Ancillary Event Space Guidelines

The following Guidelines are provided as a supplement to the official American Society of Clinical Oncology® and the Conquer Cancer Foundation® Policy for Exhibitors and Other Organizations at ASCO Meetings. Organizations interested in holding an ancillary event during ASCO-planned symposia or meetings are strongly encouraged to review the full Policies, in addition to these Guidelines.

Ancillary Event Definition

Submitting an Ancillary Event Request

Types of Ancillary Events

Ancillary Event Content and Use of ASCO Function Space

Deadlines and Blackout Times

Marketing of and Signage for an Ancillary Event

Marketing

Signage

Fundraising

Mailing List

Press Events

Onsite Information

Contact Information
Ancillary Event Definition
An ancillary event is any function held adjunct to an ASCO-planned symposia or meeting by a party other than ASCO or the other meeting cosponsors. All ancillary events must receive ASCO authorization.

Submitting an Ancillary Event Request
The ASCO leadership requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in ANY location during an ASCO-planned symposia or meeting to complete an Ancillary Event Request.

Submissions for an Ancillary Event (using or not using ASCO space) must be made online at asco.org/eventrequest and abide by these Guidelines and the Policy for Exhibitors and Other Organizations at ASCO Meetings.

Types of Ancillary Events
- Advisory Board Meetings - A small gathering of corporate board members, which may also include some related experts in the field of discussion.
- Educational Events - A meeting that includes educational content. The meeting can, but does not have to, include the option for participants to earn CME credit for attending.
- Focus Groups - A small meeting designed to evaluate services or test new ideas.
- Hospitality Suites (in a meeting room) - A room/lounge for attendees to come and go as desired. Planned meetings in hospitality suites that include meeting attendees are prohibited during the blackout times.
- Hospitality Desks - A desk in a hotel lobby used to greet attendees.
- Internal Corporate Business Meetings - A meeting of corporate board members and/or staff. Internal Corporate Business meetings are allowed during blackout times but may not include meeting attendees.
- Investigator Meetings - A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.
- Investor Meetings - A small gathering for corporate investors.
- Offices - A room used by corporate staff to conduct business during the meeting. Planned meetings in offices that include meeting attendees are prohibited during the blackout times.
- Press Events - press briefings, news conferences, press receptions, satellite media tours, etc.
- Social Events - A networking function that is non-educational in nature.

Ancillary Event Content and Use of ASCO Function Space
Ancillary activities, including media events, should not compete with the agenda or events of the ASCO-planned symposia or meeting. The nature of activity should be in keeping with the educational focus of an ASCO-planned symposia or meeting. Venues, agendas, and media coverage for ancillary activities should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature.

ASCO will determine whether the proposed activity appears to meet ASCO standards and requirements, and will make every effort to notify the applicant via email within seven business days if the event has been authorized. Upon authorization, ASCO will release and assign hotel space for the requested event. From this point forward the organization will work directly with the assigned hotel to plan the event.

For events held outside of ASCO space, ASCO will determine whether the proposed activity appears to meet ASCO standards and conform to ASCO policies, and will make every effort to notify the applicant via email within seven business days if the event has been authorized.
**Deadlines and Blackout Times**
Ancillary event requests must be made online by the following dates. Organizations may not hold functions that are open to all attendees during the defined “blackout” times. ASCO strictly enforces the blackout times at the request of our members.

Ancillary event requests made after the deadlines below must be submitted to the hotel directly.

Please find the most up-to-date list of blackout times and submission dates for our meetings online at asco.org/eventrequest

**Marketing of and Signage for an Ancillary Event**

**Marketing**
Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers, or door drops), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by ASCO. No event marketing, including for transportation purposes, may be done at the ASCO meeting venue except within the confines of an individual exhibit booth or table.

No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the phrase “Satellite Symposium” in the title, the ASCO name or logo, or otherwise suggest or imply that ASCO has endorsed or sponsored the event. The name of the ASCO meeting or symposium may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, Conquer Cancer Foundation, or the name of the ASCO meeting or symposium may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the event with an ASCO-sponsored event may not be used.

The following statement must be prominently displayed and included on all advertisements, marketing pieces, mailings, invitations, meeting materials, derivative products, etc. for the event:

**For the ASCO Annual Meeting and non-cosponsored Meetings:**

“Not an official event of the 20xx ASCO Annual Meeting or 20xx [Insert Official Meeting Name]. Not sponsored, endorsed, or accredited by ASCO or the Conquer Cancer Foundation.” [Where applicable: Not CME-accredited.]

**For cosponsored Symposia:**

“Not an official event of the 20xx [Insert Name of Symposium]. Not sponsored, endorsed, or accredited by any of the cosponsoring organizations of the [Insert Name of Symposium].” [Where applicable: Not CME-accredited.]

Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to ASCO, Conquer Cancer Foundation, or the ASCO meeting. Materials must not in any capacity identify ASCO as the sponsor or CME provider.

**Signage**
Signage for ancillary events is not permitted at the Convention Center during the Annual Meeting or in public space immediately outside of session rooms at an ASCO meeting or symposium.

Meeting signage may NOT include the ASCO or Conquer Cancer Foundation name, logo, or name of ASCO meeting except in the following required disclaimer, which must be prominently displayed and included on all signs:

**For the ASCO Annual Meeting and non-cosponsored meetings:**

“Not an official event of the 20xx ASCO Annual Meeting or 20xx [Insert Official Meeting Name]. Not sponsored, endorsed, or accredited by ASCO or the Conquer Cancer Foundation.”

**For cosponsored Symposia:**

“Not an official event of the 20xx [Insert Name of Symposium]. Not sponsored, endorsed, or accredited by any of the...
Meeting Name. Not sponsored, endorsed, or accredited by ASCO or the Conquer Cancer Foundation. [Where applicable: Not CME-accredited.]

cosponsoring organizations of the [Insert Name of Symposium]. [Where applicable: Not CME-accredited.]

Fundraising
ASCO and the Conquer Cancer Foundation do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO and the Conquer Cancer Foundation may, on a case-by-case basis, make a limited exception to this policy for the fundraising activities of certain not-for-profit organizations. Any organization seeking such an exception, including to make the Conquer Cancer Foundation a recipient of any fundraising activities, must obtain the prior written approval of ASCO. For approval, please submit your request to exhibits@asco.org.

Mailing List
ASCO allows exhibitors and other organizations the opportunity to rent membership and attendee mailing lists for pre- and post-marketing for each meeting. Only mailing information will be provided; phone and fax numbers and email addresses are not available for purchase. The lists are sold for a one-time use only. Samples of the mailing (including invitations to ancillary events) must be submitted and approved by ASCO prior to an organization receiving the list. ASCO strongly encourages organizations to submit their samples early to allow for adequate production and mail time.

For more information on membership and attendee mailing lists and/or to purchase a mailing list, please contact InFocus Marketing at sales@infocusmarketing.com or 800-708-5478.

Press Events
Organizations planning media events during any ASCO meeting are required to coordinate with ASCO’s Communications Department. With the exception of events sponsored by ASCO, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at ASCO meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the ASCO meeting, specified blackout times, or ASCO policies.

For more information please contact ASCO’s Communications & Patient Information Department at compolicies@asco.org or 571-483-1300.

Onsite Information
- Lead retrieval may be used to check in attendees at your event. Contact DirectLead for a lead retrieval unit at directlead@spargoinc.com or 703-995-1800.
- Registration tables are permitted. They may be set up 15 minutes prior to your event.
- Directional signs for your event must abide by the guidelines outlined above in the Signage section. Only two directional signs are permitted and allowed to be set immediately before the start of your event.
Contact Information

Ancillary Events

Email: ascoeventrequest@spargoinc.com
Phone: 703-631-6200

Official Hotel Bureaus

Gastrointestinal Cancers Symposium
Email: gihousing@spargoinc.com
Phone: 888-788-1522
1-703-449-6418

Genitourinary Cancers Symposium
Email: guhousing@spargoinc.com
Phone: 888-788-1522
1-703-449-6418

ASCO-SITC Clinical Immuno-Oncology Symposium
Email: immunohotel@spargoinc.com
Phone: 888-788-1522
1-703-449-6418

ASCO Annual Meeting
Email: ascohousing@spargoinc.com
Phone: 888-788-1522
1-703-449-6418

Policies and Guidelines

ASCO Exhibits
Email: exhibits@asco.org
Phone: 571-483-1599