

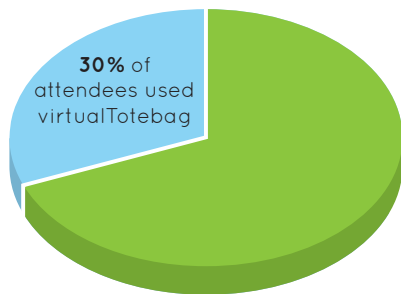


OBJECTIVE

Provide an eco-friendly way of distributing conference materials as well as provide one central depository for conference materials and presentations.

SOLUTION

As the world's largest scientific radiation oncology event, the ASTRO Annual Meeting explores the realities of practicing medicine today. ASTRO chose virtualTotebag to implement a more efficient conference collateral distribution system, benefitting staff, exhibitors, and attendees. Instead of costly, wasteful and cumbersome physical totebags, ASTRO, its exhibitors, and its speakers pre-stuffed virtualTotebag with digital conference materials, enabling simple, trackable and 'green' distribution. virtualTotebag saved ASTRO's staff many hours of time, countless reams of paper, shipping and printing costs, and more than \$40,000 in totebag production costs. ASTRO also saved attendees the hassle of carrying around printed collateral in a bulky bag. By distributing pamphlets, slides, and schedules through virtualTotebag, ASTRO increased the environmental friendliness of their event.



1,786 of the 6,000 conference attendees actively used virtualTotebag to view and download documents.

Number of Documents	369
virtualTotebag Users	1,822
Document Downloads	39,868

Each user downloaded an average of 22 documents.

"virtualTotebag provided significant cost savings and efficiency for our annual meeting and made wasteful and expensive physical totebags unnecessary. Our staff, exhibitors, and attendees benefited from the use of virtualTotebag."

Michele Donohue, Director of Meetings, American Society for Radiation Oncology (ASTRO)