

advancing quality through innovation

JUNE 4-8, 2010 | MCCORMICK PLACE | CHICAGO, ILLINOIS

# Exhibitor Policies and Information

EXHIBIT DATES: JUNE 5-7, 2010 | [WWW.ASCO.ORG/EXHIBITS](http://WWW.ASCO.ORG/EXHIBITS)





## CONTENTS

Important Exhibitor Deadlines.....	4
Focused Exhibit Hall Time.....	4
Demographic Information.....	5
Four Reasons You Can't Afford to Miss the ASCO Annual Meeting.....	5
Benefits of Exhibiting.....	5
Introduce Your Oncology Products and Services to the National and International Media.....	5
About ASCO and The ASCO Cancer Foundation.....	6
2010 Annual Meeting Venue.....	6
General Information.....	6
Annual Meeting Theme.....	6
Exhibit Space Package.....	6
Exhibit Space Fees.....	7
Exhibit Hall Schedule.....	7
Exhibitor Service Manual.....	7
Online Submission Process.....	8
Housing.....	8
Travel.....	8
Registration.....	8
Policies for Exhibitors and Other Organizations at ASCO Meetings.....	9
Gain Maximum Exposure.....	23
Other Aspects Related to the Annual Meeting.....	24
Ancillary Events.....	24
Career Fair.....	25
Career Opportunities and Other Medical Meetings Posting Boards.....	26
Electronic Health Records (EHR) Lab.....	26
Exhibit Hall Meeting Rooms.....	26
Independent Satellite Symposia (ISS).....	26
Passport Program.....	26
Patient Advocacy.....	26
Publishers' Pavilion.....	26
Technology and Practice Management Pavilion.....	26
Contact Information.....	27
Frequently Asked Questions.....	28
2010 Annual Meeting Exhibitors.....	30

## Dear Exhibitor:

The Annual Meeting of the American Society of Clinical Oncology (ASCO) is considered the premier educational and scientific event in the oncology community, highlighting the most advanced treatments, products, and services in oncology. The 46th ASCO Annual Meeting will be held at McCormick Place, June 4-8, 2010, in Chicago, IL. The Exhibit Hall will be open on June 5-7 from 9:00 AM - 5:00 PM in halls A1 through A2.

Members of the worldwide oncology community—oncologists, oncology nurses, pharmacists, genetic counselors, and other health care professionals—will come to Chicago to attend sessions on topics such as hematology and therapeutic radiology, as well as medical, surgical, and pediatric oncology.

ASCO is excited to highlight the following features:

- Prime location for the Exhibit Hall in the center of McCormick Place, directly across from ASCO's plenary session
- New attendee services in the Exhibit Hall that will drive traffic, including an ASCO TV Café and Internet Stations
- More than 1,500 abstracts will be presented as posters. General Poster Sessions are a key part of the Meeting for attendees. Located side by side with the Exhibit Hall, the poster area will generate activity in and around the hall
- Food service for thousands of people will be offered in the Food Court located within the Exhibit Hall.

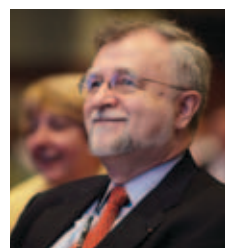
We look forward to a very successful meeting in Chicago.

Sincerely,



**Audra Edwards**

Exhibits Manager



If you have any further questions, please feel free to contact me at 571-483-1579 or [audra.edwards@asco.org](mailto:audra.edwards@asco.org).



## IMPORTANT EXHIBITOR DEADLINES

### JANUARY 2010

January 7: Deadline to submit Independent Satellite Symposia (ISS) proposals

Mid-January: Online submission process for giveaways, booth activities, booth renderings, and rigging requests open

January 29: Final Payment Due. Submit on time to receive priority points.

January 29: Contracts received after January 29, 2010 must include full payment before space will be assigned

Late-January: Release of the Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2011 ASCO Annual Meeting

### FEBRUARY 2010

Mid-February: Online exhibitor service manual available

Mid-February: Online exhibitor registration opens

Mid-February: Online housing confirmation instructions sent via e-mail

### MARCH 2010

March 26: Deadline to submit information to be included in the printed Exhibitor Directory

March 26: Deadline to submit giveaways through the online submission process (if applicable)

March 26: Deadline to submit booth activities through the online submission process (if applicable)

March 26: Deadline to submit rigging request through the online submission process (if applicable)

March 26: Deadline to submit booth renderings through the online submission process (if applicable)

March 26: Deadline to upgrade listing in printed Exhibitor Directory

### APRIL 2010

Early April: Deadline for exhibitor housing (non-paid rooms are released)

April 29: Deadline to request use of an exhibitor appointed contractor

April 29: Deadline to submit certificate of insurance to official service contractor

### MAY 2010

May 5: Deadline to submit ancillary event requests

May 20: Abstracts released on ASCO.org

May 30: Rigging begins

May 31: Deadline for rigging, including signs, lighting, and truss, to be completed

### JUNE 2010

June 1: Targeted move in begins

June 4: Aisles must be cleared of crates and equipment by 10:00 AM

### FOCUSED EXHIBIT HALL TIME

During these times, competing sessions are significantly reduced.

June 5, 2010 9:15 AM - 1:15 PM

June 6, 2010 1:00 PM - 4:30 PM

## DEMOGRAPHIC INFORMATION

Oncologists, oncology nurses, pharmacists, genetic counselors, and other health care professionals in related fields attend ASCO's Annual Meeting. Educational and scientific sessions at the Meeting offer cutting-edge information on the diagnosis and treatment of patients with cancer. The 2009 Annual Meeting had a total of 29,600 registered attendees, including 23,500 professionals, from 127 countries around the world.

Demographic information for the 2009 ASCO Annual Meeting in Orlando, FL is listed below.

### 2009 ANNUAL MEETING DEMOGRAPHICS

Total Registrants	29,000
Professionals	23,500
Exhibitors	4,500
Others*	1,600
Domestic Attendees	49%
International Attendees	51%

\* Others represent media, spouse/guests

### TOP TEN COUNTRIES REPRESENTED AT THE 2009 ANNUAL MEETING

United States	11,413
Germany	1,258
France	1,114
United Kingdom	799
Canada	761
Japan	661
Italy	644
Brazil	577
Spain	468
Argentina	412
117 other countries	5,393
Total Professional Attendees	23,500

## FOUR REASONS YOU CAN'T AFFORD TO MISS THE ASCO ANNUAL MEETING

- Expand your sales in the \$78 billion cancer market
- Connect with the world's largest oncology community
- Reach the national and worldwide media
- Be where your competitors will be—More than 400 organizations will highlight the most advanced treatments, products, and services in oncology

## BENEFITS OF EXHIBITING AT THE 2010 ASCO ANNUAL MEETING

- More than 58,000 leads generated at last year's Annual Meeting
- Inclusion in the Exhibitor Directory, listed by company name and booth number both in print and online versions
- Ability to upgrade to either to an extended, premium, or super premium listing in the Exhibitor Directory

## INTRODUCE YOUR ONCOLOGY PRODUCTS AND SERVICES TO THE NATIONAL AND INTERNATIONAL MEDIA

- Associated Press
- CNBC
- CNN
- Hem Onc Today
- MedPage Today
- Medscape
- NBC News
- New York Times
- Oncology Times
- USA Today



## ABOUT ASCO

The American Society of Clinical Oncology (ASCO) is a non-profit organization founded in 1964 with the overarching goals of improving cancer care and prevention. More than 27,000 oncology practitioners belong to ASCO, representing all oncology disciplines and subspecialties. Members include physicians and healthcare professionals in all levels of the practice of oncology.

The ASCO Cancer Foundation® is the philanthropic arm of ASCO and is dedicated to improving the lives of people with cancer by advancing cancer research, patient information, physician education, and access to care. The Foundation's Mission Endowment represents a corporate and individual giving opportunity to secure long-term progress against cancer and toward the best possible patient care. For more information about The ASCO Cancer Foundation, please contact us by phone (571-483-1700) or visit us at [www.theascocancerfoundation.org](http://www.theascocancerfoundation.org).

## 2010 ASCO ANNUAL MEETING VENUE

### McCormick Place

2301 South Lake Shore Drive  
Chicago, Illinois 60616

Exhibits—South Building, Level 3, Halls A1-A2

General Posters—South Building, Level 3, Hall A1

Opening Ceremony—North Building, Level 3, Hall B1

Plenary Session—North Building, Level 3, Hall B1

Highlights of the Day I, II, III—Lakeside Center  
(East Building), Level 3, Hall D

The 2010 ASCO Annual Meeting will be hosted at Chicago's McCormick Place—one of the nation's largest and most impressive convention and meeting centers. Located along the shore of Lake Michigan, McCormick Place's state-of-the-art facilities and fantastic location are sure to enhance any Annual Meeting experience. Known for its unparalleled sophistication, class, and style, Chicago offers fine dining, world-famous museums, legendary entertainment, and plentiful shopping. For more information, visit [www.choosechicago.com/asco](http://www.choosechicago.com/asco).

## GENERAL INFORMATION

### ANNUAL MEETING THEME

The 2010 ASCO Annual Meeting will focus on Advancing Quality through Innovation. Oncologists are using continued innovation—in research laboratories, clinics, and infusion centers, as well as at patients' bedsides and in communities—to make incremental but substantial advances for the management of a multitude of cancers. ASCO supports these advances through its commitment to the advancement of high-quality research and to practice enhancement through the development of guidelines and legislative policies, as well as through educational programs and events, including the Annual Meeting.

The 2010 ASCO Annual Meeting will be an opportunity to discuss the latest innovations in research, quality, practice, and technology in cancer. Discussions on innovations in research will focus on new therapies to prevent, detect, and manage cancer to ultimately advance patient care and deliver progress. Innovations in quality to improve care, mitigate disparities, ensure access to treatments, and maintain an adequate workforce for future patients also will be evident. Innovations in technologies to develop new and novel technologies to educate and to help the entire oncology practice operate more efficiently will add even more interactivity to the Meeting experience. The Meeting also will highlight the latest innovations in practice to develop and encourage solutions for quality despite a challenging regulatory and economic environment.

We greatly appreciate all you can do to reinforce the Meeting theme into your exhibit, both in your display and in your educational materials.

### EXHIBIT SPACE PACKAGE

- 8' high back drape and 3' high side drape booth dividers (inline booths only)
- Booth identification sign with company name and booth number (inline booths only)
- 24-hour general security in the Exhibit Hall
- Allocated number of complimentary exhibitor badges
- Listing of company name and booth number in the Exhibitor Directory - both in print and online
- Ability to upgrade to either to an extended, premium, or super premium listing in the Exhibitor Directory

## EXHIBIT SPACE FEES

Zone A Inline: \$33 per square foot  
Zone A Island: \$37 per square foot  
Zone B Inline: \$31 per square foot  
Zone B Island: \$35 per square foot

There is an additional \$50.00 per open corner charge for inline space, if applicable.

Minimum booth size is 100 square feet.  
Maximum booth size is 8,000 square feet.

The top of signage in island booths may not exceed 20' from the ground. Truss may be hung higher but may not carry any signage.

For more information, please contact June LaMountain at J. Spargo & Associates by phone (703-631-6200) or via e-mail (asco@jspargo.com).

## EXHIBITOR SERVICE MANUAL

A link to the exhibitor service manual will be available via ASCO's website ([www.asco.org/exhibits](http://www.asco.org/exhibits)) in February.

The online exhibitor service manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security service, telephones, Internet, audio/visual equipment, computer rental, photography services, and floral services. Order forms and rate schedules will also be provided. Exhibitors who need information before the exhibitor service manual becomes available should contact Brede Exposition Services/Allied Division by phone (407-851-0261) or via e-mail ([customerservice@bredeallied.com](mailto:customerservice@bredeallied.com)) or the appropriate vendor on page 27 of this brochure.

## EXHIBIT HALL SCHEDULE Hours Subject to Change

### Rigging Hours

Sunday, May 30, 2010  
1:00 PM - 9:00 PM

Monday, May 31, 2010  
8:00 AM - 5:00 PM

### Targeted Move-In

Tuesday, June 1, 2010  
8:00 AM - 11:00 PM

Wednesday, June 2, 2010  
8:00 AM - 11:00 PM

Thursday, June 3, 2010  
8:00 AM - 11:00 PM

Friday, June 4, 2010  
8:00 AM - 5:00 PM

### Exhibit Hall Hours

Saturday, June 5, 2010  
9:00 AM - 5:00 PM

Sunday, June 6, 2010  
9:00 AM - 5:00 PM

Monday, June 7, 2010  
9:00 AM - 5:00 PM

### Move Out

Monday, June 7, 2010  
5:00 PM - 11:00 PM

Tuesday, June 8, 2010  
8:00 AM - 5:00 PM

Wednesday, June 9, 2010  
8:00 AM - 5:00 PM

NOTE: Rigging for all exhibits must be complete by no later than 5:00 PM on Monday, May 31, 2010. Exhibitors must adhere to this policy to ensure the overall success of the Annual Meeting. Special move-in arrangements MUST be made through the official service contractor in advance.

## ONLINE SUBMISSION PROCESS

In an effort to be environmentally friendly, ASCO created an online submission process for exhibitors to simply log onto the exhibitor website and submit their information. With this system, exhibitors can view and update their information anytime and avoid the hassles of paper forms and fax machines. ASCO requires that exhibitors submit booth activity, giveaway, booth rendering, and rigging requirements in advance to keep the atmosphere in the Exhibit Hall congruent with the educational mission, as well as to ensure the overall success of the Annual Meeting.

Exhibitors are required to submit the following, if applicable, through the online process:

- Booth Activity (if applicable)
- Giveaway (if applicable)
- Booth Rendering (for booths 400 sq. ft. or larger)
- Rigging requirements (new this year, for booths 400 sq. ft. or larger)

An e-mail will be sent to the exhibitor contact person, including login information, in January 2010. All exhibitors must submit any of the above that apply no less than 60 days prior to the first move in day. If you have any questions, please contact the Exhibits staff via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) or by phone at 571-483-1300.

## HOUSING

To make hotel reservations or to request a room block, please contact the ASCO Housing Center via e-mail ([ascohousing@jspargo.com](mailto:ascohousing@jspargo.com)) or by phone at 888-788-1522 or 703-449-6418. Online access for room block management begins in February 2010. An e-mail will be sent to the exhibitor contact person, including login information, at this time. Exhibitors are required to book their hotel accommodations through ASCO's Housing Center. Exhibiting companies who do not utilize the ASCO Housing Center for the 2010 Annual Meeting to secure hotel rooms will be subject to a 10% surcharge on the exhibit space rental rate and will be billed accordingly. Please refer to the *Policies for Exhibitors and Other Organizations at ASCO Meetings* on page 11 of this brochure for further details.

## TRAVEL

To make your travel arrangements, please contact ASCO's official travel agency.

TravelStore, Inc.

Travel Specialist: Elsa Atayan

Phone: 800-343-9779 or 310-752-9197

Fax: 310-752-9197

E-mail: [elsa.a@travelstoreusa.com](mailto:elsa.a@travelstoreusa.com)

Hours: Monday through Friday 8:00 AM-6:00 PM (Pacific Time)

TravelStore has negotiated discounted rates with several airlines and rental car agencies. Please refer to the discount codes below when making your reservation to obtain the lowest fares. Some restrictions may apply.

Airline	Discount Code	Rental Car	Discount Code
American	A4460AB	Avis	T674100
United	584LY	Hertz	04G2001

## REGISTRATION

The online exhibitor registration process opens mid-February, upon which notification will be sent to the exhibitor contact person via e-mail. Each exhibitor will receive an allocated number of complimentary exhibitor badges based on the size of the booth. For the first 400 square feet, companies receive five badges for every 100 square feet. After the initial 400 square feet, companies receive two badges per 100 square feet. Registration as an Exhibitor includes access to the Exhibit Hall, but does not include access to sessions.

**Want to stay informed?** Please read the newsletter sent monthly to the exhibitor contact person via e-mail.



If you would like to attend sessions, you must register as an Exhibitor Attendee and pay the applicable registration fee in order to receive an Exhibitor/Attendee badge.

**You should coordinate this registration with the Exhibitor Contact for your company as you are only permitted to have one registration for the Annual Meeting.** The Exhibitor/Attendee badge includes access to the Exhibit Hall, access to sessions, and the ability to earn CME/CE credit for the sessions you attend. For more information, please contact the ASCO Registration Center via e-mail ([ascoregistration@jspargo.com](mailto:ascoregistration@jspargo.com)) or by phone at 888-788-1522.

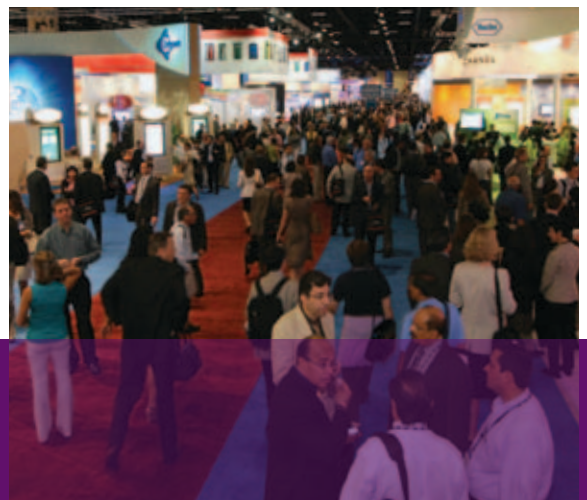
### **POLICIES FOR EXHIBITORS AND OTHER ORGANIZATIONS AT ASCO MEETINGS**

It is agreed and understood that the Policies for Exhibitors and Other Organizations at ASCO Meetings in this exhibitor brochure are part of a contract between the exhibitor and ASCO and that the submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these rules and regulations. Please contact ASCO Exhibits by phone (571-483-1300) or via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) with any questions.

There have been a number of changes to the 2010 Exhibitor Policies including, but not limited to:

- Booth spaces are limited to a maximum size of 8,000 square feet
- Prohibited Activities and Items in the Exhibit Hall
- Giveaways

Please review them carefully and share them with those staff in your organization, as well as any third parties who may be involved in organizing and managing your exhibit booth. You can contact ASCO Exhibits by phone (571-483-1300) or via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) with any questions.



**ASCO is the only professional organization to represent all oncologists in every medical field in the United States.**

# POLICIES FOR EXHIBITORS AND OTHER ORGANIZATIONS AT ASCO MEETINGS

Effective September 10, 2009

I. INTRODUCTION.....	11	11. Prohibited Activities and Items in the Exhibit Hall .....	17
II. SUPPORT FOR ASCO AND THE ASCO CANCER FOUNDATION SPONSORED ACTIVITIES .....	11	12. Prohibition Upon Fundraising .....	18
III. ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS.....	12	13. Prohibition Upon Sales.....	18
A. Activities And Events Held Adjunct To ASCO Meetings.....	12	14. Operation of the Exhibit Booth .....	18
B. Independent Satellite Symposia.....	13	15. Exhibitor Personnel Conduct .....	18
C. Marketing Of Products And Services Outside Of The Exhibit Hall.....	13	16. Photography, Video Recording, and Audio Recording.....	19
IV. EXHIBITS AND THE EXHIBIT HALL .....	13	17. Food and Beverages .....	19
A. COMPLIANCE WITH LAW, REGULATIONS, AND EXHIBITOR AGREEMENT .....	14	F. GIVEAWAYS.....	19
1. General Requirements, Amendments.....	14	1. Eligible Giveaways .....	19
2. Safety and Access Laws.....	14	2. Specific Giveaway Restrictions.....	19
3. Liability for Damage to Property .....	14	3. Advance Approval Required.....	20
4. Review and/or Expulsion of Exhibitors.....	14	4. Porter Service Required.....	20
5. Attorneys' Fees, Governing Law, Jurisdiction.....	14	5. Storage of Materials and Boxes.....	20
B. ELIGIBLE EXHIBITORS.....	14	G. PROHIBITION UPON SUBLETTING SPACE AND PERMITTING UNAUTHORIZED ACCESS/EXHIBITS.....	20
C. ELIGIBLE EXHIBITS .....	15	1. No Assignment of Space or Exhibition of Unapproved Goods or Services .....	20
1. ASCO Review of Exhibits.....	15	2. Unauthorized Access and Misuse of Badges.....	20
2. Compliance with Applicable Law and Regulations .....	15	3. Activities on Behalf of Non-Exhibiting Firms .....	20
3. Pavilions.....	15	H. USE OF CONTRACTORS FOR PROVISION OF EXHIBIT SERVICES.....	20
4. Restriction Upon Exhibition of Dietary Supplements.....	15	I. EMERGENCIES, STRIKES, EMBARGOS, OTHER OCCURRENCES BEYOND ASCO'S CONTROL .....	21
5. Restriction Upon Market Research Products and Services.....	15	1. ASCO Right of Termination .....	21
D. RESTRICTION OF EXHIBIT MATERIALS TO EXHIBIT SPACE .....	15	2. Pro-Rated Refund .....	21
E. EXHIBIT CONTENT AND BOOTH REGULATIONS.....	15	J. LIABILITY, INSURANCE AND INDEMNIFICATION .....	21
1. Exhibit Content and Activities .....	15	1. Indemnification .....	21
2. Advance Approval of Booth Activities Required .....	15	2. Exclusions from Liability .....	21
3. Admission to the Exhibit Hall.....	16	3. Insurance .....	21
4. Exhibit Space Selection.....	16	K. SECURITY .....	21
5. Exhibit Display and Exhibit Booth Construction .....	16	L. NOTIFICATIONS.....	21
6. Inline Booth.....	16	M. USE OF ASCO'S DESIGNATED HOUSING AGENT .....	22
7. Corner Booth.....	16	N. CANCELLATION BY EXHIBITOR .....	22
8. Island Booth .....	16	V. PUBLIC RELATIONS .....	22
9. Rigging Requirements .....	17	VI. FUNDRAISING.....	22
10. Tabletop Exhibits.....	17	VII. USE OF THE ASCO AND THE ASCO CANCER FOUNDATION NAMES AND MARKS.....	22
		VIII. DISCIPLINARY ACTION .....	23

## I. INTRODUCTION

This joint policy of the American Society of Clinical Oncology ("ASCO") and The ASCO Cancer Foundation establishes the general standards that both organizations will apply to the activities of commercial firms and other organizations, including not-for-profit organizations, during or in connection with ASCO meetings, as exhibitors, meeting supporters, or otherwise. Related requirements governing various activities are set forth in:

- Terms and conditions of the ASCO Exhibitor Agreement
- ASCO and The ASCO Cancer Foundation Policy for Independent Satellite Symposia
- Requirements specified in the Exhibitor Service Manual
- ASCO's Corporate and Institutional Public Relations Policies
- Policies and rules of the Meeting Venue
- Any guidelines established by ASCO regarding selection of exhibit space and hotel accommodations

ASCO meetings are educational events intended to facilitate the communication of new scientific knowledge and to advance the practice of oncology. The foremost concern of ASCO and The ASCO Cancer Foundation is preservation of the scientific integrity and educational value of ASCO meetings. To this end, ASCO invites organizations to support and participate in ASCO meetings in a manner that complies with the requirements described in this policy and related documents. As a matter of ASCO policy, the form and manner of any such activity must also comply with 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 for Continuing Medical Education (ACCME) Essential Areas and Elements; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers. Copies of these standards may be obtained by calling the ASCO Education, Science and Professional Development Department at 571-483-1300.

Compliance with all applicable laws and regulations is required of every organization that participates in ASCO meetings. Organizations that violate ASCO or The ASCO Cancer Foundation policies, legal requirements, or the terms and conditions of the Exhibitor Agreement will be

subject to disciplinary action as further described in Section VIII below.

Various thematic or multidisciplinary meetings are sponsored by ASCO and co-sponsored by one or more other organizations. These ASCO Policies for Exhibitors and Other Organizations at ASCO Meetings apply to those meetings, with ASCO administering the Policies. Generally, references to ASCO meetings in this document should be understood to include those meetings that have other co-sponsors where ASCO is the lead organization.

## II. SUPPORT FOR ASCO AND THE ASCO CANCER FOUNDATION SPONSORED ACTIVITIES

Commercial firms, foundations, and other organizations are invited to provide support for ASCO and The ASCO Cancer Foundation scientific and educational activities, publications, and other products. Such activities include, but are not limited to: symposia; conferences; meetings; workshops; research grants; awards; and audio, video, or online educational activities. ASCO and The ASCO Cancer Foundation are solely responsible for the development and implementation of each ASCO activity. ASCO and The ASCO Cancer Foundation alone will determine the content of its scientific and educational activities and will own all associated intellectual property. ASCO and The ASCO Cancer Foundation will also determine the distribution, production, and pricing of the activity's materials.

Any funds provided in support of ASCO or The ASCO Cancer Foundation programs or products must be made payable to The ASCO Cancer Foundation. The ASCO Cancer Foundation is a 501(c)(3) organization subject to ASCO's general supervision and control, which operates in support and furtherance of ASCO's scientific and educational purposes.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of a grant must be documented by a signed letter of agreement among the donor organization, ASCO, and The ASCO Cancer Foundation. Grant terms and conditions may not require ASCO or The ASCO Cancer Foundation to accept the donor's advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity. Donors are entitled to review the budgets of programs or activities for which they provide support. The ASCO Cancer Foundation accepts grants for one or multi-year periods (as defined in the agreement).

ASCO and The ASCO Cancer Foundation will acknowledge donors' contributions in program materials but will not permit representatives of donor organizations to engage in sales or promotional activities or to distribute commercial promotional materials in the room where the activity takes place. Display or distribution of promotional materials, including standards related to product specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable continuing medical education ("CME") standards.

### III. ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS

ASCO and The ASCO Cancer Foundation recognize that during ASCO meetings, commercial firms and other organizations may wish to host their own events and activities, for purposes ranging from investigator meetings to providing social and business opportunities for firm employees and meeting attendees.

#### A. ACTIVITIES AND EVENTS HELD ADJUNCT TO ASCO MEETINGS

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following an ASCO meeting must notify ASCO of such activities by submitting an Ancillary Event Request to ASCO by the deadline specified for the particular meeting. ASCO, in its sole discretion, will determine whether the proposed activity appears to meet ASCO standards and requirements and will notify the applicant if the Ancillary Event Request is approved.

Ancillary activities, including media events, should not compete with the agenda or events of the ASCO meeting. The nature of any ancillary activities should be in keeping with the educational focus of an ASCO meeting. Venues, agendas, and media coverage for ancillary activities should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature.

ASCO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by ASCO, to monitor whether the activity is in compliance with applicable ASCO policies and requirements.

All ancillary activities must meet the following criteria:

- The activity or event must comply with meeting blackout times and be scheduled as to permit attendees sufficient time to participate in official meeting activities and sessions. ASCO will indicate meeting blackout times on the Ancillary Event Request website, [www.asco.org/eventrequest](http://www.asco.org/eventrequest)
- ASCO must receive and approve a completed Ancillary Event Request by the deadline specified for the particular meeting (space held by ASCO will be allocated to approved requestors on a first come, first served basis). This form can be found at [www.asco.org/eventrequest](http://www.asco.org/eventrequest)
- No participant may present a paper scheduled for presentation during the ASCO meeting and under embargo at the time of the event
- No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use 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 in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, The ASCO Cancer Foundation, or the name of the ASCO meeting may not be part of a title or heading of the ancillary event, be prominently featured, or 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 following statement must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, derivative products, etc. for the event:

#### FOR THE ASCO ANNUAL MEETING:

"Not an official event of the ASCO Annual Meeting. Not sponsored or endorsed by ASCO or The ASCO Cancer Foundation."

**FOR ASCO SYMPOSIA:**

“Not an official event of the [Insert Name of ASCO Symposium]. Not sponsored or endorsed by any of the co-sponsoring organizations of the [Insert Name of ASCO Symposium].”

- Meeting signage may NOT include the ASCO or The ASCO Cancer Foundation name, logo, or name of ASCO meeting except in the following required disclaimer, which must be prominently displayed and included on all signs:

**FOR THE ASCO ANNUAL MEETING:**

“Not an official event of the ASCO Annual Meeting. Not sponsored or endorsed by ASCO or The ASCO Cancer Foundation.”

**FOR ASCO SYMPOSIA MEETINGS:**

“Not an official event of the [Insert Name of ASCO Symposium]. Not sponsored or endorsed by any of the co-sponsoring organizations of the [Insert Name of ASCO Symposium].”

- Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to ASCO, The ASCO Cancer Foundation, or the ASCO meeting. Materials must not in any capacity identify ASCO as the sponsor or CME provider
- No event marketing may be done at the ASCO meeting venue except within the confines of an individual exhibit booth or table
- Lead retrieval units are permitted for use during the event
- Event names, invitations, communications, and marketing may not include the phrase “Satellite Symposium” unless the event has been selected as an official Independent Satellite Symposium (See below)

**B. INDEPENDENT SATELLITE SYMPOSIA**

Independent Satellite Symposia (ISS) are autonomous, CME-accredited, educational activities that are held adjunct to an ASCO meeting. ISS activities require ASCO's prior written approval but do not receive and must not imply ASCO or The ASCO Cancer Foundation endorsement or support. All ISS activities must conform to applicable ASCO policies, including the prohibition upon the use of ASCO's or The ASCO Cancer Foundation name or logo without prior written permission and the blackout

periods established for the meeting. Supporters of ISS activities may not invite or permit representatives of the media to attend the activity or otherwise promote the activity to the media.

Certain members of ASCO's Leadership may not participate in Independent Satellite Symposia in any capacity except as an attendee who receives no honorarium or reimbursement. For example, no member of ASCO's Leadership may serve as faculty, as a presenter, chair, or consultant, or have any other involvement with the planning or presentation of the activity. For additional information and guidelines, please refer to the Policy for Independent Satellite Symposia (ISS) and the ASCO, The ASCO Cancer Foundation and ASCO Symposium Leadership Excluded from Participation in Independent Satellite Symposia policy, which may be obtained through ASCO's website at [www.asco.org/iss](http://www.asco.org/iss) or by sending an e-mail to [iss@asco.org](mailto:iss@asco.org).

**C. MARKETING OF PRODUCTS AND SERVICES OUTSIDE OF THE EXHIBIT HALL**

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the Exhibit Hall. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by ASCO.

Advertising on fixed, i.e. stationary billboards is permissible, only after advance review and approval by ASCO. The display of banners or other advertisements in the public domain (including advertising in/on buses, taxis, Segways, boats, planes, street cars, etc.) within fifteen (15) miles of the ASCO meeting venue and any local airport(s), within ten (10) days before or after the meeting, is strictly prohibited. The use of any name, logo, or trademark of ASCO or The ASCO Cancer Foundation is strictly prohibited without ASCO's advance written consent, as set forth in Section VII.

**IV. EXHIBITS AND THE EXHIBIT HALL**

To ensure that exhibit space complements the educational mission of ASCO, ASCO will review requests for exhibit

space to determine whether prospective exhibitors and their products meet ASCO criteria and standards. During its meetings, ASCO will monitor exhibitor activities, displays, products, giveaways, and conduct for compliance with ASCO policies, and the terms of the Exhibitor Agreement.

To obtain exhibitor feedback and improve the operation of the Exhibit Hall, ASCO will invite all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting.

## **A. COMPLIANCE WITH LAW, REGULATIONS, AND EXHIBITOR AGREEMENT**

### **1. General Requirements, Amendments**

These policies are to be construed as a part of the Exhibitor Agreement. All interpretations, as well as answers to questions and matters not specifically covered by these policies, will be decided by ASCO. ASCO reserves the right to make any reasonable changes to these policies or to the Exhibitor Agreement as necessary to ensure the health and safety of those in attendance and the orderly and appropriate operation of the Exhibit Hall. Exhibitors will be advised of any such changes by e-mail and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by ASCO. Written notification of any such amendment to these policies or to the Exhibitor Agreement will be forwarded to the exhibiting companies.

### **2. Safety and Access Laws**

Exhibitors must comply with all applicable laws and regulations, including rules of the meeting facility. Exhibitors should follow government guidelines under the Americans with Disabilities Act of 1990 when providing for access to exhibit space. The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. All electrical wiring and equipment installed must comply with the facility/local Electrical Code and Fire Department Regulations. Facility electricians reserve the right to refuse connections where wiring constitutes a safety hazard or does not meet the Electrical Code. If an exhibitor is found in non-compliance of the Code, facility electricians may be able to correct the fault and restore the booth to Code. This will be done on a time and materials basis at the exhibitor's expense.

Exhibits must not block aisles or fire exits. No combustible decoration, such as crepe paper, card-

board, or corrugated paper shall be used at any time. All packing containers, wrapping material, etc. are to be removed from the exhibit floor and may not be stored under tables or behind the exhibits. Flammable fluids and material must be kept in safety containers in compliance with facility and local fire department rules and regulations. Open flames, all LP Gases, and oxygen tanks are not permitted.

### **3. Liability for Damage to Property**

Exhibitors are liable for any damage to facility property, including but not limited to escalators, elevators, floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property.

**4. Review and/or Expulsion of Exhibitors** ASCO may review the exhibit floor activities of exhibitors at any time. ASCO may deny an exhibitor access to, or expel an exhibitor from the event without refund of any fees if, as determined solely by ASCO, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the Exhibitor Agreement.

### **5. Attorneys' Fees, Governing Law, Jurisdiction**

The Agreement between the exhibitor and ASCO, of which these policies are a part, shall be governed by the laws of the State of Virginia, without regard to choice of law provisions. The exhibitor and ASCO consent to the exclusive subject matter and personal jurisdiction of the federal and state courts in Alexandria, Virginia, over any dispute arising under the Exhibitor Agreement or ASCO's enforcement of ASCO policies and standards. In the event that ASCO litigates to enforce its rights, it shall be entitled to reasonable attorneys' fees incurred in connection with a judgment obtained by it.

## **B. ELIGIBLE EXHIBITORS**

Only a company or other organization identified in a signed Exhibitor Agreement, submitted either by hard copy or online, that has been approved by ASCO may exhibit at an ASCO meeting. ASCO retains the sole and exclusive right to determine which companies and organizations may exhibit at ASCO meetings. Only the sign of the company or organization whose name appears at the top of its Exhibitor Agreement is eligible to be placed in the booth or appear on any printed list of exhibitors.

## C. ELIGIBLE EXHIBITS

### 1. ASCO Review of Exhibits

Eligible exhibitors may exhibit commercially-available oncologic products and services whose safety and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by ASCO. Products eligible for exhibition are oncologic and related products, equipment, and services that, upon review by ASCO and at the sole determination of ASCO reviewers, are either (i) approved by FDA for the labeled indication; or (ii) are promoted for a use that is generally accepted among oncologists or other medical professionals and for which FDA approval is not required.

### 2. Compliance with Applicable Law and Regulations

All exhibits and exhibited items must comply with all local, state, and federal law and regulations. Exhibitors are responsible for compliance with FDA regulations, which govern the labeling of displayed products, prohibit sponsoring hands-on or educational events for non-approved products, and affect how booth descriptions may be listed in meeting programs. For more information on FDA compliance, refer to the FDA's website at [www.fda.gov](http://www.fda.gov).

### 3. Pavilions

Exhibitors whose products or services meet the requirements of the pavilion (as determined by ASCO), as well as ASCO's guidelines for eligible exhibits, may be eligible to exhibit within an ASCO-designated pavilion.

### 4. Restriction Upon Exhibition of Dietary Supplements

Dietary supplements that (i) make any claim to diagnose, mitigate, treat, cure, or prevent any disease, specific class of disease, disease symptom, or abnormal medical condition; or (ii) claim an effect similar to that of an approved drug, biological product, or medical device must not be exhibited.

### 5. Restriction Upon Market Research Products and Services

Exhibits with a primary purpose of exhibiting or conducting market research, business intelligence, identification of key opinion leaders, identification of data sources, or similar activities not consistent with the tenor of the Exhibit Hall are not eligible.

## D. RESTRICTION OF EXHIBIT MATERIALS TO EXHIBIT SPACE

As discussed in Section III.C, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the Exhibit Hall.

At the meeting venue, exhibit materials and advertising may not be displayed or distributed beyond the perimeters of the exhibitor's assigned booth and exhibitors must comply with other provisions of this Policy, including as set forth in Section III.C.

As an organization accredited by the ACCME to provide continuing medical education, ASCO maintains professional standards in relation to all events and activities at its meetings. In accordance with ACCME standards, ASCO does not permit exhibitors to promote ASCO's scientific or educational programs. Advertising, marketing materials, and product literature distributed inside or outside the Exhibit Hall must not contain any reference to specific posters or meeting sessions.

Exhibitors must submit a sample of all advertising or marketing materials related to ASCO's Annual Meeting or an ASCO Symposium, including but not limited to flyers, Internet postings, e-mails, and postcards, to ASCO for approval.

Exhibitors using their own mailing lists must submit the sample materials via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) to ASCO for approval.

ASCO gives exhibitors the opportunity to purchase the pre- and/or post-meeting mailing list with ASCO approval. Exhibitors using a meeting list must submit the sample materials to ASCO's official mailing list vendor, who will process these requests and contact ASCO for approval.

## E. EXHIBIT CONTENT AND BOOTH REGULATIONS

### 1. Exhibit Content and Activities

The Exhibit Hall atmosphere must always be congruent with the educational mission of ASCO. All booth activities and content must be professional in nature and provide educational information related to the field of oncology.

### 2. Advance Approval of Booth Activities Required

Exhibitors must complete and submit to ASCO a Booth Activity Approval Form no less than 60 days prior to the first move in day for the ASCO Annual Meeting and by the deadline on the Booth Activity Approval Form for the ASCO Symposia. Passing out flyers and talking to attendees within an exhibit booth

are not considered booth activities and do not need to be included in exhibitors' approval requests.

### **3. Admission to the Exhibit Hall**

Exhibitors must wear the official ASCO supplied badge at all times in the Exhibit Hall. All badges are non transferable and are the sole property of ASCO. ASCO, J. Spargo and Associates, and ASCO Security reserve the right to revoke any badge at any time. No one under the age of 18 is allowed access to the exhibit area at any time, without exception. Access to the Exhibit Hall during set-up and dismantle times for booths are restricted to the published hours unless special arrangements have been made with ASCO. Please contact meeting security for assistance with access to the Exhibit Hall for hours other than those listed.

### **4. Exhibit Space Selection**

ASCO shall assign exhibit space and reserves the right to change the location of said exhibit space at any time and for any reason. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by ASCO.

Exhibiting companies' booth spaces are limited to a maximum size of 8,000 square feet. Companies with multiple business entities may either:

- a) Use the first exhibit space selection appointment time to make a single selection of up to 8,000 square feet total (in one or more booths) for all entities or
- b) At separate exhibit space selection appointment times for each entity, have each entity select up to 8,000 square feet

In addition, exhibit spaces may not be wider than they are deep between the front of the Exhibit Hall and an area predetermined by ASCO. This area will be determined before exhibit space sales begin.

### **5. Exhibit Display and Exhibit Booth Construction**

All exhibit floor spaces must be carpeted or covered with an approved material (bare floors in booths are not allowed). Exhibitors may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit or the overhead rigging weight limit of the Exhibit Hall. The exhibitor accepts full and sole responsibility for injury or damage to property or

persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conforming to maximum floor load specifications.

Water features such as waterfalls and mist walls are prohibited.

### **6. Inline Booth**

Inline booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. At the Annual Meeting, ASCO will provide a standard draped booth, consisting of an 8' high backdrop, 36" draped side rails and a two-line name sign. Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor's expense. Hanging signs are not permitted over inline booths.

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft (2.44m) is allowed only on the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more inline booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

### **7. Corner Booth**

A corner booth is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. All other guidelines for inline booths apply,

### **8. Island Booth**

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20'x20') or larger, although it may be configured differently. Exhibitors who wish to construct an island booth are required to submit a drawing, rendering or plans (preferably digital) to ASCO for approval at least 60 days prior to the Annual Meeting. Any changes that occur after initial submission must be resubmitted to ASCO for approval prior to the Meeting. Multi-level island booths are not permitted.

Island booths should be constructed to allow access

from all sides. Where ever possible booth components should be at least two feet (2') inside the booth's perimeter to allow attendees to view booth items within the confines of the booth. In addition, island booths should have open sight lines around and through the design, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. The maximum height of an island booth is twenty (20) feet. The top of the booth's sign must not extend more than twenty (20) feet from the Exhibit Hall floor and cannot block the visibility of ASCO signs or other exhibitors' booths. Hanging signs must be hung directly over the island booth and not in the aisles. Installation of hanging signs must take place according to the schedule provided in the Exhibitor Service Manual.

Island booths may use special lighting. Lighting must be directly over or in the exhibitor's booth and cannot affect other exhibitors or aisles. The Exhibit Hall lighting may be dimmed or backed out to accommodate exhibitors' lighting requirements at ASCO's discretion. ASCO will not approve backing out overhead lights which may affect aisles or another exhibitor's space. The exhibitor is responsible for all costs associated with this request.

## **9. Rigging Requirements**

Exhibitors who wish to order rigging must submit a drawing, rendering or plans (preferably digital) of the item(s) to ASCO for approval no less than 60 days prior to the first move in day of the Annual Meeting.

All rigging, including signs, lighting, and truss, must be installed on the Monday prior to the start of the Annual Meeting no later than 5:00 PM. All crates pertaining to rigging must be removed from the Exhibit Hall at this time, using an approved porter service, to avoid delays in distributing booth materials within the scheduled time frame. All crates and empties pertaining to the rigging will be returned prior to any other booth crates at the time of move out. These crates must be placed within the confines of the exhibitor's space. Exhibitors must adhere to this policy to ensure the overall success of the Exhibit Hall.

All booths 400 square feet and larger are required to submit the Rigging Approval Form no less than 60 days prior to the first move in day.

## **10. Tabletop Exhibits**

For ASCO meetings with tabletop exhibits, materials are restricted to the 2' x 6' area of the tabletop. No

materials or pop-up equipment, devices or apparatus may be displayed behind, in front of, or next to the 6' table. All displays are limited to 54" in height from the top of the table.

## **11. Prohibited Activities and Items in the Exhibit Hall**

Group activities of any kind, including delivery of didactic lectures and presentations, are prohibited in the Exhibit Hall. Exhibitors may provide company and/or product information to attendees on a one-to-one basis.

Exhibitors may offer written and online materials through which attendees can obtain CME credit. In offering these materials exhibitors must comply with the other prohibitions in this section, including the prohibitions on group activities, didactic lectures, and theater style seating. Exhibitors may not suggest that ASCO serves as the CME provider, or is involved in or endorses the CME materials in any way.

Contests and games, including games of chance, are prohibited. However, ASCO may grant individual exhibitors permission to use interactive quizzes to educate attendees about company and/or product information. Quizzes should be designed for non-competitive participation by individual attendees. Quizzes must be submitted for approval at least 60 days prior to the first move in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for the ASCO Symposia. ASCO will not approve quizzes with distracting features, including flashing colors and sound effects.

ASCO may also, on a limited basis, grant individual exhibitors permission to have drawings for prizes. Any drawing must be conducted in compliance with applicable laws and regulations, and prizes must be consistent with the requirements for giveaways set forth in Section IV.F of this Policy. ASCO will not approve drawings where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of the drawings should not compete inappropriately with meeting sessions and is subject to approval by ASCO. Contests must be submitted for approval at least 60 days prior to the first move in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for the ASCO Symposia. Exhibitors must submit copies of any applicable permits or licenses upon request.

**The following apply to exhibitors and are prohibited in the Exhibit Hall:**

- Microphones
- Theater style seating
- Live delivery of didactic lectures and presentations
- Group activities of any kind
- Balloons/lighter than air objects
- Flashing lights
- Playing or performing of recorded or live music during the published Exhibit Hall Hours
- Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees
- Distribution of alcoholic beverages in exhibit booths
- Distribution of advertising, marketing materials, and product literature containing any reference to specific posters or meeting sessions
- Demonstration, promotion, or sale of the products of any non-exhibiting companies
- Affixing the ASCO or The ASCO Cancer Foundation's name or logo to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials. For more information about the use of ASCO Trademarks see Section VII.
- Unauthorized reproduction or distribution of ASCO abstracts
- Contests and games, including games of chance, with the exception of interactive quizzes and drawings approved in advance by ASCO
- Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists
- Multi-level island booths
- Water features such as waterfalls and mist walls
- Soliciting attendees in the aisle(s) outside booth space or elsewhere in the meeting venue
- Fundraising (including solicitation of corporate investors), unless a special exception has been granted by ASCO in writing
- Excessive amplification devices which may result in the disturbance of other exhibitors
- Food or beverages with noticeable odors

**12. Prohibition Upon Fundraising**

Unless a special exception has been granted by ASCO and The ASCO Cancer Foundation in writing, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Exhibit Hall.

**13. Prohibition Upon Sales**

Publishing companies are permitted to sell oncology-related books and journals during Exhibit Hall hours. Otherwise, no selling is permitted in the booth. All other companies/organizations are limited to taking orders for products and services. Publishers selling items in their booth are required to collect and remit city and state sales taxes.

**14. Operation of the Exhibit Booth**

All booth activities and queuing must be contained in the individual exhibitor's booth. Excessive amplification devices and offensive displays or odors are prohibited. Sound effects are discouraged due to their potential to interfere with other exhibits and distract from the professional atmosphere of the Exhibit Hall.

A targeted move-in schedule will be included in the Exhibitor Service Manual sent to the exhibitor contact approximately 90 days prior to the start of the Meeting. No installation of booths or display materials is allowed during published Exhibit Hall open hours. Exhibits must remain fully intact and staffed at all times during the published Exhibit Hall open hours. Dismantling and packing of exhibits will not be permitted until the published dismantling times. Failure to comply may result in disciplinary action, as set forth in Section VIII.

**15. Exhibitor Personnel Conduct**

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all ASCO policies, applicable law and terms of the Exhibitor Agreement, and conduct themselves in a professional manner.

Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed booth of another exhibitor.

Exhibitor personnel, including vendors hired to work in their booth, may not solicit attendees, meeting presenters, or meeting faculty from outside of their booth or elsewhere in the meeting venue, including at educational and scientific meeting rooms and poster sessions, and may not canvass in any part of the Exhibit Hall or meeting venue.

Personnel not commercially connected with the industry may not be employed to assist in the exhibitor's booth without the written permission of ASCO. All exhibit personnel attire must be professional in appearance.

## **16. Photography, Video Recording, and Audio Recording**

Exhibitors must obtain ASCO's written approval to photograph, videotape, and/or audiotape in the Exhibit Hall. Exhibitors who do not wish to use the official photographer listed in the Exhibitor Service Manual must request that the exhibitor-appointed photographer provide ASCO with proof of adequate insurance upon request and may be required to make arrangements for security services at their own expense. Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own booth space. Exhibitors may not photograph or videotape other exhibitors' or organizations' exhibits and/or Exhibit Hall attendees. All photography, video, and audio equipment must remain with exhibitors' booth space and must not disrupt visitor traffic. Photographing, audio recording, and video recording occurring other than in an exhibitor's booth are governed by ASCO Media Policies.

## **17. Food and Beverages**

Any food or beverages provided by individual exhibitors must be provided in a manner consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals. All food and beverages provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash and/or cash equivalents, coupons, and vouchers for food or beverages are not permissible. Exhibitors must submit a request for approval to provide food or beverages to ASCO no later than 60 days in advance of the Annual Meeting and by the deadline on the Booth Activity Approval Form for ASCO Symposia. Approval is at ASCO's discretion. Any exhibitors found providing food or beverages that have not been approved or are not compliant with ASCO policies will be required to cease immediately. ASCO will not accept onsite requests for provision of food or beverages. All food and beverage requests must also comply with the rules and regulations of the official provider designated by the convention center.

## **F. GIVEAWAYS**

### **1. Eligible Giveaways**

All giveaways must be provided in a manner consistent with all laws and guidance, including the PhRMA Code on Interactions with Healthcare Professionals

("PhRMA Code"), applicable to the exhibitor, as well as with the provisions of this Policy.

**Giveaways by Commercial Exhibitors:** It is ASCO's policy that all giveaways by commercial exhibitors will meet the giveaway standards of the PhRMA Code, whether or not the exhibitors have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals and must not exceed \$100 in value. Giveaways must be available to all registered attendees immediately upon request.

**Giveaways by Non-Profit Exhibitors and Government Agencies:** All giveaways by non-profit exhibitors and government agencies must not exceed \$100 in value and must be available to all registered attendees immediately upon request. Giveaways by non-profit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors, above.

### **2. Specific Giveaway Restrictions**

Tote bag giveaways must be professional in appearance and in function. Oversize tote bags (those exceeding 16"x18"x6") and tote bags with wheels are prohibited. Tote bags must be neutral or otherwise muted in color (i.e., black, grey, white, dark blue, maroon, brown, beige or tan). A sample tote bag (not a paper rendering) must be submitted to ASCO for approval no later than 60 days prior to the Annual Meeting and by the deadline on the Giveaway Approval Form for ASCO Symposia. Please note: Tote bags are not eligible giveaways for commercial exhibitors.

Cash and/or cash equivalents may not be offered to attendees. Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees is not allowed.

The following items are not eligible giveaways: oversize bags, bags with wheels, balloons, beach bags, blankets, cash or cash equivalents, fans, gift certificates, golf/tennis balls, hats, massagers, music CDs, phone cards, popcorn, prescription and non-prescription drugs, stuffed animals, t-shirts, and watches.

Distribution of giveaways and other promotional items in event facilities outside of the exhibit booth or outside of designated meeting exhibit space at event hotels is prohibited for the duration of the ASCO Annual Meeting and ASCO Symposia.

### 3. Advance Approval Required

Except for the items listed below, all giveaways must be approved by ASCO. To obtain approval, exhibitors must submit a Giveaway Approval Form to ASCO no less than 60 days prior to the first day of move in for the Annual Meeting and by the deadline on the Giveaway Approval Form for the ASCO Symposia. Approval of giveaways, including determinations as to whether an item is educational under Section IV.F.1 of this Policy, is at ASCO's discretion. Any exhibitors found distributing materials that have not been approved or are not compliant with ASCO policies will be required to cease distribution immediately. ASCO will not accept onsite requests for giveaway approvals.

The following items are eligible giveaways that can be distributed without prior approval from ASCO. In accordance with Section IV.F.1 of this Policy, the items listed below, may not exceed \$100 in value.

- Medical textbooks;
- Informational sheets/pamphlets/brochures;
- Patient assessment and tracking tools;
- Educational videos/CDs;
- Company/product information on videos/CDs;
- Educational Posters;
- Educational monographs;
- Anatomical models;
- Journal articles;
- Subscription to a relevant scientific journal; and
- Written materials that inform patients about adherence to medical regimens, healthy lifestyle choices or availability of patient assistance programs.

### 4. Porter Service Required

At the Annual Meeting, exhibitors who will be distributing giveaways must order porter service. The order form for porter service will be provided in the Exhibitor Service Manual. Porter service includes monitoring of the exhibit booth, emptying wastebaskets, and collecting empty boxes throughout Exhibit Hall open hours. Standard wastebasket emptying does not include removal of empty boxes.

### 5. Storage of Materials and Boxes

At the Annual Meeting, accessible storage for exhibitor materials will be available from the official decorator for a fee. Accessible storage items will be delivered to the exhibitor's booth by the official decorator upon request beginning at 8:00 AM the day before the Exhibit Hall opens. Boxes may not be stored in an exhibitor's booth in a visible manner. Empty boxes

may not be placed in the Exhibit Hall aisles, behind or adjacent to columns, or in trash cans in the Exhibit Hall for removal during Exhibit Hall hours. If an exhibitor does not properly handle empty boxes, ASCO will remove the boxes at the exhibitor's expense. The storage of materials also must comply with local Fire Department and Underwriters Laboratories' rules.

At other ASCO meetings, accessible storage may be available, depending upon location and storage limitations. For these meetings, information regarding accessible storage availability will be included in the Exhibitor Service Manual.

## G. PROHIBITION UPON SUBLETTING SPACE AND PERMITTING UNAUTHORIZED ACCESS/EXHIBITS

### 1. No Assignment of Space or Exhibition of Unapproved Goods or Services

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business and approved by ASCO for exhibition during the meeting.

### 2. Unauthorized Access and Misuse of Badges

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method of assisting unauthorized persons to gain access to the exhibit floor or meeting sessions will be just cause for expelling the exhibitor from the Exhibit Hall or removing his/her exhibit from the exhibit floor without obligation on the part of ASCO for refund of any fees.

### 3. Activities on Behalf of Non-Exhibiting Firms

The demonstration of products, advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the meeting facility (including guest rooms, suites, educational and scientific meeting rooms, poster sessions, and function space) is strictly prohibited.

## H. USE OF CONTRACTORS FOR PROVISION OF EXHIBIT SERVICES

Exhibitors shall employ only union labor (as made available by the official contractors) for the installation or dismantling of an exhibit and in its operation when required by local union agreements binding on ASCO and/or the meeting facility(s). An exhibitor using an outside contractor for the above work should employ only union

display companies and must notify ASCO no less than 30 days prior to the first move in day for the Annual Meeting or by the designated deadline included in the Exhibitor Service Manual for the ASCO Symposia, identifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage. Further details and regulations are included in the Exhibitor Service Manual.

## **I. EMERGENCIES, STRIKES, EMBARGOS, OTHER OCCURRENCES BEYOND ASCO'S CONTROL**

### **1. ASCO Right of Termination**

ASCO will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions caused by circumstances beyond its control. In the event that the premises in which the Exhibition is conducted have or shall become, at the sole determination of ASCO, unfit for occupancy, or are substantially interfered with by any cause or causes not reasonably within the control of ASCO, the Exhibitor Agreement may be terminated by ASCO.

### **2. Pro-Rated Refund**

Should ASCO terminate the Exhibitor Agreement due to the occurrence of circumstances not reasonably within the control of ASCO or because ASCO has determined that the premises are or may become unfit for occupancy, the exhibitor waives any and all claims for damages and agrees that ASCO may, after computing the total amount refundable to all exhibitors (i.e., the excess of the total of exhibitors' deposits held by ASCO over ASCO's costs and expenses in connection with its preparation for and conducting of the Exhibition, including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as complete settlement and discharge of all said exhibitor's claims and demands, the exhibitor's pro-rated amount of the total amount refundable to all exhibitors, based upon the amount of exhibitor's deposit relative to the total deposits paid by all exhibitors.

## **J. LIABILITY, INSURANCE AND INDEMNIFICATION**

### **1. Indemnification**

The exhibitor agrees to indemnify and hold harmless the American Society of Clinical Oncology, J. Spargo & Associates, Brede Exposition Services/Allied Division, the meeting facility, and the employees and agents of each ("ASCO Indemnitees"), against all claims and liabilities arising in connection with exhibitor's exhibit

and use of Exhibit Space, except for any claims or liabilities caused solely by the negligence or wrongful acts of the ASCO Indemnitees, or excluded below.

### **2. Exclusions from Liability**

The exhibitor shall not be liable to the ASCO Indemnitees for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, widespread infectious or contagious diseases, civil commotion, smoke, motor vehicle damage, or aircraft damage, nor may the exhibitor hold the ASCO Indemnitees liable for losses associated with such incidents. The exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

### **3. Insurance**

Exhibitors are responsible for obtaining insurance in such an amount as deemed necessary to comply with the obligations contained herein, and for exhibitors' own protection during the course of the meeting, including transit. Exhibitors shall, at their sole cost and expense, procure and maintain through the term of the Exhibitor Agreement the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set for above. Proof of adequate insurance shall be provided to ASCO, or its agent or representative upon request.

## **K. SECURITY**

ASCO will provide overall security guard service for the duration of the meeting, but neither ASCO nor J. Spargo & Associates will indemnify exhibitors against loss and/or be responsible for loss of any exhibitor's material by any cause. Each exhibitor must make provisions for safeguarding its own goods, materials, equipment and display at all times. Exhibitors are urged to obtain, at their own cost and expense, insurance for all goods, materials and equipment displayed in connection with an exhibit. Further details are included in the Exhibitor Service Manual for each meeting.

## **L. NOTIFICATIONS**

ASCO will send an Exhibitor Service Manual and supplemental notifications via e-mail as needed to all exhibitors.

These materials will include order forms for services that may be needed and information on shipping, set-up, move-in and move-out procedures, notification of any special developments, etc.

#### **M. USE OF ASCO'S DESIGNATED HOUSING AGENT**

Exhibitors and their guests must use ASCO's Designated Housing Agent to procure housing for current and future ASCO meetings and shall abide by the rules of the Designated Housing Agent. Exhibitors or their agents must not negotiate blocks of hotel rooms directly with contracted ASCO participating hotels for current or future ASCO meetings. Exhibiting companies who do not utilize the ASCO Housing Center to secure hotel rooms will be subject to a 10% surcharge on their exhibit space rental rate and will be billed accordingly.

#### **N. CANCELLATION BY EXHIBITOR**

In the event of cancellation by an exhibitor, ASCO shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the schedule stated on the "Application for Exhibit Space."

ASCO must receive notification of the cancellation in writing. The date that the cancellation notice is received by ASCO will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, ASCO reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Payment of assessment charges must be received by ASCO within 30 days of cancellation.

In the event of cancellation by an exhibitor, at no time can the amount paid for exhibit space fee be donated to or recognized as support for The ASCO Cancer Foundation.

#### **V. PUBLIC RELATIONS**

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO's Communications Department. With the exception of events sponsored by ASCO, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at ASCO meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the ASCO meeting, specified blackout times, or ASCO policies.

ASCO provides a designated Corporate and Institutional Press Materials area for the distribution of press releases directly related to abstracts being presented at ASCO meetings. All news releases must prominently display the corresponding abstract number(s), the specific embargo date and time, and must adhere fully to ASCO's embargo policies. ASCO does not approve or endorse the content of third party press materials, and will display these materials strictly as non-ASCO literature. Marketing/promotional materials are not permitted.

ASCO's Corporate and Institutional Public Relations Policies may be obtained through ASCO's website ([www.asco.org](http://www.asco.org)) or by contacting ASCO's Communications and Patient Information Department at 571-483-1300.

#### **VI. FUNDRAISING**

ASCO and The ASCO Cancer Foundation do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO and The ASCO Cancer Foundation may, on a case-by-case basis, make a limited exception to this policy for the fundraising activities of certain not-for-profit organizations. Any organization seeking such an exception must obtain the prior written approval of ASCO or The ASCO Cancer Foundation. For additional information, please contact The ASCO Cancer Foundation Office at 571-483-1700.

#### **VII. USE OF THE ASCO AND THE ASCO CANCER FOUNDATION NAMES AND MARKS**

All names, marks, brands, logos, designs, trade dress, slogans, and other designations of ASCO and The ASCO Cancer Foundation, including ASCO®, American Society of Clinical Oncology®, The ASCO Cancer Foundation®, Cancer.Net™, the Journal of Clinical Oncology®, Making a world of difference in cancer care™, and the name of any ASCO or ASCO co-sponsored meeting (each an "ASCO trademark") are the sole and exclusive property of ASCO. Use of any ASCO trademark without ASCO's prior written permission is strictly prohibited, except for use of ASCO's name as required in the disclaimer for signage and in other materials associated with ancillary events and ISS programs, as set forth in Section III.

For further information about ASCO's rights and permissions program, send an e-mail to [permissions@asco.org](mailto:permissions@asco.org) or contact ASCO Permissions at 571-483-1300. ASCO staff members are available to answer questions regarding use of the ASCO name and trademarks.

## VIII. DISCIPLINARY ACTION

ASCO may take disciplinary action against a commercial firm or other individual or organization for any violation of these Policies, legal requirements, or the terms and conditions of an agreement with ASCO. Disciplinary action is in ASCO's discretion. Violations may be handled informally through discussion between an ASCO representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company's booth during an ASCO meeting or during setup.

In rare cases, an exhibitor or other organization may be asked to leave an ASCO meeting immediately due to egregious or uncorrectable violations, and the organization will comply with the request. Any person or organization who is dismissed from the meeting may request that ASCO review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

Where other disciplinary action is warranted (even, in some cases, where there has been an informal correction during a meeting), ASCO will first send the organization a written statement of the violation. The organization will have the opportunity to explain the circumstances in writing. After due consideration of the organization's explanation, ASCO will impose the disciplinary action, if any, deemed appropriate in ASCO's discretion.

Possible disciplinary actions include, but are not limited to, suspension from involvement in upcoming or future ASCO meetings as an exhibitor or in another role, termination of the Exhibitor Agreement, and loss of all or part of allotted exhibit space or hotel accommodations, and loss of priority in selection of exhibit space or hotel accommodations.

For organizations involved in Independent Satellite Symposia, other discipline provisions may apply. Please see the Policy for Independent Satellite Symposia.

Questions may be directed to:

ASCO  
2318 Mill Road, Suite 800  
Alexandria, VA 22314  
Phone: 571-483-1300  
FAX: 703-299-0255  
E-mail: [exhibits@asco.org](mailto:exhibits@asco.org)

The ASCO Cancer Foundation Office  
Phone: 571-483-1700  
E-mail: [foundation@asco.org](mailto:foundation@asco.org)

## GAIN MAXIMUM EXPOSURE

### ADVERTISING

ASCO Daily News is the official newspaper of the Annual Meeting, written and published onsite each day during the Meeting. For advertising opportunities available, please contact Kevin Dunn at Cunningham & Associates by phone (201-767-4170) or via e-mail ([kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)).

ASCO News & Forum is the association's quarterly magazine, which represents the interests and expertise of the members of ASCO and others in the oncology community. For advertising opportunities available, please contact Kevin Dunn at Cunningham & Associates by phone (201-767-4170) or via e-mail ([kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)).

For the third straight year, ASCO is featuring its own broadcast network. ASCO TV will feature important messages from ASCO Leadership and replays of the Highlights of the Day, Plenary, and other select Education and Scientific Sessions. Organizations have the opportunity to purchase exhibitor/non-profit static advertisements. For further information on placing an advertisement, please contact Kevin Dunn at Cunningham & Associates by phone (201-767-4170) or via e-mail ([kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)).

The *Journal of Clinical Oncology* serves its readers as the single most credible, authoritative resource for disseminating significant oncology research. In print and electronic format, JCO strives to publish the highest quality articles dedicated to clinical research. For advertising opportunities available, please contact Sandy Bredlow at the Walchli Tauber Group by phone (443-512-8899 x108) or via e-mail ([sandy.bredlow@wt-group.com](mailto:sandy.bredlow@wt-group.com)).

### EXHIBITOR DIRECTORY

The Exhibitor Directory is a valuable resource to help attendees navigate the Exhibit Hall. Exhibiting companies may purchase expanded listings in the Directory, which will allow you to provide additional information to attendees about your products and services in print or online. If you have any questions, please contact June LaMountain at J. Spargo & Associates by phone (703-631-6200) or via e-mail ([ascodirectory@jspargo.com](mailto:ascodirectory@jspargo.com)).

Cover advertising positions also are available. For further information, please contact Kevin Dunn at Cunningham & Associates by phone (201-767-4170) or via e-mail ([kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)).

## GIVEAWAYS

ASCO publishes a number of high-quality products of interest to attendees. Exhibitors may purchase bulk quantities of selected publications to hand out from their display booth. A sponsor acknowledgment, advertisement in the *Journal of Clinical Oncology*, and announcement flyers, as well as, other benefits can be included in the package. A variety of products are available, including:

- Achieving Career Success in Oncology: A Practical Guide—for domestic oncologists at all stages of their careers
- “How to Write an Outstanding Scientific Manuscript” DVD—This popular DVD consists of a seminar by JCO Editor Daniel Haller - popular with early-career and international oncologists

For more information, please contact John Malamphy at The Walchli Tauber Group by phone (443-512-8899 x104) or via e-mail (john.malamphy@wt-group.com).

## MAILING LIST

You will have the ability to purchase a partial, targeted ASCO membership mailing list and/or an Annual Meeting registrant mailing list. For more information, please contact Beth Donley at InFocus Marketing by phone (540-428-3248) or via e-mail (bdonley@infocuslists.com).

## SUPPORT OPPORTUNITIES

The main objective of the ASCO Annual Meeting is to advance the education of physicians and other professionals in the care of patients with cancer, support the development of clinical cancer researchers, and facilitate the delivery of high-quality healthcare to patients with cancer. U.S. and non-U.S. licensed (international) physicians can receive continuing medical education (CME) credits at the ASCO Annual Meeting. Additionally, continuing education (CE) credits for nurses and pharmacists are provided by the Professional Education Services Group at the ASCO Annual Meeting.

Since the Society's establishment in 1964, attendance at the ASCO Annual Meeting has steadily increased. At the 2009 Annual Meeting, over 29,000 attendees gathered to share advances in research, generate new ideas, and facilitate the direction of cancer care.

Annual Meeting support opportunities include:

- **Educational Programs**  
The ASCO Annual Meeting program is structured as a series of educational and scientific sessions in disease-specific or oncology-related tracks.

- **Onsite Products and Services**

In addition to educational programs, the ASCO Annual Meeting offers organizations opportunities to support products and services at the Meeting, such as Wi-Fi Zones and Internet Kiosks.

- **Research Grants and Awards**

The ASCO Cancer Foundation Research Grants and Awards Program support and encourage excellence in clinical research in the field of oncology and recognizes high-quality clinicians and researchers to promote their career development. The ASCO Cancer Foundation is committed to supporting oncology clinicians and researchers by offering multiple grant and award opportunities.

- **Patient Advocate Scholarship Program**

The Patient Advocate Scholarship Program provides travel grants to a select number of patient advocates to attend the ASCO Annual Meeting.

- **Publications**

ASCO Annual Meeting-related publications provide a variety of educational resources for the oncology community and are developed with contributions from leading oncology experts.

Additionally, any organizations that receive approval for a fundraising booth activity are able to support The ASCO Cancer Foundation by donating a portion of the funds to The ASCO Cancer Foundation® to help further our mission.

For questions regarding support of ASCO, the ASCO Annual Meeting and The ASCO Cancer Foundation, contact The ASCO Cancer Foundation by phone (571-483-1700) or via e-mail (foundation@asco.org).

## OTHER ASPECTS RELATED TO THE ANNUAL MEETING

### ANCILLARY EVENTS

Each year, hundreds of ancillary events are held adjunct to an ASCO meeting or symposium, 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 any support of any kind for any ancillary event. In an effort to provide superior customer service to

members, volunteers, and meeting attendees, the ASCO leadership require all organizations (commercial and non-profit) that wish to hold functions of any size or nature in any location during any ASCO meeting or symposium to submit a request online.

Ancillary Event Requests for all ASCO meetings should be submitted online at [www.asco.org/eventrequest](http://www.asco.org/eventrequest). Please submit only one request for each event. Every effort will be made to process fully completed requests within seven (7) business days of receipt. A completed Ancillary Event Request provides ASCO with the necessary information to assist members, volunteers, and meeting attendees with any questions that may arise. The deadline for submission of Ancillary Event Requests is **Wednesday, May 5, 2010 at 5:00 PM Eastern Time**. If you have questions, please contact Kim Curtis at J. Spargo & Associates by phone (703-631-6200) or via e-mail ([ascoeventrequest@jvspargo.com](mailto:ascoeventrequest@jvspargo.com)).

The request also supplies ASCO with the information needed to release hotel space, currently held by ASCO, to organizations for use during the meeting or symposium. No organization may hold a function within hotel space held by ASCO without ASCO first releasing the space to the organization. After ASCO releases space to the organization, the organization works directly with the assigned hotel to make arrangements pertaining to the proposed function. Organizations planning events outside of hotel space held by ASCO must also complete the Ancillary Event Request, prior to planning their event.

ASCO reserves the right to attend and observe (without notice) any function held in conjunction with an ASCO meeting or symposium. Functions are to be supportive and consistent with the educational and scientific nature of an ASCO meeting or symposium. Violators of ASCO policies and requirements, including organizations whose activities deviate from the description provided in the submitted request, may be subject to sanctions that include denial or revocation of exhibit space, denial of future requests for group function space, and/or denial of admission to current or future ASCO meetings.

Organizations may not hold functions during the defined blackout times for each meeting. ASCO strictly enforces the blackout times at the request of our members,

who often feel conflicted about choosing between ASCO sessions and non-ASCO meetings and events.

## 2010 ASCO ANNUAL MEETING BLACKOUT TIMES

Friday, June 4: 1:00 PM - 6:00 PM

Saturday, June 5: 8:00 AM - 6:00 PM

Sunday, June 6: 8:00 AM - 6:00 PM

Monday, June 7: 8:00 AM - 6:00 PM

Tuesday, June 8: 8:00 AM - 1:00 PM

## CAREER FAIR

If you are an employer searching for the right candidate, the Career Fair offers a convenient way for attendees to learn more about employment opportunities available in the rapidly developing oncology profession. For more information, please contact Sandy Bredlow at the Walchli Tauber Group by phone (443-512-8899 x108) or via e-mail ([sandy.bredlow@wt-group.com](mailto:sandy.bredlow@wt-group.com)).



The **ASCO Annual Meeting Exhibit Hall** is where the oncology world comes to do business.

## **CAREER OPPORTUNITIES AND OTHER MEDICAL MEETINGS POSTING BOARDS**

The Career Opportunities and Other Medical Meetings posting boards, located within the Exhibit Hall adjacent to the Career Fair, provide organizations with the opportunity to make readily available to the attendees information about job openings or other medical meetings held throughout the year free of charge. For more information, please contact Sandy Bredlow at the Walchli Tauber Group by phone (443-512-8899 x108) or via e-mail ([sandy.bredlow@wt-group.com](mailto:sandy.bredlow@wt-group.com)).

## **ELECTRONIC HEALTH RECORDS (EHR) LAB**

The Electronic Health Records (EHR) Lab will give attendees the opportunity to learn about EHR technologies appropriate for their practices and gain hands-on experience with the latest EHRs. A special case scenario will highlight the capacity of the vendor products to provide oncology-specific support. For more information, please contact [ehr@asco.org](mailto:ehr@asco.org).

## **EXHIBIT HALL MEETING ROOMS**

Again this year, exhibitors may rent modular meeting space located in the back of the Exhibit Hall for use during open hours. The Exhibit Hall Meeting Rooms are a convenient place for you to have a staff lounge, hold staff meetings, meet privately with attendees, etc. within close proximity to your booth. If you are interested in ordering an Exhibit Hall Meeting Room, please contact June LaMountain by phone at 703-679-3931 or via e-mail at [june.lamountain@jspargo.com](mailto:june.lamountain@jspargo.com) for more information. Exhibit Hall Meeting Room space is limited and will be assigned on a first-come, first-served basis.

## **INDEPENDENT SATELLITE SYMPOSIA (ISS)**

Independent Satellite Symposia (ISS) are autonomous, CME-accredited educational activities held adjunct to ASCO meetings. ISS proposals go through a rigorous approval process and are 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. For more information including the policies, please direct any inquiries to [ehr@asco.org](mailto:ehr@asco.org).

## **PASSPORT PROGRAM**

ASCO and The ASCO Cancer Foundation are excited once again to offer exhibiting companies the opportunity to participate in the Passport Program at the 2010 Annual Meeting. Attendees will receive a passport booklet to be stamped at participating booths in the Exhibit Hall; those attendees who have their passport booklets stamped by all participating exhibitors will be eligible to receive an ASCO-related gift. This program was created last year in an effort to drive more traffic into and throughout the Exhibit Hall. If you are interested in participating, please contact the Exhibits staff via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)) or by phone at 571-483-1300.

## **PATIENT ADVOCACY**

The ASCO-Sponsored Patient Advocacy Booth, near the entrance of the Exhibit Hall, is designed to give twenty not-for-profit patient advocacy organizations an opportunity to promote their resources and services to the professional oncology community. This booth provides a venue where participants can display materials and where physicians and patient advocates can meet, interact, and exchange information. Please direct any inquiries to [patientadvocates@asco.org](mailto:patientadvocates@asco.org).

Individual exhibit booths (separate from the ASCO-Sponsored Patient Advocacy Booth) are also available to patient advocacy organizations at a greatly reduced rate and granted on a first-come, first-served basis, based on eligibility criteria. To inquire about space, please contact June LaMountain at [asco@jspargo.com](mailto:asco@jspargo.com).

## **PUBLISHERS' PAVILION**

The Publishers' Pavilion is an area in the Exhibit Hall highlighting more than 50 publishing organizations who sell oncology-related books and journals.

## **TECHNOLOGY AND PRACTICE MANAGEMENT PAVILION**

The Technology and Practice Management Pavilion highlights the latest in advanced technologies for health care professionals, such as Electronic Health Records, database management, electronic communications, software, and other electronic products and services related to the practice of oncology.

## CONTACT INFORMATION

### AUDIO/VISUAL SERVICES

Freeman Audio Visual Solutions  
6200 West 51st Street  
Chicago, IL 60638  
Phone: 708-458-4581 x233  
Fax: 708-458-8710  
Contact: Gabriela Azpeitia  
gabriela.azpeitia@freemanco.com  
www.freemanco.com

### COMPUTER EQUIPMENT RENTAL

Universal Computer Rental  
371 Oak Place, Unit J  
Brea, CA 92821  
Phone: 714-990-1012  
Fax: 714-990-1014  
Contact: Jorge Resendez  
sales@ucrental.com

### CONVENTION AND VISITORS BUREAU

Chicago Convention and Tourism  
Bureau  
2301 South Lake Shore Drive  
Chicago, IL 60616  
Phone: 312-567-8536  
Fax: 312-567-8597  
Contact: Megan Gaus  
mgaus@choosechicago.com  
www.choosechicago.com/asco

### CONVENTION CENTER

McCormick Place  
2301 South Lake Shore Drive  
Chicago, IL 60616  
Phone: 312-791-6113  
Fax: 312-791-6543  
focusone@mpea.com  
www.mccormickplace.com

### ELECTRICAL AND INTERNET SERVICE

Focus One  
2301 South Lake Shore Drive  
Chicago, IL 60616  
Phone: 312-791-6113  
Fax: 312-791-6159  
www.focus-one.org

### EXHIBITOR FOOD AND BEVERAGES

Chicago Restaurant Partners  
2301 South Lake Shore Drive  
Chicago, Illinois 60616  
Phone: 312-791-7259  
Fax: 312-791-7280  
Contact: Rhonda Lasee  
rlasee@mpea.com

### EXHIBIT OPERATIONS

J. Spargo & Associates  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030  
Phone: 703-631-6200  
Fax: 703-654-6931  
Contact: Stephanie Houck  
stephanie.houck@jspargo.com

### EXHIBIT SALES

J. Spargo & Associates  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030  
Phone: 703-631-6200  
Fax: 703-654-6931  
Contact: June LaMountain  
june.lamountain@jspargo.com

### FLORAL SERVICES

TLC Convention Plant Services  
2553 Valerie Avenue  
Apopka, FL 32712-5724  
Phone: 407-889-3033  
Fax: 407-880-0655  
Contact: Lynn Hamlin/Tom Swartz  
tlcorl@aol.com  
www.tlconventionplants.com

### GROUND TRANSPORTATION

Kushner and Associates  
3444 Cloudcroft Drive  
Malibu, CA 90265  
Phone: 310-274-8819 x215  
Fax: 310-273-9535  
Contact: Leanne Anell  
l.anell@kushnerdmc.com

### HOUSING

J. Spargo & Associates  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030  
Phone: 703-449-6418  
Fax: 703-631-6288  
Contact: Dawn Senavitis  
ascohousing@jspargo.com

### OFFICIAL SERVICE CONTRACTOR

Brede Exposition Services/Allied  
Division  
2502 Lake Orange Drive  
Orlando, FL 32837  
Phone: 407-851-0261  
Fax: 407-859-3904  
customerservice@bredeallied.com  
www.bredeallied.com

### PHOTOGRAPHER

Convention Photo by Joe Orlando, Inc.  
3217 North Verdugo Road, Suite 1  
Glendale, CA 91208-1676  
Phone: 818-957-2204  
Fax: 818-957-6113  
Contact: Jeff Orlando  
convphoto@earthlink.net  
www.joeorlandophoto.com

### REGISTRATION

J. Spargo & Associates  
11208 Waples Mill Road, Suite 112  
Fairfax, VA 22030  
Phone: 703-449-6418  
Fax: 703-818-6425  
Contact: Danielle Keene  
ascoexhibitorreg@jspargo.com

### SECURITY

RA Consulting  
2700 North Main Street, Suite 1070  
Santa Ana, CA 92705  
Phone: 714-543-3131  
Fax: 714-543-3232  
Contact: Bev Oren  
orders@raconsulting.us

### TRAVEL AGENCY

TravelStore, Inc.  
11601 Wilshire Boulevard  
Los Angeles, CA 90025  
Phone: 800-343-9779 or 310-752-9197  
Fax: 310-752-9197  
Travel Specialist: Elsa Atayan  
elsa.a@travelstoreusa.com

## FREQUENTLY ASKED QUESTIONS

Q

**What is the address of the convention center?**

A

McCormick Place  
2301 South Lake Shore Drive  
Chicago, Illinois 60616

Q

**When will the Exhibit Hall be open?**

A

Saturday, June 5, 2010  
9:00 AM - 5:00 PM

Sunday, June 6, 2010  
9:00 AM - 5:00 PM

Monday, June 7, 2010  
9:00 AM - 5:00 PM

Q

**When can I set up my booth?**

A

Targeted Move-In\*  
Tuesday, June 1, 2010  
8:00 AM - 11:00 PM

Wednesday, June 2, 2010  
8:00 AM - 11:00 PM

Thursday, June 3, 2010  
8:00 AM - 11:00 PM

Friday, June 4, 2010  
8:00 AM - 5:00 PM

\* Please note that this is based on a targeted move-in. Please refer to the exhibitor service manual for the exact day and time. All aisles must be clear of empties and freight by 10:00 AM on Friday, June 4, 2010.

Q

**When can I dismantle my booth?**

A

Monday, June 7, 2010  
5:00 PM - 11:00 PM

Tuesday, June 8, 2010  
8:00 AM - 5:00 PM

Wednesday, June 9, 2010  
8:00 AM - 5:00 PM

Q

**Who is the general services contractor?**

A

Brede Exposition Services/Allied Division is the official service contractor for ASCO. They provide carpet, furniture, labor, etc., as well as manage shipping and other services related to the Exhibit Hall.

Q

**What does the exhibit space fee include?**

A

Please see page 7 under Exhibit Space Package. Exhibitors are responsible for the cost of carpeting and furniture ordered through the official service contractor, Brede Exposition Services/Allied Division.

Q

**Is carpeting required?**

A

Yes, all booths must be carpeted by Friday, June 4 at 5:00 PM. There are no exceptions to this rule.

Q

**Are exhibitors required to register the individuals who will staff the booth?**

A

Please see page 8 under Registration. All exhibitors are responsible for registering each individual working in the booth.

Q

**Where can I find the most current and up-to-date copy of the exhibitor list and floor plan?**

A

Please visit [www.asco.org/exhibits](http://www.asco.org/exhibits) for more information.

**Q Who is my primary contact for my exhibit needs?**

**A** Audra Edwards manages all aspects of the ASCO Exhibit Hall. She can be reached by phone (571-483-1579) or via e-mail (audra.edwards@asco.org).

**Q How can I provide feedback about my exhibiting experience at ASCO?**

**A** ASCO invites all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting on Monday, June 7, 2010 from 7:45 AM - 8:45 AM. More details to follow via the monthly exhibitor newsletter. In addition, ASCO sends out a post-meeting survey to all exhibitors.

**Q What giveaways are permitted?**

**A** Please see page 19 under Eligible Giveaways for more detailed information. If you have any questions, please contact Audra Edwards by phone (571-483-1579) or via e-mail (exhibits@asco.org).

**Q How do I obtain approval for food and beverage items?**

**A** Exhibitors must submit a request for approval to provide food or beverages to ASCO no later than 60 days in advance of the Annual Meeting. Exhibitors must submit a booth activity request for approval to provide food or beverages to ASCO no later than 60 days in advance of the Annual Meeting through the online submission process. An e-mail will be sent to the exhibitor contact person, including login information, in January 2010.

**Q What is the height restriction for island booths?**

**A** The top of signage in island booths may not exceed 20' from the ground. Truss may be hung higher but may not carry any signage.

**Q What is the difference between an Ancillary Event and Independent Satellite Symposium (ISS)?**

**A** An ancillary event is any function held adjunct to an ASCO meeting or 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 any support of any kind for any ancillary event.

Independent Satellite Symposia (ISS) are autonomous, CME-accredited educational activities held adjunct to an ASCO meeting or symposium. ISS proposals go through a rigorous approval process and are 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. If selected, there is an ISS program fee, paid to ASCO, which includes:

- Use of hotel meeting room space
- Use of a separate hotel meeting room for speaker preparation
- One use of the meeting pre-registration mailing list
- Posting of the ISS capture on ASCO.org for one year
- Listing of the ISS in the meeting Pocket Program

Detailed information and applicable policies on the ISS application process can be found at [www.asco.org/iss](http://www.asco.org/iss). The **deadline to submit proposals is Thursday, January 7, 2010.**



## 2010 EXHIBITORS

As of September 14, 2009

AAIPharma	Celgene Corporation	EUSA Pharma
Abbott	Cell Therapeutics, Inc.	Exelixis Incorporated
Abraxis Oncology	Centocor Ortho Biotech Products, L.P.	Expression Pathology, Inc.
Agendia	Cephalon Oncology	Future Science Group
Alexion Pharmaceuticals, Inc.	Chronic Disease Fund	GE Healthcare
Alliance for Prostate Cancer Prevention (APCaP)	CIRION Clinical Trial Services	Genentech BioOncology
Allos Therapeutics, Inc.	Citeline, Inc.	Genomic Health, Inc.
Almac	Clinical Advances in Hematology and Oncology	Genoptix, Inc.
Alphamed Press/The Oncologist	Clinical Care Options	GENOVAC GmbH
Altos Solutions	Clinical Oncology News	GenPath
American Association for Cancer Research	Clinsys	Genta, Inc.
American Regent, Inc.	Coalition of Cancer Cooperative Groups	Genzyme Corporation
American Society of Hematology	Cold Spring Publishing	Grandparents Against Cancer
Amgen	College of American Pathologists	GfK Global Oncology Group
Amgen (Europe) GmbH	Colon Cancer Alliance	GlaxoSmithKline
AngioDynamics Inc.	Colorectal Cancer Association of Canada	Helsinn Healthcare SA
Annals of Internal Medicine	Combimatrix Molecular Diagnostics—CMDX	Hem/Onc Today/SLACK Incorporated
Anticancer Inc.	Commcare Pharmacy	HistoRx
Antisoma	CompHealth	i3 Research
Apocell	CROM Srl	ICON-Beacon Bioscience
Applied Clinical Trials	Cyclacel Pharmaceuticals	Imedex
Aptium Oncology	Daiichi Sankyo	Immunomedics, Inc.
Argole Systems, Inc.	Dana Farber Partners Cancer Care	IMPAC Medical Systems
Ariad Pharmaceuticals Inc.	Dava Oncology, LP	INC Research
Astellas Pharma US, Inc.	deCODE genetics	Infinity Pharmaceuticals, Inc.
AstraZeneca	Dendreon Corporation	Informa Healthcare
Asuragen, Inc.	DiagnoCure	InSightec
Averion International Corporation	Diplomat Specialty Pharmacy	Institute for Medical Education and Research (IMER)
Bayer HealthCare Pharmaceuticals	DiseaseTrak	IntelliDose, a division of IntrinsicQ, LLC
Beardsworth Consulting Group, Inc.	Dr. Reddy's Laboratories, LTD	International Association for the Study of Lung Cancer
Benta Pharma Industries	DxS Limited	International Myeloma Foundation
BioClinica	Eisai, Inc.	International Society of Gastrointestinal Oncology
Biogen Idec	Eli Lilly & Company	International Society of Geriatric Oncology
Biomedical Systems	Elsevier (W.B. Saunders / Mosby)	Ipsen
BioScrip, Inc.	Elsevier Oncology / Reed Medical Education	Ipsogen
Bio-Tech Pharmacal, Inc.	OncologySTAT	John Wiley & Sons, Inc
bioTheranostics, Inc.	EMD Serono	Jones and Bartlett Publishers
Boehringer Ingelheim Pharmaceuticals, Inc.	Enzon Pharmaceuticals, Inc.	Karger Publishers, Inc.
Bostwick Laboratories, Inc.	ERIOCHEM	Kidney Cancer Association
Bristol-Myers Squibb	ECCO—the European CanCer Organisation	La Lettre Du Cancerologue
Burg Translations, Inc.	European Society for Medical Oncology	Laboratorio Varifarma S.A.
Cancer Carepoint, Inc.		Laboratorios Bago
Caris Dx		

Lance Armstrong Foundation	Oncology Business Review	Quest Diagnostics Clinical Trials
Linde Healthcare	Oncology Group/Division of	Quintiles
M.D. Anderson Cancer Center	CMP Medica	Rabbit Healthcare Systems
M.D. Anderson Cancer Center Orlando	Oncology Supply/ION	RadPharm
Managing Myeloma	Onyx Pharmaceuticals	Research To Practice
MASIMO	OSI Pharmaceuticals	Roche
Massachusetts General Hospital	Osmos Clinical Research, Inc.	sanofi-aventis
Cancer Center	Oxford University Press	Schering-Plough Pharmaceuticals
McKesson Specialty Care Solutions	Oxigene, Inc.	SciClone Pharmaceuticals Inc.
MDLAND International	Pancreatic Cancer Action Network	SIRO Clinpharm USA
MDS Foundation	PathGroup	Sirtex Medical
Medimix International	Pathwork Diagnostics	Siteman Cancer Center
MEDomics	Patient Advocate Foundation	Smart ID Works, LLC
Medpace, Inc.	Patient Resource Publishing, LLC.	Spectrum Pharmaceuticals, Inc.
Medscape from WebMD	Patient Services Incorporated	Springer
MedSource	PER/CIG/CURE	Staff Care, Inc.
MedSym, Inc.	Perceptive Informatics	Susan G. Komen Breast Cancer
Merck Oncology	PAREXEL International	Foundation
Merck KGaA	Perlegen	Synovate Healthcare/ISIS Research
Millennium: The Takeda Oncology	Pfizer, Inc.	Synta Pharmaceuticals Corporation
Company	CVS Caremark/CarePlus	Synteract
Miltenyi Biotec, Inc.	PharmaNet Development Group	Tecnofarma S.A.
MolecularMD	Phase Forward	Theradex
Monogram Biosciences, Inc.	Pierre Fabre Medicament	TopoTarget USA, Inc.
Multiple Myeloma Research Foundation	Plexxikon Inc.	TRIO (CIRG/TORI)
Myriad Genetic Laboratories	PMPH-USA	Udderly Smooth/Redex Industries Inc.
National Cancer Institute	Poniard Pharmaceuticals	UpToDate
National Coalition of Oncology	PPD, INC.	US Labs
Nurse Navigators	PRA International	US Oncology, Inc.
National Death Index	PracticeLink	Varian Medical Systems
National Lymphedema Network, Inc.	Premier Research Group	VirtualScopics
Nature Publishing Group	Prime Oncology	Watson Pharmaceuticals, Inc.
New England IRB	Prologue Research	Wolters Kluwer Health - Lippincott
New England Journal of Medicine	Prometheus Laboratories, Inc.	Williams & Wilkins
Nexus Oncology	Proteolix, Inc.	World Health Organization Press
Novartis Oncology	PSI International AG	Wyeth Pharmaceuticals
OCT Group LLC	PUBLICLIN	

Visit [www.asco.org/exhibits](http://www.asco.org/exhibits) for the most current and up-to-date copy of the exhibitor list and floor plan.



American Society of Clinical Oncology  
2318 Mill Road Suite 800  
Alexandria, VA 22314

## **FUTURE ANNUAL MEETING DATES**

June 3-7, 2011 • McCormick Place • Chicago, IL

June 1-5, 2012 • McCormick Place • Chicago, IL

May 31-June 4, 2013 • McCormick Place • Chicago, IL

May 30-June 3, 2014 • McCormick Place • Chicago, IL

May 29-June 2, 2015 • McCormick Place • Chicago, IL