attendees can take a snack break while networking with the exhibitor community. Find out how you can sponsor a break or snack station in your booth to gain traffic.
- **Lunch available in the learning hall:** Cash and carry food options are available along with seating for attendees, making the learning hall a one-stop shop for attendees' afternoons at Congress.

Growth Incentive for Congress Exhibitors

Increase your booth space by 100 square feet and receive 5% off your Shepard general services contractor invoice. Increase your booth space by 200 square feet and receive 10% off!

Exhibit at Congress

Exhibitor Move-In

Tuesday, May 15, 2018, and

Wednesday, May 16, 2018

Exhibit Days

Thursday, May 17, 2018, through

Saturday, May 19, 2018

Exhibitor Teardown

Saturday, May 19, 2018, and

Sunday, May 20, 2018

Exhibitor Benefits

- Access to oncology nurse decision-makers
- Attendee list-rental opportunities
- Listing in the attendee guide, Congress website, and Congress mobile app.
- Exclusive exhibitor-only marketing opportunities, including the ability to hold theater presentations in the learning hall, symposia events, access to meeting space, and more

Contact Jennifer Shupe, sales manager (312-673-5742; jshupe@smithbucklin.com), Amanda Strombeck, sales manager (312-673-4844; astrombeck@smithbucklin.com), or Andrew Haigh, sales manager (312-673-5442; ahaigh@smithbucklin.com) for more information.

Booth Pricing

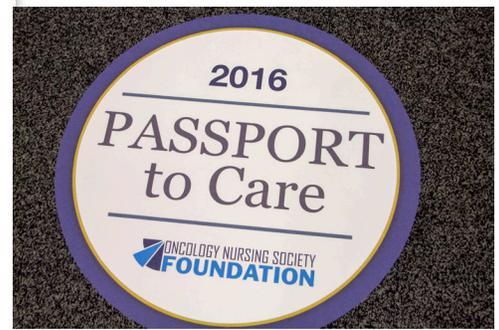
- Commercial Booth: \$3,900 per 10' x 10' inline booth
- Hospital Nurse Recruitment Booth: \$3,400 per 10' x 10' inline booth (located in the career fair pavilion)
- Patient Advocacy Booth: \$850* (located in the patient advocacy pavilion)
- All corner booths cost an additional \$200/corner.

**Only approved nonprofit advocacy groups and organizations are eligible. To receive approval as a nonprofit exhibitor, submit a written request with your exhibit application with proof of your nonprofit/501(c)(3) status to SmithBucklin. No request is guaranteed until written confirmation from ONS is received.*

Standard Booth Package

- 10' x 10' uncarpeted space
- Standard identification sign with name and booth number
- Eight-foot high back wall and 36" high fabric side rails with white drape
- 24-hour security guard service
- Daily cleaning of aisles in learning hall
- Booth listing in the attendee guide, Congress website, and Congress mobile app.
- Three complimentary registrations for exhibit personnel per 10' x 10' booth (additional badges available for \$50/badge).

Please note that there is a 20' height limitation for island booths and an 8' height limitation for linear space.



Partner With the ONS Foundation to Enhance Your Congress Experience

Collaborate with the ONS Foundation to make your booth a must-visit learning hall destination. Incorporate Foundation activities into your booth experience to draw attendees while supporting oncology nursing education, research, and more. The Passport to Care is just one example of this sort of activity. Through it, attendees receive a "passport" they take to participating booths to have it stamped and redeem it for a free gift at the Foundation booth. You'll receive special recognition in the passport as well as booth signage indicating that you are a participating exhibitor.

Make your plans today, as the Passport to Care is limited to just 12 companies. You don't want to miss this exclusive offer to get your name out to Congress attendees while supporting the mission of the ONS Foundation.

Support Oncology Nurses Through Educational Grants

Cancer care is evolving at a rapid speed. As treatment evolves, quality of care, patient safety, and treatment outcomes depend on all members of the oncology team receiving information and education. Oncology nurses play a pivotal role on the oncology care team. Up-to-date, evidence-based education for nurses is paramount to quality care for patients who are experiencing cancer.

For more information on how your organization can partner with ONS to provide education to oncology nurses, contact Toni L. Felice, PhD, director of grants, at tfelice@ons.org or 412-859-6220.

For more information about the Passport to Care and other ways you can partner with the ONS Foundation, contact Ben Becze, director of development, at bbecze@onsfoundation.org or 412-859-6242. Or, stop by the ONS Foundation Booth in the Mile High Hallway.