

Industry Expert Theater

The Industry Expert Theaters provide an opportunity for exhibitors to present live non-accredited educational sessions for up to 50 in-person attendees, highlighting a new service or the development of a particular product. Theater sessions may be up to 45 minutes in length, including any Q&A. Theater presentations should feature one or more key **internal** scientific staff of the Theater participant, not outside or third-party scientists or speakers, e.g. no Key Opinion Leaders. Theater presenters must be employees of the Theater participant. Audio and slides from each session will be captured and placed on the Symposium website for on demand viewing after the meeting.

Exhibitors with contracted 2026 ASCO GU Cancers Symposium exhibit space are eligible to apply to participate in the Theaters. Sessions may be reserved for \$45,000 each and will be assigned on a first-come, first-served basis.

**APPLICATION DEADLINE:
TUESDAY, NOVEMBER 4, 2025**



SESSION TIMES:

Thursday, February 26, 2026 and Friday, February 27, 2026

- ▶ Mid-Morning (Concurrent with an ASCO Education Session)
- ▶ During Afternoon Poster Session/Lunch
- ▶ During Evening Poster Session/Networking Reception

**ASCO reserves the right to alter session times at its discretion.*

Session times are assigned on a first-come, first-served basis. Submit early to get your preferred time.

THEATER WILL INCLUDE:

- ▶ Seating for up to 50 attendees
- ▶ Standing lectern with microphone
- ▶ Wireless headsets for audience listening
- ▶ Wireless microphone on a stand for audience Q&A
- ▶ Presentation laptop and large monitor for audience viewing
- ▶ Lead Retrieval unit to scan badges
- ▶ Slide and audio capture for on-demand viewing

Industry Expert Theater sessions will be promoted on the ASCO Genitourinary Cancers Symposium website, on ASCO's social media channels, and the Symposium printed and online programs. ASCO will provide each Theater participant with the 2026 ASCO GU Cancers Symposium advance registration mailing list for one-time use (postal mailing addresses only).

For more information or to apply to participate in an Industry Expert Theater, contact the ASCO Exhibit Sales Team at guexhibits@spargoinc.com, 800-564-4220, or 703-631-6200.