

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](mailto:CommPolicies@asco.org).

## Embargo Policy

Abstracts will be available at [meetinglibrary.asco.org](http://meetinglibrary.asco.org) at the time of embargo lift.

Abstracts	Embargo will lift:
<i>Proceedings I</i> Abstracts	5:00 p.m. ET - Wednesday, May 19
<b>Publish Only Abstracts</b> (online only, will not be printed in <i>Proceedings I</i> )	5:00 p.m. ET - Wednesday, May 19
<b>Late-Breaking Abstracts (LBAs), including Plenary abstracts</b>	5:00 p.m. ET – Thursday, June 3

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.

## Prior Publication/Presentation and Confidentiality Policies

Abstracts and late-breaking placeholders submitted to the ASCO meeting must comply with ASCO's Prior Presentation/Publication and Confidentiality Policies. Read the complete policy and guidance for policy exceptions and press releases: <https://meetings.asco.org/am/abstract-policies>.

## 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 2021 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 Digital Scientific Program launch on April 28, 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 of 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**

A [Virtual Press Room](#) within ASCO's online Press Center will be designated for corporate and institutional press materials. 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.

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

- Press releases must directly relate to 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* and *Publish Only* abstracts will be posted on the Virtual Press Room when the embargo lifts at 5:00 p.m. ET on May 19, 2021.**

**Press releases on Late-Breaking Abstracts (LBAs) will be posted on the Virtual Press Room when the embargo lifts at 5:00 p.m. ET on June 3, 2021**

All press releases must be submitted for review electronically to [virtualpress@asco.org](mailto: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 deadlines for all press releases are as follows:

- **Proceedings I and Publish Only Abstracts:** 5:00 p.m. ET on Monday, May 17, 2021
- **Late-Breaking Abstracts (LBAs):** 5:00 p.m. ET on Tuesday, June 1, 2021

**Submissions made after these deadlines cannot be guaranteed posting at the time of embargo lift 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](http://www.asco.org/PRprofessionals).

### **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, #ASCO21.

### **Questions**

For questions, please contact the ASCO Communications Department **in writing** at [CommPolicies@asco.org](mailto:CommPolicies@asco.org).