

**American Society of Clinical Oncology®  
Conquer Cancer®, the ASCO Foundation**  
**Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the  
2021 ASCO® Annual Meeting**

(Effective: May 2020)

These Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2021 ASCO® Annual Meeting (“Guidelines”) explain the system the American Society of Clinical Oncology and the Conquer Cancer® Foundation of the American Society of Clinical Oncology (“Conquer Cancer”) (collectively, “ASCO”) will use to prioritize the selection of exhibit space and hotel accommodations by Exhibitors<sup>1</sup> for the 2021 ASCO Annual Meeting.<sup>2</sup> Exhibitors will pay applicable exhibit space fees and hotel accommodation fees regardless of the order in which they select exhibit space and hotel accommodations.

All Exhibitors at the ASCO Annual Meeting and ASCO-planned symposia and meetings and their guests must procure exhibit space and any hotel accommodations for current and future ASCO Annual Meetings and ASCO-planned symposia and meetings through ASCO or ASCO’s designated vendor and must submit their requests to ASCO in a complete and timely manner. While ASCO will rely on these Guidelines to prioritize selection of exhibit space and hotel accommodations for the ASCO Annual Meeting, ASCO retains authority over exhibit space and hotel accommodations for the ASCO Annual Meeting and ASCO-planned symposia and meetings and reserves the right to change the location of exhibit space and hotel accommodations. Exhibitors are not guaranteed any specific exhibit booth or exhibit hall location, hotel accommodations, or any priority for selection of exhibit space or hotel accommodations under these Guidelines. Any ambiguities about these Guidelines and the selection of exhibit space and hotel accommodations will be resolved by ASCO.

**A. Nonprofit Patient Organizations, ASCO® State and Regional Affiliates, and Nonprofit Medical Professional Societies**

ASCO recognizes the importance of the participation in ASCO meetings of nonprofit patient advocacy and support organizations, ASCO State and Regional Affiliates, and nonprofit medical professional societies. Typically, ASCO will set aside exhibit space for these organizations. The eligibility for and availability of this exhibit space are at ASCO’s discretion.

**B. Other Exhibitors**

Exhibitors that are not nonprofit patient organizations, ASCO State and Regional Affiliates, or nonprofit medical societies will be prioritized for selection of exhibit space and hotel accommodations based on a point system as explained below. The process for selection of hotel accommodations will also take into consideration the number of the Exhibitor’s personnel.

1. *History of Exhibiting.* An Exhibitor will accrue points for the number of consecutive years it has exhibited as follows:

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<sup>1</sup> An “Exhibitor” is the company or organization identified in a signed Exhibitor Agreement for the 2020 ASCO Annual Meeting that has been approved by ASCO.

<sup>2</sup> These Guidelines are part of the American Society of Clinical Oncology®, Conquer Cancer®, the ASCO Foundation, and CancerLinQ® Policies for Exhibitors and Other Organizations at ASCO Meetings, as amended from time to time.

For participation at the ASCO Annual Meeting (an Exhibitor will be considered to have participated in the 2020 ASCO Annual Meeting for this Section 1 of the Guidelines if it signed an Exhibitor Agreement for the in-person 2020 ASCO Annual Meeting that was approved by ASCO meeting):

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years
- f. 6 points for the past six years
- g. 7 points for the past seven years
- h. 8 points for the past eight years
- i. 9 points for the past nine years
- j. 10 points for the past ten years

For participation at any one or more of the following ASCO-planned symposia or meetings through March 31, 2020 (including, but not limited to): the ASCO-SITC Clinical Immuno-Oncology Symposium, ASCO Quality Care Symposium, Best of ASCO Meetings, Gastrointestinal Cancers Symposium, and Genitourinary Cancers Symposium :

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years

2. *Total Amount of Exhibit Booth Square Footage, Meeting Room Square Footage, and Table Space Contracted and Utilized in Prior Year* (Note: Due to the cancellation of the in-person 2020 ASCO Annual Meeting, the points awarded for prior year(s) will be awarded for the last completed in-person ASCO Annual Meeting (2019)). An Exhibitor will accrue points for the space the Exhibitor contracted for 2019 as follows:

For having an exhibit at the 2019 ASCO Annual Meeting (includes exhibit booth and meeting rooms in the exhibit hall, registration, N100 level, the East Building, and/or the West Building) that was staffed by a representative of Exhibitor, points are based on square footage.:

- a. 1 point for up to 1,000 square feet
- b. 2 points for 1,001 – 2,000 square feet
- c. 3 points for 2,001 – 3,000 square feet
- d. 4 points for 3,001 – 4,000 square feet
- e. 5 points for 4,001 – 5,000 square feet
- f. 6 points for 5,001 – 6,000 square feet
- g. 7 points for 6,001 – 7,000 square feet
- h. 8 points for 7,001 – 8,000 square feet
- i. 9 points for 8,001 – 9,000 square feet
- j. 10 points for 9,001-10,000 square feet
- k. 11 points for 10,001 – 11,000 square feet
- l. 12 points for anything over 11,001 square feet

For participation in any of the following ASCO-planned symposia or meetings that took place between April 1, 2019 – March 31, 2020 (including, but not limited to)— the ASCO-SITC Clinical Immunology Symposium, ASCO Quality Care Symposium, Best of ASCO Meetings, Gastrointestinal Cancers Symposium, and Genitourinary Cancers Symposium:

- a. 1 point for contracting exhibit space and actively exhibiting onsite, in full compliance with the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#), at each symposium or meeting (maximum 3 points)
3. *Meeting Payment Requirements for Exhibit Hall Space.* An Exhibitor will accrue a maximum of 2 points if the Exhibitor submitted all payments for exhibiting at the 2019 ASCO Annual Meeting as required, including meeting all applicable payment schedules (including payment of deposits) and paying for its exhibit space (including exhibit booth and meeting rooms in the exhibit hall, registration, N100 level, the East Building, and/or the West Building) in full on or before the deadline for the applicable meeting. (1 point for payments submitted by 50% deposit deadline and 1 point for payments received in full by the 100% deadline)
4. *Breakthrough: A Global Summit for Oncology Innovators. Charitable Contributions.* An Exhibitor will accrue for selection of space at the 2021 ASCO Annual Meeting 2 points for participation as a platinum, gold, or silver supporter, or 1 point for exhibiting at a turnkey kiosk at the 2019 Breakthrough meeting.
5. *ASCO20 Virtual.* An Exhibitor will accrue 2 points for participation as a Premium or Platinum Exhibitor, or 1 point for participation as a Basic or Enhanced Exhibitor at the ASCO20 Virtual meeting.
6. *Support of Conquer Cancer.* An Exhibitor may accrue a maximum of 10 points for supporting Conquer Cancer<sup>®</sup>, the ASCO Foundation, as follows:<sup>3</sup>
  - a. *Initial Founding Donors to the Conquer Cancer Mission Endowment:*
    - i. 3 points if the Exhibitor was an initial founding donor to the Mission Endowment
    - ii. 1 additional point if the Exhibitor was an initial founding donor to the Mission Endowment and makes an additional donation to the Mission Endowment between April 1, 2019 – March 31, 2020
  - b. *Subsequent Donors to the Mission Endowment (non-Initial Founding Donors):*
    - i. 2 points if the Exhibitor donated to the Mission Endowment for the first time after the initial year of the Mission Endowment
    - ii. 1 additional point if the Exhibitor was not an initial founding donor to the Mission Endowment, made its first donation to the Mission Endowment prior to April 1, 2019, and makes an additional donation to the Mission Endowment between of April 1, 2019 – March 31, 2020
  - c. *Donors that Support an Endowed Program of Conquer Cancer (does not include the Mission Endowment):* Points are awarded based on donations made between April 1, 2019 – March 31, 2020 to support an endowed program of Conquer Cancer as follows:

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<sup>3</sup> Any qualifying donations made after March 31, 2020, will be considered for purposes of accruing 2022 points.

- i. 2 points for each donation that fully endows a program that provides funding to recipients support research (e.g., a Young Investigator Award, a Career Development Award, etc.)
  - ii. 1 point for each donation that fully endows a program not described in the Section 5(c)(i) above (e.g., Merit Awards)
  - iii. for donations that do not fully endow a program, a maximum of 1 point for each endowed program that the Exhibitor supports
- d. *Conquer Cancer Council Membership*: 1 point if the Exhibitor submits an application and is approved for membership in the 2020 Conquer Cancer Council as of April 1, 2020. Applications for the 2020 membership cycle opened in January 2020.<sup>4</sup>
- e. *ASCO Annual Meeting Booth Activities that Raised Funds for Conquer Cancer*: 1 point for conducting an approved booth activity that raises funds for Conquer Cancer at the 2019 ASCO Annual Meeting

All Exhibitors that conduct booth activities that raise funds for Conquer Cancer are subject to the Policy for Exhibitors and Other Organizations at ASCO Meetings, as revised from time to time, including submission of the Booth Activity Approval Form and the Fundraising Request for Approval Form. Whether a proposed booth activity that raises funds for Conquer Cancer will be approved will be determined by ASCO and Conquer Cancer, in their sole discretion. If the proposed booth activity is approved by ASCO and Conquer Cancer, the Exhibitor must sign and submit the Policies and Procedures for Fundraising Events on Behalf of Conquer Cancer.

- 7. *Totaling Points*. Exhibitors will be placed in selection order for the 2021 ASCO Annual Meeting based on the total number of points each has accrued from Numbers 1 – 5 above.
- 8. *Prioritizing Among Exhibitors with the Same Total Accrued Points*. If two or more Exhibitors have the same number of points, ASCO will prioritize that group of Exhibitors (those with the same number of points) as follows (all points assigned under this Section 8 are for use solely for determining priority among those Exhibitors with the same total number of accrued points):

For the number of past consecutive years in which the Exhibitor has made donations to Conquer Cancer:

- a. 1 point for the past year
- b. 2 points for the past two years
- c. 3 points for the past three years
- d. 4 points for the past four years
- e. 5 points for the past five years

For being a Top Donor to Conquer Cancer between April 1, 2019 and March 31, 2020: 1 point.

If any Exhibitors still have the same number of points, those Exhibitors will be ordered in alphabetical order (starting with a randomly selected letter of the alphabet).

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<sup>4</sup> Please contact [council@conquer.org](mailto:council@conquer.org) to receive notifications about membership application dates. Please visit the program website (<https://www.conquer.org/ways-to-help/partner-giving/conquer-cancer-council>) for additional information.

9. *Addressing the Merger or Acquisition of Exhibitors.* If an Exhibitor merges with, is acquired by, or acquires another Exhibitor and they seek to merge their exhibit hall space, the new company will receive the points and the years of support of the company that had the higher total points if requested by the merged company. The points and years of support of each Exhibitor will not be combined. However, if a newly acquired subsidiary company is a separate corporate entity and the parent and the subsidiary company do not desire to merge exhibit hall space, they can have their own exhibit hall space, as described below.
10. *Companies within a Corporate Family.* Companies in the same corporate family may have their own exhibit hall space if the companies are separate corporate entities. In this situation, each company enters into a separate Exhibitor Agreement, uses its own points and years of support, and has its own place in line. The points and years of support of one company cannot be attributed to another (in other words, the points and years of support of one company cannot be “counted” twice). The company name on the booth and exhibit hall signage (and in the Exhibitor Directory) must be the same as the company whose name appears at the top of its Exhibitor Agreement.
11. *Penalties.* In order for the ASCO Annual Meeting and ASCO-planned symposia and meetings to attract attendees and operate efficiently, effectively, and safely, Exhibitors must comply with ASCO policies, procedures, guidelines, and the ASCO Exhibitor Agreement. If an Exhibitor fails to comply with any ASCO policies, procedures, guidelines, or the Exhibitor Agreement, the Exhibitor may be penalized, including but not limited to by losing points for the current and/or future years for purposes of exhibit space, and/or hotel requests, having its exhibit and/or hotel space relocated or reduced in size, and/or paying a penalty.
12. *Final Selection Order of Exhibitors.* ASCO will give each Exhibitor the opportunity to request exhibit booth space and preferred hotel accommodations in the order the Exhibitor appears on the selection list.
13. *Availability of Information.* These Guidelines will be available through the ASCO website ([asco.org/exhibits](http://asco.org/exhibits)). If an Exhibitor wants to know the number of points the Exhibitor has accrued, the Exhibitor can make a request to ASCO via email ([exhibits@asco.org](mailto:exhibits@asco.org)). ASCO will not disclose the number of points or the priority order of any Exhibitor to another Exhibitor.

**Questions regarding these guidelines may be directed to:**

ASCO Exhibits Management  
2318 Mill Road, Suite 800  
Alexandria, VA 22314  
Phone: 571-483-1599  
Email: [exhibits@asco.org](mailto:exhibits@asco.org)