

# 2024



## RT Radiation Therapy Conference



Washington, D.C.  
Expo Dates: Sept. 29-Oct. 1, 2024

### Corporate Support Opportunities

Approximately 1,000 professionally committed radiation therapists and medical dosimetrists attend the ASRT Radiation Therapy Conference. They are responsible for delivering cancer treatments to millions of patients each year.

Held in conjunction with American Society for Radiation Oncology (ASTRO), RTC provides a one-of-a-kind opportunity to reach radiation therapists and share your products and services. Meet your conference goals and experience measurable return on investment by interacting with this influential group.

**100%** of our exhibitors said they are considering sponsoring and/or exhibiting next year.

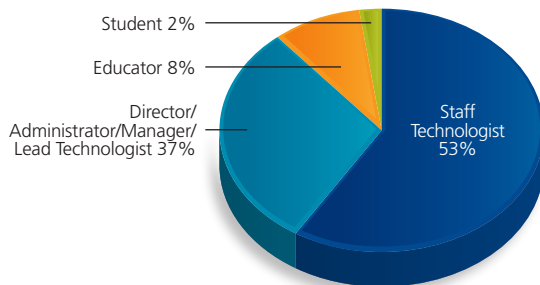
Every exhibitor is a sponsor during the three-day conference. Contact us to create customized packages that extend and highlight your brand.

*Exhibit Hall spaces for the 2023 RTC sold out in March of 2023. Get your application in now to secure your 2024 RTC sponsorship/exhibit space.*

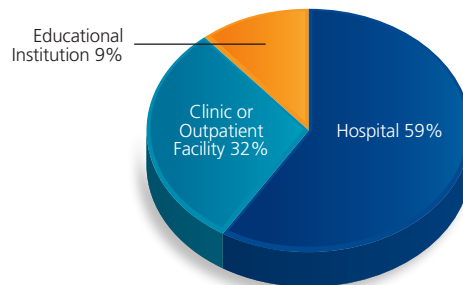
### Conference Demographics

Approximately 75% of the attendees have some influence or final decision on purchasing for their department.

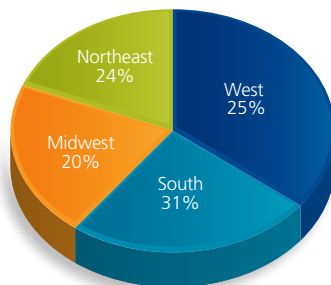
#### Job Position



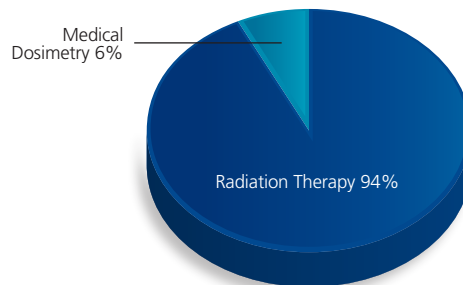
#### Work Site



#### U.S. Attendee Location



#### Clinical Practice



## 2024 Sponsorship and Exhibit Space Application and Agreement

### Exhibit Hours

Sunday, Sept. 29, 7 a.m.-2:30 p.m.  
Monday, Sept. 30, 7 a.m.-2:30 p.m.  
Tuesday, Oct. 1, 7-11:00 a.m.

### Exhibit Setup

Saturday, Sept. 28, noon-4 p.m.

### Exhibit Dismantle

Tuesday, Oct. 1, 11 a.m.-1 p.m.

## Sponsorship Opportunities

**Note:** All packages include table, chairs, wastebasket, one tote bag insert, web and mobile app presence, up to four exhibitor badges, lunch for two exhibitors, Conference magazine ad, one lead retrieval system and a pre- or post-conference mail list.

<b>Set Your Company Apart</b> <input type="checkbox"/> <b>Platinum Sponsorship</b>	\$20,000+	<ul style="list-style-type: none"> <li>Your representative introduces speakers in one room for all sessions that day</li> <li>Double exhibit space to interact with attendees in the exhibit hall (limited availability)</li> <li>Two full-page, full-color ads (individual pages side by side) in the conference magazine, <i>The Beam</i></li> <li>Four conference registrations for your team or customers</li> <li>Your logo or message displayed between sessions</li> <li>One full-page, full-color ad in the Fall issue of <i>Radiation Therapist</i></li> <li>One full-page, full-color ad in the Spring issue of <i>Radiation Therapist</i></li> </ul>
<b>Highlight Your Brand</b> <input type="checkbox"/> <b>Gold Sponsorship</b>	\$15,000	<ul style="list-style-type: none"> <li>Your representative introduces speakers in one room for all sessions that day</li> <li>Double exhibit space to interact with attendees in exhibit hall (limited availability)</li> <li>Two full-page, full-color ads (individual pages side by side) in the conference magazine, <i>The Beam</i></li> <li>Your logo or message displayed between sessions</li> <li>One full-page, full-color ad in the Fall issue of <i>Radiation Therapist</i></li> </ul>
<b>Extend Your Promotion Beyond the Conference</b> <input type="checkbox"/> <b>Silver Sponsorship</b>	\$8,000	<ul style="list-style-type: none"> <li>Double exhibit space to interact with attendees in exhibit hall (limited availability)</li> <li>One full-page, full-color ad in the conference magazine, <i>The Beam</i></li> <li>One full-page, full-color ad in the Fall issue of <i>Radiation Therapist</i></li> </ul>
<b>Connect and Network</b> <input type="checkbox"/> <b>Bronze Sponsorship</b>	\$3,200	<ul style="list-style-type: none"> <li>One exhibit space to interact with attendees in Expo Hall</li> <li>One quarter-page ad in the conference magazine, <i>The Beam</i></li> </ul>

## Other Promotional Opportunities Prices and sponsorship opportunities are subject to change based on availability.

### Conference Tote Bags

Maximize your exposure with your company's name and logo on the official tote bag of the RTC, given to every attendee. Attendees will use the tote long after the conference ends.

Investment: \$11,000 (exclusive)  
\$7,000 (partial)

### Lanyards

Double bull-clip lanyards in the color of your choice display your company name and website along with ASRT's conference logo.

Investment: \$5,000 ASRT-provided  
\$2,700 Sponsor-provided

### Star Gel Hot/Cold Pack

A shining star with your brand, this star-shaped hot/cold pack is not only aesthetically pleasing but also extremely effective. The pack can be used as a hot or cold compress and is filled with vibrantly colored gel beads. Move this nontoxic pack from freezer to microwave and use it again and again.

Investment: \$2,500

### Silicone Phone Wallet With Stand

See your brand in the hands of attendees with this multifunctional tech tool. This handy phone wallet doubles as a vertical and horizontal stand and is perfect for carrying room keys.

Investment: \$2,700

### Wet Wipe Packet

Wipe away any doubts about your brand with this handy giveaway! This wet wipe packet contains 10 wipes and conveniently fits in a pocket or backpack.

Investment: \$3,000

### Star Stress Reliever

Make your brand a star while relieving stress with the help of this star-shaped stress reliever.

Investment: \$3,200

### 3-in-1 Light-up Charging Cables on Key Ring

Attendees will light up your brand with this fantastic 3-in-1 light-up charging cable. Features Apple 8-pin, Micro-USB and Type-C connectors. Attendees can charge multiple devices simultaneously, and it also has a split ring attachment for keys.

Investment: \$6,500

### Mobile App Advertisement

Splash Screen: \$5,000 (exclusive)

Push Notification: \$300 (Limit 2 - Act now!)

### The Beam Full-Page Ad

Your full-page ad highlighting your company in the conference magazine, *The Beam*.

Investment: \$1,575

### Additional Tote Bag Inserts

Share your ad, catalog or other valuable material you want attendees to notice. One included in all packages; price is for each additional tote insert item.

Investment: \$900

### Additional Lead Retrieval System

Scan the badges of conference attendees who visit your booth. Post conference, you will have the information you need to connect with prequalified consumers who are interested in learning more about your products. One included in all packages.

Investment: \$225 for one additional

### Choose Your Branding Opportunity

Do you have an idea for a branded promotional product to provide to conference attendees? We can have your logo placed on a wide variety of items. Let us know and we'll make it happen!

### Signage Opportunities

Show your support for radiation therapists with branding signage prominently placed near registration or outside a classroom; pricing varies depending on dimensions and property. (Subject to availability.)

Please speak with a Corporate Relations team member to secure this branding opportunity.



American Society of  
Radiologic Technologists

