

I. MEDIA POLICIES

News media are required to abide by the embargo and confidentiality policies governing ASCO's Annual Meeting

EMBARGO POLICY

- The embargo for abstracts published in the *2010 ASCO Proceedings I* will lift at 6:00 PM (EDT) on Thursday, May 20, 2010. These abstracts will be made available at abstracts.asco.org.
- The embargo for abstracts designated as **Publish Only** will lift at 6:00 PM (EDT) on Thursday, May 20, 2010. These abstracts will be made available at abstracts.asco.org but will not be published in *the 2010 Proceedings I*.
- The embargo for Late Breaking, Plenary and Clinical Review abstracts **NOT** selected for inclusion in ASCO's official Press Program will lift at 8:00 AM (EDT) on Saturday, June 5, 2010.
- 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. **However, any embargoes that have not lifted by 12:00 noon (EDT) on Sunday, June 6th will automatically lift at that time when the remaining abstracts are publicly posted on abstracts.asco.org.**

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 2009 ASCO Annual Meeting who are requesting 2010 credentials for the same media outlet are required to submit coverage of the 2009 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, unless otherwise approved. Please refer to the "Specific News Media Policies" section for details. 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 Press Briefings. Media are also welcome to attend all general admission Scientific and Educational Sessions. **Please Note:** Ticketed sessions, such as "Meet the Professor" sessions, are not open to media.

INTERVIEW OPPORTUNITIES/FACILITIES

ASCO staff is available to help facilitate one-on-one interviews with ASCO officials 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. Use of interview rooms by television and radio broadcast media outlets is limited to three hours per day in one hour increments. To schedule use of these rooms, please see the ASCO Press Room staff on-site.

VIDEO, PHOTOGRAPHY, AND AUDIO RECORDING

Videotaping at the ASCO Annual Meeting is restricted to ASCO News Briefings, interview rooms and designated areas within the convention center as well as common areas of the convention center. All crews filming outside of media or interview rooms **must** be accompanied by an ASCO Press Room representative. Video recording of the Education or Scientific Sessions is **strictly prohibited** without authorization from the ASCO news room. 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. Photographing of slide presentations is **strictly prohibited**.

LIVE COVERAGE

Live coverage, including truck parking requires prior authorization by ASCO. Requests for authorization may be directed to 571-483-1365 prior to the Annual Meeting. During the meeting, requests must be processed through the ASCO Press 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. Live coverage from inside the convention center is restricted to designated areas on a first come, first served basis.

II. SPECIFIC NEWS MEDIA POLICIES

PRE-REGISTRATION DEADLINE FOR ALL MEDIA ATTENDING ON-SITE

Media representatives are required to pre-register by Friday, May 21, 2010 and are strongly encouraged to apply early due to high registration volume.

Registration forms sent without supporting documents and information will *not* be reviewed or approved. Registration requests by third-party organizations will be rejected without recourse.

CONSUMER NEWSPAPERS/ MAGAZINES

Consumer newspaper and magazine outlets are eligible to register up to three journalists. Additional registrations will be approved on a case-by-case basis.

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.

Dual Registration is Prohibited. Physicians covering the conference for a media outlet must register as either a regular attendee or member of an approved press outlet but cannot register as both.

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.

Organizations that publish multiple trade publications are eligible to register one journalist per publication, unless otherwise approved.

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 4:1 ratio of editorial coverage to CME.

FREELANCE JOURNALISTS

Freelance journalists are required to submit an official letter of assignment from an approved 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 publications provided they confirm with ASCO in advance that those outlets 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 and Live Coverage 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)

PHOTOGRAPHERS/CAMERA CREWS

Photographers or camera crew members accompanying approved media onsite at the Annual Meeting are eligible for media registration but will not have access to embargoed information. Photographers or camera crew members must submit a letter of assignment on official letterhead and a copy of their press credentials.

ONLINE MEDIA/NEW MEDIA

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

1. The Web site 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 Web site is sponsored, it must be sponsored by more than one entity; all sponsors must be clearly identified as such on the Web site.
6. Personal Web sites do not qualify for media registration.
7. Online media are not considered separate from their parent media companies for purposes of media registration and attendance limits.
8. Blogs and other "new" media will be evaluated for credentialing on a "case-by case" basis.
9. Online television networks must meet the criteria of both the "Broadcast Media" as well as "On-line Media"

NEWSLETTERS

Newsletters that are widely published and publicly available, and 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). Editorial freedom from funding sources is a pre-requisite for registration and subject to review by ASCO. (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, 2010 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. 2010 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 2010 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 view the online press kit at www.asco.org/AMpresskit10 or request press materials by contacting Kelly Powell in ASCO's Communications Department at 571-483-1365 or the Annual Meeting Media Information Office at 212-584-5010.

For questions, please contact the ASCO Communications Department at:

P: 571-483-1365

F: 703-350-4489

E-mail: mediaregistration@asco.org