

# Premium Ancillary Educational Event Marketing Package

## Program Overview

### 2026 ASCO Genitourinary Cancers Symposium

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](#).

#### **Pricing and Benefits**

The Program offers one package option: the Full Benefits Package. For \$40,000, organizers receive the benefits outlined below. All event organizers are required to find and secure hotel space on their own for their event(s).

- 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.
- QR Code that links to meeting website event listings included in printed *Daily News*.
- One-time use of the meeting pre-registration list.
- Onsite signage in ASCO meeting space at host venue that includes event information.

#### **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 Codes included in the printed Meeting Program and print Daily News** 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.
- **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® Genitourinary Cancers Symposium" one time in the content.
- 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 Genitourinary Cancers Symposium 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 program.
- Submission
  - Applications must be submitted by **Friday, December 19, 2025**. 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 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.
  - Thursday, February 26: 8:05 AM - 6:45 PM (PT)
  - Friday, February 27: 8:10 AM - 5:45 PM (PT)
  - Saturday, February 28: 7:00 AM - 3:00 PM (PT)
- The full disclaimer must be included in all meeting materials, mailers, and online information.
  - *Not an official event of the 2026 ASCO® Genitourinary Cancers Symposium. 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](#)

## **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