

# American Society of Clinical Oncology®

## The ASCO Cancer Foundation®

### Policy for Independent Satellite Symposia (ISS) Effective September 10, 2009

Independent Satellite Symposia (ISS) are autonomous, CME-accredited educational activities held adjunct to ASCO meetings. An ISS may be supported by a company or a not-for-profit organization.

The information presented in the ISS must be balanced and provide the attendee with an objective viewpoint. Proposals for ISS will also be evaluated for the ability to provide educational content distinct from that in the official ASCO education and scientific programs for the specific meeting or symposium where the ISS will be presented. All proposals will undergo a review process that results in rank ordering by the Peer Review Task Force. Final proposals will be approved after the selection of the education and scientific program for the specific meeting or symposium where the ISS will be presented to assure that selected ISS are distinct in content and adhere to this policy.

Proposals must be for live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be considered. Audio and slides from each ISS will be captured by ASCO and will be available on ASCO.org for one year following the posting.

Peer review of the submitted proposals for ISS is conducted by ASCO leadership, and may include any of the following as appropriate to the meeting:

- Educational and Program Executive Group for the ASCO Annual Meeting
- Steering Committees for the ASCO Symposia
- Others deemed appropriate by the ASCO President

Reviewers' scores and comments are confidential, and ASCO's decision is final.

ASCO, The ASCO Cancer Foundation, and the ASCO Symposia leadership are excluded from participation in the ISS in any capacity, including being a member of the ISS faculty, presenter, chair, planning committee member, consultant or any other role. Leadership may participate in an ISS as attendees who receive no honorarium or reimbursement. A list of ASCO, The ASCO Cancer Foundation, and the ASCO Symposia leadership excluded from participation can be found in the current published policy entitled "ASCO, The ASCO Cancer Foundation, and ASCO Symposia Leadership Excluded from Participation in Independent Satellite Symposia." ASCO reserves the right to reject any proposal that it deems necessary based on this conflict of interest.

ASCO reserves the right to refuse to review any proposal that does not meet the criteria set forth in this policy and in the current published "Proposal Development Criteria for Independent Satellite Symposia" ("Proposal Development Criteria"). Incomplete proposals will not be considered for review. ASCO's acceptance of a proposal as having met these criteria does not imply acceptance of the ISS. ASCO reserves the right to reject any proposal for reasons that it solely determines and applies. Organizations found in violation of these policies will be barred from submitting proposals for ISS to be held at any ASCO meeting for the 12 months following the violation.

All entities affiliated with the Symposium (supporter, medical education company, accreditation provider, logistical support provider) must be listed on the Contact Page of the proposal with appropriate contact names and full contact information provided for each company or organization. **Once an application is approved, additional supporters cannot be added. Programs with multiple supporters (i.e., three (3) or more) are highly encouraged.**

### **How ISS Differ From Ancillary Events**

Independent Satellite Symposia are distinct events from ancillary events. An ancillary event is any function held adjunct to the ASCO Annual Meeting or an ASCO Symposium by a party other than ASCO or the other meeting co-sponsors, including but not limited to advisory board meetings, educational events, focus groups, investigator meetings, and social functions. All ancillary events must receive ASCO authorization, to ensure the event adheres to the meeting blackout times. However, there is no fee involved in procuring ASCO's authorization to hold an ancillary event and ASCO does not provide support of any kind for ancillary events. For more information regarding ancillary events, e-mail [ascoeventrequest@jspargo.com](mailto:ascoeventrequest@jspargo.com).

### **Proposal Submission**

The deadlines for submission of ISS proposals for various ASCO meetings and symposia can be found in the current published Proposal Development Criteria. No exceptions to these deadlines will be granted.

### **Approval and Acceptance of Proposals**

Upon approval and acceptance of any proposal, ASCO will send an Approval Letter along with the Invitation Acceptance and Confirmation Agreement.

**The Invitation Acceptance and Confirmation Agreement states the Supporter or Supporter's designee (e.g. medical education and communications company), and/or the CME Provider agree to:**

1. Sign the Independent Satellite Symposium Agreement and pay the ISS fee directly to The ASCO Cancer Foundation.
  - a. The fee includes use of room space for the Symposium, a small faculty preparation room available on the day of the session, one use of the meeting pre-registration list per ISS (names and mailing addresses only; phone numbers, fax numbers, and e-mail addresses will not be included in this list; the list will be run one time only, as determined by ASCO), and the posting of the ISS capture on ASCO.org for one year. A listing of ISS will be available in the meeting Pocket Program. ASCO will provide and display a sign listing the ISS in the ASCO meeting venue, located at ASCO's discretion. ASCO will also provide a sign listing the ISS at the ISS venue to be displayed at the venue's discretion.  
**Neither ASCO nor The ASCO Cancer Foundation is responsible for any costs associated with the ISS, other than the above described signs and the meeting room rental.**
  - b. The ISS fees are as follows:
    - i. For ISS held adjunct to the ASCO Annual Meeting, the fee is \$150,000.
    - ii. For ISS held adjunct to any of the listed ASCO Symposia, the fee is \$100,000.
  - c. No exceptions to the listed fees will be made.
  - d. Lack of capture for online posting will not result in a refund or reduction in participation fees.
2. Submit the following to ASCO for review and approval before distribution in print or electronically:
  - a. Faculty and Planning Committee Disclosure Information
  - b. All Promotional and Marketing Materials
  - c. Invitations
  - d. Signage
  - e. Faculty presentations
  - f. Evaluation Tool
  - g. Full evaluation report of the Evaluation Data .
    - i. Session evaluations must include assessment items that probe participants' perceptions on 1) whether the program was commercially biased; 2) whether the program was educationally balanced and objective; and 3) their overall rating on the quality of the program.

ASCO reserves a minimum of five (5) business days for the review of the above-listed items. Items not meeting policy requirements will require revision and re-review prior to distribution. Please refer to the "Proposal Development Criteria" document for more information.

3. Include the following statement in all approved promotional and marketing material for the Symposium:

**For the ASCO Annual Meeting:**

“This presentation was selected by the American Society of Clinical Oncology® as an independent educational activity held adjunct to the ASCO Annual Meeting. This presentation is not sponsored or endorsed by ASCO.”

**For ASCO Symposia:**

“This presentation was selected by the [Insert Name of ASCO Symposium] Steering Committee as an independent educational activity held adjunct to [Insert Name of ASCO Symposium]. This presentation is not sponsored or endorsed by any of the co-sponsoring organizations of the [Insert Name of ASCO Symposium].”

4. Obtain all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed as part of the Symposium.
5. Fully comply in all respects with all applicable U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry supported scientific and educational activities; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Accreditation Council on Continuing Medical Education (ACCME) Essential Areas and Standards; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; the ASCO and The ASCO Cancer Foundation Policies for Exhibitors and Other Organizations at ASCO Meetings; the policy governing ASCO, The ASCO Cancer Foundation and ASCO Symposia Leadership Excluded from Participation in Independent Satellite Symposia; the Proposal Development Criteria for Independent Satellite Symposia; the ASCO Confidentiality Policy; ASCO Abstract Confidentiality Policy; and the rules and regulations of the ASCO-assigned facility for the ISS.
6. Ensure that any honoraria provided to speakers will be commensurate with the current published ASCO honoraria policy.
7. Abide by the review and approval processes necessary for the one-time use of the meeting pre-registration list per ISS (provided as part of the ISS fee) and the review and approval process necessary to purchase the ASCO membership or other ASCO meeting lists. Review and approval of ISS materials does not guarantee approval to purchase the ASCO membership list or other ASCO meeting lists. The CME Provider (or Supporter’s designee) is responsible for marketing the symposium. **ASCO does not allow door-drops, inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc., at the ASCO meeting site (i.e. at the Convention Center for the Annual Meeting and immediately outside of the designated symposium session rooms at the ASCO Symposia).** If the CME Provider (or Supporter’s designee) desires to purchase/use the ASCO membership list, it must qualify for purchase and adhere to the rules and regulations set forth for purchase.
8. Use the ASCO assigned meeting room for the ISS. The assigned meeting room will be available to the CME provider and/or ISS supporter’s designee a minimum of three (3) hours and a maximum of five (5) hours prior to the official start time of the ISS, as determined by ASCO, and will be provided empty. The assigned meeting space will be sufficient in size to accommodate:
  - a. the number of attendees indicated in the “ISS Opportunities at ASCO Meetings for the 2010 Calendar Year” section below;
  - b. an elevated platform with a head table for four persons and a standing lectern; and
  - c. a front projection screen, to the left or right of the platform.
9. Make all ISS logistical arrangements directly with the ASCO-assigned facility. The supporter

is financially and legally responsible for payment of all invoices for said logistical services with the assigned facility and any vendors utilized by the Supporter's designee (e.g. medical education and communications company), including but not limited to: audiovisual equipment or technicians, electrical service, telephone service, drape, catering, or alterations to the room setup.

10. Complete all requirements to support the successful capture of the ISS for posting on ASCO.org including, but not limited to:
  - a. completing a mandatory A/V form.
  - b. participating in a mandatory conference call regarding the capture (required participants for the call include the onsite logistics contact, the A/V vendor, and a representative from the medical education and communications company or CME provider).
  - c. ensuring the necessary equipment and technical specifications for the capture of the ISS are met. If the required set up is not provided, the ISS will not be captured.
  - d. arranging food and beverage in the meeting space in such a way to ensure optimal content delivery and capture, including through appropriate room sets (such as classroom style or crescent rounds)
  - e. obtaining signed copyright release forms from ISS presenters to recognize and ensure ASCO's ownership of the captured ISS presentation. ASCO will provide the release form. Signed copies should be returned to ASCO on the same date as final onsite and presentation materials are due to ASCO for approval, as specified in the Proposal Development Criteria.
  - f. ensuring each speaker includes as the slide immediately following the title slide of his or her presentation a disclosure slide that includes relevant disclosure information in compliance with ACCME standards. Presentations that do not include disclosure slides will not be posted on ASCO.org.

No refund or reduction in participation fees will be provided for ISS that are not captured or are not posted online. The ISS capture will be available on ASCO.org approximately eight (8) weeks following the ASCO meeting.

11. Specify any intent to re-purpose content of the live meeting above and beyond ASCO's posting on ASCO.org, in the submitted ISS proposal. All re-purposed material must contain the designated ASCO disclaimer outlined above and must have no alterations to the original content presented at the live meeting. Violations of this policy in regard to re-purposed content will result in immediate removal of the captured live program from ASCO.org. ASCO reserves the right to remove the ISS capture from ASCO.org for issues of sound quality and/or any other, reason(s) as it solely determines and applies, without refunding or reducing the ISS participation fees.
12. Conduct the majority of the ISS registration prior to the ISS (limited onsite registration will be permitted).
13. Provide onsite staff outside the meeting room to direct and assist faculty and attendees at least one hour but no more than two hours before the official start time of the ISS, as determined by ASCO. Please note: **Before, during or after the ASCO meeting, no marketing materials can be distributed, worn or otherwise displayed at the ASCO meeting site (i.e. at the Convention Center for the Annual Meeting and immediately outside of the designated symposium session rooms at the ASCO Symposia).** Marketing materials will be removed from the ASCO Meeting Site at the discretion of ASCO.
14. Ensure that marketing materials or other advertising (e.g. signage, televotor ads, ads on internal hotel television stations) distributed at the ISS venue are only displayed or distributed on the day of the ISS and only at the venue where the ISS is being held. Display and distribution of marketing materials is at the discretion of the venue and should comply with the venue's rules and regulations. Marketing materials must be tasteful and professional in nature, and comply with applicable laws, regulations, and standards.

All marketing materials and advertising associated with the ISS must be reviewed and

approved prior to distribution, as outlined in this policy and the “Proposal Development Criteria” document.

15. Ensure that invitations, communications of any kind, advertising, marketing materials or other descriptions of the event do not use or contain the ASCO name or logo, or otherwise suggest or imply that ASCO has endorsed or sponsored the event. The name of the ASCO meeting may be mentioned one time for identification purposes, in a reasonably-sized, neutral font. ASCO or the name of the ASCO meeting may not be part of a title or heading, be prominently featured, or be listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the event with an ASCO-sponsored event may not be used. The ASCO, ASCO Cancer Foundation or the meeting name may not be used in part of any URL associated with the ISS. The ASCO, ASCO Cancer Foundation or the meeting name may not be used in presentation slides in such a way to suggest or imply that ASCO has endorsed or sponsored the event.

16. **Ensure that directional signs for the ISS are only displayed on the day of the Symposium and only at the venue where the Symposium is being held. Display of directional signs is at the discretion of the venue and should comply with the venue’s rules and regulations.** The ASCO, The ASCO Cancer Foundation, and meeting names and logos may not be used in any capacity except as required in the ASCO disclaimer. All signage associated with the ISS must be reviewed and approved as outlined in these and associated policies.
17. Provide ISS attendees with directions to the ISS before the commencement of the ASCO meeting. Provide ISS attendees with information on transportation to and from the ISS, ensuring that all participants are aware that ASCO shuttles will not be available at the conclusion of the ISS.
18. All catering costs are the sole responsibility of the CME provider and/or the supporter’s designee.
19. Provide a Certificate of Insurance to ASCO. The ISS Supporter shall indemnify, in writing, the American Society of Clinical Oncology against all liabilities and expenses, including without limitation reasonable attorneys’ fees incurred by ASCO as a result of the publications distributed at, statements made during, or any other conduct occurring at the Independent Satellite Symposium. In addition, the CME provider or ISS Supporter’s designee must maintain comprehensive and personal liability insurance coverage in the minimum amounts of \$2,000,000.00 general aggregate, \$1,000,000.00 personal injury and \$1,000,000.00 each occurrence effective during the dates of the ASCO meeting. Said insurance coverage must name the American Society of Clinical Oncology as insured in addition to the ISS Supporter, with the rights to at least 10 days prior written notice of cancellation. A written certificate of insurance must be submitted to ASCO 30 days prior to the ISS.
20. Permit ASCO and The ASCO Cancer Foundation to audit the Symposium.
21. Comply with **all** deadlines included in the “Proposal Development Criteria” and in the “Invitation Acceptance Agreement” document.
22. **Not** change any material aspect of the Symposium from that conveyed in the proposal.
23. **Not** make use of the name or logo of ASCO, The ASCO Cancer Foundation, or (for ASCO Symposia) any co-sponsoring organization of the Symposium on any Symposium-related materials or in any way that implies that ASCO or the meeting co-sponsor is the sponsor of the function. Materials must not identify ASCO or (for ASCO Symposia) any of the co-sponsoring organizations of the ASCO Symposium as a sponsor, co-sponsor or CME provider of the Independent Satellite Symposium.
24. **Not** change or alter any presentation in any way for re-purposed products. Any re-purposed materials must carry the required statement in Paragraph 3 above. Materials must **not**

identify ASCO or any of the co-sponsoring organizations (for ASCO Symposia) as a sponsor, co-sponsor or CME provider of the ISS.

25. **Not** include commercial displays in or around the room where the ISS is held or anywhere in the ASCO Meeting site at any time.
26. **Not** sell or promote a product to ISS attendees before, during, or after the ISS.
27. **Not** invite or permit media to attend the ISS or otherwise promote the ISS to the media.

**Any sponsoring organization, medical education company, logistical provider, or other company or organization involved in planning or conducting the ISS, if found by ASCO to be in violation of any provision of this Policy or any of these points of agreement, may be subject to discipline, including but not limited to being barred from submitting proposals, providing CME credits, and/or providing logistical or other support for, or otherwise taking part in, ISS to be held at any ASCO meeting for an appropriate period of time as determined by ASCO. In addition, violating organizations and companies may be subject to additional disciplinary action, at ASCO's discretion, which could include loss of priority in selection of exhibit space and/or accommodations, termination of the Exhibitor Agreement, or removal from ASCO.org.**

#### **The Independent Satellite Symposium Agreement and Payment**

After the Invitation Acceptance and Confirmation Agreement are signed, the Independent Satellite Symposium Agreement for the ISS will be sent by The ASCO Cancer Foundation to the contact person(s) designated in the proposal.

Upon receipt of the signed Independent Satellite Symposium Agreement and payment for the ISS, ASCO will provide each ISS supporter and/or the supporter's designee with the approved date, time, facility, and room for the ISS. ASCO will also provide the contact information for the person at the assigned facility who the CME Provider or supporter's designee will work with to make the logistical arrangements for the ISS.

#### **Deadlines and Cancellation**

The Invitation Acceptance and Confirmation Agreement, the Independent Satellite Symposium Agreement and payment for the ISS must be received by the deadlines stated in the agreements. Failure to return the signed agreements or send payment by the stated deadlines may result in disqualification of the ISS.

No refunds of the ISS fee will be given once the Invitation Acceptance and Confirmation Agreement and the Independent Satellite Symposium Agreement are signed, even in the event of cancellation of the ISS by the supporter.

#### **Licensing and Permissions**

Linking to or otherwise posting ASCO's capture of the ISS presentation without permission is strictly prohibited. For more information about ASCO's licensing and permissions program, or to request permission to link to or otherwise post an ISS presentation, please contact [licensing@asco.org](mailto:licensing@asco.org).

#### **ISS Opportunities at ASCO Meetings for the 2010 Calendar Year**

##### **2010 Gastrointestinal Cancers Symposium**

Single time slot available for ISS:

Thursday, January 21, 2010 from 6:00 PM – 8:00 PM

Space will be available for up to 225 attendees (capacities based on theater style seating and room for small riser and projection screen).

##### **2010 Genitourinary Cancers Symposium**

Single time slot available for ISS:

Thursday, March 4, 2010 from 6:00 PM – 8:00 PM

Space will be available for up to 225 attendees (capacities based on theater style seating and room for small riser and projection screen).

**2010 ASCO Annual Meeting**

Single time slot available for ISS:

Friday, June 4, 2010 from 6:30 PM - 8:30 PM

Space will be available for up to 750 attendees (capacities based on theater style seating and room for small riser and projection screen).

**2010 Breast Cancer Symposium**

Single time slot available for ISS:

Thursday, September 23, 2010 from 6:00 PM – 8:00 PM

Space will be available for up to 225 attendees (capacities based on theater style seating and room for small riser and projection screen).

In addition to the time slots listed above, a 30 minute registration period is permitted for limited onsite registration prior to the start of the ISS program. The registration period may not be advertised as part of the Symposium time, but may be included as a line item in the agenda.