

ASCO® Breakthrough™

GATHERING THE ONCOLOGY
COMMUNITY IN ASIA

June 25-27, 2026 | Singapore

ASCO® AMERICAN SOCIETY OF
CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

CONQUER CANCER®
THE ASCO FOUNDATION

**EXHIBIT, SUPPORT,
AND ADVERTISING
OPPORTUNITIES**

breakthrough.asco.org
sponsorbreakthrough@asco.org
#ASCOBT26

**Earn
2027 ASCO®
Annual Meeting
Priority
Points**



A Highly Anticipated Return A Vibrant New Destination **ASCO Breakthrough | Singapore 2026**

Co-Hosts

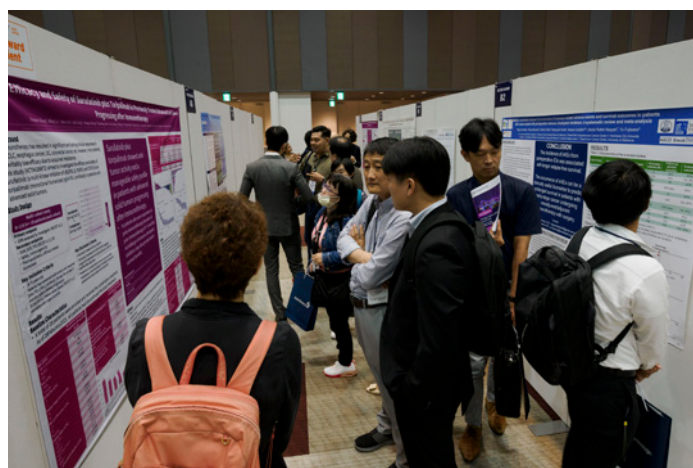
ASCO Breakthrough will be cohosted by the American Society of Clinical Oncology (ASCO) and the Singapore Society of Oncology (SSO).

What is ASCO Breakthrough?

ASCO Breakthrough is an annual Asia-Pacific oncology meeting offering novel research and expert, multidisciplinary perspectives on the newest scientific findings, clinical and technology advances, and treatment approaches that are rapidly changing cancer care. Take part in insightful sessions, case discussions, and abstract presentations, and join a community of like-minded professionals to contribute, together, toward conquering cancer.

Why Your Company Should Be There

- **Connect at the Epicenter of Oncology:** Position your brand at the premier gathering for the Asia-Pacific oncology community. Engage directly with a multidisciplinary audience of leaders, researchers, and clinicians all in one place.
- **Showcase Your Innovations:** Present your latest clinical advances and technologies to an influential audience actively seeking cutting-edge solutions that are rapidly changing the landscape of cancer care.
- **Gain Critical Market Insights:** Immerse your team in discussions on the newest scientific findings and treatment approaches specific to the Asia-Pacific region, gathering vital intelligence to shape your strategy.
- **Build Powerful Alliances:** Join a true community of like-minded professionals. This is your opportunity to forge meaningful connections and collaborations that will accelerate discovery and to help us conquer cancer, together.
- **Be Where the Breakthroughs Happen:** This isn't just another meeting; it's **the** destination for the latest in oncology research and treatments applicable to the Asia-Pacific region. Don't miss your chance to be part of the conversation and solidify your role as a key player in the future of cancer treatment.



FOR MORE INFORMATION ON PARTICIPATING, PLEASE CONTACT:

sponsorbreakthrough@asco.org
breakthrough.asco.org



Planned by Some of Oncology's Best and Brightest



*Program Committee Leadership
Chair*

Yun Yen, MD, PhD, FASCO
Taipei Medical University
Taiwan



*Program Committee Leadership
Chair-Elect*

**Roselle De Guzman, MD,
FASCO**
Manila Central University
Philippines



*Program Committee Leadership
Past Chair*

**Melvin Chua, MBBS, PhD,
FASCO**
National Cancer
Centre of Singapore
Singapore



*Program Committee Leadership
Co-Host Representative*

Eileen Poon, MD
National Cancer
Centre of Singapore
Singapore

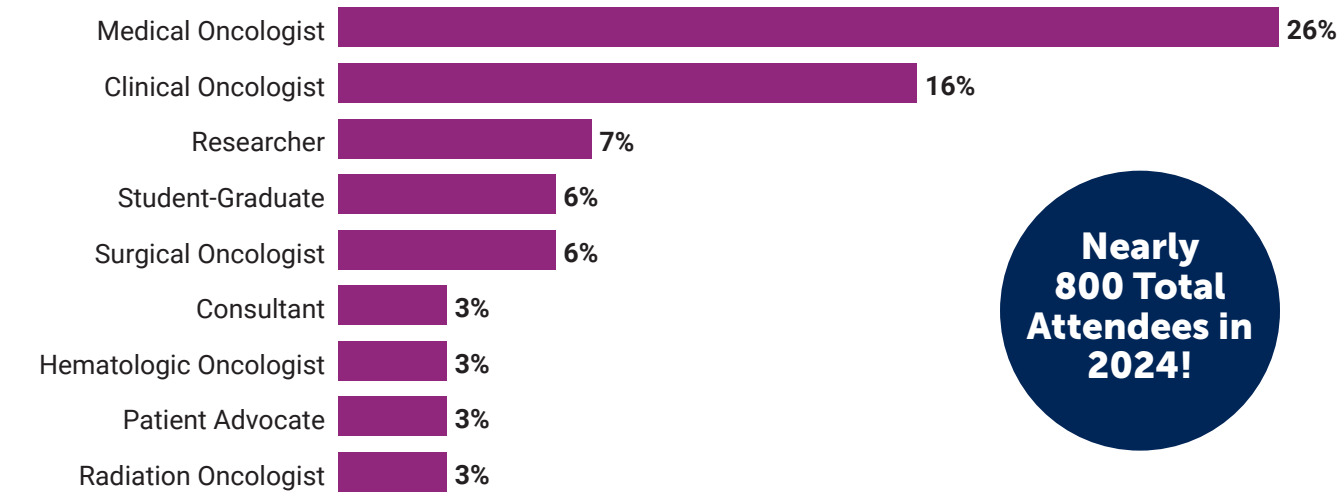


*Program Committee Leadership
ASCO Asia Pacific Regional
Council Representative*

Jun Ma, MD
Sun Yat-sen University
Cancer Center
China

Attendee Demographics

PRIMARY PROFESSIONAL ROLE IN 2024



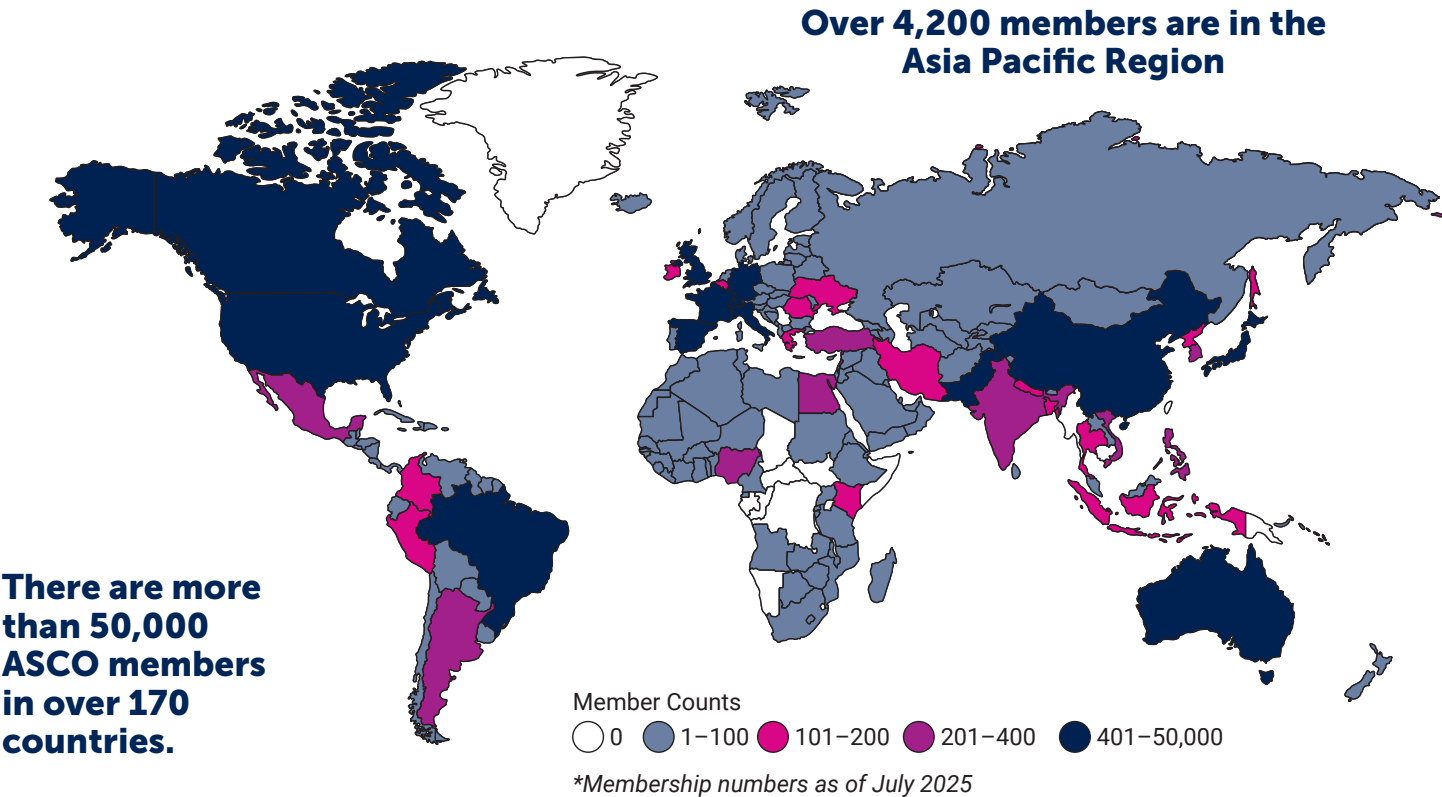
**Nearly
800 Total
Attendees in
2024!**

TOP 5 COUNTRIES IN 2024

1. Japan 2. USA 3. Korea 4. China 5. Philippines

FULL ATTENDEE
DEMOGRAPHICS

International ASCO Membership



FOR MORE INFORMATION ON PARTICIPATING, PLEASE CONTACT:

sponsorbreakthrough@asco.org
breakthrough.asco.org

Exhibits

Contact SPARGO, Inc. at btexhibits@spargoinc.com for more information. Reserve your tabletop exhibit today and make face-to-face connections with this Asia-Pacific audience.

TABLETOP EXHIBIT: \$8,250

- One W762mm x D1829mm x H762mm table and one chair
 - Existing carpet
 - Five complimentary full meeting registrations
 - Attendee list including name, degree, organization, city, state, and country
 - Basic listing in the printed and online Exhibitor Directory (upgrade available)
 - One invitation for company representative to attend Faculty and Collaborators Reception during the meeting
- ★ **One priority point** toward 2027 ASCO Annual Meeting exhibit space and housing selection.



Opportunities Exclusive to Exhibitors

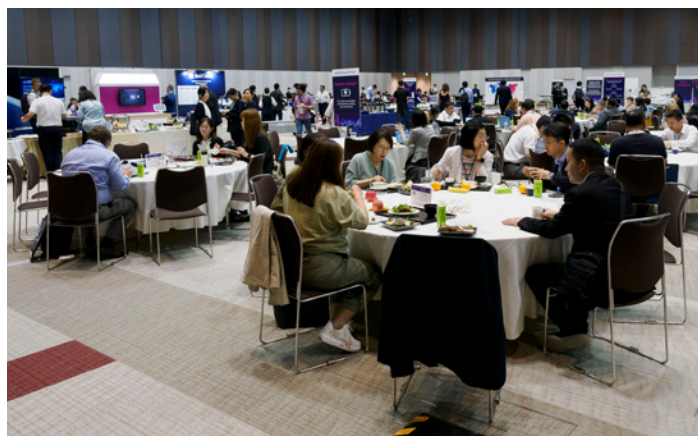
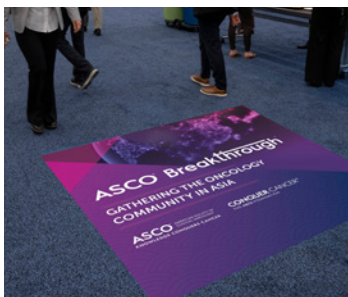
EXHIBITOR DIRECTORY UPGRADE: \$850

Increase your visibility with a Featured Listing in the Exhibitor Directory. The Directory is a valuable resource to help attendees navigate the exhibits as well as learn more about your company's products and services. Featured listings will include a company description in the printed directory distributed to attendees onsite. Online listings include logos, company and product descriptions, and product photos. Attendees will be drawn to these listings as they are included on a separate Featured Exhibitor list and stand out with their logo on the home page of the Exhibits website, Search Exhibitors page, and Featured and Full Exhibitor Lists.



CARPET DECAL: \$10,000

Stand out with your corporate or product branding on a carpet decal placed in heavily trafficked locations.



FOR MORE INFORMATION ON EXHIBIT OPPORTUNITIES, PLEASE CONTACT:

SPARGO, Inc. | btexhibits@spargoinc.com
breakthrough.asco.org

Advertising

Contact Jen Callow at
jen.callow@formedics.com or
 +1 732-580-8884 for more information.

ASCO DAILY NEWS ENEWSLETTER

(PREVIEW): Multiple Positions

The ASCO Daily News eNewsletter is sent in advance of the meeting and includes valuable ASCO Breakthrough preview content such as interviews with keynote speakers. The email will be sent to ASCO members, non-member physicians, and ASCO Breakthrough attendees.

SEND DATES:

Preview eNewsletter
 • June 18

DOMESTIC (U.S.) EMAIL RATES

Approximate sends per newsletter: 25,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$16,000
First 300x250 pixels	\$15,000
Second 300x250 pixels	\$14,000

INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 33,500

POSITION	COST (NET PER SEND)
Exclusive 728x90 and 2-300x250	\$7,500

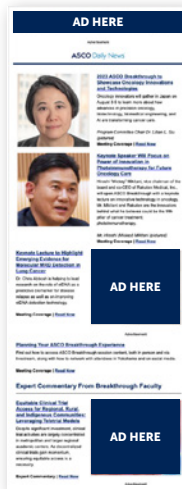
ASCO DAILY NEWS PODCAST: \$10,000

Include up to a 30-second advertisement in the ASCO Daily News Podcast, which will produce a special wrap-up episode to be released after 2026 ASCO Breakthrough.

The episode, which will feature expert physicians discussing research presented at the meeting, will be promoted in an ASCO Daily eNewsletter as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.



Click to
access
the ASCO
Podcasts



PRINTED PROGRAM: Multiple Positions

The print ASCO Breakthrough Program is a popular onsite reference for information on sessions, posters, speakers, and locations and includes the exhibitor directory.

RATES

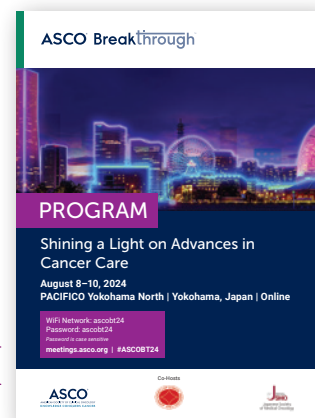
POSITION (4-Color)

Cover 2	\$11,250
Cover 3	\$7,500
Cover 4	\$17,500

MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8 ³ / ₈ x 11 ¹ / ₈ "	7 x 10"
1/2 page (horiz.)	—	7 x 4 ⁷ / ₈ "
1/2 page (vert.)	—	3 ³ / ₈ x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.



MEETING BAG: \$25,000

Increase your corporate visibility by having your logo on the outside of the meeting bag distributed onsite at registration to all attendees. The bag will include valuable attendee resources, including the printed Program. **Only corporate branding advertising is accepted for this opportunity.** ASCO will manage all production.



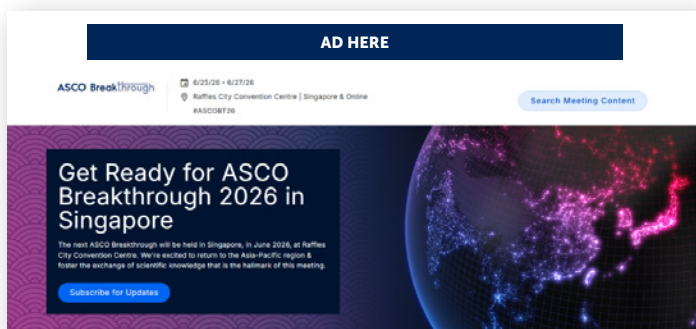
MEETING BAG INSERTS: \$10,000

Increase your product or corporate visibility by having your information included as part of the meeting bag. The flyer, invite, and/or visual aid must be limited to an A4 size piece of paper. The bag will be distributed onsite at registration to all attendees.



FOR MORE INFORMATION ON ADVERTISING, PLEASE CONTACT:

Jen Callow | +1 732-580-8884 | jen.callow@formedics.com
breakthrough.asco.org



WEBSITE: \$12,500

The ASCO Breakthrough website (breakthrough.asco.org) contains all information pertinent to ASCO Breakthrough, including registration, program, and general attendee information. This exclusive campaign runs for 6 months, from March to August 2026.

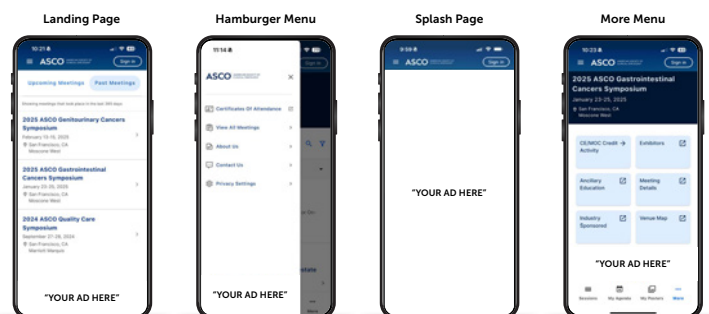
POSITIONS	SOV
728x90 pixels and 320x50 pixels	100%



*Not exact items

COFFEE CUP AND NAPKINS: \$15,000

This 100% exclusive corporate or product opportunity is distributed at the food and beverage stations in the Exhibits Area. One-side imprint on approximately 2,500 cups and 2,500 napkins packages. ASCO will manage all production.



MEETING APP: \$10,000

The ASCO Meetings Mobile App is an essential tool for navigating ASCO Breakthrough. In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. Don't miss this chance to have 100% SOV in this crucial onsite resource. **Only corporate branded advertisement is accepted for this opportunity.**



*Not exact item

NOTEBOOKS: \$20,000

Notebooks will be placed outside of the General Session room for attendees to pick up each day. Your color corporate or product logo will be displayed on the back cover of the notebook. Approximately 1,000 will be distributed. ASCO will manage all production.

OUT OF HOME AND HOTEL OPPORTUNITIES

A variety of placements are available inside and outside of the meeting location. Please contact us for more information and availability.

FOR MORE INFORMATION ON ADVERTISING, PLEASE CONTACT:

Jen Callow | +1 732-580-8884 | jen.callow@formedics.com
breakthrough.asco.org

Sponsorship

Contact Alison Canavan (alison.canavan@conquer.org; +1 571-483-1423) or
Adriana Villarroel (adriana.villarroel@conquer.org; +1 571-483-1340) for more information.
Tentative Commitment Deadline: April 8, 2026

Conquer Cancer®, the ASCO Foundation, is pleased to offer companies an array of sponsorship opportunities* to participate in ASCO Breakthrough.

	\$200,000+ (Platinum)	\$150,000 (Gold)	\$100,000 (Silver)	\$50,000 (Bronze^)
Recognition on the Meeting Microsite Bottom Banner	Logo	Name		
Acknowledgment on the Meeting Scheduler Bottom Banner	Name			
Recognition on Coat/Bag/Poster Check Ticket	Logo			
Recognition on Coat/Bag/Poster Check Signage	Logo	Name		
Recognition on WIFI Signage	Logo	Logo	Name	
Recognition on the Microsite Donor Page	Logo	Logo	Name	Name
Recognition on Meeting Donor Listings	Logo	Logo	Name	
Name Acknowledgment in Meeting Publication Listings	●	●	●	●
Recognition on Marketing Communication(s)	Logo	Name		
Donor Acknowledgment in Meeting Exhibitor Directory	●	●	●	●
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	●	●	●	●
Invites to Networking Reception	6 Invites	4 Invites	2 Invites	
Recognition on Reception Invitation	Logo	Logo	Name	
Recognition on Reception Signage	Logo	Logo	Name	
★ Priority Points toward 2027 ASCO Annual Meeting Space Selection	3	3	2	1

^Funding provided under the Bronze level will be listed as General Support.

*Should any of the items listed cease to exist or change substantially such that Conquer Cancer is unable to acknowledge support as noted, Conquer Cancer will provide comparable recognition.

FOR MORE INFORMATION ON SUPPORTING, PLEASE CONTACT:

Alison Canavan | +1 571-483-1423 | alison.canavan@conquer.org
Adriana Villarroel | +1 571-483-1340 | adriana.villarroel@conquer.org
breakthrough.asco.org

Featured Benefits Descriptions

WIFI SPONSORSHIP

Attendees will appreciate your support of the WiFi throughout the meeting space. Supporter recognition on WiFi signage, in the printed program, and on the walk-in slides.

COAT/BAG/POSTER CHECK

Complimentary coat, bag, and poster check will be offered to attendees at the onsite ASCO Customer Service Desk. Supporter recognition included with details in the print program and on the meeting website, as well as on signs at the Customer Service Desk, on redemption tickets provided to attendees who check an item, and on walk-in slides.

Faculty and Collaborators Reception

Help ASCO and the Singapore Society of Oncology show our appreciation for the hard work done by the faculty, planning committees, and regional collaborators. Reception will be held on Thursday evening. Supporter recognition included on reception invitation and signage.



FOR MORE INFORMATION ON SUPPORTING, PLEASE CONTACT:

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Adriana Villarroel | +1 571-483-1340 | adriana.villarroel@conquer.org
breakthrough.asco.org