

Premium Ancillary Educational Event Marketing Package

Program Overview

2026 ASCO Breakthrough

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 expected to comply with accredited continuing education standards such as the [Accreditation Council for Continuing Medical Education \(ACCME\)](#), [WFME Global Standards for Quality Improvement of Medical Education](#), or other relevant CME Standards.

Pricing and Benefits

For \$40,000, organizers receive the benefits outlined below.

- Meeting space at Raffles City Convention Centre (where ASCO Breakthrough will be held). Space is 107m² and fits approximately 85 people theater style and 60 people classroom style, per the convention centre's specs.
- An assigned time during one of the ASCO Breakthrough lunch sessions; one slot per day (three total slots available). ASCO provides lunch for all attendees, so event providers would not need to order food.
- Onsite signage designed and produced by ASCO, including directional signage and door signage.
- Hyperlink to event information on ASCO's Program Guide website and ASCO's Meeting app, which host ASCO's meeting content.
- Event Listing featured on ASCO's meeting website.
- Event Listing featured in online *Daily News* article.
- Hyperlink to meeting website event listings included in Know Before You Go email.
- Hyperlink to online *Daily News* article included in *Daily News* preview email.
- QR Code that links to meeting website event listings included in printed Meeting Program.
- One-time use of the meeting pre-registration list (mailing addresses only).

Benefit Details

- **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 **Event Listing featured on ASCO's meeting website and online *Daily News* article** 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
- 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.
- **QR Code included in the printed Meeting Program** will link to the Premium Ancillary Event page on the meeting website. The print Meeting Program will include an advertisement containing a QR code to allow attendees to access full event listings posted on the meeting website.
- **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.
 - All mailers must include the meeting disclaimer: *Not an official event of 2026 ASCO® Breakthrough. Not sponsored, endorsed, or accredited by ASCO®, Association for Clinical Oncology, or Conquer Cancer®, the ASCO Foundation.*
 - 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 "2026 ASCO® Breakthrough" one time in the content This is in addition to the meeting name referenced in the required meeting disclaimer.

Submission, Meeting Space, and Additional Information

- 2026 ASCO Breakthrough 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.
- Submission
 - Applications must be submitted by **Monday, April 27, 2026**. The 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, Conquer Cancer, and/or ASCO Breakthrough 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.
- Meeting Space
 - A meeting room is included with the package. The space is 107m² and fits approximately 85 people theater style and 60 people classroom style, per the convention centre specs. Event organizer is responsible for all arrangements and fees related to a/v, etc.; fees are at the discretion of the convention centre and must be negotiated between the hotel and the event organizer.
- The full disclaimer must be included in all meeting materials, mailers, and online information.
 - *Not an official event of 2026 ASCO® Breakthrough. 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, websites or URLs, and compliance, please review [ASCO's Policies](#).
- Additional Advertising
 - To purchase additional advertising to promote an event, please visit our [meeting website](#)

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
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 - 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
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 - 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
- ASCO Breakthrough Program Committee Leadership
 - Yun Yen, MD, PhD, FASCO – Chair
 - Roselle De Guzman, MD, FASCO – Chair-Elect
 - Melvin Chua, MBBS, PhD, FASCO – Past Chair
 - Eileen Yi Ling Poon, MD – Co-Host Representative
 - Jun Ma, MD – Asia Pacific Regional Council Representative