Public Relations representatives are required to abide by the embargo and confidentiality policies governing ASCO’s Annual Meeting. All inquiries must be submitted in writing to CommPolicies@asco.org.

**Embargo Policy**

Abstracts will be available at abstracts.asco.org at the time of embargo lift. **Only those abstracts selected for release on-site at the Annual Meeting will be designated as Late-Breaking Abstracts (LBAs), including Plenary abstracts.**

<table>
<thead>
<tr>
<th>Abstracts</th>
<th>Embargo will lift:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceedings I Abstracts</td>
<td>5:00 p.m. ET - Wednesday, May 15</td>
</tr>
<tr>
<td>Publish Only Abstracts (online only, will not be printed in Proceedings I)</td>
<td>5:00 p.m. ET - Wednesday, May 15</td>
</tr>
<tr>
<td>Late-Breaking Abstracts presented in a press briefing or scientific presentation on:</td>
<td></td>
</tr>
<tr>
<td>Friday, May 31</td>
<td>1:00 p.m. CT - Friday, May 31</td>
</tr>
<tr>
<td>Saturday, June 1</td>
<td>6:30 a.m. CT - Saturday, June 1</td>
</tr>
<tr>
<td>Sunday, June 2</td>
<td>6:30 a.m. CT - Sunday, June 2</td>
</tr>
<tr>
<td>Monday, June 3</td>
<td>6:30 a.m. CT - Monday, June 3</td>
</tr>
<tr>
<td>Tuesday, June 4</td>
<td></td>
</tr>
</tbody>
</table>

If study results are reported prior to the embargo date and time without first receiving a formal exception from ASCO, the abstract may be removed from ASCO’s Annual Meeting.

**Confidentiality Policy**
The Annual Meeting abstracts are confidential until publicly released by ASCO. Institutions and corporations may not:

- Make the information public, or provide it to others who may make it public
- Publish the information, or provide it to others who may publish it
- Use the information for trading in the securities of any issuers, or provide it to others who may use it for securities trading purposes.

ASCO’s full Confidentiality Policy and information about requesting an exception to the policy are available at https://meetings.asco.org/am/abstract-policies-embargoes-exceptions.

**Registration**

Public relations representatives may register for the ASCO Annual Meeting as regular attendees.

**Exception:** Public Affairs representatives of National Cancer Institute-(NCI-) and Association of American Cancer Institutes-(AACI-) designated cancer centers are eligible for public affairs registration. Registration is limited to **one representative** per organization and opens on **March 18, 2019.** If you think you qualify for this type of registration and would like more information on how to register, please contact CommPolicies@asco.org.

**Press Releases on Annual Meeting Abstracts**

**PRESS RELEASES ANNOUNCING ABSTRACT ACCEPTANCE**

Once an abstract has been officially accepted for presentation/publication as part of the 2019 Annual Meeting, you are welcome to publicize the abstract’s acceptance. However, you cannot provide the abstract title or session/presentation information until ASCO has publicly released this information as part of the iPlanner launch in mid-April, so you may want to consider waiting to issue your release until then. **ABSOLUTELY NO DATA OR STUDY RESULTS** can be included in this type of press release.

**DISTRIBUTING EMBARGOED PRESS MATERIALS**

Leading up to the public release of Annual Meeting abstracts, either in advance of or throughout the Annual Meeting, reasonable measures of care should be taken to ensure that your media contacts are not only aware but agree to respect/abide by ASCO’s embargo policy. Advance media outreach should be limited to 1) individual contact with only the most trusted reporter contacts, and 2) only within 24-48 hours of the abstract release date/time. Press releases may contain full information, including updated data, as long as they abide by ASCO’s embargo policies. ASCO strongly advises against the use of a distribution service to disseminate press releases. Any use of such services is at the risk of the issuing organization and abstract author/presenter. As always, press releases must prominently display the abstract number as well as the embargo date and time at the top of the release.

**PUBLIC RELEASE OF ABSTRACTS**

Once an abstract has been publicly released by ASCO and the embargo has lifted, you may widely distribute a press release containing the full data, including any additional or updated data that will be presented at the meeting even if not included in the abstract itself.
THIRD-PARTY PRESS RELEASE DISTRIBUTION

For Proceedings I and/or Publish Only Abstracts:
A Virtual Press Room within ASCO’s online Press Center will be designated for corporate and institutional press materials on Proceedings I and/or Publish Only abstracts. ASCO-credentialed journalists, as well as journalists covering the meeting remotely, will have access to the posted press materials for the duration of the Annual Meeting. Please note that ASCO will not accept hard copy press releases on Proceedings I and/or Publish Only abstracts to be displayed in the Press Room.

For press releases to be displayed in the Virtual Press Room, the following criteria must be met:

• Press releases must directly relate to Proceedings I and/or Publish Only abstracts from the Annual Meeting and fully adhere to ASCO’s embargo policies.
• Press releases must prominently display the corresponding abstract number(s) at the top of the first page.
• Press packets, and promotional/marketing materials (corporate reports, product promotions, giveaways) are prohibited.
• ASCO’s logos and/or graphic representations of the ASCO name may not be used without written permission.

Press releases on Proceedings I abstracts will be posted on the Virtual Press Room when the embargo lifts at 5:00 p.m. ET on May 15, 2019.

All press releases must be submitted for review electronically to virtualpress@asco.org. Due to the high volume of submissions, ASCO staff encourages you to submit your press releases as soon as they are finalized. The submission deadline for all press releases to be posted in conjunction with the Proceedings I abstracts release is 5:00 p.m. ET on Monday, May 13, 2019. Submissions made after the deadline cannot be guaranteed posting on May 15 but will still be posted in the Virtual Press Room as staff time allows. Additional guidelines for the Virtual Press Room are outlined on www.asco.org/PRprofessionals.

For Late-Breaking Abstracts (LBAs):
An area of the on-site Press Room at the Annual Meeting will be designated for corporate and institutional press materials on Late-Breaking Abstracts (LBAs) only. Registered journalists attending the meeting will have daily access to the press materials.

To display a press release in the on-site Press Room the following criteria must be met:

• Press release must directly relate to LBAs being presented at the Annual Meeting and fully adhere to ASCO’s embargo policies.
• Press releases must prominently display the corresponding abstract number(s) and the embargo date and time at the top of the first page.
• Promotional/marketing materials (corporate reports, product promotions, giveaways) are prohibited.

Press materials must be delivered in person to the ASCO Press Room during operational hours:

• ASCO will accept up to 50 copies of a press release each day. ASCO staff will not be able to monitor the number of copies of each press release.
• Press releases may be dropped off once a day each day of the meeting. At the end of each day, ASCO will recycle all remaining press releases.
• ASCO cannot accept hard copy press materials for review or delivery prior to the Annual Meeting.
• ASCO logos and/or graphic representations of the ASCO name may not be used without written permission.

ASCO does not endorse corporate or institutional press releases and will display these materials strictly as non-ASCO literature.

Dissemination of literature in the areas outside the Press Room and/or Press Conference Room is strictly prohibited. Please see “Conduct Regulations” below for further information.

Media Lists
ASCO’s media lists (past and present) are proprietary and are not shared externally.

Social Media Policies
Organizations may use social media to disseminate news and information regarding abstracts being presented at the Annual Meeting. All information distributed through social media channels must adhere to ASCO’s embargo policy.

Organizations promoting their research through Twitter are welcome to include ASCO’s hashtag, #ASCO19.
Hosting Media Events
Organizations planning media events surrounding the Annual Meeting such as press conferences, satellite media tours, and/or social events are required to coordinate with ASCO. These events must not conflict with the Annual Meeting, specified black-out times, or ASCO policies. Applications must be submitted by 5:00 p.m. ET on Tuesday, May 21, 2019, for all proposed press events relating to the Annual Meeting. Applications can be found online at meetings.asco.org/am/host-event.

Please note that companies sponsoring ancillary educational events during the Annual Meeting are not permitted to promote these events to members of the news media. Press briefings, press conferences, press receptions, and media events other than those sponsored by ASCO are not permitted on site at the convention center.

Photography, Video, and Audio
On-site recording of the ASCO Annual Meeting via audio, video, and/or photographic equipment is strictly prohibited for commercial or promotional purposes. ASCO allows filming on the grassy area in front of the South Entrance to McCormick Place, as long as it is not disruptive to attendees or the meeting as determined by ASCO. You may also film within your exhibit booth and in your rented meeting room (if applicable) after first obtaining written permission from ASCO as outlined in the Exhibitor Policies.

Conduct Regulations
Public relations representatives are expected to be respectful of journalists’ needs and deadlines and are strictly prohibited from congregating, disseminating material, or engaging in media relations activities outside the Press Room. Representatives may leave a message for a journalist by providing their name, affiliation and contact number to an ASCO Press Room representative. Corporate spokespeople and public relations representatives are not permitted in the Press Room or the Press Conference Room.

For security reasons, 2019 ASCO Annual Meeting badges will be required for admittance to all events; badges should be worn and visible at all times. Lost badges should be reported to the Registration staff immediately.

The following badge policies will be in effect throughout the meeting:

1. 2019 ASCO Annual Meeting badge is the sole property of ASCO.
2. Badges are non-transferable.
3. False certification of individuals as paid Annual Meeting attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Annual Meeting event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of ASCO for refund of any fees.

In addition, individuals who are part of the 2019 ASCO Annual Meeting 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 Annual Meetings. Any person who is dismissed from the meeting may request that ASCO review the matter, provided, however, that the individual understands that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

ASCO reserves the right to bar from this and future meetings any representative who fails to adhere to these policies.

For questions, please contact the ASCO Communications Department at CommPolicies@asco.org.

PLEASE NOTE: ALL INQUIRIES MUST BE SUBMITTED IN WRITING.