



2008 ANNUAL MEETING: MAY 30-JUNE 3, CHICAGO MEDIA POLICIES AND REGISTRATION FORM

I. MEDIA POLICIES

EMBARGO POLICY

News media are required to abide by the embargo and confidentiality policies governing ASCO's Annual Meeting. **Please note the 2008 Embargo Policy differs from previous years:**

- The embargo for abstracts published in the *2008 ASCO Proceedings I* will lift at 9:00 PM (EDT) on Thursday, May 15, 2008. These abstracts will be made available at www.asco.org.
- The embargo for abstracts designated as Publish Only will lift at 9:00 PM (EDT) on Thursday, May 15, 2008. These abstracts will be made available at www.asco.org but will not be published in the *2008 Proceedings I*.
- The embargo for Late Breaking and Plenary abstracts **NOT** selected for inclusion in ASCO's official Press Program will lift at 9:00 AM (EDT) on Saturday, May 31.
- **Embargoes for abstracts selected for highlighting in the Press Program will lift at the beginning of the News Briefing or the beginning of the Scientific Session containing the research, whichever comes first.**

This Embargo Policy covers all abstracts accepted as part of ASCO's Annual Meeting regardless of whether information is obtained from another source.

ELIGIBILITY REQUIREMENTS

Journalists employed by news organizations attending the meeting for the purpose of editorial coverage will be granted media credentials. Journalists are required to submit appropriate media credentials as part of their registration application including a photocopy of official press credentials, a letter of assignment from the media organization being represented, two bylined medical/health/science articles published within the last six months, coverage from the previous year's meeting (if applicable), and a copy of the publication. (Business cards or membership cards from news media, communications, or writers' organizations are not sufficient to establish eligibility.)

Journalists credentialed for the 2007 ASCO Annual Meeting who are requesting 2008 credentials for the same media outlet are required to submit coverage of the 2007 Annual Meeting, but are not required to submit two recent bylined medical/health/science articles.

Journalists must work exclusively for the media outlet for which they are credentialed by ASCO (please see exception under Freelance Journalists below). Journalists who use their media privileges to work for non-credentialed organizations will have their ASCO media privileges revoked for a period of one year.

Please be advised that registration forms sent without supporting documents and information will *not* be reviewed or approved.

Due to space and resource limitations, registration is limited to three representatives per media outlet, unless otherwise noted. Registered media are not eligible for continuing education credit.

Companies or organizations producing publications, videos, and other products intended for marketing, advertising, financial analysis, or public relations purposes may not register as media. Financial analysts;

sales, advertising, or marketing representatives; public relations personnel; book publishers and book authors; and individuals from communications, print, and online promotion services may not register as media, but are welcome to register as regular attendees.

PRESS PROGRAM

Media are invited to all official News Briefings. Media are also welcome to attend all general admission Scientific and Educational Sessions. Ticketed sessions, such as Meet the Professor sessions, are not open to media.

INTERVIEW OPPORTUNITIES/FACILITIES

ASCO staff are available to help facilitate one-on-one interviews with ASCO leadership and research authors. ASCO also provides private interview rooms for media use on a first-come, first-served basis. Use of interview rooms is limited to two hours per day in half-hour increments. To schedule use of these rooms, please see the ASCO News Room staff.

VIDEO, PHOTOGRAPHY, AND AUDIO RECORDING

Videotaping at the ASCO Annual Meeting is restricted to ASCO News Briefings, designated interview rooms, and common areas of the convention center. All crews **must** be accompanied by an ASCO News Room representative; therefore, filming is limited to one hour per day during non-peak hours. Video recording of the Education or Scientific Sessions is **strictly prohibited**. ASCO permits non-flash photography and audio recording using hand-held equipment of Scientific and Educational Sessions for personal and non-commercial use only, provided it is not disruptive.

LIVE TRUCK PARKING

Live truck parking requires prior authorization by ASCO. Requests for authorization may be directed to 703-299-1016 prior to the Annual Meeting. During the meeting, requests must be processed through the ASCO News Room. Press vehicles requiring electrical service or external cabling must apply for a limited use parking pass 24 hours in advance. An authorized representative of the vehicle must be available to coordinate logistical details with ASCO.

II. SPECIFIC NEWS MEDIA POLICIES

INTERNATIONAL MEDIA

Representatives from non-U.S. media are required to **pre-register by May 2, 2008, and are strongly encouraged to apply early due to high registration volume**. On-site media registration is **not** available for non-U.S. media because media credentials must be verified in advance. International journalists are required to submit an official letter of assignment from the editor of the media organization being represented, two bylined medical articles published within the last six months, coverage from the previous year's meeting (if applicable), and a copy of the publication. Registration requests by third-party organizations will not be accepted.

MEDICAL JOURNALS

Medical journals that provide original editorial news content and that meet the criteria below are eligible to register three journalists to cover the Annual Meeting:

1. The journal must have a regular editorial news section.
2. The journal must be peer reviewed and publish original manuscripts.
3. The journal must issue an official letter of assignment for registration.

Medical journals meeting criteria 2 and 3 above that publish original, supplemental, editorial meeting coverage (that, if sponsored, has more than one sponsor) are eligible to register one journalist.

Professional societies and their informational products (other than medical journals meeting the criteria above) do not qualify as news media.

Professional society representatives are welcome to register as regular attendees.

TRADE PUBLICATIONS

General medical/health/science trade publications are eligible to register up to three journalists. Oncology-specific trade publications that do not have a CME component are eligible to register up to six journalists.

PUBLICATIONS WITH A CME COMPONENT

Publications that provide CME within their issues, supplements, or online must meet the following criteria in order to register as media:

1. Must have multiple sponsors (no single-sponsored publications).
2. Must have complete editorial freedom from sponsors.
3. Must produce at least a 2:1 ratio of editorial coverage to CME.

FREELANCE JOURNALISTS

Freelance journalists are required to submit an official letter of assignment from a news organization, two bylined medical/health/science articles published within the last six months, and coverage from the previous year's meeting (if applicable). A copy of the publication and proof of editorial freedom from funding sources are required to establish media status for registration. (Single-sponsored publications are not eligible for media registration.) Publications are eligible to register a maximum of three journalists, unless otherwise noted.

Journalists must work exclusively for the media outlet for which they are credentialed by ASCO. Exception: Freelance journalists may work for additional clients provided they confirm with ASCO in advance that those clients are credentialed by ASCO. Freelance journalists who use their media privileges to work for non-credentialed organizations will have their ASCO media privileges revoked for a period of one year.

BROADCAST MEDIA

Broadcast media organizations (TV or radio) are eligible to register up to three representatives and must abide by the policies in the Video, Photography, and Audio Recording/Live Truck Parking sections.

Production companies and documentary film crews that wish to register as media must submit a written request at least one month in advance of the meeting. Requests will be evaluated on a case-by-case basis and must include:

1. Information on the production company
2. A film/documentary treatment
3. Marketing and distribution plans
4. Information on sponsors (no single-sponsored films considered)

ONLINE MEDIA

Online publications that meet the criteria below are eligible to register one representative:

1. The website must provide original editorial news coverage.
2. Editorial content must be independent of advertising and sponsorship.
3. The site and its content must be overseen by an editorial board.
4. Advertising must be clearly identified as such.

5. If the website is sponsored, there must be multiple sponsors; all sponsors must be clearly identified as such on the website.
6. Personal websites do not qualify for media registration.
7. Online media are not considered separate from their parent media companies for purposes of media registration.

NEWSLETTERS

Newsletters that are widely published and publicly available, and that primarily cover cancer news, are eligible to register one journalist.

Investment newsletters are not eligible for media registration.

Representatives must submit two issues of the newsletter, each containing at least one bylined medical/health/science article, and coverage from the previous year's meeting (if applicable). Proof of editorial freedom from funding sources will be required to establish media status for registration. (Single-sponsored newsletters are not eligible.)

Patient advocacy organizations registered to attend the Annual Meeting that publish a newsletter meeting the criteria above are welcome to send one representative to attend News Briefings to provide editorial coverage of the meeting.

IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

For security reasons, 2008 ASCO Annual Meeting badges will be required for admittance to all events; badges should be worn and visible at all times. Lost badges should be reported to the Registration staff immediately. The following badge policies will be in effect throughout the meeting:

1. 2008 ASCO Annual Meeting badge is the sole property of ASCO.
2. Badges are non-transferable.
3. False certification of individuals as paid Annual Meeting attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Annual Meeting event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of ASCO for refund of any fees.

In addition, individuals who are part of the 2008 ASCO Annual Meeting may not engage in any demonstrations or other behavior that ASCO deems to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future Annual Meetings. Any person who is dismissed from the meeting may request that ASCO review the matter, provided, however, that the individual understands that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

PLEASE NOTE

ASCO reserves the right to bar from this and future meetings any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits. ASCO's Annual Meeting has been designated smoke-free, which applies to all meeting areas, including the News Room and other media facilities. No persons under the age of 17 will be admitted to any official ASCO function, including all facilities and events related to ASCO's Annual Meeting and official Press Program.

Media unable to attend the Annual Meeting may request press materials by contacting ASCO's Communications Department at 703-519-1423 or the Annual Meeting Media Information Office at 212-584-5010. Press kits will be sent to non-registered media immediately following the Annual Meeting.

For questions, please contact the ASCO Communications Department at:
P: 703-519-1423
F: 703-684-8618
E-mail: mediaregistration@asco.org

