



2009 Breast Cancer Symposium Corporate and Institutional Public Relations Policies

REGISTRATION

Public relations representatives may register for the 2009 Breast Cancers Symposium as regular attendees.

DISTRIBUTING PRESS MATERIALS AT THE SYMPOSIUM

A table in the News Room will be designated for corporate and institutional press materials created by corporate organizations, cancer centers and patient advocates. Registered journalists attending the Symposium will have daily access to these press materials. To submit press releases to the News Room, the following criteria must be met:

- Press releases must directly relate to abstracts being presented at the Breast Cancer Symposium.
- Press releases must prominently display the corresponding abstract number(s) at the top of the first page.
- Promotional/marketing materials (corporate reports, product promotions, giveaways) will not be accepted.
- Press materials must be delivered in person to the News Room during operational hours.
- Press materials for review or delivery prior to the Symposium will not be accepted.
- Up to 25 copies of a news release can be accepted.
- The logos of the Symposium's co-sponsors and/or graphic representations of the Symposium's official name may not be used without written permission.

The Symposium does not endorse corporate or institutional press releases and will display these materials strictly as third-party literature. Dissemination of literature in the areas outside the News Room is strictly prohibited. Please see Conduct Regulations for further information.

EMBARGO POLICY

News media are required to abide by the embargo and confidentiality policies governing Breast Cancer Symposium. **The embargo on all Symposium abstracts will lift at 6:00 PM ET on October 6, 2009**, and the abstracts will be made publicly available on www.asco.org at that time.

If study results are reported prior to the embargo date and time, the abstract is subject to penalty including removal from the Symposium. This Embargo Policy covers all abstracts accepted as part of the Breast Cancer Symposium regardless of whether information is obtained from another source.

HOSTING MEDIA EVENTS

Organizations planning media events surrounding the Breast Cancer Symposium such as press conferences, satellite media tours and/or social events are required to complete an application online at <http://www.asco.org/eventrequest> by Thursday, September 17, 2009, at 5:00 PM EDT.

Please note that companies sponsoring satellite symposia during the Symposium are not permitted to promote these events to members of the press.

RECORDING (AUDIO, VIDEO, AND STILL PHOTOGRAPHY)

Any photography, filming, taping, recording, or reproduction in any medium, including via the use of tripod-based equipment, of any of the programs and/or posters presented at the Breast Cancer Symposium without the express written consent of the American Society of Clinical Oncology is strictly forbidden. Exceptions to this policy prohibition include

non-flash photography and audiotape recording—using hand-held equipment—for strictly personal and noncommercial use, which are permitted if not disruptive.

IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

Public relations representatives are expected to be respectful of reporters' needs and deadlines and are strictly prohibited from congregating, disseminating material, or engaging in media relations activities outside the News Room. Representatives may leave a message for a journalist by providing their name, affiliation, and contact number to a News Room representative.

For security reasons, the Breast Cancer Symposium badge will be required for admittance to all events. Please wear your badge so that it can be easily seen at all times. Lost badges should be reported to the Registration staff immediately. The following badge policies will be in effect throughout the Symposium.

1. The Breast Cancer Symposium badge is the sole property of the Symposium co-sponsors.
2. The badge is nontransferable.
3. False certification of individuals as paid Symposium attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Symposium 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 Symposium without obligation on the part of the Symposium co-sponsors for refund of any fees.

In addition, individuals who are part of the Breast Cancer Symposium may not engage in any demonstrations or other behavior that the Symposium co-sponsors deem to be potentially disruptive to the conduct of the Symposium. Violation of this rule is grounds for immediate dismissal from the Symposium and/or ineligibility for attendance at future Breast Cancer Symposia. Any person who is dismissed from the Symposium may request that the Symposium co-sponsors review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless the Symposium co-sponsors issue a contrary decision.

PLEASE NOTE

Co-sponsors of the Breast Cancer Symposium reserve 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. The Symposium has been designated smoke-free, which applies to all meeting areas, including the News Room. No persons under the age of 17 will be admitted to any official Symposium function.

Media unable to attend the meeting may access the Breast Cancer Symposium press kit at www.asco.org/bcspresskit09 at the time of embargo lift.

For questions, please contact the Aaron Tallent at:
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