

2027 ASCO® GU Cancers Symposium  
**Exhibit Hall Advertising Opportunity - Exhibit Wall Panel Branding**

- Opportunity includes (1) 77.812” wide x 38.75” high panel single sided facing exhibits (horizontal)
- **Branding:** The artwork may be **corporate or product branding**. You may mention your table number in your messaging; however, you are not permitted to mention ASCO or the 2027 ASCO GU Cancers Symposium. ASCO will not be allowing stands for PI materials. Please plan your campaign accordingly.
- **Initial Artwork:** Please refer to the [Freeman Graphics Guidelines](#) when creating your artwork. Your initial customized artwork for this opportunity must be submitted for review by **Monday, November 23, 2026**. Please provide your artwork for review as a PDF or JPEG file. All materials must be reviewed and approved by ASCO prior to release for production. Please submit artwork to [Darnella Bailey](#).
- **Production Ready Artwork:** Once ASCO has approved your artwork, you will be sent a link to a Freeman Box folder where you/your agency will upload your production ready artwork. Production ready artwork should be submitted as an EPS or AI file. Your final design files must be uploaded by **Monday, December 7, 2026**.
- **Review & Approval:** Once your production-ready artwork is received, Freeman will create proof for your review and approval, generally within 7-10 business days. The proof will be sent to you via email. Proof must be approved for production by **Friday, December 18, 2026**.
- **Final Artwork:** Late submission of artwork/information 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.

QUESTIONS? Please contact Darnella Bailey at [darnella.bailey@spargoinc.com](mailto:darnella.bailey@spargoinc.com) or call 703-995-3883.