EXHIBITOR POLICIES & INFORMATION

May 29 – June 2, 2020

McCormick Place | Chicago, Illinois
EXHIBIT DATES: May 30 - June 1, 2020
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### Important Exhibitor Dates

#### NOVEMBER 2019
- **November 20**: Ancillary Event Request Submission Opens

#### JANUARY 2020
- **January 24**: 100% Booth Payment Due
- **Late January**: Exhibitor Service Manual Available and the Exhibitor Resource Center Opens, Exhibitor Registration Opens, Room Block Management Instructions Available (sent via email to the exhibitor contact)

#### MARCH 2020
- **March 4**: Industry Expert Theater Application Deadline
- **March 20**: Exhibitor Directory Listing Submission Deadline (*for inclusion in print*)
- **March 30**: Exhibitor Room Block Deadline (*non-paid rooms are released*)

#### APRIL 2020
- **April 22**: Early Registration Deadline, Ancillary Event Request Submission Deadline, Exhibitor Form Submission Deadline (*online through the Exhibitor Resource Center*), Giveaway Request Form (*required*), Booth Activity Form (*required*), Booth Renderings (*required for booths 400 sq. ft. or larger*), Use of ASCO/Conquer Cancer® The ASCO Foundation Name Approval Form, Fundraising Approval Form, Photography and Video and Audio Recording Approval Form, Notification of Intent to use an Exhibitor Appointed Contractor/Non-Official Contractor Form, Certificate of Liability Insurance from Exhibitor Appointed Contractor/Non-Official Contractor, Onsite Contact Form

#### MAY 2020
- **Early May**: Discount Pricing for Freeman Online Ordering Deadline
- **Early May**: Exhibitor Directory Listing Submission Deadline (*for inclusion in the mobile iPlanner*)
- **May 13**: Abstracts released on ASCO.org
- **May 23**: Truss, Lighting, and Hanging Sign Installation Begins (*8:00 AM*)
- **May 26**: Targeted Freight Deliveries and Move-In Begins
- **May 29**: Exhibit Installation Deadline (*4:30 PM*)
- **May 30**: Oncology Professionals Hall Opens (*9:00 AM*)

#### JUNE 2020
- **June 1**: Move Out Begins (*5:00 PM*)
Exhibitor Resources

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual will be available online at am.asco.org in late January.

The Exhibitor Service Manual will include information on shipping, furniture, booth accessories, lead retrieval, material handling rates, utility specifications and charges, carpet rental (required), and cleaning, signs, security service, telephones, freight services, Internet, audio/visual equipment, computer rental, photography services, porter and floral services. Order forms and rate schedules will also be included.

ONLINE EXHIBITOR RESOURCE CENTER

The Exhibitor Resource Center allows exhibitors to view and update their information anytime and avoid the hassles of paper forms. ASCO requires that exhibitors submit the following forms in advance to keep the atmosphere in the Oncology Professionals Hall congruent with the educational mission, as well as to ensure the overall success of the Meeting:

- Giveaway Request Form (required)
- Booth Activity Form (required)
- Booth Renderings (required for booths 400 sq. ft. or larger)
- Use of ASCO/Conquer Cancer® The ASCO Foundation Name Approval Form
- Fundraising Approval Form
- Photography and Video and Audio Recording Approval Form
- Notification of Intent to Use an Exhibitor Appointed Contractor/Non-Official Contractor Form
- Certificate of Liability Insurance from Exhibitor Appointed Contractor/Non-Official Contractor
- Onsite Contact Form

For more information regarding these forms, please reference the policies beginning on page 13 of this brochure or visit am.asco.org.

For exhibitors who need information before the Exhibitor Service Manual or the online Exhibitor Resource Center become available, please contact Stephanie Houck, Senior Director of Exhibit Operations at SPARGO, Inc., at ascoexhibits@spargoinc.com or 703-631-6200.

FORMS DUE WEDNESDAY APRIL 22
Exhibits Schedule
(Hours Subject to Change)

Oncology Professionals Hall Exhibits Location and Hours
South Building, Level 3, Hall A
Saturday, May 30 – Monday, June 1
9:00 AM – 5:00 PM

Truss, Lighting, and Hanging Sign Installation Hours
Saturday, May 23
8:00 AM – 4:30 PM
Tuesday, May 26 – Friday, May 29
8:00 AM – 4:30 PM

Targeted Freight Move-In
Tuesday, May 26 – Friday, May 29
8:00 AM – 4:30 PM

Exhibitor Move-Out
Monday, June 1
5:00 PM – 11:00 PM
Tuesday, June 2 – Wednesday, June 3
8:00 AM – 4:30 PM

*Please refer to the “targeted freight move-in schedule” in the Exhibitor Service Manual for more specific details.

Exhibitor Move-In
Tuesday, May 26 – Friday, May 29
8:00 AM – 4:30 PM

*Special move-in requests MUST be arranged through Stephanie Houck, Senior Director of Exhibits Operations at SPARGO, Inc. Please contact ascoexhibits@spargoinc.com to submit your request.

Exhibits Schedule

Focused Exhibits Times
During these times, the number of competing sessions are significantly reduced.

Saturday, May 30
9:15 AM–1:15 PM

Sunday, May 31
1:00 PM–4:30 PM
ANNUAL MEETING THEME
The presidential theme for the 2020 ASCO Annual Meeting is “Unite and Conquer: Accelerating Progress Together”.

Now is the time to come together to accelerate progress for people with cancer. Providers must unite to advocate and ensure that patients are at the center of cancer care. Stakeholders in the cancer community must work together to solve the big, systemic problems that impede patient access to high-quality care. Experts from diverse fields must join the efforts to drive innovation in cancer research and care.

ATTEND SESSIONS
All exhibitors are welcome to attend the following sessions:

Opening Session
North Building, Level 3, Hall B1
Saturday, May 30, 9:30 AM – 12:00 PM

Plenary Session
North Building, Level 3, Hall B1 or Simulcast live in East Building, Level 3, Hall D1
Sunday, May 31, 1:00 PM – 4:00 PM

REGISTER
Exhibitor Registration Process
Registration opens late January when a notification email with instructions will be sent to the exhibitor contact.

Exhibitors will receive a limited number of complimentary exhibitor badges per table. For the initial 400 square feet of exhibit space, exhibitors will receive five (5) badges per 100 square feet. For exhibit space over the initial 400 square feet, exhibitors will receive two (2) badges per 100 square feet. Per ASCO policy, only one badge is issued per meeting participant.

Exhibitor Registration includes:
• Access to the Oncology Professionals Hall before, during, and after hours, as well as, during move-in and move-out, including exhibitor meeting rooms in East Building, Hall E, North Building, and the West Building;
• Posters; and
• Opening and Plenary sessions.

Exhibitor Registration does not include:
• Education and Scientific sessions;
• Pre-Annual Meeting seminars;
• Ticketed sessions; and
• Access to Meeting Videos and Slides

*An exhibitor-attendee may upgrade to a combined access badge for those who need to attend the Education and Scientific sessions, Pre-Annual Meeting seminars, ticketed sessions, and needs to staff a booth or access the Oncology Professionals Hall during exhibitor only hours.

For more information on an Exhibitor/Attendee Registration, contact the ASCO Annual Meeting Customer Service Center at ascoexhibitorreg@spargoinc.com, 888-788-1522 or 703-449-6418.

BOOK HOTEL RESERVATIONS
To make hotel reservations or request a room block, contact the ASCO Annual Meeting Customer Service Center at ascohousing@spargoinc.com, 888-788-1522 or 703-449-6418.

In late January 2020, instructions will be sent to the exhibitor contact on how to access and utilize the room block management website for those exhibiting companies requesting room blocks and not making individual reservations.

Exhibiting companies who do not utilize the ASCO Annual Meeting Customer Service Center to secure hotel rooms will be subject to a 10% surcharge on the exhibit space rental rate and will be billed accordingly.

IMPORTANT: Third-party companies illegally represent themselves as travel agencies, offering to assist exhibitors with their ASCO Annual Meeting registration and hotel reservations. SPARGO, Inc. is the only official registration and housing provider for the ASCO Annual Meeting. Please be vigilant if contacted by any other company or service.
Exclusive (Exhibitor Only) Opportunities

ASCO offers exclusive exhibitor only opportunities to help provide your company with maximum exposure and raise your visibility at this premier oncology event. Your exhibit booth is just the beginning!

EXHIBITOR DIRECTORY

An exhibitor directory listing increases your exposure at the Meeting, informs attendees of your location, and helps you exceed your goals for the Meeting. The 2020 Exhibitor Directory will be available in-print, online, and in the iPlanner Mobile App. Listings must be submitted by Friday, March 20 to be included in the printed version.

<table>
<thead>
<tr>
<th></th>
<th>BASIC (included in booth package)</th>
<th>PREMIUM ($2,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLINE LISTING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name, Booth Number, Address, Web Address</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Product and Service Categories</td>
<td>Up to 5</td>
<td>Up to 7</td>
</tr>
<tr>
<td>600 Character Paragraph</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Product Description with Photos</td>
<td>N/A</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Company Logo</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>IN-PRINT LISTING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name, Booth Number, Web Address</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Product and Service Categories</td>
<td>Up to 5</td>
<td>Up to 7</td>
</tr>
<tr>
<td>¼ Page Listing with 600 Character Paragraph and Company Logo</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>MOBILE LISTING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name, Booth Number, Web Address</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Product and Service Categories</td>
<td>Up to 5</td>
<td>Up to 7</td>
</tr>
<tr>
<td>Company Logo</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>600 Character Paragraph</td>
<td>N/A</td>
<td>Yes</td>
</tr>
</tbody>
</table>

EXHIBIT HALL ADVERTISING

Keeping your name in front of attendees is paramount. ASCO is excited to offer advertising opportunities in the Oncology Professionals Hall that are designed to help maximize your investment, increase your exposure, and drive traffic to your booth. Act quickly as opportunities are limited and some options are already sold out.

<table>
<thead>
<tr>
<th></th>
<th>PARK BENCHES</th>
<th>TABLE CLINGS</th>
<th>CARPET OVERLAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000 (4 Benches per Set)</td>
<td>$12,500 (10 Tables per Set)</td>
<td>$12,500</td>
</tr>
</tbody>
</table>
**INDUSTRY EXPERT THEATER**

Exhibitors have the exclusive opportunity to give live, non-accredited educational presentations to up to 200 attendees in the Industry Expert Theater, conveniently located in the Oncology Professionals Hall.

**Cost:** $50,000

**Application Deadline:** Wednesday, March 4

**Dates and Times for the Industry Expert Theater**

- Saturday, May 30
  - Morning: 9:30 AM – 10:30 AM
  - Mid-Day: 12:30 PM – 1:30 PM
  - Afternoon: 3:00 PM – 4:00 PM
- Sunday, May 31
  - Morning: 9:45 AM – 10:45 AM
  - Mid-Day: 11:30 AM – 12:30 PM
  - Afternoon: 4:15 PM – 5:15 PM
- Monday, June 1
  - Morning: 9:30 AM – 10:30 AM
  - Mid-Day: 11:30 AM – 12:30 PM
  - Afternoon: 3:00 PM – 4:00 PM

Industry Expert Theater sessions are limited and will be assigned on a first-come, first-served basis. Industry Expert Theater Guidelines are available for review online at asco.org/exhibits.

**MEETING ROOMS**

Exhibitors may rent modular meeting space located in the Hall E East Building. The meeting rooms are a convenient place for you to have a staff lounge, hold staff meetings, meet privately with attendees, etc., at McCormick Place. The rooms are available for use during the following hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, May 29</td>
<td>8:00 AM – 7:00 PM</td>
</tr>
<tr>
<td>Saturday, May 30</td>
<td>7:00 AM – 7:00 PM</td>
</tr>
<tr>
<td>Sunday, May 31</td>
<td>7:00 AM – 7:00 PM</td>
</tr>
<tr>
<td>Monday, June 1</td>
<td>7:00 AM – 7:00 PM</td>
</tr>
<tr>
<td>Tuesday, June 2</td>
<td>7:00 AM – 12:00 PM</td>
</tr>
</tbody>
</table>

In addition to renting modular meeting space described above, ASCO offers individual meeting rooms located in the North Building, Level 1 and in the West Building, Level 1 of McCormick Place. These secure and private rooms will be available from 9:00 AM, Thursday, May 28 through 1:00 PM, Tuesday, June 2.

**North Building – Level 1**

<table>
<thead>
<tr>
<th>Meeting Room Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>800 sq. ft.</td>
<td>$35,000</td>
</tr>
<tr>
<td>1000 sq. ft.</td>
<td>$40,000</td>
</tr>
<tr>
<td>1500+ sq. ft.</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

**West Building – Level 1**

<table>
<thead>
<tr>
<th>Room</th>
<th>Sq. Feet</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>W190a</td>
<td>5,239</td>
<td>$70,000</td>
</tr>
<tr>
<td>W190b</td>
<td>4,139</td>
<td>$70,000</td>
</tr>
<tr>
<td>W191</td>
<td>908</td>
<td>$35,000</td>
</tr>
<tr>
<td>W192a</td>
<td>2,012</td>
<td>$55,000</td>
</tr>
<tr>
<td>W192b</td>
<td>2,935</td>
<td>$60,000</td>
</tr>
<tr>
<td>W192c</td>
<td>2,014</td>
<td>$55,000</td>
</tr>
<tr>
<td>W193a</td>
<td>1,532</td>
<td>$50,000</td>
</tr>
<tr>
<td>W193b</td>
<td>1,481</td>
<td>$50,000</td>
</tr>
<tr>
<td>W194a</td>
<td>1,482</td>
<td>$50,000</td>
</tr>
<tr>
<td>W194b</td>
<td>2,754</td>
<td>$60,000</td>
</tr>
<tr>
<td>W195</td>
<td>1,712</td>
<td>$50,000</td>
</tr>
<tr>
<td>W196a</td>
<td>4,800</td>
<td>$70,000</td>
</tr>
<tr>
<td>W196b</td>
<td>4,743</td>
<td>$70,000</td>
</tr>
<tr>
<td>W196c</td>
<td>4,799</td>
<td>$70,000</td>
</tr>
</tbody>
</table>

If you are interested in any of these EXCLUSIVE EXHIBITOR ONLY OPPORTUNITIES, contact Michele LaFrance at ascoexhibits@spargoinc.com or 703-631-6200 for more information.

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If you are interested in any of these EXCLUSIVE EXHIBITOR ONLY OPPORTUNITIES, contact Michele LaFrance at ascoexhibits@spargoinc.com or 703-631-6200 for more information.
Non-Exclusive Opportunities

OUT-OF-HOME ADVERTISING

New this year! TriStar Publishing is the official out-of-home advertising provider for the 2020 ASCO Annual Meeting. TriStar will provide you with new visibility tactics for the Annual Meeting in a fair and convenient way. In addition to offering the best citywide tactics, a TriStar Event Media Strategist will work closely with you from point of sale to ad approval and fulfillment. As ASCO's exclusive out-of-home advertising vendor, TriStar Publishing will be able to ensure all out-of-home advertising complies with ASCO's Policies for Exhibitors and Other Organizations at ASCO Meetings.

Interested in purchasing airport advertising, billboards, or transit shelters in Chicago? View the rate card to learn more about 2020 out-of-home offerings or contact Hilary Blair or by phone at 913-491-4200.

MAILING LIST RENTAL

The 2020 ASCO Annual Meeting attendee mailing list is available exclusively through INFOCUS Marketing. Renting this list is the easiest and most effective way to reach meeting attendees before they leave for Chicago. Drive more traffic to your exhibit and make a lasting impression on attendees by renting this list!

Call INFOCUS Marketing at 800-708-5478 or 540-428-3240 (non-US call) or email sales@infocusmarketing.com.

INFOCUS is the only authorized mailing list sales vendor for ASCO. Other companies may contact you, claiming to sell ASCO's mailing list; these companies are not authorized to represent ASCO nor do they have access to the ASCO attendee or member lists. In addition, please be aware that ASCO does not sell attendee email addresses.

PRINT AND ELECTRONIC ADVERTISING OPPORTUNITIES

Publications and Print Resources

- ASCO Daily News
- ASCO Connection and the Best of ASCO Connection
- Attendee and Member Mailing List Rental
- Oncology Professionals Hall Exhibitor Directory Essential Resource
- Hotel Door Drops
- Coffee Cups
- Keycard Sleeves
- Journal of Clinical Oncology (JCO)
- JCO Oncology Practice
- JCO Global Oncology, JCO CCI (JCO Clinical Cancer Informatics), and JCO PO (JCO Precision Oncology) - online opportunity

Electronic Resources

- Annual Meeting Website, am.asco.org (also includes space on the Best of ASCO Meeting websites as a bonus)
- ASCO Daily News and ASCO Highlights of the Day eBlasts
- ASCO Daily News specialty eBlasts
- iPlanner website
- iPlanner mobile App
- ASCO Annual Meeting on Demand
- Annual Meeting Find a Colleague

For in-depth information regarding advertising opportunities, please visit am.asco.org.

SUPPORT OPPORTUNITIES

The Meeting offers a number of opportunities for companies and organizations to support this important program for oncology professionals and receive logo and name recognition in McCormick Place. There are a variety of ways to support Conquer Cancer including:

- Research grants and awards for the brightest minds in cancer research
- Patient advocate scholarships
- Medical education for meeting attendees
- Onsite services sponsorships like lounges, Metra tickets, and ticketing kiosk
- Onsite technology sponsorships like Wi-Fi, mobile apps and internet stations

Additionally, any organization can help further Conquer Cancer’s mission by adding a fundraising component to their booth activity. Participating organizations may be eligible to receive one priority point toward future booth selection and onsite recognition. More information on booth activities and fundraising can be found in the Exhibitor Resource Center and Exhibitor Service Manual beginning in late January.

For a complete list of support opportunities visit: conquer.org/giving/partner-giving

For more information such as cost, availability, and recognition contact Conquer Cancer at support@conquer.org or 571-483-1700.
ANCILLARY EDUCATIONAL EVENT PREMIUM PACKAGE

The Ancillary Educational Event Premium Package provides organizers of CME accredited events with the opportunity to have your event details included in ASCO publications, which increases the visibility of your event to potential attendees. Access to premium hotel space is also provided. Visit am.asco.org for more information.

ANCILLARY EVENTS

Each year, hundreds of ancillary events are held adjunct to the ASCO Annual Meeting, including but not limited to advisory board meetings, educational events, focus groups, investigator meetings, and social functions.

Organizations may not hold functions during the defined blackout times listed below. 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. Ancillary Event requests can be submitted beginning November 27, 2019.

2020 ASCO Annual Meeting Blackout Times

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, May 29</td>
<td>1:00 PM – 6:00 PM</td>
</tr>
<tr>
<td>Saturday, May 30</td>
<td>8:00 AM – 6:00 PM</td>
</tr>
<tr>
<td>Sunday, May 31</td>
<td>8:00 AM – 6:00 PM</td>
</tr>
<tr>
<td>Monday, June 1</td>
<td>8:00 AM – 6:00 PM</td>
</tr>
<tr>
<td>Tuesday, June 2</td>
<td>8:00 AM – 1:00 PM</td>
</tr>
</tbody>
</table>

Ancillary Event Requests should be submitted online at asco.org/eventrequest by Wednesday, May 20.
Exhibit Contact Information

ANNUAL MEETING VENUE
McCormick Place
2301 South Lake Shore Drive
Chicago, Illinois 60616
312-791-7000
mccormickplace.com

Policies
American Society of Clinical Oncology (ASCO)
Jen Goldstein
571-483-1304
exhibits@asco.org

SHOW MANAGEMENT
Exhibits
800-564-4220 or 703-631-6200
ascoexhibits@spargoinc.com

Hotel Reservations
888-788-1522 or 703-449-6418
ascohousing@spargoinc.com

Registration
888-788-1522 or 703-449-6418
ascoregistration@spargoinc.com

CATERING – BOOTHS
Savor Catering
Brendan Cahill 312-791-7135
bcahl@mccormickplace.com

Trenette Humphrey
312-791-7948
THumphrey@mccormickplace.com

Jasmine Kalimullah
312-791-7241
JKalimullah@mccormickplace.com

CATERING - EXHIBITOR MEETING ROOMS
Savor Catering
Carrie Fish
312-791-7276
cfish@mccormickplace.com

Morgan Lamb
312-791-7261
mlamb@mccormickplace.com

EXHIBIT OPERATIONS
SPARGO, Inc.
Stephanie Houck, CEM or Eileen McGill, CEM
703-631-6200
stephanie.houck@spargoinc.com
ascoexhibits@spargoinc.com

GENERAL SERVICES CONTRACTOR
Freeman
773-475-7080
469-621-5603 Fax
FreemanChicagoES@freeman.com
freeman.com

ACCOUNTS RECEIVABLE
ascocoregistration@spargoinc.com
888-788-1522 or 703-449-6418
ascohousing@spargoinc.com

REGISTRATION
SPARGO, Inc.
703-449-6418 or 888-788-1522
ascoexhibitreg@spargoinc.com

CAREER FAIR
The Walchi – Tauber Group, Inc.
Karen Burkhardt
443-512-8899 x108
karen.burkhardt@wt-group.com

SPARGO, Inc.
Stephanie Houck, CEM or Eileen McGill, CEM
703-631-6200
stephanie.houck@spargoinc.com
ascoexhibits@spargoinc.com

EXHIBIT, MEETING ROOM, AND EXHIBIT HALL ADVERTISING SALES
SPARGO, Inc.
Michele LaFrance
703-631-6200
ascoexhibits@spargoinc.com

SECURITY
RA Consulting
Bev Oren
714-543-3131
orders@raconsulting.us
raconsulting.us

SUPPORT OPPORTUNITIES
Conquer Cancer® The ASCO Foundation
Sushmita Sen
571-483-1700
support@conquer.org
conquerfoundation.org

TECHNOLOGY SERVICES
McCormick Place
312-791-6113
technology@mccormickplace.com
mccormickplace.com

OTHER VENDORS

COMPUTER/IPAD/MONITOR/OFFICE EQUIPMENT RENTALS
Universal Computer Rentals
Jorge Resendez
909-627-2089
sales@ucrental.com
ucrental.com

EVENT TECHNOLOGY
Freeman
Lee Blundell
708-255-7158
lee.blundell@freeman.com

PHOTOGRAPHY
Med Meeting Images
Todd Buchanan
612-226-5154
todd@medmeetingimages.com

OUT-OF-HOME ADVERTISING
TriStar Publishing
Hiaryl Blair
913-491-4200
hblair@tristarpub.com
tristarpub.com

PUBLICATION ADVERTISING
The Walchi – Tauber Group, Inc.
Joseph Frank
443-512-8899 x114
joseph.frank@wt-group.com

TRAVEL
Direct Travel
Michelle Rowley
877-410-8198 or 202-360-4674
onlinetoolsupport@dt.com

2020 Exhibitor Policies & Information 11
USE OF ASCO, CANCERLINQ, AND CONQUER CANCER NAMES AND TRADEMARKS

All names, trademarks, service marks, brands, logos, designs, trade dress, slogans, and other designations of the ASCO Entities and related products and services, including without limitation ASCO®, American Society of Clinical Oncology®, ASCO Association™, the Association for Clinical Oncology, Conquer Cancer®, CancerLinQ®, CancerLinQ Discovery®, Cancer.Net®, Journal of Clinical Oncology®, JCO®, Making a world of difference in cancer care®, and the name of any ASCO or ASCO cosponsored 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 plain text name as required in the disclaimer for signage and the disclaimer in other materials associated with ancillary events as set forth in the Ancillary Event Space Guidelines. Review of use of any ASCO trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to an ASCO meeting or symposia) will include review for consistency with Section III of this Policy and this Section VII. Unless permission is otherwise granted by ASCO in writing, the following usage policies will apply:

• The name of the ASCO meeting or symposia may be mentioned one (1) time only in each communication for identification purposes and should be referred to as “20XX ASCO Annual Meeting”, except that stationary advertising (i.e. billboards and airport signage) cannot mention ASCO, the name, dates, or venue of the ASCO meeting.
• Uses requesting “ASCO 20XX” will not be approved.
• Use of ASCO logo or related logos are prohibited.
• The ASCO name (and name of any ASCO affiliated entity) may not be part of a title or heading, be prominently featured or listed first in print materials, or used in a way that suggests or implies the endorsement or sponsorship of ASCO or that affiliated entity in any way.
• ASCO Trademarks, including the mark “ASCO”, may not be used in web URLs, links, webpage titles, Google Ads, or similar online functionality.
• Use of ASCO in hashtags or other social media functions may not be used in a way that violates the Policies for Exhibitors and Other Organizations at ASCO Meetings or otherwise detracts from the scientific nature of the applicable meeting.

For further information about ASCO’s rights and permissions program or for the avoidance of doubt, send an email to exhibits@asco.org or contact ASCO Exhibits at 571-483-1599. ASCO staff members are available to answer questions regarding use of the ASCO name, trademarks, and meeting references. Violations of this trademark policy may result in exhibitors being assessed licensing fees, in addition to other remedies available to ASCO.
American Society of Clinical Oncology®
Conquer Cancer® The ASCO Foundation
CancerLinQ®

Policy for Exhibitors and Other Organizations at
ASCO Meetings

Effective: August 2019

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I. INTRODUCTION
This Policy for Exhibitors and Other Organizations at ASCO Meetings (the “Policy”) sets forth the general standards that will be applied by the American Society of Clinical Oncology (“ASCO”) and its affiliates (including without limitation, Conquer Cancer Foundation of the American Society of Clinical Oncology (“Conquer Cancer”), and CancerLinQ, LLC (“CancerLinQ”)) (ASCO and its affiliates are collectively referred to in this Policy as the “ASCO Entities”) 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 the following documents (hereinafter collectively referred to as “Related Requirements”):

• Terms and conditions of the ASCO Exhibitor Agreement
• Requirements specified in the Exhibitor Resource Center
• ASCO’s Corporate and Institutional Public Relations Policies
• Guidelines for use of ASCO Marks by Third Parties during ASCO Meetings and Symposia
• Policies and rules of the Meeting Venue
• Special requirements, policies, or guidelines developed by ASCO for designated theaters, pavilions, or areas in the Exhibit Hall (as defined below)
• Any guidelines and requirements established by ASCO regarding selection of exhibit space, hotel accommodations, and ancillary events and space, including the Guidelines on Prioritizing Selection of Space and Hotel Accommodations and the Ancillary Event Space Guidelines
• ASCO Meeting Policies (found at www.asco.org), including the ASCO Event Attendee Conduct Policy

Organizations are expected to familiarize themselves with this Policy and the Related Requirements. ASCO and Conquer Cancer staff are available to assist with any questions concerning this Policy or Related Requirements.

ASCO meetings are educational events intended to facilitate the communication of new scientific knowledge and to advance the practice of oncology. The preservation of the scientific integrity and educational value of ASCO meetings is of paramount importance to the ASCO Entities. 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 the Related Requirements. As a matter of ASCO policy, the form and manner of any such activity must also comply with the following, each of which is deemed incorporated into the Related Requirements by this reference: U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the PhRMA Code on Interactions with Healthcare Professionals (“PhRMA Code”); the Accreditation Council for Continuing Medical Education (ACCMCE) Accreditation Criteria and Standards for Commercial Support; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers. Compliance with all applicable laws and regulations, and with this Policy and Related Requirements, is required of every organization that participates in ASCO meetings. Organizations that violate any of the foregoing will be subject to disciplinary action as further described in Section VIII below.

Various thematic or multidisciplinary meetings are sponsored by ASCO and cosponsored by one or more other organizations. This Policy applies to those meetings, with ASCO administering the Policy. Generally, references to ASCO meetings in this document should be understood to include those meetings that have cosponsors where ASCO is the lead organization.

II. SUPPORT FOR ASCO, CONQUER CANCER, AND CANCERLINQ SPONSORED ACTIVITIES
Commercial firms, foundations, and other organizations are invited to provide support to ASCO, CancerLinQ, and Conquer Cancer for 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, CancerLinQ, and Conquer Cancer prefer their activities to be supported by multiple supporters. ASCO, CancerLinQ, and Conquer Cancer are solely responsible for the development and implementation of each of their activities. ASCO, CancerLinQ, and Conquer Cancer alone will determine the content of their scientific and educational activities and will own all associated intellectual property. ASCO, CancerLinQ, and Conquer Cancer will also determine the distribution, production, and pricing of the activity’s materials.

Any funds provided in support of ASCO, CancerLinQ, or Conquer Cancer programs or products must be made payable to Conquer Cancer unless otherwise specifically indicated. Conquer Cancer is an organization classified under section 501(c)(3) of the Internal Revenue Code and 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 organization providing the support, ASCO, and Conquer Cancer. Neither Conquer Cancer nor ASCO may enter into an agreement which requires either entity to accept the supporter’s advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity. Supporters are entitled to review the budgets of programs or activities for which they provide support. Conquer Cancer accepts support for one or multi-year periods (as defined in the applicable agreement entered into between Conquer Cancer and the supporter).

ASCO and/or Conquer Cancer will acknowledge support in program materials as applicable but will not permit representatives of organizations providing support 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. ANCILLARY ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS

ASCO recognizes 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.

ASCO requires all organizations (commercial and non-profit) that wish to hold functions of any size or nature in any off-site location during an ASCO-planned symposium or meeting to complete an Ancillary Event Request. The rules and regulations specific to ancillary events can be found in the Ancillary Event Space Guidelines.

IV. EXHIBITS AND 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 this Policy and Related Requirements. For purposes of this policy, "Exhibit Hall" shall mean exhibit hall or other exhibit room or exhibit display area.

A. 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 or in connection with an ASCO meeting. ASCO retains the sole and exclusive right to determine which companies and organizations may exhibit at or in connection with ASCO meetings. Only the 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.

B. ELIGIBLE EXHIBITS

1. ASCO Review of Exhibits

Eligible exhibitors may exhibit commercially-available oncologic and health/wellness products and services whose marketing, 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 health/wellness-related products, equipment, and services that, upon review by ASCO and at the sole determination of ASCO reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations when applicable.

2. Compliance with Applicable Law and Regulations

All exhibits and exhibited items must comply with all applicable local, state, and federal law and regulations. Exhibitors are responsible for compliance with meeting applicable legal requirements, including, if applicable, 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.

3. Theaters, Pavilions, and Other Designated Areas

Any special requirements, policies, or guidelines developed by ASCO for designated theaters, pavilions, or other areas in the Exhibit Hall are to be construed as part of this Policy and the Exhibitor Agreement.

4. Restrictions 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 may not be exhibited without ASCO’s prior written approval. Approval shall be in ASCO’s sole discretion but will not be granted unless sufficient documentation is provided to ASCO that demonstrates that the product’s claimed health benefit(s) are supported by competent and reliable scientific evidence. Requests for approval may be submitted to exhibits@asco.org.

5. Restriction Upon Market Research Products and Services

Exhibitors 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.

C. 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 thirty (30) days prior to the first move-in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for any other ASCO meeting. Passing out exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors’ approval requests, unless such materials fall within another requirement of this Policy.

3. 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.

For the Annual Meeting, exhibitors cannot select more than one booth space along the 40 ft. main aisle. Additionally, exhibit spaces may not be wider than they are deep. Exceptions may be made at ASCO’s discretion.

4. Restriction of Exhibit Materials to Exhibit Space

Except as otherwise approved by ASCO in advance and in writing, at the meeting venue, exhibit materials and advertising may not be displayed or distributed beyond the perimeters of the exhibitor’s assigned booth and must be in
compliance with additional applicable requirements as set forth in Section V.

5. Exhibit Display and Exhibit Booth Construction for the Annual Meeting

a. Floor Requirements
All exhibit floor spaces must be completely carpeted or covered with an approved material (bare floors in booths are not allowed). If an exhibitor’s floor space is not covered by 2:00 PM on the day prior to the Exhibit Hall opening, ASCO will arrange for the general services contractor to install carpet at the exhibitor’s expense.

Exhibitors may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment. 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.

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.

Raised floors must be non-hazardous and wheelchair accessible. Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at transitions.

b. 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 7”x44” Company ID sign which will include the “exhibiting as” company name from the exhibit space application and the booth number.

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 8ft (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. No objects or decorations that obstruct visibility, including hanging signs, will be permitted. 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.

c. 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. Corner booths do not include 36” draped side rails on the open corner(s) unless special arrangements have been made in advance. For special arrangements, please contact ascoexhibits@spargoinc.com. All other guidelines for inline booths apply.

d. 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 scaled floor plan and elevation diagram (digitally) to ASCO for approval at least thirty (30) days prior to the Annual Meeting. These plans must include any planned hanging signs, rigging components, or water features. The plan must include the scale utilized. Any changes that occur after initial submission must be resubmitted to ASCO for approval prior to the Annual Meeting.

Island booths are to be constructed to allow a contiguous two-foot (2’) access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth. Kiosks, podiums, help desks, etc. must be set back two feet (2’) from the entry access point of the booth. Walls built within an exhibitor’s booth are exempt from this requirement.

All island booths must have ample sight lines to assure adjacent exhibits are visually accessible. The maximum height of an island booth is twenty (20) feet. The top of the booth’s sign may not extend more than twenty (20) feet from the Exhibit Hall floor and cannot block the visibility of ASCO signs or other exhibitors’ booths. There must be a minimum clearance of 8’ from the bottom of any hanging sign/structure to the Exhibit Hall floor if attendees are expected to walk below such sign/structure. Signage over walls or static structures will require a significant clearance between the top of a wall or static structure and the bottom of a sign, banner, or header to ensure clear sight lines through the Exhibit Hall. 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 Resource Center.

Island booths may use water features in their exhibit with advance review and approval by ASCO. Water features must be included in the scaled floorplan and elevated diagram that is submitted to ASCO for approval at least thirty (30) days prior to the Annual Meeting.

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 blacked out to accommodate exhibitors’ lighting requirements at ASCO’s discretion. ASCO will not approve blacking out overhead lights which may affect aisles or another exhibitor’s space. The exhibitor is responsible for all costs associated with this request.

e. Rigging Requirements - Truss, Lighting, and Hanging Sign Installation
Exhibitors who wish to order Truss, Lighting, and Hanging Sign Installation are required to submit the specifications with their booth rendering submission, as described in Section IV.C.5. The specifications must
include a scaled floor plan (digitally) of the item(s) and must be submitted to ASCO for approval through the Exhibitor Resource Center (available online in February) no less than thirty (30) days prior to the first move-in day of the Annual Meeting. The plans must include the scale utilized.

All Truss, Lighting, and Hanging Sign Installation must take place according to the schedule provided in the Exhibitor Resource Center.

f. Audio Tracks and Video
Recorded audio tracks and/or videos are permissible at the Annual Meeting upon prior review and approval. Exhibitors must submit the audio track and/or video specifications with their booth rendering submission as described in Section IV.C.5. All audio and video must be professional in nature and consistent with the tenor of the Exhibit Hall. Exhibitors may be required to lower the volume or turn off the audio track or video at any time at ASCO’s sole discretion. Exhibitors are solely responsible for obtaining the appropriate intellectual property rights and permissions for all audio tracks and video.

6. Exhibit Display for Tabletop Exhibits
For ASCO meetings with tabletop exhibits, materials are restricted to the tabletop only. The only exceptions are banner stands and monitor stands, which are permitted on the floor directly behind the exhibit table. Literature stands, pop-up equipment, devices, or apparatus may not be displayed.

7. Permitted Activities and Items in the Exhibit Hall
- Presentations may be displayed on screens as desired.
- 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, trademark usage, 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.
- Exhibitors may display electronic posters/abstracts in booths in the Exhibit Hall in addition to providing abstract reprints.
- Marketing or advertising must be limited to information about the activity/presentation held in the exhibitor’s booth. It cannot include marketing of the date, time, or location of the session or poster session held by ASCO.
- Presenters or company representatives may speak with individuals or to a group that gathers in the exhibitor’s booth.
- Companies are required to secure proper author permissions for all presentations and to follow ASCO’s Embargo Policy. For information about using ASCO’s Virtual Meeting content in your booth, contact licensing@asco.org.

8. Prohibited Activities and Items in the Exhibit Hall
- Group activities of any kind, including live delivery of didactic lectures and presentations, except to the extent permissible under ASCO guidelines on posters in exhibit booths or as specified by ASCO for theaters, pavilions, or other areas designated by ASCO. Exhibitors may provide company and/or product information to attendees on a one-to-one basis within their booth.
- Marketing or advertising that includes the date, time, or location of a session or poster session held by ASCO.
- Plenary presentations/materials displayed at any time.
- Presentation display areas that include seating for attendees.
- Microphones or excessive amplification devices which may result in the disturbance of other exhibitors.
- Theater style seating (except to the extent designated by ASCO in theaters, pavilions, or other limited areas).
- Lighter than air objects
- Flashing lights
- Performing 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 and in exhibitor meeting rooms is prohibited, unless advance written approval is provided by ASCO in advance and any such distribution must be done in accordance with Section IV.C.13. Distribution of advertising, marketing materials, and product literature containing any reference to specific posters or meeting sessions, except to the extent permissible as set forth in this Section IV.C 8.
- Demonstration, promotion, or sale of the products of any non-exhibiting companies
- Affixing the names or logos of all ASCO Entities and all of their related products and services to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials without advance approval. For more information about the use of ASCO names and trademarks see Section VII. A.
- Unauthorized reproduction or distribution of ASCO abstracts
- Magicians, jugglers, motivational speakers, sleight of hand artists, illusionists or caricature artists
- Multi-level island booths
- Soliciting attendees or exhibitors in the aisle(s) outside booth space, in booths other than their own, or elsewhere in the meeting venue

9. Quizzes, Contests, Raffles, and Games
Quizzes, contests, games, drawings, and raffles (hereinafter collectively referred to as “Promotional Games”) are not permitted unless approved by ASCO in advance. Promotional Games should be designed for participation by individual attendees and must comply with applicable laws and regulations. Promotional Games must be submitted for approval at least thirty (30) days prior to the first move-in day through the Exhibitor Resource Center and will be approved on a case by case basis. ASCO will not approve Promotional Games with distracting features, including flashing colors and sound effects or leaderboards. Exhibitors are responsible for complying with applicable laws, regulations, guidance, and
requirements, including of the meeting venue, with respect to Promotional Games.

ASCO may also, on a limited basis, grant individual exhibitors permission to have drawings or raffles for prizes. Any drawing or raffle 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.E of this Policy and applicable laws, regulations, guidance, and requirements. ASCO will not approve drawings or raffles where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of drawings and raffles should not compete inappropriately with meeting sessions and is subject to approval by ASCO. Drawings and raffles must be submitted for approval at least thirty (30) 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 and co-sponsored meetings. Exhibitors must provide copies of any applicable permits or licenses upon request.

10. Fundraising
Unless a special exception has been granted by ASCO and Conquer Cancer in advance for fundraising activities to benefit certain not-for-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Exhibit Hall. Any organization seeking such an exception, including to make Conquer Cancer a recipient of any fundraising activities, must submit the Booth Activity Request form and the Fundraising Request for Approval form through the online Exhibitor Resource Center at least thirty (30) days prior to the first day of move-in.

11. Prohibition of Sales
Publishing companies are permitted to sell oncology-related books and journals during Exhibit Hall hours. Selling is otherwise prohibited in the booth unless an exception has been granted in writing from ASCO. Sales related to fundraising activities are prohibited except as provided under Section IV.C.10 of this Policy. Publishing companies and those granted exceptions for selling items in their booth are required to collect and remit applicable city and state sales taxes. Please visit the Exhibitor Resource Center for details on who to contact regarding city and state sales taxes.

Any exhibitor wishing to apply for an exception to the prohibition upon sales must submit the Booth Activity Request form through the online Exhibitor Resource Center at least thirty (30) days prior to the first day of move-in and must receive written approval from ASCO. ASCO reserves the right to restrict or terminate sales activities that it deems, in its sole discretion, inappropriate or unprofessional.

12. Operation of Exhibit Booth/ Table
All booth activities and queuing must be contained in the individual exhibitor’s booth.

A targeted freight move-in schedule will be available in the Exhibitor Resource Center approximately ninety (90) days prior to the start of the meeting. No installation of booths or display materials is allowed during published Exhibit Hall hours of operation. Exhibits must remain fully intact and staffed at all times during the published Exhibit Hall hours of operation. 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.

13. Photography, Video Recording, and Audio Recording
Exhibitors must obtain approval to photograph, videotape, and/or audiotape (including time-lapse photography) in the Exhibit Hall. For approval for the Annual Meeting, submit the Photography and Video and Audio Recording Approval Form located in the online Exhibitor Resource Center no later than thirty (30) days prior to the first day of move-in. For approval at other meetings, contact ASCO Exhibits Management at ascoexhibits@spargoinc.com no later than thirty (30) days prior to the first day of move-in. Approval is at ASCO’s sole discretion.

Exhibitors who do not wish to use ASCO’s official photographer listed in the Exhibitor Resource Center must complete the following:

- Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center. The exhibitor-appointed photographer/videographer must provide ASCO with proof of adequate insurance, as established in the Exhibitor Resource Center, as part of the exhibitor appointed contractor notification and comply with the meeting facility’s policies and procedures for exhibitor appointed contractors.
- The exhibitor may be required to make arrangements through the official security services company for an escort at their own expense. An order form can be found in the Exhibitor Resource Center.
- All exhibitor appointed contractors working on show days must have official meeting badges. Exhibitors are responsible for making sure all contractors are badged appropriately and are responsible for all associated costs.

All photography, video, and audio equipment must remain with exhibitors’ booth space and must not disrupt visitor traffic. Exhibitors may not photograph or videotape other exhibitors, organizations’ exhibits, or Exhibit Hall attendees without their express written permission.

The use in any image or recording of any name, logo, or trademark of all ASCO Entities and their products and services is strictly prohibited without ASCO’s advance written consent, as set forth in Section VII. A. Exhibitors who seek and receive approval to photograph, videotape, and/or audiotape in the Exhibit Hall must complete and sign a waiver stating the number of cameras being used, mounting locations, and acknowledging that neither ASCO nor ASCO security will be held liable for loss or theft of these devices.

Photographing, audio recording, and video recording occurring outside the Exhibit Hall are governed by ASCO Media Policies. Please contact commpolicies@asco.org for more information regarding these policies.

14. Food and Beverage
Distribution of alcoholic beverages in exhibit booths and in exhibitor meeting rooms is prohibited, unless advance written approval is provided by ASCO. ASCO will review and permit exhibitors to serve alcoholic beverages in exhibitor meeting
rooms on a case-by-case basis. Exhibitors who receive ASCO’s prior written approval will only be permitted to serve alcoholic beverages after 4:30PM.

Any food or beverage provided by exhibitors, including any alcoholic beverages if permitted, must be provided in a manner consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code. All food and beverage provided by 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 Booth Activity Approval Request form through the online Exhibitor Resource Center for approval to provide food or beverages to ASCO no later than (thirty) 30 days in advance of the Annual Meeting or via email toascoexhibits@spargoinc.com for ASCO Symposia and co-sponsored meetings. Approval is at ASCO’s sole discretion. Any exhibitors found providing food or beverages that have not been approved, or in a manner not in compliance with applicable laws, or that are not compliant with ASCO policies will be required to cease immediately. ASCO will not accept onsite requests for provision of food or beverage.

Food and beverage requests must comply with the rules and regulations of the official provider designated by the meeting facility. Any exhibitor at the Annual Meeting who provides food and beverage to attendees is required to order and pay for porter service through the exclusive general services contractor. Order forms and additional information will be made available in the Exhibitor Resource Center.

D. ADMISSION TO THE EXHIBIT HALL AND PERSONNEL CONDUCT

Exhibitors must wear the official ASCO-supplied badge at all times in the Exhibit Hall. All badges are nontransferable and are the sole property of ASCO, ASCO, SPARGO, Inc., and event security personnel reserve the right to revoke any badge at any time. Access to the Exhibit Hall during set-up and dismantle times for booths is 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 during hours other than those listed.

While exhibitors are encouraged to make child care arrangements in advance of the meeting, ASCO welcomes working parents and their children to our meetings and events. Designated breastfeeding and pumping spaces are available throughout the facilities of our meetings, and events. Strollers, baby carriers, or similar devices are permitted in meeting rooms and the Exhibit Hall during the published Exhibit Hall hours of operation, as long as they do not block aisles or emergency exits. Parents/guardians whose children remain with them are asked to help maintain a professional, disturbance-free session environment. Children must be supervised at all times. We require that all children are registered and wear a badge or wristband in case the child gets separated from their guardians. Parents may register their children at the onsite Registration desk.

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to this Policy, Related Requirements, and applicable law, rules, and regulations.

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

Exhibitor personnel, including vendors hired to work in their booth, may not solicit attendees, other exhibitors, 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 advance written permission of ASCO.

All exhibit personnel must conduct and present themselves in a professional manner. ASCO expects all exhibit personnel to dress professionally and appropriately. Costumes or other staff uniforms that are misleading (e.g. white coats or other attire with medical connotations) are not appropriate. ASCO reserves the right to make determinations on appropriate attire in its sole discretion.

E. GIVEAWAYS

1. Eligible Giveaways

All giveaways must be provided in a manner consistent with all applicable laws, regulations, and guidance, including the CMSS Code for Interactions with Companies and the 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 CMSS Code for Interactions with Companies and with the PhRMA Code, regardless of whether 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. Giveaways must not exceed $10 USD in value and 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 $10 USD 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 bags are not eligible giveaways for commercial exhibitors. Tote bag giveaways provided by non-commercial exhibitors must be professional in appearance and in function. A sample tote bag (not a paper rendering) must be submitted to ASCO for approval no later than thirty (30) days prior to the Annual Meeting and by the deadline on the Giveaway Approval Form for thematic meetings and cosponsored symposia. Oversize tote bags (those exceeding 16”x18”x6”) and tote bags with wheels are prohibited.

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, 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 applicable ASCO meeting.

3. Advance Approval Required
All giveaways must be approved by ASCO. To obtain approval, exhibitors must submit a Giveaway Approval Form through the online Exhibitor Resource Center no less than thirty (30) days prior to the first day of move-in for the Annual Meeting and by the deadline on the Giveaway Approval Form for the thematic meetings and cosponsored symposia. Approval of giveaways, including determinations as to whether an item is educational under Section IV.E.1 of this Policy, is at ASCO’s sole 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.

4. Porter Service Required
At the Annual Meeting, exhibitors who will be distributing giveaways and/or providing food and beverage to attendees in their exhibit booths and/or in their meeting rooms must order and pay for porter service through the exclusive general services contractor. The order form for porter service will be provided in the online Exhibitor Resource Center. Porter service includes monitoring of the exhibit booth and meeting rooms, emptying wastebaskets, and collecting empty boxes throughout the Exhibit Hall and exhibitor meeting room areas during open hours. Standard wastebasket emptying does not include removal of empty boxes. If porter service is required, but has not been ordered by 2:00 PM Central Time on the day prior to the Exhibit Hall opening, ASCO will arrange for the porter service through the general services contractor at the exhibitor’s expense.

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. A one-day supply of advertising materials, product or literature may be kept in an exhibitor’s booth but not behind the booth back wall. Empty cartons may not be stored in or behind the booth back wall. The official decorator will temporarily remove empty crates, cartons, containers (including plastic) and packing materials if you label them with stickers marked empty which can be found at the Exhibitor Service Desk. Empty crates will be returned during move-out. In addition, 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 of operation. 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 Resource Center.

F. 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.

G. USE OF CONTRACTORS FOR PROVISION OF EXHIBIT SPACE

When required by local union agreements binding ASCO and/or the meeting facility, Exhibitors shall employ only union labor (made available through the applicable official contractor) for the installation or dismantling of an exhibit and in its operation. Such requirements, if applicable, will be stated in the Exhibitor Resource Center. An exhibitor using an outside contractor for the above work should employ only union display companies and, by the deadline established in the Exhibitor Resource Center, must complete the Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center and supplying evidence of adequate liability insurance coverage as required by ASCO. Exhibitor appointed contractors must also comply with all applicable Related Requirements as well as the policies and procedures set forth by the meeting facility. All exhibitor appointed contractors are required to have their work and staging areas set up within their client’s contracted space and not in any other area such as the loading docks, food court, posters, etc.

Further details and regulations will be included in the Exhibitor Resource Center.

H. 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 Exhibit Hall premises 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 without liability on the part of ASCO except as specifically stated in this Section H.
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 Exhibit Hall, 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.

I. NOTIFICATIONS
ASCO will send out access to the Exhibitor Resource Center and supplemental notifications via email 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.

J. SECURITY
ASCO will provide overall security for the duration of the meeting, but neither ASCO nor SPARGO, Inc. will indemnify exhibitors or their guests against loss and/or be responsible for loss of any exhibitor’s or their guests’ material by any cause. Each exhibitor and their guests 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 Resource Center for each meeting.

K. USE OF ASCO’S DESIGNATED HOUSING AGENT
Exhibitors and their guests must use ASCO’s designated housing agent, SPARGO, Inc., 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, a list of which will be provided by SPARGO upon request. Exhibiting companies who do not utilize the designated housing agent to secure hotel rooms will be subject to a 10% surcharge on their exhibit space rental rate and will be billed accordingly.

L. 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 thirty (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 Conquer Cancer.

Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space.

M. EXHIBITOR FEEDBACK
ASCO takes exhibitor feedback seriously and uses this feedback to improve operations for future events. As part of our efforts to continuously improve the exhibitor experience, we ask that exhibitors complete our post meeting survey at the conclusion of each meeting. ASCO also invites all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting. Feedback may also be provided at any time by email to exhibits@asco.org or to any member of the ASCO Meetings staff. Upon submission to ASCO, any feedback so submitted becomes the intellectual property of ASCO.

V. 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 not arranged through ASCO), 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.

Mobile advertisements (including advertising via drones, buses, taxis, Segway’s, boats, planes, street cars, food trucks, etc.) within the meeting location’s metropolitan area, including airports, within ten (10) days before, during, or after the meeting, are strictly prohibited.

Stationary advertising (e.g. billboards and airport signage) requires advance review and approval by ASCO. It must be company and/or product specific and not include mention of ASCO or the name, dates, or venue of the ASCO meeting. Exhibitor booth numbers may be included. The use of any name, logo, or trademark of all ASCO Entities and related products and services is strictly prohibited without ASCO’s advance written consent, as set forth in Section VII.A. For approval, please submit the Use of ASCO/CancerLinQ/Conquer Cancer Name Form located in the online Exhibitor Resource Center.

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. Companies may advertise activities taking place in their booth as set forth in Section IV.C.7.

Exhibitors must submit a sample of all advertising or marketing materials related to ASCO’s meetings, including Annual Meeting or thematic meetings and cosponsored symposia, including but not limited to flyers, internet postings, emails, online advertisements, and postcards, to ASCO for approval subject to compliance with ASCO mailing list guidelines.

Exhibitors using their own mailing lists must submit the sample materials in advance to ASCO. For approval, please contact exhibits@asco.org.

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 (INFOCUS Marketing, sales@infocusmarketing.com) who will process these requests and contact ASCO for approval. INFOCUS Marketing is the sole supplier of any of the ASCO mailing lists. Any such mailing list constitutes the confidential and proprietary property of ASCO and may not be used except as specifically permitted by written agreement with ASCO.

All marketing must comply with Section VII. A of this Policy.

VI. PUBLIC RELATIONS

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO’s Communications Department. Except for 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 and such requests must be through an Ancillary Event Request.

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) or by contacting ASCO’s Communications and Patient Information Department at CommPolicies@asco.org or 571-483-1300.

VII. LEGAL TERMS

A. USE OF ASCO ENTITIES NAMES AND TRADEMARKS

All names, trademarks, service marks, brands, logos, designs, trade dress, slogans, and other designations of the ASCO Entities and related products and services, including without limitation ASCO®, American Society of Clinical Oncology®, ASCO Association™, the Association for Clinical Oncology, Conquer Cancer®, CancerLinQ®, CancerLinQ Discovery®, Cancer.NetTM, Journal of Clinical Oncology®, JCO®, Making a world of difference in cancer care®, and the name of any ASCO or ASCO cosponsored 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 plain text name as required in the disclaimer for signage and the disclaimer in other materials associated with ancillary events as set forth in the Ancillary Event Space Guidelines.

Review of use of any ASCO trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to an ASCO meeting or symposia) will include review for consistency with Section III of this Policy and this Section VII. Unless permission is otherwise granted by ASCO in writing, the following usage policies will apply:

- The name of the ASCO meeting or symposia may be mentioned one (1) time only in each communication for identification purposes and should be referred to as “20XX ASCO Annual Meeting” or “20XX [insert name of Symposium]”, except that stationary advertising (i.e. billboards and airport signage) cannot mention ASCO, the name, dates, or venue of the ASCO meeting in accordance with Section V.
- Uses requesting “ASCO 20XX” will not be approved.
- Use of ASCO related logos are prohibited.
- The ASCO name (and name of any ASCO affiliated entity) may not be part of a title or heading, be prominently featured or listed first in print materials, or used in a way that suggests or implies the endorsement or sponsorship of ASCO or that affiliated entity in any way.
- ASCO Trademarks, including the mark “ASCO”, may not be used in web URLs, links, webpage titles, Google Ads, or similar online functionality.
- Use of ASCO in hashtags or other social media functions may not be used in a way that violates this Policy or otherwise detracts from the scientific nature of the applicable meeting.

For further information about ASCO’s rights and permissions program or for the avoidance of doubt, send an email to exhibits@asco.org or contact ASCO Exhibits at 571-483-1599. ASCO staff members are available to answer questions regarding use of the ASCO name, trademarks, and meeting references. Violations of this trademark policy may result in exhibitors being assessed licensing fees, in addition to other remedies available to ASCO.

B. COMPLIANCE WITH LAW, REGULATIONS, AND EXHIBITOR AGREEMENT

1. General Requirements, Amendments

This Policy is to be construed as a part of the Exhibitor Agreement and together, the Exhibitor Agreement and this Policy supersede any other agreement between ASCO and exhibitors regarding exhibit space during ASCO meetings, unless specifically provided in such other agreement. All interpretations, as well as answers to questions and matters not specifically covered by this Policy, will be decided by ASCO in its sole discretion. ASCO reserves the right to make any reasonable changes to this Policy, Related Requirements, 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 email and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by ASCO.

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. Approved 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, approved 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, cardboard, 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 (unless utilized specifically for health-related purposes) are not permitted.

3. Liability for Damage to Property
Exhibitors are liable for any damage to facility property caused by such exhibitors and/or their guests, including but not limited to damage to escalators, elevators, floors, walls, or columns, or to standard booth equipment, or to other exhibitors’ property.

C. LIABILITY, INSURANCE, AND INDEMNIFICATION

1. Indemnification
The exhibitor agrees to indemnify and hold harmless the American Society of Clinical Oncology, Inc., ASCO’s contractors, the meeting facility, and ASCO’s affiliates and the respective directors, officers, members, employees, and agents of each (“ASCO Indemnities”), against all claims and liabilities arising in connection with exhibitor’s exhibit, use of exhibit space, and compliance with this Policy and the Related Requirements, including those arising in connection with any exhibitor contractor, except for any claims or liabilities caused solely by the negligence or wrongful acts of the ASCO Indemnities, or excluded below.

2. Exclusions from Liability
The exhibitor shall not be liable to the ASCO Indemnities 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 Indemnities liable for losses associated with such incidents, except to the extent caused directly or indirectly by the exhibitor or its guests. 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 Exhibit 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 forth above. Proof of adequate insurance shall be provided to ASCO, or its agent or representative upon request through the online Exhibitor Resource Center no less than thirty (30) days prior to the first day of move-in of the meeting.

D. ATTORNEYS’ FEES, GOVERNING LAW, JURISDICTION
The Exhibitor Agreement between the exhibitor and ASCO, of which this Policy is a part, shall be governed by the laws of the Commonwealth 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.

VIII. REVIEW OF EXHIBITORS AND DISCIPLINARY ACTION
ASCO may review the exhibit floor activities and online 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, Related Requirements, and this Policy.

ASCO may take disciplinary action against a commercial firm or other individual or organization for any violation of this Policy, legal requirements, or the terms and conditions of any agreement with ASCO, Conquer Cancer, and/or CancerLinQ. Disciplinary action is in ASCO’s sole 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 sole 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, loss of priority in selection of exhibit space or hotel accommodations, or imposition of licensing fees.

Questions regarding these guidelines may be directed to:

ASCO
2318 Mill Road, Suite 800
Alexandria, VA 22314
Phone: 571-483-1599
Email: exhibits@asco.org
American Society of Clinical Oncology®
Conquer Cancer®, The ASCO Foundation
CancerLinQ®

Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2021 ASCO® Annual Meeting

Effective: September 2019

These Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2021 ASCO® Annual Meeting ("Guidelines") explain the system the American Society of Clinical Oncology, the Conquer Cancer® Foundation of the American Society of Clinical Oncology ("Conquer Cancer"), and CancerLinQ® (collectively, "ASCO") will use to prioritize the selection of exhibit space and hotel accommodations by Exhibitors1 for the 2021 ASCO Annual Meeting.2 Exhibitors will pay applicable exhibit space fees and hotel accommodation fees regardless of the order in which they select exhibit space and hotel accommodations.

All Exhibitors at the ASCO Annual Meeting and ASCO-planned symposia and meetings and their guests must procure exhibit space and hotel accommodations for current and future ASCO Annual Meetings and ASCO-planned symposia and meetings through ASCO or ASCO’s designated vendor 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 for the ASCO Annual Meeting, ASCO retains authority over exhibit space and hotel accommodations for the ASCO Annual Meeting and ASCO-planned symposia and meetings and reserves the right to change the location of exhibit space and hotel accommodations. Exhibitors are not guaranteed any specific exhibit booth or exhibit hall 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. Nonprofit Patient Organizations, ASCO® State and Regional Affiliates, and Nonprofit Medical Professional Societies

ASCO recognizes the importance of the participation in ASCO meetings of nonprofit patient advocacy and support organizations, ASCO State and Regional Affiliates, and nonprofit 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 nonprofit patient organizations, ASCO State and Regional Affiliates, or nonprofit 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 consideration the number of the Exhibitor’s personnel.

1. History of Exhibiting.

An Exhibitor will accrue points for the number of consecutive years it has exhibited as follows: For participation 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
f. 6 points for the past six years
g. 7 points for the past seven years
h. 8 points for the past eight years
i. 9 points for the past nine years
j. 10 points for the past ten years

For participation at any one or more of the following ASCO-planned symposia or meetings through March 31, 2020 (including, but not limited to)—the ASCO-SITC Clinical Immuno-Oncology Symposium, ASCO Quality Care Symposium, Best of ASCO Meetings, Gastrointestinal Cancers Symposium, and Genitourinary Cancers Symposium:

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

1 An “Exhibitor” is the company or organization identified in a signed Exhibitor Agreement for the 2020 ASCO Annual Meeting that has been approved by ASCO.

2 These Guidelines are part of the American Society of Clinical Oncology®, Conquer Cancer®, the ASCO Foundation, and CancerLinQ® current Policies for Exhibitors and Other Organizations at ASCO Meetings.
2. Total Amount of Exhibit Booth Square Footage, Meeting Room Square Footage, and Table Space Contracted in Prior Year.
An Exhibitor will accrue points for the space the Exhibitor contracted for in the prior year as follows:

For having an exhibit at the 2020 ASCO Annual Meeting (includes exhibit booth and meeting rooms in the exhibit hall, registration, N100 level, the East Building, and/or the West Building) that is staffed by a representative of Exhibitor, points are based on square footage if the Exhibitor has executed a contract for such exhibit space with ASCO by March 31, 2020:

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<th>Points</th>
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<td>a.</td>
<td>1 point for up to 1,000 square feet</td>
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<td>3 points for 2,001–3,000 square feet</td>
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<td>j.</td>
<td>10 points for 9,001–10,000 square feet</td>
</tr>
<tr>
<td>k.</td>
<td>11 points for 10,001–11,000 square feet</td>
</tr>
<tr>
<td>l.</td>
<td>12 points for anything over 11,001 square feet</td>
</tr>
</tbody>
</table>

For participation in any of the following ASCO-planned symposia or meetings that take place between April 1, 2019–March 31, 2020 per the following:

- a. Support of Conquer Cancer endowed research grants (research grants provide funding to a recipient to conduct research; for example, Young Investigator Award and Career Development Award grants) – 2 points per endowed fund
- b. Support of Conquer Cancer endowed awards (awards are not intended to provide funding to a recipient to conduct research; for example, Merit Awards) – 1 point per endowed fund
- c. Donors who support any endowment fund of Conquer Cancer (not including the Mission Endowment): Points are awarded based on any donation to support an endowment fund of Conquer Cancer between April 1, 2019–March 31, 2020 per the following:
  - i. Support of Conquer Cancer endowed research grants (research grants provide funding to a recipient to conduct research; for example, Young Investigator Award and Career Development Award grants) – 2 points per endowed fund
  - ii. Support of Conquer Cancer endowed awards (awards are not intended to provide funding to a recipient to conduct research; for example, Merit Awards) – 1 point per endowed fund
- d. Exhibitors who join the Conquer Cancer Council: 1 point toward selection of space at the 2021 ASCO Annual Meeting if the Exhibitor submits an application and is approved for the 2020 Conquer Cancer Council as of April 1, 2020. Applications for the 2020 membership cycle are expected to open in January 2020.
- e. ASCO Annual Meeting Booth Activities that Raise Funds for Conquer Cancer: For conducting an approved booth activity that raises funds for Conquer Cancer at the 2019 ASCO Annual Meeting: 1 point.

3 Any qualifying donations made after March 31, 2020, will be considered for purposes of accruing 2022 points.
4 Please contact council@conquer.org to receive notifications about membership application dates. Please visit the program website (https://www.conquer.org/giving/partner-giving) for additional information.
proposed booth activity that raises funds for Conquer Cancer will be approved will be determined by ASCO and Conquer Cancer, in their sole discretion. If the proposed booth activity is approved by ASCO and Conquer Cancer, the Exhibitor must sign and submit the Policies and Procedures for Fundraising Events on Behalf of Conquer Cancer.

6. Totaling Points.
Exhibitors will be placed in selection order for the 2021 ASCO Annual Meeting based on the total number of points each has accrued from Numbers 1–5 above.

7. 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 consecutive years the Exhibitor has supported ASCO’s mission-based programs (excluding the purchase of exhibit space and advertising). Support of ASCO’s mission-based programs refers to all donations made to Conquer Cancer, the ASCO Foundation. Exhibitors may receive up to 5 additional points to be used solely for the purpose of prioritizing among Exhibitors with the same total accrued points for each year they philanthropically supported ASCO and/or Conquer Cancer over the past five years. Additionally, Top Donors to Conquer Cancer will receive one additional tie breaker point. If any Exhibitors still have the same number of points, those Exhibitors will be ordered in alphabetical order (starting with a randomly selected letter of the alphabet).

8. 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 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.

9. Companies within a Corporate Family.
Companies in the same corporate family may 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). The company name on the booth and exhibit hall signage (and in the Exhibitor Directory) must be the same as the company whose name appears at the top of its Exhibitor Agreement.

In order for the ASCO Annual Meeting and ASCO-planned symposia and meetings 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 hotel requests, having its exhibit and/or hotel space relocated or reduced in size, and/or paying a penalty.

11. Final Selection Order of Exhibitors.
ASCO will give each Exhibitor the opportunity to request exhibit booth space and preferred hotel accommodations in the order the Exhibitor appears on the selection list.

12. Availability of Information.
These Guidelines will be available through the ASCO website (asco.org/meetings). 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 email (exhibits@asco.org). ASCO will not disclose the number of points or the priority order of any Exhibitor to another Exhibitor.

Questions regarding these guidelines may be directed to:
ASCO
2318 Mill Road, Suite 800
Alexandria, VA 22314
Phone: 571-483-1599
Email: exhibits@asco.org
American Society of Clinical Oncology®
Conquer Cancer®, The ASCO Foundation
Industry Expert Theater Guidelines

Supplement to the Policy for Exhibitors and Other Organizations at ASCO Meetings for the 2020 ASCO Annual Meeting

Effective: September 2019

A. INTRODUCTION
These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to the Industry Expert Theater in the Oncology Professionals Hall (the “Theater”) at the 2020 ASCO Annual Meeting. These Guidelines are to be construed as part of the Policy for Exhibitors and Other Organizations at ASCO Meetings and as part of the Contract for the Industry Expert Theater. All participants in the Theater must comply with these standards as well as all other requirements applicable to Exhibitors at an ASCO meeting.

B. ELIGIBILITY FOR THEATER
1. Only Exhibitors with contracted and fully paid 2020 Annual Meeting exhibit space are eligible to secure a Theater slot.
2. Theater slot applicants must be in good standing with ASCO. Any applicants with an outstanding balance with ASCO must settle their balance for their Theater slot applications to be considered.
3. If an accepted Theater applicant cancels or defaults on Exhibit space at the 2020 ASCO Annual Meeting, the contracted Theater slot will be revoked, and the cancellation fees outlined under Section Q of these Guidelines will apply.

C. THEATER PRESENTATION SLOTS/TIMES
The Theater slots for the 2020 ASCO Annual Meeting are:
- Saturday, May 30, 2020
  - Morning: 9:30 AM–10:30 AM
  - Mid-Day: 12:30 PM–1:30 PM
  - Afternoon: 3:00 PM–4:00 PM
- Sunday, May 31, 2020
  - Morning: 9:45 AM–10:45 AM
  - Mid-Day: 11:30 AM–12:30 PM
  - Afternoon: 4:15 PM–5:15 PM
- Monday, June 1, 2020
  - Morning: 9:30 AM–10:30 AM
  - Mid-Day: 11:30 AM–12:30 PM
  - Afternoon: 3:00 PM–4:00 PM
ASCO reserves the right to alter the Theater times at its discretion.

D. APPLICATION DEADLINES
Applications for the Theater must be received by ASCO no later than Wednesday, March 4, 2020. Applications may be voided if final title and speaker information is not received by Wednesday, March 4, 2020. ASCO may, in its discretion, accept applications after Wednesday, March 4, 2020 if slots remain open for the Industry Expert Theater.

- Wednesday, March 18, 2020—ASCO will notify all Theater applicants whether their applications have been accepted. All ASCO-accepted Theater applicants will be notified of their time slot.
- Wednesday, March 25, 2020—Deadline for accepted applicants to accept assigned slot. Applicants that have accepted an ASCO offer of a Theater slot shall be considered “Theater Participants.”
- Friday, April 3, 2020—Deadline for total payment for the Theater slot by Theater Participants.

E. THEATER SLOT ASSIGNMENT
ASCO anticipates accepting applications for Theater slots on a first-come, first-served basis, in the order received by ASCO. Applicants may submit applications for more than one slot; however, ASCO will only consider giving an applicant more than one slot if slots are available after ASCO has accepted one application per applicant. Although ASCO will attempt to accommodate requests for specific Theater slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. ASCO reserves the right to reject any application at its sole discretion.

Any accepted Theater applicant that desires a slot other than the assigned slot may submit a written request to ascoexhibits@spargoinc.com to be placed on a waiting list for possible reassignment. ASCO will consider requests for reassignment on a first-come, first-served basis. No guarantees can be made that another Theater time slot will become available.

F. PRICING & PAYMENT
1. The price of a Theater slot is $50,000.00 USD each.
2. Participants may pay by check, wire transfer, or credit card.
• A credit card number with authorization to charge is required to apply for a Theatre slot. Applications received without credit card guarantee for payment will not be considered complete until the guarantee is received.
• Upon an applicant’s acceptance of a Theatre slot, ASCO will invoice the Theatre Participant. One hundred (100%) percent of the total amount is due by Friday, April 3, 2020.
• If one hundred (100%) percent of the payment is not received by Friday, April 3, 2020, ASCO will charge the credit card provided on the application with the amount due.
• Contact ASCO Exhibits Management at ascoexhibits@spargoinc.com for the necessary wire transfer information. Wire transfers must cover all applicable fees assessed by both the sending and receiving banks.

G. THEATER PRESENTATION GUIDELINES
1. Theater presentations are meant to highlight a new service or present information on the development of a product, such as data on a product. Theater presentations should be tasteful, appropriate, professional, and educational in nature.
2. Theater presentations should be focused on the science relating to the development of a product or of a service of the Theatre Participant not just the product or service itself.
3. Theater presentations should feature one or more key internal scientific staff of the Theatre Participant, not outside or third-party scientists or speakers, i.e. no Key Opinion Leaders.
4. Theater presentations must be live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.
5. Theater Participants are not permitted to present any CME/CE educational symposia, sessions or activities in the Theatre.
6. Theater Participants shall submit speakers and topics to ASCO for approval prior to being publicized. ASCO will review change to speakers and topics upon request; however, unless extenuating circumstances occur, ASCO will not be able to approve requests for speaker and topic changes after Friday, May 1, 2020.
7. Theater activities shall not include information, papers, or abstracts scheduled for presentation during the ASCO meeting and under embargo at the time of the Theatre presentation. All Theater activities shall comply with ASCO’s Abstract Confidentiality Policy.
8. Theater Participants and all activities in the Theatre must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and all intellectual property laws and legal requirements.
9. Each Theatre Participant is solely responsible for the content of its presentation, including obtaining all appropriate intellectual property permissions and licenses for slides and other materials that will be presented or distributed.

H. LOCATION OF THEATER
The Theater is in the 2020 ASCO Annual Meeting Oncology Professionals Hall. ASCO reserves the right to alter the location of the Theater as shown on the official floor plan, at the sole discretion of ASCO.

I. THEATER CONFIGURATION
1. The Theater will include seating for up to two hundred (200) attendees. ASCO will provide a standing lectern with microphone, presentation laptop, projector, confidence monitor and screen; two A-frame easels; a wireless microphone on a stand in the center of the room for audience questions; and a draped six-foot table on which Theatre Participants may place literature for access during their assigned Theatre slot. One Lead Retrieval unit and operator to scan badges will also be provided. The scanned leads will be emailed (in Excel format) to the contact provided on the application within twenty-four (24) hours of the completion of the Theatre Participant’s timeslot.
2. Room set, including seating and stage, cannot be modified.
3. Any additional A/V needs must be ordered in advance through Freeman AV. Costs are the sole responsibility of the Theatre Participant.

J. INSTALLATION & DISSMANTLING
1. Installation: Theater Participants will have access to the Theater thirty (30) minutes before their assigned Theater slot. Theater Participants and their speaker(s) may prepare for the presentation during this time. Please note attendees will be allowed into the Theater approximately fifteen (15) minutes before the presentation begins.
2. Dismantling: Theater Participants must remove all literature, materials, handouts, etc., from the Theater within fifteen (15) minutes after the end of their assigned Theater slot. Any conversations or other activities that exceed fifteen (15) minutes after their slotted time should be taken back to their exhibit booth space. Any materials left longer than fifteen (15) minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

K. FOOD & BEVERAGE
No food or beverage may be provided by the Theatre Participant.
L. PHOTOGRAPHY, VIDEO RECORDING & AUDIO RECORDING
Theater Participants must use Freeman AV and obtain prior written approval from ASCO to photograph, videotape, and/or audiotape their own presentations. Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own Theater. Any additional fees incurred will be the responsibility of the exhibitor. For more information, please contact ASCO Exhibits Management at ascoexhibits@spargoinc.com.

M. RESPONSIBILITY FOR PROPERTY
Each Theater Participant must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways in the Theater and those of attendees during its assigned time slot, including during installation and dismantling.

N. REGISTRATION & ADMISSION OF ATTENDEES
1. All attendees of Theater presentations must hold an official ASCO supplied badge in either an exhibitor or other attendee category.
2. Theater presentations shall be open to all eligible Theater presentation attendees. Pre-Registration for the Theater presentations is not permitted.
3. ASCO shall always have sole authority over admission policies to the Theater and may limit attendance in its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity.

O. PROMOTION OF THE THEATER AND PROMOTIONAL MATERIALS
1. All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Theater must be approved by ASCO prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by ASCO on or before Friday, May 1, 2020. Submissions should be sent via email to exhibits@asco.org. Please allow a minimum of three business days for review and approval.
2. The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) and all derivative products for the Theater presentation: “Not an official presentation of the 2020 ASCO Annual Meeting. Not sponsored, endorsed, or accredited by ASCO® or Conquer Cancer® The ASCO Foundation. Not CME-accredited.”
3. No Theater presenter or other Theater Participant may be identified by any applicable ASCO title.
4. All materials promoting a Theater presentation must clearly indicate the name of the Theater Participant for the presentation.
5. No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Theater presentation may use the ASCO® or Conquer Cancer® The ASCO Foundation name or logo, or otherwise suggest or imply that ASCO or Conquer Cancer has endorsed, sponsored, or accredited the presentation. The name of the ASCO meeting may be mentioned one (1) time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, Conquer Cancer® The ASCO Foundation, or the name of the ASCO meeting may not be part of a title or heading of the Theater presentation, be prominently featured, or listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the Theater presentation with an ASCO-sponsored event may not be used.
6. Repurposed or post-Theater materials developed as a result of content from the Theater must NOT include any reference to ASCO, Conquer Cancer® The ASCO Foundation, or the ASCO Annual Meeting.
7. Distribution of materials by a Theater Participant from the Theater during the Participant’s contracted slot only, is permitted. Distribution of materials shall be consistent with the Policy for Exhibitors and Other Organizations at ASCO Meetings.
8. Promotional materials may be sent to the Theater Participant’s in-house mailing list. For approval, contact exhibits@asco.org.
9. ASCO will offer a one-time complimentary use of the 2020 ASCO Annual Meeting advance registration list (available after Friday, April 24, 2020) to each Theater Participant, to be used solely for promotion of the Participant’s Theater presentation. The advance registration list contains only the names and mailing addresses of attendees. Prior to receiving the list, the Theater Participant must submit its promotional material for approval and execute ASCO’s One-time Use Agreement. ASCO strongly recommends that the Theater Participant submit the promotional material for approval before printing. For approval, contact exhibits@asco.org.
10. ASCO will provide each Theater Participant with the following signage:
   • (1) 22”x28” single sided sign on an easel which will be placed outside the Theater thirty (30) minutes prior to the Theater Participant’s assigned timeslot.
   • (1) 38” x 93” panel sign on the outer wall of the Theater with the Industry Expert Theatre schedule. Additional or Theatre-specific panel signage may be purchased at the Theater Participant’s expense. All graphics must be submitted for ASCO’s prior approval by Friday, May 1, 2020. For approval, contact exhibits@asco.org.
   • A maximum of two signs may be displayed at the Theater with the Industry Expert Theatre schedule. Additional or Theatre-specific panel signage may be purchased at the Theater Participant’s expense. All graphics must be submitted for ASCO’s prior approval by Friday, May 1, 2020. For approval, contact exhibits@asco.org.
   • The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28” x 44”, and may be ordered through Freeman or a contractor of the Participant’s choosing.
   • Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing (see item 1 in this section for more information). For approval, contact exhibits@asco.org.
   • The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28” x 44”, and may be ordered through Freeman or a contractor of the Participant’s choosing.
   • Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing (see item 1 in this section for more information). For approval, contact exhibits@asco.org.
   • The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28” x 44”, and may be ordered through Freeman or a contractor of the Participant’s choosing.
   • Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing (see item 1 in this section for more information). For approval, contact exhibits@asco.org.
Theater. Signage may only be placed outside the Theater beginning thirty (30) minutes prior to the Theater Participant’s slot and must be removed within fifteen (15) minutes of the conclusion of the slot. Any signs left longer than fifteen (15) minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

- Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc., as documented in the Policies for Exhibitors and Other Organizations at ASCO Meetings.

11. Solicitation in the aisles of the Oncology Professionals Hall, including outside the Theater and the Theater Participant’s exhibit space, is strictly prohibited.

12. All promotional activities relating to the Theater shall comply with all ASCO policies, including the Policy for Exhibitors and Other Organizations at ASCO Meetings. ASCO does not allow inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc. at the ASCO meeting site (i.e. at the Convention Center for the Annual Meeting). Contact exhibits@asco.org for a list of approved advertising opportunities.

P. PROMOTION OF THEATER BY ASCO

1. The Theater will be promoted by ASCO, in the following ways:
   - Schedule will be listed on the 2020 ASCO Annual Meeting website (am.asco.org);
   - Schedule will be listed in print and online in the Exhibitor Directory for the 2020 ASCO Annual Meeting;
   - An article about the Industry Expert Theater in the ASCO Daily News;
   - ASCO’s Twitter feed;
   - Included in the walk-in slides, developed by ASCO, which will be shown on the screen of the Theater and in all sessions before each presentation; and
   - Signage (with the entire Theater schedule) directing attendees from the Grand Concourse to the Industry Expert Theater in the back of the Exhibit Hall.

2. Additionally, ASCO will provide each Theater Participant with the 2020 ASCO Annual Meeting registration list which contains only the names and mailing addresses of attendees, as specified above.

Q. THEATER SLOT CANCELLATION POLICY

Since only contracted Exhibitors in good standing are eligible for participation in the Theater, cancellation of exhibit space automatically results in cancellation of an Exhibitor’s Theater slot(s). The following cancellation terms apply, regardless of how a Theater slot is canceled:

1. A Theater Participant that desires to cancel a Theater slot must submit a notification in writing to ascoexhibits@spargoinc.com

2. The date of receipt is the official cancellation date. Theater Participants that cancel a Theater slot are subject to fees based on the date of receipt, as follows:
   a. If the Theater Participant cancels the Theater slot space on or after Wednesday, March 25, 2020, the Theater Participant will pay as liquidated damages one hundred (100%) percent of the total Theater fee. ASCO retains the right to utilize canceled Theater slots at its discretion.
   b. If a Theater Participant cancels or defaults on Exhibit space, the contracted Theater slot will be revoked, and cancellation fees will apply, as outlined in these Guidelines.

3. ASCO may terminate a Theater Participant’s Contract for Industry Expert Theater in the same manner as it may terminate an Exhibitor Agreement.

R. DISCIPLINARY ACTION

ASCO may take disciplinary action for any violation of these Guidelines or the terms and conditions of the Application and Contract for Industry Expert Theater in the same manner as any violation of other provisions of the Policy for Exhibitors and Other Organizations at ASCO Meetings. Violations of these Guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor’s Theater activities, in ASCO’s discretion.

Questions regarding these guidelines may be directed to:

ASCO
2318 Mill Road, Suite 800
Alexandria, VA 22314

Phone: 571-483-1599
Email: exhibits@asco.org
American Society of Clinical Oncology®
Ancillary Event Space Guidelines

Effective: September 2019

I. Introduction
These Ancillary Event Space Guidelines (the “Guidelines”) are a supplement to the official Policies for Exhibitors and Other Organizations at ASCO Meetings (the “Policies”). Organizations interested in holding an ancillary event during ASCO-sponsored or cosponsored symposia or meetings should review the Policies in addition to these Guidelines.

II. Ancillary Event Definition
An ancillary event is any function held adjunct to an ASCO-sponsored or cosponsored symposium or meeting by an organization other than ASCO or the other meeting cosponsors.

III. Submiting an Ancillary Event Request
ASCO requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in ANY location during an ASCO-planned symposium or meeting to adhere to these Guidelines. All organizations must complete an Ancillary Event Request for events held in conjunction with the following meetings:
- ASCO Annual Meeting
- Gastrointestinal Cancers Symposium
- Genitourinary Cancers Symposium
- ASCO-SITC Clinical Immuno-Oncology Symposium

Submissions for an Ancillary Event (using or not using ASCO space) must be made online at asco.org/eventrequest and abide by these Guidelines and the Policies.

IV. Types of Ancillary Events
- Advisory Board Meetings – A small gathering of corporate board members, which may also include some related experts in the field of discussion.
- Educational Events – A meeting that includes educational content. The meeting can, but does not have to, include the option for participants to earn CE credit for attending.
- Focus Groups – A small meeting designed to evaluate services or test new ideas.
- Hospitality Suites (in a meeting room) – A room/lounge for attendees to come and go as desired. Planned meetings in hospitality suites that include meeting attendees are prohibited during the blackout times.
- Hospitality Desks – A desk in a hotel lobby used to greet attendees.
- Internal Corporate Business Meetings – A meeting of corporate board members and/or staff. Internal Corporate Business meetings are allowed during blackout times but may not include meeting attendees.
- Investigator Meetings – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.
- Investor Meetings – A small gathering for corporate investors.
- Offices – A room used by corporate staff to conduct business during the meeting. Planned meetings in offices that include meeting attendees are prohibited during the blackout times.
- Press Events – Gatherings such as press briefings, news conferences, press receptions, satellite media tours, etc.
- Social Events – A networking function that is not educational in nature.

V. Ancillary Event Content and Use of ASCO Function Space
Ancillary activities, including media events, should not compete with the agenda or events of the ASCO-sponsored and cosponsored symposium or meeting. The nature of activity should be in keeping with the educational focus of the ASCO-sponsored and cosponsored 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.

For the meetings outlined in Section III, ASCO will determine whether the proposed activity complies with ASCO standards and requirements and will make every effort to notify the applicant of such decision, via email, within seven (7) business days of receiving the Ancillary Event Request. Upon authorization, ASCO will release and assign hotel space for the requested event. From this point forward the organization will work directly with the assigned hotel to plan the event.

For events held outside of ASCO space, ASCO, at its sole discretion, will determine whether the proposed activity complies with ASCO standards and applicable policies. ASCO will make every effort to notify the applicant of such decision via email within seven (7) business days of receiving the Ancillary Event Request.

For meetings without a formal ancillary event process, ASCO requires that organizations observe and adhere to the rules outlined in these Guidelines.
VI. Deadlines and Blackout Times

Ancillary event requests made after the specified deadline must be submitted to the hotel directly.

Organizations may not hold functions that are open to all attendees during the defined “blackout” times. ASCO strictly enforces the blackout times at the request of our members.

Please find the most up-to-date list of blackout times and submission dates for our meetings online at asco.org/eventrequest.

VII. Marketing of and Signage for an Ancillary Event

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following the ASCO meetings outlined in Section III must notify ASCO of such activities in advance by submitting an Ancillary Event Request to ASCO by the deadline specified for the 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. Such approval is conditioned on the event being held in compliance with these Guidelines and the Policies.

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 and must comply with these Guidelines and the Policies.

ASCO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by ASCO, to monitor whether the activity complies with applicable ASCO policies and requirements. Any confidential information that is obtained by ASCO representatives in any ancillary event or activity will be kept confidential if it is identified as confidential during the ancillary event or activity.

ASCO also offers Premium Ancillary Educational Events packages for select meetings. The Premium Ancillary Educational Event Marketing Package is an opportunity for organizers of CE accredited events to feature their event in ASCO-produced meeting materials and products, in addition to other benefits that serve to increase the visibility of their event to potential attendees. For more information, please contact exhibits@asco.org.

Ancillary activities, including Premium Ancillary Educational Events, must meet the criteria outlined in these Guidelines and the Policies. If ASCO develops specific requirements applicable for one or more limited categories of ancillary activities, then those specific requirements will apply to those ancillary activities.

No participant may present a paper scheduled for presentation during the ASCO-sponsored or cosponsored meeting and under embargo at the time of the event.

The activity or event must comply with ASCO’s Abstract Confidentiality Policy.

No participant may be identified by any applicable ASCO title.

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®, CancerLinQ®, or Conquer Cancer® the ASCO Foundation has endorsed, sponsored or accredited the event, unless otherwise expressly permitted by ASCO. ASCO, CancerLinQ, and Conquer Cancer slide templates, color schemes, and other means of confusing the event with an ASCO-sponsored event may not be used without ASCO’s prior written permission in each case. The name of the ASCO meeting or symposium may be mentioned one (1) time only in each marketing piece (not including stationary advertising such as billboards and airport signage) for identification purposes, in a reasonably-sized, neutral font. The information that may be included on stationary advertising is subject to the restrictions set forth in the Policies. None of ASCO, CancerLinQ, Conquer Cancer, or the name of the ASCO meeting or symposia may be part of a title or heading of the ancillary event, be prominently featured, or listed first in print or electronic materials.

“ASCO®” and other trademarks of ASCO may not be used in the URL, links, hashtags, or Google Ads or similar online functionality in connection with the event.

The following disclaimer must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, meeting signage, websites, derivative products, etc. for the event (not including stationary advertising):

For the ASCO Annual Meeting and non-cosponsored meetings:

“Not an official event of the 20XX ASCO Annual Meeting or 20XX [Insert Official Meeting Name]. Not sponsored, endorsed, or accredited by ASCO®, CancerLinQ®, or Conquer Cancer® the ASCO Foundation.” [Where applicable: Not CME-accredited.]

For cosponsored Symposia:

“Not an official event of the 20XX [Insert Name of Symposium]. Not sponsored, endorsed, or accredited by any of the cosponsoring organizations of the [Insert Name of Symposium].” [Where applicable: Not CME-accredited.]

Meeting signage may NOT include the ASCO, CancerLinQ, or Conquer Cancer name, logo, or name of ASCO meeting except in the above required disclaimer, which must be prominently displayed and included on all signs (not including stationary advertising), unless otherwise expressly permitted under the Policies.

Repurposed or post- event materials developed as a result of content from the event must NOT include any reference to ASCO, CancerLinQ, Conquer Cancer, or the ASCO meeting. Materials must not in any capacity identify ASCO as the sponsor or CME provider.

No event marketing, including for transportation purposes, may be done at the ASCO meeting venue except within the confines of an individual exhibit booth or table. If the event is being held at the same hotel as the ASCO meeting or symposium, directional signage may be displayed but may not
be directly outside the rooms where the ASCO event is being held. Only two directional signs are permitted and allowed to be set immediately before the start of your event. ASCO must approve the location of the directional sign(s) when placed on site.

Event names, invitations, communications, and marketing may not include the phrase “Satellite Symposium.”

VIII. Fundraising

ASCO and Conquer Cancer do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO and Conquer Cancer 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, including to make Conquer Cancer a recipient of any fundraising activities, must obtain the prior written approval from ASCO. For approval, please submit your request to exhibits@asco.org.

IX. Mailing List

ASCO allows exhibitors and other organizations the opportunity to rent membership and attendee mailing lists for pre- and post-marketing for each meeting. Only mailing information will be provided; phone and fax numbers and email addresses are not available for purchase. The lists are sold for a one-time use only. Samples of the mailing (including invitations to ancillary events) must be submitted and approved by ASCO prior to an organization receiving the list. ASCO strongly encourages organizations to submit their samples early to allow for adequate production and mail time.

For more information on membership and attendee mailing lists and/or to purchase a mailing list, please contact InFocus Marketing at sales@infocusmarketing.com or 800-708-5478.

X. Press Events

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO’s Marketing and Communications Department. Except for 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.

For more information please contact ASCO’s Marketing and Communications Department at commmpolicies@asco.org or 571-483-1300.

XI. Onsite Information

Lead retrieval may be used to check in attendees at your event. Contact DirectLead for a lead retrieval unit at directlead@spargoinc.com or 703-995-1800.

Registration tables are permitted. They may be set up 30 minutes prior to your event.

Directional signs for your event must abide by the guidelines outlined above in the Section VII of these Guidelines. Only two directional signs are permitted and allowed to be set immediately before the start of your event.
2020 Exhibit Opportunities

**Gastrointestinal Cancers Symposium**
January 23 – 25
San Francisco, California
gicasym.org

**ASCO-SITC Clinical Immuno-Oncology Symposium**
February 6 – 8
Orlando, FL
immunosym.org

**Genitourinary Cancers Symposium**
February 13 – 15
San Francisco, California
gucasym.org

**Best of ASCO® Washington, DC**
July 10 – 11
Washington, DC
boa.asco.org

**Best of ASCO® Hollywood**
July 24 – 25
Hollywood, California
boa.asco.org

**Best of ASCO® New Orleans**
July 31 – August 1
New Orleans, Louisiana
boa.asco.org

**ASCO Quality Care Symposium**
October 9 – 10
Chicago, IL
quality.asco.org

**ASCO Breakthrough: A Global Summit for Oncology Innovators**
Returning to Asia in 2021
breakthrough.asco.org

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