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.
1. 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.
2. 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.”
3. 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 a 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 Theater slot, ASCO will invoice the Theater 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 Theater Participant not just the product or service itself.
3. Theater presentations should feature one or more key internal scientific staff of the Theater 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 Theater.
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 Theater presentation. All Theater activities shall comply with ASCO’s Abstract Confidentiality Policy.

8. Theater Participants and all activities in the Theater 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 Theater 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 Theater Participants may place literature for access during their assigned Theater 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 Theater 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 Theater Participant.

J. INSTALLATION & DISMANTLING

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 Theater 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.

Theater Participants are permitted to supplement this signage with floor-standing signage immediately at the entrance(s) of the Theater and within their contracted exhibit space only.

   - 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.
   - A maximum of two signs may be displayed at the 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 cancelled:

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 cancelled 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 Exhibits Management
2318 Mill Road, Suite 800
Alexandria, VA 22314
571-483-1599
exhibits@asco.org