

American Society of Clinical Oncology®
Conquer Cancer®, the ASCO Foundation

Priority Point Guidelines for the Selection of Exhibit Space and Hotel Accommodations for the 2027 ASCO® Annual Meeting
(Accrued April 1, 2025 - March 31, 2026)

These Priority Point Guidelines (“Guidelines”) explain the system the American Society of Clinical Oncology and the Conquer Cancer® Foundation of the American Society of Clinical Oncology (“Conquer Cancer”) (collectively, “ASCO”) will use to prioritize the selection of exhibit space, exhibitor meeting rooms, ancillary event space and hotel accommodations by Exhibitors¹ for the 2027 ASCO Annual Meeting.² Exhibitors will pay applicable exhibit space fees and hotel accommodation fees regardless of the order in which they select exhibit space and hotel accommodations.

All Exhibitors at the ASCO Annual Meeting and ASCO-planned symposia and meetings and their guests must procure exhibit space and any hotel accommodations for current and future ASCO Annual Meetings and ASCO-planned symposia and meetings through ASCO or ASCO’s designated vendor and must submit their requests to ASCO in a complete and timely manner. While ASCO will rely on these Guidelines to prioritize selection of exhibit space and hotel accommodations for the ASCO Annual Meeting, ASCO retains authority over exhibit space and hotel accommodations for the ASCO Annual Meeting and ASCO-planned symposia and meetings and reserves the right to change the location of exhibit space and hotel accommodations. Exhibitors are not guaranteed any specific exhibit booth or exhibit hall location, hotel accommodations, or any priority for selection of exhibit space or hotel accommodations under these Guidelines. Any ambiguities about these Guidelines and the selection of exhibit space and hotel accommodations will be resolved by ASCO.

A. Nonprofit Patient Organizations, ASCO® State and Regional Affiliates, and Nonprofit Medical Professional Societies

ASCO recognizes the importance of the participation of nonprofit patient advocacy and support organizations, ASCO State and Regional Affiliates, and nonprofit medical professional societies in ASCO meetings. Typically, ASCO will set aside a limited amount of exhibit space for these organizations. The eligibility for and availability of this exhibit space are at ASCO’s discretion.

B. Other Exhibitors

ASCO may set aside exhibit space for nonprofit patient advocacy and support organizations, ASCO State and Regional Affiliates, and nonprofit medical professional societies. All other Exhibitors will be prioritized for selection of exhibit space and hotel accommodations based on a point system as explained below. The process for selection of hotel accommodations will also take into consideration the number of the Exhibitor’s personnel.

1. *History of Exhibiting.* An Exhibitor will accrue up to 15 points for the number of consecutive years it has exhibited in-person or online as follows:

¹ An “Exhibitor” is the company or organization identified in a signed Exhibitor Agreement (Application and Contract) for the 2026 ASCO Annual Meeting that has been approved by ASCO.

² These Guidelines are part of the American Society of Clinical Oncology®, Association for Clinical Oncology, and Conquer Cancer®, the ASCO Foundation’s Policies for Exhibitors and Other Organizations at ASCO Meetings, as amended from time to time.

Up to 10 points for participation (in-person or online) at the ASCO Annual Meeting:³

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years
- f. 6 points for the past six years
- g. 7 points for the past seven years
- h. 8 points for the past eight years
- i. 9 points for the past nine years
- j. 10 points for the past ten years

Up to 5 points for participation (in-person or online) at any one or more of the following ASCO-planned symposia or meetings through March 31, 2026 (including, but not limited to): Best of ASCO Meeting, ASCO Gastrointestinal Cancers Symposium, ASCO Genitourinary Cancers Symposium, and ASCO Breakthrough:

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years

2. *Total Amount of Exhibit Booth Square Footage, Meeting Room Square Footage, and Table Space Contracted and Utilized in Prior Year.* An Exhibitor will accrue up to 16 points for the space the Exhibitor contracted and utilized as follows:

For having an exhibit at the 2026 ASCO Annual Meeting (includes exhibit booth and meeting rooms in the exhibit hall, N100 level, the East Building, and/or West Building) that was staffed by a representative of Exhibitor and in full compliance with the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#) (points are based on square footage):

- a. 1 point for up to 1,000 square feet
- b. 2 points for 1,001 – 2,000 square feet
- c. 3 points for 2,001 – 3,000 square feet
- d. 4 points for 3,001 – 4,000 square feet
- e. 5 points for 4,001 – 5,000 square feet
- f. 6 points for 5,001 – 6,000 square feet
- g. 7 points for 6,001 – 7,000 square feet
- h. 8 points for 7,001 – 8,000 square feet
- i. 9 points for 8,001 – 9,000 square feet
- j. 10 points for 9,001-10,000 square feet
- k. 11 points for 10,001 – 11,000 square feet
- l. 12 points for anything over 11,001 square feet

³ An Exhibitor will be considered to have participated in the 2026 ASCO Annual Meeting for Section 1 of the Guidelines if it signed an Exhibitor Agreement (Application and Contract) and paid in full for the 2026 ASCO Annual Meeting as of March 31, 2026.

For participation in ASCO-planned symposia or meetings that took place between April 1, 2025 – March 31, 2026 and in full compliance with the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#):

- a. 1 point awarded for exhibiting in person at each of the following meetings and symposia: Best of ASCO Meeting, ASCO Gastrointestinal Cancers Symposium, and ASCO Genitourinary Cancers Symposium or for contracting to exhibit at 2026 ASCO Breakthrough by March 31, 2026.
3. *Meeting Payment Requirements for Exhibits.* An Exhibitor will accrue a maximum of 2 points if the Exhibitor submitted all payments for exhibiting at the 2026 ASCO Annual Meeting as required, including meeting all applicable payment schedules (including payment of deposits) and paying for its total contracted spend including exhibit space, meeting rooms, Industry Expert Theaters, or in-hall advertising in full on or before the deadline for the applicable meeting. (1 point for payments submitted by 50% deposit deadline and 1 point for payments received in full by the 100% deadline)
4. *Support of Conquer Cancer.* An Exhibitor may accrue a maximum of 16 points for supporting Conquer Cancer®, the ASCO Foundation, as follows:⁴
 - a. *Donors to the Conquer Cancer Mission Endowment:*
 - i. 2 points if the Exhibitor first donated to the Mission Endowment prior to April 1, 2025
 - ii. 1 additional point if the Exhibitor makes an additional donation to the Mission Endowment between April 1, 2025 – March 31, 2026
 - b. *Donors that Support an Endowed Program of Conquer Cancer (such as a Grant or Award):*
 - i. Beginning with donations made on or after April 1, 2025, 2 points for the first donation that fully endows a program that provides funding to recipients for the purpose of supporting research projects or fully endows an educational program (e.g., a Young Investigator Award, a Career Development Award, Leadership Development Program etc.)
 - ii. 1.5 point for each additional donation made between the dates of April 1, 2025 – March 31, 2026 that fully endows a program that provides funding to recipients for the purpose of supporting research projects (e.g. a Young Investigator Award, a Career Development Award, Leadership Development Program etc.)
 - iii. 1 point for each donation made between the dates of April 1, 2025 – March 31, 2026 that fully endows a program not described in the Sections 4(b)(i) and (ii) above (e.g., Merit Awards)
 - iv. a maximum of 0.5 point for each endowed program that the Exhibitor supports between the dates of April 1, 2025 – March 31, 2026 that is not fully endowed by the Exhibitor by March 31, 2026
 - c. *Donors that Support Funds for Eligible ASCO Centers and special initiatives (such as the Patient Centered Cancer Care fund or the ASCO Center for Global Impact):*
 - i. 1 point for each donation to support an eligible ASCO Center or fund designated by Conquer Cancer, a maximum of 2 points for donations made between the dates of April 1, 2025 – March 31, 2026 (e.g., 1 point if the Exhibitor makes one donation to the fund to

⁴ Any qualifying donations made after March 31, 2026, will be considered for purposes of accruing 2028 points.

support the ASCO Center for Global Impact and 1 additional point if the Exhibitor makes one or more donations to the Patient Centered Cancer Care fund or other special initiative)

- d. *Sponsorship of ASCO Breakthrough.* Up to 3 points for contracting support for 2026 ASCO Breakthrough by March 31, 2026:
 - i. 3 points for Platinum and Gold level supporters
 - ii. 2 points for Silver level supporters
 - iii. 1 point for Bronze level supporters
 - e. *Cumulative Support of ASCO Annual Meeting.* Donors who support both Annual Meeting Education Tracks and Sponsorship Up to 4 points for cumulatively supporting the ASCO Annual Meeting:
 - i. 4 points for Champion level supporters
 - ii. 3 points for Trailblazer level supporters
 - iii. 2 points for Changemaker level supporters
 - iv. 1 point for Contributor level supporters
 - f. *Conquer Cancer Council Membership:* 1 point if the Exhibitor is a Member of the 2026 Conquer Cancer Council by January 31, 2026.⁵
5. *Advertising.* An Exhibitor may accrue a maximum of 5 points for advertising space that was contracted with ASCO or one of ASCO's advertising sales vendors between April 1, 2025 - March 31, 2026, as follows:
- a. 1 point for any contracted ASCO advertising opportunity, excluding classified ads
 - b. 2 points for a Tumor Takeover Program with ASCO Journals, ASCO Educational Book, and/or The ASCO Post between April 1, 2025 – March 31, 2026
 - c. 2 points for contracting select onsite advertising opportunities for the 2026 ASCO Gastrointestinal Cancers Symposium or 2026 ASCO Genitourinary Cancers Symposium
6. *Totaling Points.* Exhibitors will be placed in selection order for the 2027 ASCO Annual Meeting based on the total number of points each has accrued from Numbers 1 – 5 above.
7. *Prioritizing Among Exhibitors with the Same Total Accrued Points.* If two or more Exhibitors have the same number of points, ASCO will prioritize that group of Exhibitors (those with the same number of points) as follows (all points assigned under this Section 7 are for use solely for determining priority among those Exhibitors with the same total number of accrued points):

For the number of past consecutive years in which the Exhibitor has made donations to Conquer Cancer:

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years

⁵ Conquer Cancer Council membership dates are January 1, 2026 through December 31, 2026. Please contact council@conquer.org to receive information about membership opportunities.

For being a Top Donor to Conquer Cancer between April 1, 2025 and March 31, 2026: 1 point.

If any Exhibitors still have the same number of points, those Exhibitors will be ordered in alphabetical order (starting with a randomly selected letter of the alphabet).

8. *Addressing the Merger or Acquisition of Exhibitors.* If an Exhibitor merges with, is acquired by, or acquires another Exhibitor and they seek to merge their exhibit hall space, the new company will receive the points and the years of support of the company that had the higher total points if requested by the merged company. The points and years of support of each Exhibitor will not be combined. However, if a newly acquired subsidiary company is a separate corporate entity and the parent and the subsidiary company do not desire to merge exhibit hall space, they can have their own exhibit hall space as described below.
9. *Companies within a Corporate Family.* Companies in the same corporate family may have their own exhibit hall space if the companies are separate corporate entities. In this situation, each company enters into a separate Exhibitor Agreement, uses its own points and years of support, and has its own place in line. The points and years of support of one company cannot be attributed to another (in other words, the points and years of support of one company cannot be “counted” twice). The company name on the booth, exhibit hall signage, and in the Exhibitor Directory must be the same as the company whose name appears at the top of its Exhibitor Agreement (Application and Contract).
10. *Penalties.* In order for the ASCO Annual Meeting and ASCO-planned symposia and meetings to attract attendees and operate efficiently, effectively, and safely, Exhibitors must comply with ASCO policies, procedures, guidelines, and the ASCO Exhibitor Agreement. If an Exhibitor fails to comply with any ASCO policies, procedures, guidelines, or the Exhibitor Agreement, the Exhibitor may be penalized, including but not limited to losing points for the current and/or future years for purposes of exhibit space, exhibitor meeting rooms, ancillary event space, and/or hotel requests, having its exhibit and/or hotel space relocated or reduced in size, and/or paying a penalty.
11. *Final Selection Order of Exhibitors.* ASCO will give each Exhibitor the opportunity to request exhibit booth space and preferred hotel accommodations in the order the Exhibitor appears on the selection list.
12. *Availability of Information.* These Guidelines will be available through the [ASCO website](#) and are reviewed on a yearly basis. If an Exhibitor wants to know the number of points the Exhibitor has accrued, the Exhibitor can make a request to ASCO via email to exhibits@asco.org. ASCO will not disclose ranking or the priority order to any Exhibitor.

Questions regarding these guidelines may be directed to:

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