

2027 ASCO® Annual Meeting  
**Exhibit Hall Advertising Opportunity – Exhibit Entrance Unit Digital Ads**

*NOTE: Ads will be on the side facing into the Exhibit Hall*

- Your digital advertising opportunity allows you to provide (1) 15 second video or (1) static image that will be shown on a loop with a total of eight (8) ads. The ads will run June 5-7, 2027.
- The (2) LED screens are included as part entrance unit of the Grand Concourse Entrance and will be facing into the Exhibit Hall.
- No switch-outs permitted; your ad creative must remain the same for the duration of the ad buy.

**Format requirements for either Video or Static Image options:**

- **Video Format:**
  - Resolution: 576 px wide X 1344 px tall
  - 15 seconds (may not exceed this amount of time)
  - Accepted Video formats: .MP4 or .MOV (H.264 or H.265 encoding preferred)
    - What this means: Your video must be exported as an MP4 or MOV file using standard compression so it plays smoothly on the display system.
  - Frame Rate: Preferred: 30 or 60 frames per second (fps) Sound is not available
- **Static Image:**
  - Resolution: 576 px wide X 1344 px tall
  - File types: .png, .jpg or .jpeg files only
  - The static image will show for 15 seconds
- **Branding:** The ad may be company or product branded. You may mention your booth number in your messaging; however, you are not permitted to mention ASCO or the 2027 ASCO Annual Meeting. ASCO will not be allowing stands for PI materials. Please plan your campaign accordingly.
- **Initial Ad for ASCO Review:** Your ad for this opportunity must be submitted for review by **Friday, April 16, 2027**. All materials must be reviewed and approved by ASCO prior to release for production. Please submit artwork to [Stephanie Houck](mailto:Stephanie.Houck).
- **Final Artwork:** Late submission of ad required to fulfill the promotional opportunity after stated deadlines may incur additional production costs. Sponsor will be responsible for payment of any fees incurred by ASCO for late production. The approval for production deadline is **Friday, April 30, 2027**.

QUESTIONS? Please contact Stephanie Houck at [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com) or call 703-679-3972.