

2027 ASCO® GU Cancers Symposium  
**Exhibit Hall Advertising Opportunity - Upgraded Networking Seating Area**

- Opportunity includes:
  - (2) side tables with **corporate or product branding** on tabletop clings (15.75"w x 15.75"h)
  - (1) coffee table with charging ports with corporate or product branding opportunity on tabletop (29" diameter)
  - (4) Comfortable, Velvet chairs
  - Designer Rug and Decorative Planters
  - (1) vertical, digital sign (single-sided) to include **corporate/company ad**
    - Static ad
    - 344 px wide x 1032 px high
    - jpg file only
  
- **Branding:** The artwork for the table clings 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. **Note – the ad for the digital sign is corporate/company only.** ASCO will not be allowing stands for PI materials. Please plan your campaign accordingly.
  
- **Initial Artwork:**
  - **Table Clings:** 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](#).
  - **Digital Ad:** Your initial customized artwork for this opportunity must be submitted for review by **Monday, December 7, 2026**. Please provide your artwork for review as a 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:**
  - **Table Clings:** 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**.
  - **Digital Ad:** Once ASCO has approved your artwork, we will consider the JPEG file submitted as final. If you do have any changes to the ad, we will require your updated digital ad file 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.