

ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY
ASSOCIATION FOR CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

2026 ASCO[®] Annual Meeting

Planning for Your Exhibit Experience

Wednesday, March 18, 2026

WELCOME

Presenters

- Stephanie Houck, CEM
Senior Director, Exhibit Operations– SPARGO, Inc.
- Eileen McGill, CEM
Associate Director, Exhibit Operations– SPARGO, Inc.
- Cassandra Cothron
Exhibitor Education Manager - FREEMAN

HOUSEKEEPING ITEMS

- **This webinar presentation is being recorded**
- An email will be sent including the link to the recording
- Link to the recording will be posted on the Webinars section of the Exhibitor Service Manual
- Questions may be submitted through the feature in the upper right corner of your screen
- Questions not answered during the webinar will receive a follow up email post presentation

AGENDA

- Key Contacts
- Official Contractors
- Upcoming Deadlines
- Exhibit Hall Schedule
- Exhibitor Resource Center
- Exhibitor Policy Information
- Promote Your Presence at #ASCO26
- Exhibitor Appointed Contractor
- Onsite Assistance
- FREEMAN
- Exhibitor Town Hall/Post Meeting Survey



KEY CONTACTS

- EXHIBIT OPERATIONS – SPARGO Team



Booths up to 300 sq. ft.

Darnella Bailey

Associate Manager, Exhibit Operations

703-995-3883

darnella.bailey@spargoinc.com



Booths 400 sq. ft. or larger

Eileen McGill, CEM

Associate Director, Exhibit Operations

703-679-3969

eileen.mcgill@spargoinc.com



**Exhibitor Meeting Rooms, Industry Expert
Theaters and Exhibit Hall Advertising**

Stephanie Houck, CEM

Senior Director, Exhibit Operations

703-679-3972

stephanie.houck@spargoinc.com

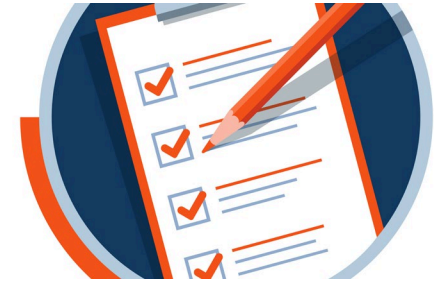
OFFICIAL CONTRACTORS

2026 ASCO®
ANNUAL MEETING

OFFICIAL
CONTRACTOR

- Formedics (formerly AMC Media) – Out of Home Advertising
- Freeman – Official Service Contractor/Electrical/Audio Visual/Shipping
- InFocus Marketing – Attendee/Member Mailing List Rental
- Kushner & Associates – Boarding Area Requests/Transportation
- McCormick Place Technology Services – Internet/Wi-Fi
- MedMeeting Images – Photography
- OVG Hospitality – Catering/In-Booth Hospitality
- RA Consulting – Booth Security
- TLC Convention Plant Services – Floral/Plant Rentals
- Universal Computer Rentals – Computer/Office Equipment Rentals

UPCOMING DEADLINES



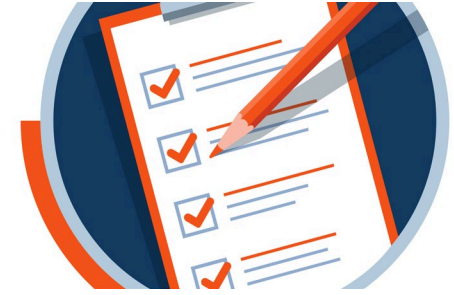
- **Wednesday, April 8**

- Exhibitor Hotel Reservations must be entered and paid in full (non-paid rooms are released)

- **Wednesday, April 22**

- Early Registration Discount Deadline at 11:59 PM (ET)
- Required Exhibitor Forms – Submit through Exhibitor Resource Center

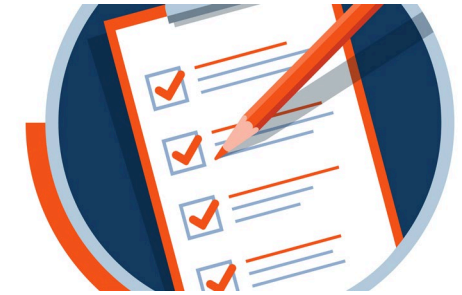
UPCOMING DEADLINES - Continued



• Tuesday, April 28

- Request for Early Freight Move-In – FREEMAN
- Aerial Labor Request Form - FREEMAN
- Advance Order Discount Date for:
 - Freeman – This includes but is not limited to audio visual, electrical, furnishings
 - Booth Security
 - Computers/Office Equipment Rentals
 - Floral Orders
 - Internet/Wi-Fi
 - Complimentary Wi-Fi is not available in the Exhibit Hall
 - Lead Retrieval/Badge Scanners
- Booth Hospitality/Catering
- Boarding Space/Transportation Requests

UPCOMING DEADLINES - Continued



- **Friday, May 15**

- Last Day for Advance Shipments received at the Freeman Warehouse without surcharge

- **Saturday, May 16**

- Onsite Registration Fees in effect

- **Wednesday, May 20**

- Ancillary Event Request Submissions – 5:00 PM (ET)

- **Friday, May 29**

- Aisles cleared of crates and equipment – 4:30 PM (CT)
- Exhibit Installation complete – 4:30 PM (CT)

EXHIBIT HALL SCHEDULE

- Early Exhibitor Move-In & Early Overhead Rigging *(by appointment only)*
 - Saturday, May 23: 8:00 AM – 4:30 PM
 - Sunday, May 24: 8:00 AM – 4:30 PM
 - Monday, May 25: 8:00 AM – 4:30 PM

- Due to Freeman by Tuesday, April 28
 - [Request for Early Freight Move-In Form](#)
 - [Aerial Labor Request](#)

Freeman will review early move-in and/or early overhead rigging requests and assign based on availability.

EXHIBIT HALL SCHEDULE - Continued

- Exhibit Installation Hours
 - Tuesday, May 26: 8:00 AM - 4:30 PM
 - Wednesday, May 27: 8:00 AM - 4:30 PM
 - Thursday, May 28: 8:00 AM - 4:30 PM
 - Friday, May 29: 8:00 AM - 4:30 PM

After published move-in/move-out hours, access to the exhibit hall and/or in and out privileges may be limited or eliminated.

EXHIBIT HALL SCHEDULE - Continued

- Exhibit Hours
 - Saturday, May 30: 9:00 AM - 5:00 PM
 - Sunday, May 31: 9:00 AM - 5:00 PM
 - Monday, June 1: 9:00 AM - 5:00 PM
- Exhibit booths must be staffed during all opening hours
- All exhibits must remain fully intact and staffed until 5:00 PM on Monday, June 1
- Early dismantling of exhibits is prohibited

EXHIBIT HALL SCHEDULE - Continued

- Dismantle Hours
 - Monday, June 1: 5:00 PM - 11:00 PM
 - Tuesday, June 2: 8:00 AM - 4:30 PM
 - Wednesday, June 3: 8:00 AM - 4:30 PM
 - Thursday, June 4: 8:00 AM - 12:00 PM
- Return of empties will start once all aisle carpet has been removed
- Submit your material handing agreement (MHA) to the Freeman service desk once your booth is packed
- MHAs will not be accepted prior to 5:00 PM on Monday, June 1
- All carriers must be checked-in at the Marshaling Yard by 10:00 AM on Thursday, June 4
- Exhibit materials which have not been packed and/or marked with outbound shipping labels will be considered trash after 12:00 PM
- ***Recommend inline exhibits plan to pack their materials and submit MHA on Monday, June 1***

EXHIBIT HALL SCHEDULE - Continued

- Overtime rates will apply after 4:30 PM Monday-Friday and all day Saturday
- Double-time rates will apply all day Sunday and holidays
- Monday, May 25 is a holiday

EXHIBITOR RESOURCE CENTER

- Access is limited to the booth contact and exhibitor registration contact(s) on record
- Update Your Exhibitor Listing – online directory
- Register for Exhibitor Badges
- Submit Required Forms
 - Booth Activity Approval Form
 - Booth Rendering - (required for booths 400 sq. ft. or larger only)
 - Exhibitor Appointed Contractor (EAC) Notification to include the EAC's Certificate of Liability Insurance
 - Fundraising Approval Form
 - Onsite Contact Form
 - Photography/Video and Audio Recording Approval Form
 - Request for Approval of Giveaways Form
 - Use of ASCO/Conquer Cancer[®], the ASCO Foundation Name Approval Form

EXHIBITOR POLICY INFORMATION

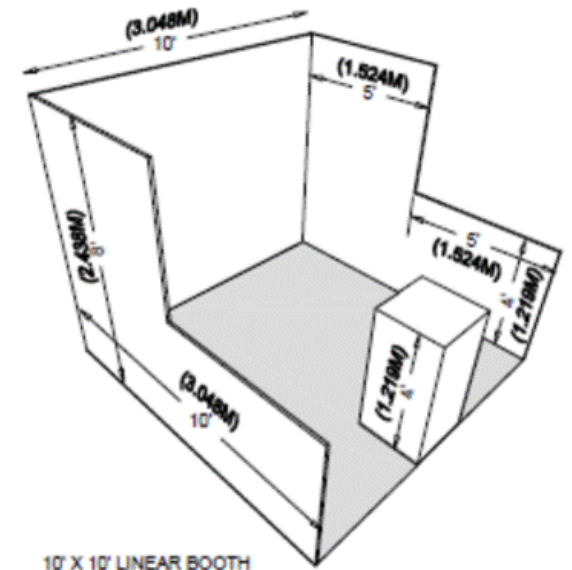
CLEAN FLOOR POLICY – NEW FOR 2026

Exhibitors must have all crates, cardboard, fiber cases, and access storage items appropriately labeled with "EMPTY" or "ACCESSIBLE STORAGE" for removal by the time set up hours are over. All aisles must be 100% clean of product, ladders, gang boxes, and all other items that may impede the final aisle clean up and installation of carpet by 4:30 PM on Friday, May 29. Exhibitors along the front aisle, running East to West, must have their materials and equipment labeled and ready for removal by 4:30 PM on Thursday, May 28.

Labeled and unlabeled exhibit materials and/or equipment will be removed no later than 4:30 PM on the corresponding day listed above. Requests to bring items back from storage to the exhibit hall floor are contingent upon ASCO Exhibits Management approval and are not guaranteed. Additional fees may apply and will be at the expense of the exhibitor.

INLINE DISPLAY REGULATIONS

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors
- Maximum height of 8 ft. is allowed only on the rear half of the booth space, with a 4 ft. height restriction imposed on all materials in the remaining space forward to the aisle
- The reverse side of any wing panel extending from the back wall of the display must be finished or draped to avoid raw exposure to a neighboring booth. Branding on the reverse facing into an adjoining booth is not permitted.
- No objects or decorations that obstruct visibility will be permitted
- No hanging signs are permitted
- Note: When three or more inline booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.



EXHIBITOR POLICY INFORMATION – BOOTH RENDERING

- Required for all island booths 400 sq. ft. or larger
- To scale floor plan with dimensions and elevation diagram
 - Hanging sign(s)
 - Rigging components
 - Water features
- Constructed to allow a contiguous two-foot (2') access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth
- Ample sight lines so adjacent exhibits are visually accessible
- Primary use of an exhibitor's booth should be attendee engagement
- No more than 50% of the booth's total square footage may be used for private meeting rooms

EXHIBITOR POLICY INFORMATION – BOOTH RENDERING – Cont'd

- Max height is 20' from the Exhibit Hall floor to the top of any structure of hanging sign/header
- Minimum clearance of 8' from the bottom of any hanging sign/structure to the Exhibit Hall floor if attendees are expected to walk below such sign/structure
- Signage over walls or static structures will require a significant clearance (at least three feet) between the top of a wall or static structure and the bottom of a sign, banner, or header
- Hanging signs must be hung directly over the island booth and not in the aisles
- Lighting must be directly over or in the exhibitor's booth and cannot affect other exhibitors or aisles.
- Lights may not protrude into the aisle

EXHIBITOR POLICY INFORMATION - GIVEAWAYS

Commercial Exhibitors

- All giveaways must be designed primarily for the education of patients or healthcare professionals and must not exceed \$10 in value
- Must be available to all registered attendees immediately upon request
- Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors

Nonprofit Exhibitors and Government Agencies

- Giveaways must not exceed \$10 in value
- Must be available to all registered attendees immediately upon request
- Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors as outlined in the Code

EXHIBITOR POLICY INFORMATION – GIVEAWAYS - Continued

- Exhibitors interested in giving away product samples must get prior approval from ASCO and must include the sample's fair market value
- Product samples are **not** allowed for pharmaceutical companies

EXHIBITOR POLICY INFORMATION – BOOTH ACTIVITIES

The Exhibit Hall atmosphere must always be congruent with the educational mission, core values, and purpose of ASCO

- Booth activities must be professional in nature and provide educational information related to the field of oncology
- All booth activities require advance approval
- We encourage altruistic activities intended to benefit certain non-profit organizations
- **Reminder:** Priority Points are no longer earned for booth activities with donations to Conquer Cancer[®], the ASCO Foundation. Companies are still welcome to have booth activities that donate to Conquer Cancer if interested

EXHIBITOR POLICY INFORMATION - PHOTOGRAPHY

- Exhibitors may use their own vendor, by submitting them as an Exhibitor Appointed Contractor/ Non-Official Contractor
- All EAC/Non-Official Contractors providing photography, video, and/or audio services must submit the special access authorization form via email to eileen.mcgill@spargoinc.com
- Upon arrival at McCormick Place, a camera tag must be picked up at the ASCO security office, room S101, and always placed on the camera
- Any vendor not adhering to the policies below will have their tag revoked and be removed from the Exhibit Hall:
 - Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own booth space
 - Exhibitors may not photograph or videotape other exhibitors' or organizations' exhibits and/or Exhibit Hall attendees
 - All photography, video, and audio equipment must remain in the exhibitors' booth space and must not disrupt visitor traffic
 - Photographers/videographers may not stand or place their equipment in an aisle outside of their contracted booths

EXHIBITOR POLICY INFORMATION - PHOTOGRAPHY

Please refer to the Lighting Schedule to note when we will be at "show level lighting" in the Exhibit Hall.

[Lighting Schedule](#)

If you require "show level lighting" for your exhibit other than the hours noted on the lighting schedule page, please contact Freeman at 888-508-5054 to make arrangements.

Additional fees will apply and are the responsibility of the exhibitor.

EXHIBITOR POLICY INFORMATION – USE OF ASCO NAME

- All materials (including but not limited to promotional materials, exhibit booth banners or decorations, billboards, airport advertising, and other signage) **require advance review and approval by ASCO** and must comply with the Policy for Exhibitors and Other Organizations at ASCO Meetings
- Please refer to the “Use of ASCO/Conquer Cancer[®], the ASCO Foundation Name Approval Form Instructions” in the Exhibitor Service Manual

PROMOTE YOUR COMPANY'S PRESENCE AT #ASCO26

ASCO offers exhibitors the opportunity to promote their presence at the Annual Meeting in email signatures, social media, and with the use of an ASCO-approved web banner

These images are the only approved use of ASCO's logo in emails or on websites. The files may not be altered in anyway



EXHIBITOR APPOINTED CONTRACTOR

- An Exhibitor Appointed Contractor/Non-Official Contractor (EAC) is a company other than the official contractors listed in the exhibitor service manual providing a service and requiring access to your booth during move-in and move-out
- Exhibiting companies/organizations that choose to use an EAC/Non-Official Contractor are required to submit the EAC Form with the EAC's Certificate of Liability Insurance
- Please refer to the “EAC/Non-Official Contractor Notification Submission Instructions ” in the Exhibitor Service Manual for more information

EXHIBITOR APPOINTED CONTRACTOR - Continued

- Access to the Exhibit Hall
 - EACs are permitted on the exhibit floor ONLY during official move-in and move-out hours providing all required information and forms are supplied
 - EAC personnel must be properly identified
 - Required to wear show-designated wristbands during move-in/move-out or an official ASCO Annual Meeting badge on the show site.
 - EAC personnel who are registered by their client for the meeting and will be receiving a badge may not have an “Exhibitor” designation on the badge.
 - The badge must have the Exhibitor Appointed Contractor designation
 - This is a McCormick Place policy

Exhibitors are responsible for the conduct of their EACs

SHOW SERVICES OVERVIEW - FREEMAN

Cassandra Cothron
Exhibitor Education Manager
FREEMAN

ONSITE ASSISTANCE

- Exhibits Management Office
 - Hours of Operation
 - Tuesday, May 26: 8:00 AM - 4:30 PM
 - Wednesday, May 27: 8:00 AM - 4:30 PM
 - Thursday, May 28: 8:00 AM - 4:30 PM
 - Friday, May 29: 8:00 AM - 6:00 PM
 - Saturday, May 30: 7:00 AM - 5:00 PM
 - Sunday, May 31: 8:00 AM - 5:00 PM
 - Monday, June 1: 8:00 AM - 6:00 PM



ONSITE ASSISTANCE – Exhibits Management Office

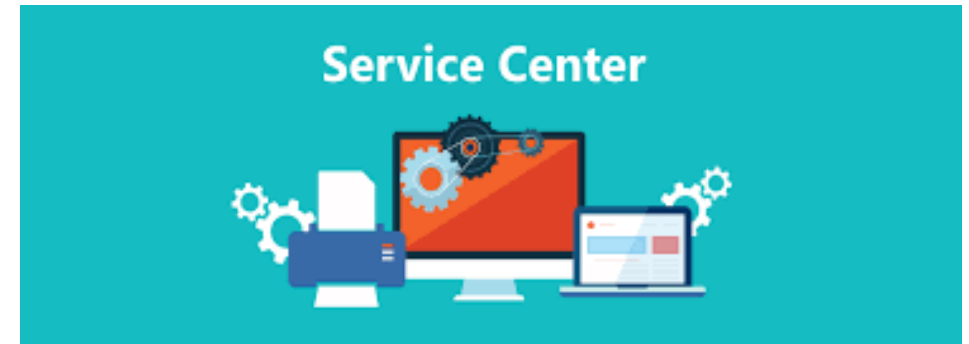


ONSITE ASSISTANCE - Continued

- Exhibitor Service Center

- Hours of Operation

- Saturday, May 23: 8:00 AM - 4:30 PM
 - Sunday, May 24: *CLOSED*
 - Monday, May 25: *CLOSED*
 - Tuesday, May 26: 8:00 AM - 4:30 PM
 - Wednesday, May 27: 8:00 AM - 4:30 PM
 - Thursday, May 28: 8:00 AM - 4:30 PM
 - Friday, May 29: 8:00 AM - 6:00 PM
 - Saturday, May 30: 7:00 AM - 5:00 PM
 - Sunday, May 31: 8:00 AM - 5:00 PM
 - Monday, June 1: 8:00 AM - 7:00 PM
 - Tuesday, June 2: 8:00 AM - 4:30 PM
 - Wednesday, June 3: 8:00 AM - 4:30 PM
 - Thursday, June 4: 8:00 AM - 12:00 PM



EXHIBITOR SERVICE CENTER

- Accessed through the Exhibit Hall
- Stairs or Elevators to Level 2.5
 - Pick Up Lead Retrieval Devices
 - Show Services



EXHIBITOR TOWN HALL/POST MEETING SURVEY

- Exhibitor Town Hall Meeting
 - Monday, June 1
 - 7:45 AM
 - Industry Expert Theater 1

- Post Meeting Survey
 - Sent to the booth contact(s)



QUESTIONS?



THANK YOU FOR YOUR TIME TODAY

