ASC0 welcomes journalists to cover the Annual Meeting. All media who wish to attend the meeting in person must apply for ASC0 media credentials by Friday, May 18, 2018. Requests submitted after this date will not be processed in advance of the Annual Meeting. Pending requests are not guaranteed for on-site approval.

**Embargo Policy**

Abstracts will be posted at abstracts.asco.org at the time embargoes lift.

### Abstracts and Embargo Lifts

<table>
<thead>
<tr>
<th>Abstracts</th>
<th>Embargo will lift</th>
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<tbody>
<tr>
<td><em>Proceedings I Abstracts</em></td>
<td>5:00 p.m. ET - Wednesday, May 16</td>
</tr>
<tr>
<td><em>Publish Only Abstracts</em> (online only, will not be printed in <em>Proceedings I</em>)</td>
<td>5:00 p.m. ET - Wednesday, May 16</td>
</tr>
<tr>
<td><em>Late-Breaking Abstracts</em> presented in a press briefing or scientific presentation on: Friday, June 1 Saturday, June 2 Sunday, June 3 Monday, June 4 - Tuesday, June 5</td>
<td>1:00 p.m. CT - Friday, June 1 6:30 a.m. CT - Saturday, June 2 6:30 a.m. CT - Sunday, June 3 6:30 a.m. CT - Monday, June 4</td>
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### Benefits for Media

Individuals granted media credentials from ASC0 receive the following complimentary benefits for all ASC0 meetings and co-sponsored symposia leading up to the 2019 ASC0 Annual Meeting:

- Access to embargoed press materials, abstracts, and press briefing slides
- Unlimited access to Virtual Meeting (includes posters and video recordings of nearly all sessions)
- Virtual participation in press briefings
- Access to ASC0 Experts
- Assistance with facilitating interviews

Additional benefits are available for credentialed media who register to attend ASC0 meetings and co-sponsored symposia in person:

- Access to hotel room block
- Admission to all Scientific and Education sessions (ticketed sessions are not open to media)
- Press briefing access, when applicable
- Use of on-site media facilities, dedicated interview rooms/space, and satellite filming locations

### Apply for Media Credentials

Apply through ASC0’s Media Headquarters (HQ), mediahq.asco.org.

ASC0 requires that individuals represent news outlets that:

- Publish ongoing (>6 months), original editorial news coverage that extends beyond abstract summaries and straight Q&A to include additional context and perspective (long-format video interviews or video blogs do not qualify, see Institutional Filming policies)
- If sponsored, have more than one sponsor
- Have complete editorial independence and freedom from sponsors/advertisers
- Have an editorial board or editorial oversight

Outlets meeting the above criteria must also fall into one of the following categories:

- **Print, broadcast (radio or TV), or online media**
  - Websites not tied to a formal news organization must consistently publish editorial news coverage beyond forums, personal websites, personal analysis or opinion
  - Trade outlets with CME must have at least a 4:1 ratio of editorial to CME content

- **Medical journals must**
  - Be peer-reviewed
  - Publish original manuscripts
  - Have a regular editorial news section or a supplemental conference news section

- **Newsletters must**
  - Be widely published and publicly available
  - Primarily cover cancer news (corporate, investment, and institutional newsletters not eligible)

Individuals wishing to receive credentials with qualified outlets must apply directly to ASC0 (third-party registrations are not accepted), agree to the Confidentiality and Embargo Policies, and provide:

1. A photocopy of official press credentials in the form of:
   - National/International press card/ID
   - Editorial roster/masthead from publication
   - Business card
2. Letter of assignment from editor (not required for editors), which must include editor’s full name, email address, and phone number
3. A sample of the publication (two samples required for newsletters)
4. Recent, original, editorial health or medical coverage (not required for editors) or Annual Meeting coverage from the previous year specifically from the publication you were credentialed under, if relevant

A limited number of freelance journalists without a letter of assignment but who predominantly cover medical/health/science are eligible to obtain ASC0 media credentials to access embargoed meeting information if they meet the following requirements:
1. Provide copies of and/or links to three medical/health/science bylines published in outlets that meet ASCO’s media criteria within the last six months
2. Have an active membership in a professional society for journalists/science writers (such as the Association of Health Care Journalists or the National Association of Science Writers)
3. Previous coverage of ASCO (if applicable)

Advance registration is required in this case, and since the number of unassigned freelance journalist registrations is limited, we encourage registering early, since it is first-come, first-served.

NOT ELIGIBLE FOR MEDIA CREDENTIALS

Individuals representing companies in the following categories or conducting the following activities are not eligible for media credentials and do not qualify for media registration:

- Foundation, charity, philanthropic organization, patient advocacy organization, or professional society informational products
- Financial analysis
- CME
- Sales of products or services
- Marketing, advertising, public relations
- Publishers
- Book authors
- Communications, print, and online promotion services
- CEOs, presidents, and other business leadership
- Video-only organizations or long-format videos (see Institutional Filming policies)
- Personal websites
- Social networking platforms
- Patient advocates (see Patient Advocate registration)

Use of media privileges to work for non-credentialed organizations or other media outlets not credentialed by ASCO is strictly prohibited. Individuals working for multiple publications must confirm with ASCO in advance that each outlet meets ASCO’s requirements.

Register to Attend the Meeting in Person

MEDIA

Indicate you want to attend the meeting in person when applying for media credentials through Media HQ. Individuals may receive media credentials to cover the meeting on site or remotely provided all required criteria are met. However, due to space constraints, a limited number per outlet are permitted to receive media badges for on-site attendance at the meeting.

<table>
<thead>
<tr>
<th>Type - includes print, broadcast, and online</th>
<th>Maximum Number of Media Badges</th>
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<tbody>
<tr>
<td>Consumer</td>
<td>3</td>
</tr>
<tr>
<td>Trade</td>
<td>3</td>
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</tbody>
</table>

Dual registration is prohibited. ASCO Annual Meeting attendees may select only one type of registration. Physicians covering the conference for a media outlet must register as either a regular attendee or member of an approved media outlet. Media may not be included in a group registration, and physicians registered as media may not earn CME credits. Registration types may not be changed on site.

MEDIA CREW

Register by email at mediaregistration@asco.org

Advance written approval is required for photographers, videographers, and/or production crews to accompany approved media on site. These individuals will be registered as Media Crew and will not have access to embargoed information in advance of the meeting. Send registration requests to mediaregistration@asco.org (please do not attempt to register through Media HQ), and include:

- Number of crew members and assigned roles
- Additional supporting documentation may be required

CONSIDERED ON A CASE-BY-CASE BASIS

Inquire via email at mediaregistration@asco.org

ASCO will consider providing badged access to attend the meeting in person for bloggers and social media influencers on a case-by-case basis, depending on the depth of editorial coverage and reach. ASCO will also consider production companies and documentary film crews, provided written requests are submitted to mediaregistration@asco.org at least one month in advance of the meeting. Requests must include:

1. Information on the production company
2. Film/documentary treatment
3. Marketing and distribution plans
4. Information on sponsors (single-sponsored productions will not be considered)

On-Site Policies

PRIVATE INTERVIEW ROOMS

ASCO offers private interview rooms for media use on a first-come, first-served basis for editorial news coverage of the meeting. Reservations may only be scheduled on site with the assistance of the ASCO Media Team. Due to space constraints, use of interview rooms is limited to two hours per day for each registered news outlet.

PROFESSIONAL VIDEOTAPING & PHOTOGRAPHY

Media are welcome to:

- Use images from the ASCO Photo Gallery (http://photos.asco.org) in news coverage, citing
Submit requests for the ASCO photographer to take specific photos at http://photos.asco.org/PhotoRequest at least 24 hours in advance of the photo opportunity.

Live broadcast news coverage requires prior authorization for security reasons, meeting attendees, misuse of badges, assisting unauthorized persons to gain access to any ASCO meeting or co-sponsored symposia event or materials, or any inappropriate or unauthorized conduct will be just cause for:

- Repossessing badges
- Revoking media credentials of any individuals involved
- Expelling all parties involved from the meeting without obligation for refund of any fees

In addition, individuals who attend or are part of an ASCO meeting or co-sponsored symposia may not engage in any demonstrations or other behavior that ASCO deems to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future ASCO meetings and co-sponsored symposia.

Any individual dismissed from the meeting may request that ASCO review the matter, provided the individual understands that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

Further Questions
Additional press materials and information are available via the online Annual Meeting Media Resource Center at www.asco.org/AMMRC.

Please contact Ashley Yum in the ASCO Communications Department at ashley.yum@asco.org or 571-483-1376.

LIVE COVERAGE
Live broadcast news coverage requires prior authorization from ASCO. All requests (including for truck parking) may be submitted to Kelly Baldwin at kelly.baldwin@asco.org or 571-483-1365 prior to the meeting.

1. Press vehicles requiring electrical service or external cabling must apply for a limited-use parking pass at least 24 hours in advance.
2. An authorized representative of the vehicle must coordinate logistical details.
3. Live coverage is permitted in designated areas of the convention center; requests for designated areas are granted on a first-come, first-served basis.