

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 asco.org/abstracts at the time of embargo lift.

Abstracts	Embargo will lift:
Regular abstracts (those <i>not</i> designated as Late-Breaking), including <i>Publish Only</i> abstracts	5:00 PM (ET) on Thursday, May 26
Late-Breaking Abstracts (LBAs), including Plenary abstracts	7:00 AM (CT)/8:00 AM (ET) on the day of the scientific session containing the abstract presentation

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 and Prior

Publication/Presentation Policies

Once an abstract is submitted to an ASCO Meeting, the abstract and study data to be presented at the ASCO Meeting are confidential. For late-breaking placeholders, the Confidentiality Policy does not apply until the study data is submitted to ASCO. For abstracts previously presented in an ASCO Meeting, the Confidentiality Policy applies only to new or updated data or information in the study.

Prior to the ASCO Meeting, the contents and conclusions of the abstract must not be presented at or published in conjunction with any scientific, medical, or educational meeting with some exceptions. In addition, contents and conclusions of the abstract must not be published in a scientific, medical, or educational publication (in any medium), in whole or in part, before the abstract is publicly released by ASCO. Pre-prints (non-peer-reviewed online comment drafts) are permitted before the abstract is submitted. [Review the complete policies](#)

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. 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 2022 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 the abstract titles and session placement information on **April 27, 2022, at 10:00 a.m. ET**, 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

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 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 Thursday, May 26, 2022.

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* and *Publish Only* abstract release is **11:59 p.m. ET on Monday, May 23, 2022.**

Submissions made after this deadline cannot be guaranteed posting at the time of embargo lift but will still be posted in the Virtual Press Room as staff time allows.

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.

Press releases on Late-Breaking Abstracts (LBAs) may also be submitted for posting on the Virtual Press Room after the embargo has lifted. Once the embargo has lifted, you can submit your press release for posting to virtualpress@asco.org and the release will be posted as staff time allows.

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.

Additional guidelines for the Virtual Press Room are outlined on 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, #ASCO22.

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 **Wednesday, May 25, 2022**, for all proposed press events relating to the Annual Meeting. More information is available at <https://www.asco.org/meetings-education/meetings/exhibitor-information/ancillary-events>.

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.

[View additional meeting policies, including the ASCO Event Attendee Code of Conduct.](#)

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

Questions

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