

Premium Ancillary Educational Event Marketing Package

Program Overview

2026 ASCO Annual Meeting

The Premium Ancillary Educational Event Marketing Package is an opportunity for organizers of CE-accredited events to feature their event in ASCO-produced meeting materials and products, in addition to other benefits that serve to increase the visibility of their event to potential attendees. Organizers of these events are required to comply with [ACCME Standards of Integrity and Independence](#).

Applications must be submitted no later than **Friday, March 27, 2025**.

Package Options, Pricing, and Benefits

The benefits of each package are listed in the chart with additional details about each benefit are outlined below.

	Full Benefits + Space \$75,000	Full Benefits \$65,000	Group Listing (\$15,000 per event)
Access to ASCO-reserved hotel space to host event	X		
Organizer required to find hotel space on own to host event		X	X
Hyperlink to event information on ASCO’s Program Guide website and ASCO’s Meeting app, which host ASCO’s meeting content.	X	X	X
Individual Event Listing featured on ASCO’s meeting website and in online <i>Daily News</i> article	X	X	
Group Event Listing included on meeting website			X
QR Codes that link to meeting website event listings included in printed Meeting Program, <i>Daily News</i> , and Exhibitor Directory	X	X	X
Hyperlink to meeting website event listings included in Know Before You Go email and to online <i>Daily News</i> article in <i>Daily News</i> preview email	X	X	X*
One-time use of the pre-registration list	X	X	X
Onsite signage in ASCO meeting space at host venue that includes event information	X	X	

Benefit Details

- If participating in the **Full Benefits + Space (\$75,000)** package, organizers will be assigned a hotel ballroom space. Limited space is available. Space will be assigned on a first come, first serve basis when the application has been reviewed, approved, and payment has been confirmed.
 - Timeslots are available on Friday and Saturday evening at the Hilton Chicago:
 - Four slots on Friday, May 29, 2026
 - Four slots on Saturday, May 30, 2026
 - Access to the hotel does not include any onsite fees. Room rental, A/V, catering, etc. are at the discretion of the hotel.
 - The organizer may arrange to switch to a smaller room, if available, to reduce hotel costs, or to a larger room, to increase the size of the event or to allow for a different seating arrangement. If an organizer chooses to switch rooms, *they must contact ASCO staff* as soon as the change is confirmed with the hotel. Any additional fees for the different space will be the responsibility of the organizer.
- If participating in the **Full Benefits (\$65,000)** package, organizers will be required to [submit a separate request](#) to reserve space for their event for an additional fee.
 - Any fees for catering, A/V, etc. are at the discretion of the hotel.
 - Virtual only events are eligible for this package option and do not require a separate request for space reservation. Event organizers are responsible for streaming their virtual event. ASCO will not host or stream any programs.
- If participating in the **Group Listing** package, organizers can feature 3 or more events in one listing on our meeting website. Organizers will pay \$15,000 for each individual event included in the listing (3 events for \$45,000; 4 events for \$60,000, 5 events for \$75,000). Organizers are required to submit a separate request to reserve space for their events. Virtual only events are also eligible for this package option.
 - Group Listings should not exceed 12 events.
 - Organizers will be required to [submit a separate request](#) to reserve space for their events.
 - Virtual only events are eligible for this package option and do not require a separate request for space reservation. Event organizers are responsible for streaming their virtual event. ASCO will not host or stream any programs.
- **ASCO's Program Guide and Meeting App** host ASCO's meeting content and are the access points for attendees to experience all offerings available as a registrant (livestreamed sessions, participation in eQ&A and polls, access to abstracts and posters). The navigation panel of the website and app will include a hyperlink that directs attendees to the online event listings.
- The **Individual Event Listing featured in the online *Daily News* and on the meeting website will include the following details**. Organizers will be able to review their event's listing prior to publication; ASCO reserves the right to edit listings for consistency and space.
 - Event title, date, time, and location
 - Hyperlink to event registration website

- Event organizer and supporter(s)
- Contact information for attendee questions
- Summary description of event
- Faculty names
- The **Group Event Listing featured on the meeting website** will include the following details. Organizers will be able to review their events listing prior to publication; ASCO reserves the right to edit listings for consistency and space.
 - General header/title of group events
 - Event organizer information
 - Contact information for attendee questions
 - Hyperlink to a single registration page. Group listings include **one** hyperlink that leads to the organizer’s website that features all individual event information.
 - Titles, dates, times, and location of each individual event.
- **QR Codes included in the printed Meeting Program, print *Daily News*, and Exhibitor Directory** will link to the Premium Ancillary Event page on the meeting website. Both printed materials will include an advertisement containing a QR code to allow attendees to access full event listings posted on the meeting website.
- Hyperlinks in the **Know Before You Go Meeting email and *Daily News* preview email will include a direct URL to online Ancillary Event Listings.** The Know Before You Go email will send approximately 1 week prior to the meeting start date and will link to the event listing on ASCO’s meeting website. The *Daily News* preview email will send a few weeks prior to the meeting and link to the event listings in the online *Daily News* article. All registered attendees receive the Know Before You Go email. Only registered attendees that opt into *Daily News* emails will receive the *Daily News* preview mail. The emails will not include individual event listings in the email body text.
 - *Group Listings will only be included in the Navigating the Meeting hyperlink. They will not be included in the *Daily News* hyperlink.
- **The pre-registration list** allows organizers to send one mailer to pre-registered attendees. The list includes names and mailing addresses only; phone numbers, fax numbers, and email addresses are not included. To receive a copy of this list, organizers need to complete and submit a one-time use agreement and the marketing piece/mailer to ASCO for review and approval. Please allow a minimum of five business days for review and approval of the mailer. Organizers can only use this list one time to send one mailer.
 - If an organizer would like to send additional mailer(s), they can purchase additional use of the pre-registration list. Details can be found on the [meeting website](#).
 - If organizers choose to send more than one mailer, it must be updated with a different layout, color scheme, etc.
 - Mailers can only reference the “2026 ASCO® Annual Meeting” one time in the content.
 - Mailers must include the meeting disclaimer: *Not an official event of the 2026 ASCO® Annual Meeting. Not sponsored, endorsed, or accredited by ASCO®, Association for Clinical Oncology, or Conquer Cancer® the ASCO Foundation.*

- There will be one **onsite sign in ASCO meeting space** that includes event information for all premium events. Information for each event includes event titles, organizers, supporters, location, and time.

Submission, Reserving Space, and Additional Information

- The 2026 ASCO Annual Meeting is an in-person and online event with content available to attendees both in-person and virtually. ASCO strongly encourages organizers to provide the same options, however virtual only events are eligible to participate in the Full Benefits and Group Listing package options.
- Each package option is a separate purchase and transaction. Organizers can choose to feature an event in more than one package option but are required to pay for the inclusion of that event in each package separately.
- Submission
 - Applications must be submitted no later than **Friday, March 27, 2025**. Fee is due upon approval of the application.
 - ASCO reserves the right to decline any proposal submitted for consideration for the Premium Ancillary Educational Event Marketing Package.
 - Fees collected for participation in the Premium Ancillary Educational Events Marketing Package are not refundable.
 - Select individuals holding a leadership position in ASCO and/or Conquer Cancer are excluded from participating in these events (see Leadership Excluded from Premium Package Events below). Organizers will be asked to replace these individuals if any are included on the event agenda.
 - ASCO makes no guarantee as to registration numbers or onsite attendance at any event.
- Reserving Space
 - Event organizers will be required to [submit a request](#) to reserve space for their event for an additional, non-refundable fee of \$200.
 - Any fees for rental fees, catering, A/V, etc. are at the discretion of the hotel and must be negotiated between the hotel and the event organizer.
 - Virtual-only events are also eligible for this package option and would *not* require reserving hotel space. Event organizers are responsible for streaming their virtual event. ASCO will not host or stream any programs.
- Organizers must adhere to the meeting blackout times:
 - Friday, May 29: 1:00 PM - 6:00 PM (CT)
 - Saturday, May 30: 8:00 AM - 6:00 PM (CT)
 - Sunday, May 31: 8:00 AM - 6:00 PM (CT)
 - Monday, June 1: 8:00 AM – 6:00 PM (CT)
 - Tuesday, June 2: 8:00 AM – 1:00 PM (CT)
- The full disclaimer must be included in all meeting materials, mailers, and online information.

- *Not an official event of the 2026 ASCO® Annual Meeting. Not sponsored, endorsed, or accredited by ASCO®, Association for Clinical Oncology, or Conquer Cancer® the ASCO Foundation.*
- For information regarding onsite logistics, marketing, mailers, signage, and compliance, please review [ASCO's Policies](#).
- Additional Advertising
 - To purchase additional advertising to promote an event, please visit our [meeting website](#)
- Licensing Content
 - Participants in the Premium Package program can license ASCO Annual Meeting videos and/or slides and feature that content in their events.
 - This opportunity is only available for organizers participating in the Full Benefits + Space and Full Benefits packages (\$75k and \$65k options)
 - Event organizers can license up to five videos and/or slides from the meeting for an additional \$5,000.
 - Send licensing requests to licensing@asco.org.
- Onsite Signage
 - Requirements for signage can be found in our [Ancillary Event Guidelines](#)
 - All signage must include the meeting disclaimer.
 - Signage and handouts cannot be displayed or distributed in ASCO's meeting space (McCormick Place) except from a company's exhibit space.
 - In hotel space, Ancillary Events can display an appropriate number of directional signs at the event location to help attendees find the space prior to the start of the event.
 - Signage placement must be approved by hotel contact.

Leadership Excluded from Premium Package Events

The following ASCO and Conquer Cancer, the ASCO Foundation volunteers who are in the leadership roles outlined below are not eligible for participation in ancillary events that elect to have Premium Marketing Packages from the time they are elected or appointed through the end of the calendar year in which their terms conclude.

- ASCO Board of Directors
 - Clifford A. Hudis, MD, FACP, FASCO – Chief Executive Officer, ASCO; Executive Vice Chair, Conquer Cancer, the ASCO Foundation
 - Eric J. Small, MD, FASCO – ASCO President
 - Elizabeth A. Mittendorf, MD, PhD, MHCM, FASCO – President-Elect
 - Robin Zon, MD, FACP, FASCO – Chair of the Board
 - Lynn M. Schuchter, MD, FASCO – Past President
 - Carolyn B. Hendricks, MD, FASCO
 - Kathleen N. Moore, MD, MS, FASCO
 - Fredrick Chite Asirwa, MD, MBChB, FASCO

- Toni K. Choueiri, MD, FASCO
- Melissa S. Dillmon MD, FASCO
- Jhanelle E. Gray, MD
- Clarissa Mathias, MD, PhD, FASCO
- Ann H. Partridge, MD, MPH, FASCO
- Debra A. Patt, MD, PhD, MBA, FASCO
- Abby R. Rosenberg, MD, MS, MA, FAAP
- Sonali M. Smith MD, FASCO
- Jennifer S. Temel, MD, FASCO
- Jason Westin, MD, MS, FACP, FASCO
- Karen Marie Winkfield, MD, PhD, FASCO
- Howard A. Burris III, MD, FACP, FASCO – Chair, Conquer Cancer Foundation Board (ex-officio)
- Conquer Cancer Foundation Board of Directors
 - Nancy R. Daly, MS, MPH – Chief Executive Officer
 - Howard A. Burris III, MD, FACP, FASCO – Chair
 - Amy C. Peterson, MD
 - Alexander Casdin, FASCO
 - Clifford A. Hudis, MD, FACP, FASCO – Executive Vice Chair and ASCO Chief Executive Officer
 - Eric J. Small, MD, FASCO – ASCO President
 - Kathryn Beal, MD
 - Bill Behnke
 - Riccardo Braglia
 - Otis Webb Brawley, MD, MACP, FASCO
 - Lawrence H. Einhorn, MD, FASCO
 - Jasmine V. Ferrer, PhD, MPH
 - Raj Mantena, RPh
 - Thomas A. Marsland, MD, FASCO
 - Robert J. Mayer, MD, FASCO
 - Gerald J. McDougall
 - Steven T. Rosen, MD, FACP, FAIMBE, FASCO
 - Alexandra E.F. Shapiro
 - Sandra M. Swain, MD, FACP, FASCO
 - Margaret Tempero, MD, FASCO
 - M. Teresa Alonso Thompson
 - Deanna B. van Gestel