

2027 ASCO® GU Cancers Symposium  
**Registration/Housing Confirmations Bundle Plus Badge Preview**

Get noticed from the very start of the 2027 ASCO Genitourinary (GU) Cancers Symposium attendee journey. With the exclusive Registration/Housing Confirmations Bundle plus Badge Preview, your hyperlinked product or corporate display ad will appear across multiple pre-meeting communications — putting your brand in front of thousands of oncology professionals long before they step onsite.

Your ad will appear on each of the following touchpoints:

- Website registration confirmation page
- Registration confirmation email
- Website housing confirmation page
- Housing confirmation email
- Badge preview website
- Badge preview email

This is a single-ad placement for the entire campaign. No switch-outs permitted; your ad creative and link must remain the same for the duration of the ad buy. Final ad creative and link must be provided by **Friday, July 17, 2026**.

Ad file sizes required:

- **728 px wide x 90 px high**
  - High quality .jpeg or .png file
  - File size under 50KB
  - This asset is for the following items:
    - Attendee Badge Preview Email Confirmation
    - Attendee Badge Preview Email Website
    - Attendee Housing Email Confirmation
    - Attendee Registration Email Confirmation
    - Attendee Registration Website
- **200 px wide x 250 px high**
  - High quality .jpeg or .png file
  - File size under 50KB
  - This asset is for Attendee Housing website confirmation page
- **Click-through URL**
  - Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

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