

**The American Society of Clinical Oncology  
and The ASCO Cancer Foundation  
Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations  
for the 2011 ASCO Annual Meeting  
(January 12, 2010)**

These guidelines explain the system that The American Society of Clinical Oncology and The ASCO Cancer Foundation (collectively, “ASCO”) will use to prioritize the selection of exhibit space and hotel accommodations by Exhibitors<sup>1</sup> for the 2011 ASCO Annual Meeting (the “Guidelines”).<sup>2</sup> Exhibitors will pay applicable exhibit space fees and hotel accommodation rates regardless of the order in which they select exhibit space and hotel accommodations.

All Exhibitors at the 2011 ASCO Annual Meeting and their guests must procure exhibit space and housing accommodations for current and future ASCO Annual Meetings through ASCO and must submit their requests to ASCO in a complete and timely manner. While ASCO will rely on these Guidelines to prioritize selection of exhibit space and hotel accommodations, ASCO retains authority over exhibit space and hotel accommodations for the ASCO Annual Meetings and reserves the right to change the location of exhibit space and hotel accommodations. Exhibitors are not guaranteed any specific exhibit booth location, hotel accommodations, or any priority for selection of exhibit space or hotel accommodations under these Guidelines. Any ambiguities about these Guidelines and the selection of exhibit space and hotel accommodations will be resolved by ASCO.

A. Non-Profit Patient Organizations, ASCO State and Regional Affiliates, and Non-Profit Medical Professional Societies

ASCO recognizes the importance of the participation in ASCO meetings of non-profit patient advocacy and support organizations, ASCO State and Regional Affiliates, and non-profit medical professional societies. Typically, ASCO will set aside exhibit space for these organizations. The eligibility for and availability of this exhibit space are at ASCO’s discretion.

B. Other Exhibitors

Exhibitors that are not non-profit patient organizations, ASCO State and Regional Affiliates, or non-profit medical societies will be prioritized for selection of exhibit space and hotel accommodations based on a point system as explained below. The process for selection of hotel accommodations will also take into account the size of the Exhibitor’s group.

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<sup>1</sup> An “Exhibitor” is the company or organization identified in a signed Exhibitor Agreement for the 2011 ASCO Annual Meeting.

<sup>2</sup> These Guidelines are part of the American Society of Clinical Oncology and The ASCO Cancer Foundation’s current Policies for Exhibitors and Other Organizations at ASCO Meetings.

1. History of Exhibiting. An Exhibitor will accrue points for the number of years that it has exhibited at the ASCO Annual Meeting:
  - a. 1 point for the past year
  - b. 2 points for the past two years
  - c. 3 points for the past three years
  - d. 4 points for the past four years
  - e. 5 points for the past five years
2. Total Amount of Exhibit Hall Space. An Exhibitor will accrue points for the amount of booth and exhibit hall meeting room space the Exhibitor contracted in the prior year for the ASCO Annual Meeting:
  - a. 1 point for up to 1,000 square feet
  - b. 2 points for 1,001 – 2,000 square feet
  - c. 3 points for 2,001 – 3,000 square feet
  - d. 4 points for 3,001 – 4,000 square feet
  - e. 5 points for 4,001 – 5,000 square feet
  - f. 6 points for 5,001 – 6,000 square feet
  - g. 7 points for 6,001 – 7,000 square feet
  - h. 8 points for 7,001 – 8,000 square feet
  - i. 9 points for 8,001 – 9,000 square feet
  - j. 10 points for 9,001 – 10,000 square feet
3. Meeting Payment Schedule for Prior Annual Meeting Exhibit Hall Space. An Exhibitor will accrue 2 points if the Exhibitor met the payment schedule for exhibiting at the prior ASCO Annual Meeting by paying for its booth space in full on or before the last Friday in January of that year and by submitting payment for any applicable exhibit hall meeting room as required.
4. Mission Endowment Charitable Contributions. An Exhibitor will accrue points for being a donor to The ASCO Cancer Foundation Mission Endowment:
  - a. 3 points if the Exhibitor was an initial founding donor to The ASCO Cancer Foundation Mission Endowment.
  - b. 2 points if the Exhibitor becomes a donor to the Mission Endowment after the initial year of the Mission Endowment.
5. Totaling Points. Exhibitors will be placed in selection order based on the total number of points each has accrued from Numbers 1 – 4 above.
6. Prioritizing Among Exhibitors with the Same Total Accrued Points. If two or more Exhibitors have the same number of points, ASCO will prioritize that group of Exhibitors (those with the same number of points) based on the number of years the Exhibitor has supported ASCO's mission based programs (excluding the purchase of exhibit space).

Mission Endowment donors will be credited for supporting ASCO for the year of their Mission Endowment donation and all years following. If some Exhibitors have provided support for the same number of years, those Exhibitors will be ordered in alphabetical order (starting with a randomly selected letter of the alphabet).

7. Addressing the Merger or Acquisition of Exhibitors. If an Exhibitor merges with, is acquired by, or acquires another Exhibitor and they seek to merge their exhibit hall space, the new company will receive the points and the years of support of the company that had the higher total points if requested in writing by the merged company. The points and years of support of each Exhibitor will not be combined. However, if a newly acquired subsidiary company is a separate corporate entity and the parent and the subsidiary company do not desire to merge exhibit hall space, they can have their own exhibit hall space, as described below.
8. Companies within a Corporate Family. Companies in the same corporate family can have their own exhibit hall space if the companies are separate corporate entities. In this situation, each company enters into a separate Exhibitor Agreement, uses its own points and years of support, and has its own place in line. The points and years of support of one company cannot be attributed to another (in other words, the points and years of support of one company cannot be “counted” twice). Each company can select booth space up to the maximum allowed for the meeting. The company name on the booth signage (and in the Exhibitor Directory) has to be the same as the company whose name appears at the top of its Exhibitor Agreement.
9. Penalties. In order for the ASCO Annual Meeting to attract attendees and operate efficiently, effectively, and safely, Exhibitors must comply with ASCO policies, procedures, guidelines, and the ASCO Exhibitor Agreement. If an Exhibitor fails to comply with any ASCO policies, procedures, guidelines, or the Exhibitor Agreement, the Exhibitor may be penalized, including by losing points for the current and/or future years for purposes of exhibit space and/or housing requests, having its exhibit space and/or housing relocated or reduced in size, being charged a higher rate for exhibit space, and/or paying a penalty.
10. Final Selection Order of Exhibitors. ASCO will give each Exhibitor the opportunity to request booth space and preferred housing accommodations in the order the Exhibitor appears on the selection list.
11. Availability of Information. These Guidelines will be available through the ASCO website ([www.asco.org/exhibits](http://www.asco.org/exhibits)). If an Exhibitor wants to know the number of points the Exhibitor has accrued or its position on the selection list, the Exhibitor can make a request to ASCO via e-mail ([exhibits@asco.org](mailto:exhibits@asco.org)). ASCO will not disclose the number of points or the priority order of any Exhibitor to another Exhibitor.