



FOR IMMEDIATE RELEASE:

Media Contacts:

Meghan Risch, CCTB
(312) 567-8540

mrisch@choosechicago.com

MaryKay Marquisos, MPEA
(312) 791-6237

mmarquisos@mpea.com

MAJOR MEDICAL SOCIETY TO HOLD ANNUAL MEETING IN CHICAGO FOR NEXT DECADE
American Society of Clinical Oncology Signs Unprecedented 10-year Contract

CHICAGO, IL – September 10, 2009 – The Chicago Convention & Tourism Bureau (CCTB) and the Metropolitan Pier and Exposition Authority (MPEA) are pleased to announce that the American Society of Clinical Oncology (ASCO) will hold its Annual Meeting at Chicago's McCormick Place for the next 10 years. The contract will begin when ASCO holds its 46th Annual Meeting on June 4-8, 2010 and runs through 2019. Chicago last hosted ASCO for its 44th Annual Meeting in 2008.

ASCO is the world's leading professional organization representing physicians who treat people living with cancer. Nearly 30,000 cancer specialists from around the world gather at ASCO's Annual Meeting each year to hear scientific and educational presentations on the latest advances in cancer care, treatment, prevention and survivorship. ASCO is regarded worldwide as the premier international meeting in Oncology.

- more -

Chicago's strengths as a meeting destination are especially attractive in this economy -- its long-standing reputation as a serious business destination; central location; large base of medical professionals within a day's drive; vast selection of hotels, restaurants and activities in a wide range of prices offering something for every budget level.

"This long-term agreement is a true partnership with ASCO and further solidifies that Chicago continues to be a preferred meetings destination, particularly among the medical industry," said Tim Roby, CCTB President and CEO. "We look forward to welcoming ASCO back to showcase the depth and breadth of resources available within the city, state and Midwest region."

"We are very glad to be entering this partnership with the City of Chicago," said Allen S. Lichter, M.D., CEO of ASCO. "Chicago is a terrific town for ASCO for so many reasons -- the convention center, the hotel space, the cultural offerings, the restaurants. We are so pleased that our Annual Meeting has found such a welcoming and hospitable home for the next decade."

Ranked #99 in the 2008 *Tradeshaw 200*, a ranking of the largest meetings based on space requirements, ASCO is expected to utilize 1.6 million gross square feet of meeting space across three of the four buildings on the McCormick Place campus. The five-day meeting could generate a minimum of \$78 million in direct expenditures annually for the city of Chicago.

"We're very pleased to have the opportunity to serve ASCO for the next 10 years," said Juan Ochoa, CEO of MPEA. "Our world-class facilities, state-of-the-art amenities and Chicago's global appeal will no doubt contribute to their overall success."

#