American Society of Clinical Oncology®
Conquer Cancer® The ASCO Foundation
Policy for Exhibitors and Other Organizations at
ASCO Meetings
Effective August 15, 2018

I. INTRODUCTION
II. SUPPORT FOR ASCO AND CONQUER CANCER SPONSORED ACTIVITIES
III. ANCILLARY ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS
   A. Ancillary Activities and Events Held Adjunct to ASCO Meetings
   B. Marketing of Products and Services Outside of the Exhibit Hall
IV. EXHIBITS AND THE EXHIBIT HALL
   A. Compliance with Law, Regulations, and Exhibitor Agreement
   1. General Requirements, Amendments
   2. Safety and Access Laws
   3. Liability for Damage to Property
   4. Review and/or Expulsion of Exhibitors
   5. Attorneys’ Fees, Governing Law, Jurisdiction
   B. Eligible Exhibitors
   C. Eligible Exhibits
   1. ASCO Review of Exhibits
   2. Compliance with Applicable Law and Regulations
   3. Theaters, pavilions, and other designated areas
   4. Restriction Upon Exhibition of Dietary Supplements
   5. Restriction Upon Market Research Products and Services
   D. Restriction of Exhibit Materials to Exhibit Space
   E. Exhibit Content and Booth Regulations
   1. Exhibit Content and Activities
   2. Advance Approval of Booth Activities Required
   3. Admission to the Exhibit Hall
   4. Exhibit Space Selection
   5. Exhibit Display and Exhibit Booth Construction
   6. Inline Booth
   7. Corner Booth
   8. Island Booth
   9. Rigging Requirements - Truss, Lighting, and Hanging Sign Installation
   10. Tabletop Exhibits
   11. Prohibited Activities and Items in the Exhibit Hall
   12. Fundraising
   13. Prohibition Upon Sales
   14. Operation of the Exhibit Booth/Table
   15. Exhibitor Personnel Conduct
   16. Photography, Video Recording, and Audio Recording
   17. Food and Beverage
F. GIVEAWAYS

1. Eligible Giveaways
2. Specific Giveaway Restrictions
3. Advance Approval Required
4. Porter Service Required
5. Storage of Materials and Boxes

G. PROHIBITION UPON SUBLETTING SPACE AND PERMITTING UNAUTHORIZED ACCESS/EXHIBITS

1. No Assignment of Space or Exhibition of Unapproved Goods or Services
2. Unauthorized Access and Misuse of Badges
3. Activities on Behalf of Non-Exhibiting Firms

H. USE OF CONTRACTORS FOR PROVISION OF EXHIBIT SERVICES

I. EMERGENCIES, STRIKES, EMBARGOS, OTHER OCCURRENCES BEYOND ASCO’S CONTROL

1. ASCO Right of Termination
2. Pro-Rated Refund

J. LIABILITY, INSURANCE AND INDEMNIFICATION

1. Indemnification
2. Exclusions from Liability
3. Insurance

K. SECURITY

L. NOTIFICATIONS

M. USE OF ASCO’S DESIGNATED HOUSING AGENT

N. CANCELLATION BY EXHIBITOR

V. PUBLIC RELATIONS

VI. USE OF ASCO, CANCERLINQ, AND CONQUER CANCER NAMES AND TRADEMARKS

VII. DISCIPLINARY ACTION
I. INTRODUCTION

This joint policy (this “Policy”) of the American Society of Clinical Oncology (“ASCO”), Conquer Cancer Foundation of the American Society of Clinical Oncology (“Conquer Cancer”), and CancerLinQ LLC (“CancerLinQ”) establishes the general standards that these organizations will apply to the activities of commercial firms and other organizations, including not-for-profit organizations, during or in connection with ASCO meetings, as exhibitors, meeting supporters, or otherwise. Related requirements governing various activities are set forth in:

- Terms and conditions of the ASCO Exhibitor Agreement
- Requirements specified in the Exhibitor Service Manual
- ASCO’s Corporate and Institutional Public Relations Policies
- Guidelines for use of ASCO Marks by Third Parties during ASCO Meetings and Symposia
- Policies and rules of the Meeting Venue
- Special requirements, policies, or guidelines developed by ASCO for designated theaters, pavilions, or areas in the Exhibit Hall
- Any guidelines and requirements established by ASCO regarding selection of exhibit space, hotel accommodations, and ancillary events and space
- ASCO Meeting Policies (found on the meeting home page under the “About” section), including the ASCO Event Attendee Conduct Policy

Organizations are expected to familiarize themselves with this Policy and the foregoing materials. ASCO and Conquer Cancer are available to assist with any questions concerning this Policy or any of the foregoing materials.

ASCO meetings are educational events intended to facilitate the communication of new scientific knowledge and to advance the practice of oncology. The preservation of the scientific integrity and educational value of ASCO meetings is of paramount importance to ASCO and Conquer Cancer. To this end, ASCO invites organizations to support and participate in ASCO meetings in a manner that complies with the requirements described in this Policy and related documents. As a matter of ASCO policy, the form and manner of any such activity must also comply with 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 PhRMA Code on Interactions with Healthcare Professionals; the Accreditation Council for Continuing Medical Education (ACCME) Accreditation Criteria and Standards for Commercial Support; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers.

Compliance with all applicable laws and regulations, and with this Policy and related materials described above, is required of every organization that participates in ASCO meetings. Organizations that violate any of the foregoing will be subject to disciplinary action as further described in Section VII below.

Various thematic or multidisciplinary meetings are sponsored by ASCO and cosponsored by one or more other organizations. This ASCO Policy for Exhibitors and Other Organizations at ASCO Meetings apply to those meetings, with ASCO administering the Policy. Generally, references to ASCO meetings in this document should be understood to include those meetings that have other cosponsors where ASCO is the lead organization.

II. SUPPORT FOR ASCO AND CONQUER CANCER SPONSORED ACTIVITIES

Commercial firms, foundations, and other organizations are invited to provide support for ASCO, CancerLinQ, and Conquer Cancer for scientific and educational activities, publications, and other products. Such activities include, but are not limited to: symposia; conferences; meetings; workshops; research grants; awards; and audio, video, or online educational activities. ASCO, CancerLinQ, and Conquer Cancer prefer their activities to be supported by multiple supporters. ASCO, CancerLinQ, and Conquer Cancer are solely responsible for the development and implementation of each of their activities. ASCO, CancerLinQ, and Conquer Cancer alone will determine the content of their scientific and educational activities and will own all associated intellectual property. ASCO, CancerLinQ, and Conquer Cancer will also determine the distribution, production, and pricing of the activity’s materials.
Any funds provided in support of ASCO, CancerLinQ, or Conquer Cancer programs or products must be made payable to Conquer Cancer unless otherwise specifically indicated. Conquer Cancer is an organization classified under section 501(c)(3) of the Internal Revenue Code and operates in support and furtherance of ASCO’s scientific and educational purposes.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of a grant must be documented by a signed letter of agreement among the organization providing the support, ASCO, and Conquer Cancer. Neither Conquer Cancer nor ASCO may enter into an agreement which requires either entity to accept the supporter’s advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity. Supporters are entitled to review the budgets of programs or activities for which they provide support. Conquer Cancer accepts support for one or multi-year periods (as defined in the applicable agreement entered into between Conquer Cancer and the supporter).

ASCO and/or Conquer Cancer will acknowledge support in program materials as applicable but will not permit representatives of organizations providing support to engage in sales or promotional activities or to distribute commercial promotional materials in the room where the activity takes place. Display or distribution of promotional materials, including standards related to product specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable continuing medical education (“CME”) standards.

III. ANCILLARY ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS

ASCO and Conquer Cancer recognize that during ASCO meetings, commercial firms and other organizations may wish to host their own events and activities, for purposes ranging from investigator meetings to providing social and business opportunities for firm employees and meeting attendees.

A. Ancillary Activities and Events Held Adjunct to ASCO Meetings

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following an ASCO meeting must notify ASCO of such activities in advance by submitting an Ancillary Event Request to ASCO by the deadline specified for the particular meeting. ASCO, in its sole discretion, will determine whether the proposed activity appears to meet ASCO standards and requirements and will notify the applicant if the Ancillary Event Request is approved. Such approval is conditioned on the event being held in compliance with this Policy.

Ancillary activities, including media events, should not compete with the agenda or events of the ASCO meeting. The nature of any ancillary activities should be in keeping with the educational focus of an ASCO 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 and must comply with this Policy.

ASCO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by ASCO, to monitor whether the activity complies with applicable ASCO policies and requirements. Any confidential information that is obtained by ASCO representatives in any ancillary event or activity will be kept confidential if it is identified as confidential during the ancillary event or activity.

Ancillary activities, including Premium Ancillary Educational Events, must meet the criteria outlined in this Policy. If ASCO develops specific requirements applicable for one or more limited categories of ancillary activities, then those specific requirements will apply to those ancillary activities.

- The activity or event must comply with meeting blackout times and be scheduled as to permit attendees sufficient time to participate in official meeting activities and sessions. ASCO will indicate meeting blackout times on the Ancillary Event Request website, www.asco.org/eventrequest.
- ASCO must receive and approve a completed Ancillary Event Request or Premium Ancillary Educational Event Proposal by the deadline specified for the particular meeting. This online form can be found at www.asco.org/eventrequest.
No participant may present a paper scheduled for presentation during the ASCO meeting and under embargo at the time of the event. The activity or event must comply with ASCO’s Abstract Confidentiality Policy.

No participant may be identified by any applicable ASCO title.

No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the ASCO name or logo, or otherwise suggest or imply that ASCO, CancerLinQ, or Conquer Cancer has endorsed, sponsored or accredited the event, unless otherwise expressly permitted under Section VI of this Policy. ASCO, CancerLinQ, and Conquer Cancer slide templates, color schemes, and other means of confusing the event with an ASCO-sponsored event may not be used without ASCO’s prior written permission in each case. The name of the ASCO meeting or symposia may be mentioned one (1) time only in each marketing piece (not including stationary advertising such as billboards and airport signage) for identification purposes, in a reasonably-sized, neutral font. The information that may be included on stationary advertising is subject to the restrictions set forth in Section III.B. None of ASCO, CancerLinQ, Conquer Cancer, or the name of the ASCO meeting or symposia may be part of a title or heading of the ancillary event, be prominently featured, or listed first in print or electronic materials.

“ASCO” and other trademarks of ASCO must comply with Section VI and may not be used in the URL, links, or Google Ads or similar online functionality in connection with the event.

The following disclaimer must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, meeting signage, websites, derivative products, etc. for the event (not including stationary advertising):

<table>
<thead>
<tr>
<th>For the ASCO Annual Meeting and non-cosponsored meetings:</th>
<th>For cosponsored Symposia:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Not an official event of the 20xx ASCO Annual Meeting or 20xx [Insert Official Meeting Name]. Not sponsored, endorsed, or accredited by ASCO, CancerLinQ, or Conquer Cancer.” [Where applicable: Not CME-accredited.]</td>
<td>“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.]</td>
</tr>
</tbody>
</table>

Meeting signage may NOT include the ASCO, CancerLinQ, or Conquer Cancer name, logo, or name of ASCO meeting except in the above required disclaimer, which must be prominently displayed and included on all signs (not including stationary advertising), unless otherwise expressly permitted under Section VI of this Policy.

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

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. If the event is being held at the same hotel as the ASCO meeting or symposium, directional signage may be displayed but may not be directly outside the rooms where the ASCO event is being held. ASCO must approve the location of the directional sign(s) when placed on site.

Lead retrieval units are permitted for use during the event.

Event names, invitations, communications, and marketing may not include the phrase “Satellite Symposium.”

B. Marketing of Products and Services Outside of the Exhibit Hall

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the exhibit hall or other exhibit room or exhibit display area (“Exhibit Hall”). 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 not sponsored by ASCO), 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.
Mobile advertisements (including advertising via drones, buses, taxis, Segway’s, boats, planes, street cars, food trucks, etc.) within the meeting location’s metropolitan area, including airports, within ten (10) days before, during, or after the meeting, are strictly prohibited.

Stationary advertising (e.g. billboards and airport signage) requires advance review and approval by ASCO. It must be company and/or product specific and not include mention of ASCO or the name, dates, or venue of the ASCO meeting. Exhibitor booth numbers may be included. The use of any name, logo, or trademark of ASCO, CancerLinQ, or Conquer Cancer is strictly prohibited without ASCO’s advance written consent, as set forth in Section VI. For approval, please submit the Use of ASCO/CancerLinQ/Conquer Cancer Name Form located in the online Exhibitor Resource Center.

As an organization accredited by the ACCME to provide continuing medical education, ASCO maintains professional standards in relation to all events and activities at its meetings. In accordance with ACCME standards, ASCO does not permit exhibitors to promote ASCO’s scientific or educational programs. Advertising, marketing materials, and product literature distributed inside or outside the Exhibit Hall must not contain any reference to specific posters or meeting sessions. Companies may advertise activities taking place in their booth as set forth in Section IV.E.11.

Exhibitors must submit a sample of all advertising or marketing materials related to ASCO’s meetings, including ASCO’s Annual Meeting or ASCO Symposia or co-sponsored meetings, including but not limited to flyers, internet postings, emails, online advertisements, and postcards, to ASCO for approval subject to compliance with ASCO mailing list guidelines.

Exhibitors using their own mailing lists must submit the sample materials in advance to ASCO. For approval, please contact exhibits@asco.org.

ASCO gives exhibitors the opportunity to purchase the pre- and/or post-meeting mailing list with ASCO approval. Exhibitors using a meeting list must submit the sample materials to ASCO’s official mailing list vendor (INFOCUS Marketing, sales@infocusmarketing.com) who will process these requests and contact ASCO for approval. INFOCUS Marketing is the sole supplier of any of the ASCO mailing lists. Such mailing list constitutes the confidential and proprietary property of ASCO and may not be used except as specifically permitted by written agreement with ASCO.

All marketing must comply with Section VI of this Policy.

IV. EXHIBITS AND THE EXHIBIT HALL

To ensure that exhibit space complements the educational mission of ASCO, ASCO will review requests for exhibit space to determine whether prospective exhibitors and their products meet ASCO criteria and standards. During its meetings, ASCO will monitor exhibitor activities, displays, products, giveaways, and conduct for compliance with ASCO policies, and the terms of the Exhibitor Agreement.

To obtain exhibitor feedback and improve the operation of the Exhibit Hall, ASCO will invite all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting. Feedback may also be provided by email at exhibits@asco.org or to any member of the ASCO Meetings staff.

A. Compliance with Law, Regulations, and Exhibitor Agreement

1. General Requirements, Amendments

This Policy is to be construed as a part of the Exhibitor Agreement and together, the Exhibitor Agreement and this Policy supersede any other agreement between ASCO and exhibitors regarding exhibit space during ASCO meetings, unless specifically provided in such other agreement. All interpretations, as well as answers to questions and matters not specifically covered by this Policy, will be decided by ASCO in its sole discretion. ASCO reserves the right to make any reasonable
changes to this Policy or to the Exhibitor Agreement as necessary to ensure the health and safety of those in attendance and the orderly and appropriate operation of the Exhibit Hall. Exhibitors will be advised of any such changes by email and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by ASCO.

2. Safety and Access Laws

Exhibitors must comply with all applicable laws and regulations, including rules of the meeting facility. Exhibitors should follow government guidelines under the Americans with Disabilities Act of 1990 when providing for access to exhibit space. The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. All electrical wiring and equipment installed must comply with the facility/local Electrical Code and Fire Department Regulations. Approved Electricians reserve the right to refuse connections where wiring constitutes a safety hazard or does not meet the Electrical Code. If an exhibitor is found in non-compliance of the Code, approved electricians may be able to correct the fault and restore the booth to Code. This will be done on a time and materials basis at the exhibitor’s expense.

Exhibits must not block aisles or fire exits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping material, etc. are to be removed from the exhibit floor and may not be stored under tables or behind the exhibits. Flammable fluids and material must be kept in safety containers in compliance with facility and local fire department rules and regulations. Open flames, all LP Gases, and oxygen tanks are not permitted.

3. Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, elevators, floors, walls, or columns, or to standard booth equipment, or to other exhibitors’ property.

4. Review and/or Expulsion of Exhibitors

ASCO may review the exhibit floor activities and online activities of exhibitors at any time. ASCO may deny an exhibitor access to or expel an exhibitor from the event without refund of any fees if, as determined solely by ASCO, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the Exhibitor Agreement and this Policy.

5. Attorneys’ Fees, Governing Law, Jurisdiction

The Exhibitor Agreement between the exhibitor and ASCO, of which this Policy is a part, shall be governed by the laws of the Commonwealth of Virginia, without regard to choice of law provisions. The exhibitor and ASCO consent to the exclusive subject matter and personal jurisdiction of the federal and state courts in Alexandria, Virginia, over any dispute arising under the Exhibitor Agreement or ASCO’s enforcement of ASCO policies and standards. In the event that ASCO litigates to enforce its rights, it shall be entitled to reasonable attorneys’ fees incurred in connection with a judgment obtained by it.

B. Eligible Exhibitors

Only a company or other organization identified in a signed Exhibitor Agreement, submitted either by hard copy or online, that has been approved by ASCO may exhibit at or in connection with an ASCO meeting. ASCO retains the sole and exclusive right to determine which companies and organizations may exhibit at or in connection with ASCO meetings. Only the organization whose name appears at the top of its Exhibitor Agreement is eligible to be placed in the booth or appear on any printed list of exhibitors.
C. Eligible Exhibits

1. ASCO Review of Exhibits

Eligible exhibitors may exhibit commercially-available oncologic and health/wellness products and services whose marketing, safety and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by ASCO. Products eligible for exhibition are oncologic and health/wellness-related products, equipment, and services that, upon review by ASCO and at the sole determination of ASCO reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations when applicable.

2. Compliance with Applicable Law and Regulations

All exhibits and exhibited items must comply with all applicable local, state, and federal law and regulations. Exhibitors are responsible for compliance with meeting applicable legal requirements, including, if applicable, FDA regulations which govern the labeling of displayed products, prohibit sponsoring hands-on or educational events for non-approved products, and affect how booth descriptions may be listed in meeting programs. For more information on FDA compliance, refer to the FDA’s website at www.fda.gov.

3. Theaters, pavilions, and other designated areas

Exhibitors whose products or services meet the requirements of a theater, pavilion or designated area in the Exhibit Hall (as determined by ASCO), as well as ASCO’s guidelines for eligible exhibits, may be eligible to exhibit or engage in specified activities within an ASCO-designated theater, pavilion or area. Any special requirements, policies, or guidelines developed by ASCO for designated theaters, pavilions or areas in the Exhibit Hall are to be construed as part of this Policy and the Exhibitor Agreement.

4. Restriction Upon Exhibition of Dietary Supplements

Dietary supplements that (i) make any claim to diagnose, mitigate, treat, cure, or prevent any disease, specific class of disease, disease symptom, or abnormal medical condition; or (ii) claim an effect similar to that of an approved drug, biological product, or medical device may not be exhibited without ASCO’s prior written approval. Approval shall be in ASCO’s sole discretion, but will not be granted unless sufficient documentation is provided to ASCO that demonstrates that the product’s claimed health benefit(s) are supported by competent and reliable scientific evidence. Requests for approval may be submitted to exhibits@asco.org.

5. Restriction Upon Market Research Products and Services

Exhibits with a primary purpose of exhibiting or conducting market research, business intelligence, identification of key opinion leaders, identification of data sources, or similar activities not consistent with the tenor of the Exhibit Hall are not eligible.

D. Restriction of Exhibit Materials to Exhibit Space

Except as otherwise approved by ASCO in advance and in writing, at the meeting venue, exhibit materials and advertising may not be displayed or distributed beyond the perimeters of the exhibitor’s assigned booth and exhibitors must comply with other provisions of this Policy, including as set forth in Section III.B.
E. Exhibit Content and Booth Regulations

1. Exhibit Content and Activities

The Exhibit Hall atmosphere must always be congruent with the educational mission of ASCO. All booth activities and content must be professional in nature and provide educational information related to the field of oncology.

2. Advance Approval of Booth Activities Required

Exhibitors must complete and submit to ASCO a Booth Activity Approval Form no less than thirty (30) days prior to the first move-in day for the ASCO Annual Meeting and by the deadline on the Booth Activity Approval Form for the Symposia. Passing out exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors’ approval requests.

3. Admission to the Exhibit Hall

Exhibitors must wear the official ASCO supplied badge at all times in the Exhibit Hall. All badges are nontransferable and are the sole property of ASCO. ASCO, SPARGO, Inc., and event security personnel reserve the right to revoke any badge at any time. No one under the age of 18 is allowed access to the exhibit area at any time without the advance written approval of ASCO. Access to the Exhibit Hall during set-up and dismantle times for booths is restricted to the published hours unless special arrangements have been made with ASCO. Please contact meeting security for assistance with access to the Exhibit Hall for hours other than those listed.

4. Exhibit Space Selection

ASCO shall assign exhibit space and reserves the right to change the location of said exhibit space at any time and for any reason. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by ASCO.

Exhibit spaces may not be wider than they are deep. Exceptions may be made at ASCO’s discretion.

5. Exhibit Display and Exhibit Booth Construction

All exhibit floor spaces must be completely carpeted or covered with an approved material (bare floors in booths are not allowed). If an exhibitor’s floor space is not covered by 2:00 PM on the day prior to the Exhibit Hall opening, ASCO will arrange for the general services contractor to install carpet at the exhibitor’s expense. Exhibitors may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment. Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor’s expense.

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit or the overhead rigging weight limit of the Exhibit Hall. The exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conforming to maximum floor load specifications.

Raised floors must be non-hazardous and wheelchair accessible. Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at transitions.

6. Inline Booth

Inline booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. At the Annual Meeting, ASCO will provide a standard draped booth, consisting of an 8’ high backdrop, 36” draped side rails, and a
7”x44” Company ID sign which will include the “exhibiting as” company name from the exhibit space application and the booth number. Hanging signs are not permitted over inline booths.

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only on the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. No objects or decorations that obstruct visibility will be permitted. Note: When three or more inline booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

7. Corner Booth

A corner booth is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. Corner booths do not include 36” draped side rails on the open corner(s) unless special arrangements have been made in advance. For special arrangements, please contact ascoexhibits@spargoinc.com. All other guidelines for inline booths apply.

8. Island Booth

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20’x20’) or larger, although it may be configured differently. Exhibitors who wish to construct an island booth are required to submit a scaled floor plan and elevation diagram (digitally) to ASCO for approval at least thirty (30) days prior to the Annual Meeting. These plans must include hanging signs, rigging components, and water features. The plan must include the scale utilized. Any changes that occur after initial submission must be resubmitted to ASCO for approval prior to the Annual Meeting. Multi-level island booths are not permitted.

Island booths are to be constructed to allow a contiguous two-foot (2’) access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth. Kiosks, podiums, help desks, etc. must be set back two feet (2’) from the entry access point of the booth. Walls built within an exhibitor’s booth are exempt from this requirement. All island booths must have ample sight lines to assure adjacent exhibits are visually accessible. The maximum height of an island booth is twenty (20) feet. The top of the booth’s sign may not extend more than twenty (20) feet from the Exhibit Hall floor and cannot block the visibility of ASCO signs or other exhibitors’ booths. There must be a minimum clearance of 8’ from the bottom of any hanging sign/structure to the Exhibit Hall floor if attendees are expected to walk below such sign/structure. Signage over walls or static structures will require a significant clearance between the top of a wall or static structure and the bottom of a sign, banner, or header to ensure clear sight lines through the Exhibit Hall. Hanging signs must be hung directly over the island booth and not in the aisles. Installation of hanging signs must take place according to the schedule provided in the Exhibitor Service Manual.

Island booths may use water features in their exhibit with advanced review and approval by ASCO. Water features must be included in the scaled floorplan and elevated diagram that is submitted to ASCO for approval at least thirty (30) days prior to the Annual Meeting.

Island booths may use special lighting. Lighting must be directly over or in the exhibitor’s booth and cannot affect other exhibitors or aisles. The Exhibit Hall lighting may be dimmed or blacked out to accommodate exhibitors’ lighting requirements at ASCO’s discretion. ASCO will not approve blacking out overhead lights which may affect aisles or another exhibitor’s space. The exhibitor is responsible for all costs associated with this request.

9. Rigging Requirements - Truss, Lighting, and Hanging Sign Installation

Exhibitors who wish to order Truss, Lighting, and Hanging Sign Installation are required to submit the specifications with their booth rendering submission, as described in Section IV. E. 8. The specifications must include a scaled floor plan (digitally) of the item(s) and must be submitted to ASCO for approval through the Exhibitor Resource Center (available online in February) no less than
thirty (30) days prior to the first move-in day of the Annual Meeting. The plans must include the scale utilized.

All Truss, Lighting, and Hanging Sign Installation must take place according to the schedule provided in the Exhibitor Service Manual.

10. Tabletop Exhibits

For ASCO meetings with tabletop exhibits, materials are restricted to the tabletop only. The only exceptions are banner stands and monitor stands, which are permitted on the floor directly behind the exhibit table. Literature stands, pop-up equipment, devices, or apparatus may not be displayed.

11. Prohibited Activities and Items in the Exhibit Hall

Group activities of any kind, including live delivery of didactic lectures and presentations, are prohibited in the Exhibit Hall, except to the extent permissible under ASCO guidelines on posters in exhibit booths or as specified by ASCO for theaters, pavilions, or other areas designated by ASCO. Exhibitors may provide company and/or product information to attendees on a one-to-one basis.

Exhibitors may offer written and online materials through which attendees can obtain CME credit. In offering these materials exhibitors must comply with the other prohibitions in this section, including the prohibitions on group activities, didactic lectures, and theater style seating. Exhibitors may not suggest that ASCO serves as the CME provider, or is involved in or endorses the CME materials in any way.

Exhibitors may display electronic posters/abstracts in booths in the Exhibit Hall in addition to providing abstract reprints.

- Marketing or advertising must be limited to information about the activity/presentation held in the exhibitor’s booth. It cannot include marketing of the date, time, or location of the session or poster session held by ASCO.
- Presentations may be displayed on screens as often as desired.
- Plenary presentations/materials may not be displayed at any time.
- Presenters or company representatives may speak with individuals or to a group that gathers.
- Presentation display areas may not include seating for attendees.
- Companies are required to secure proper author permissions for all presentations.
- Companies are required to follow ASCO’s Embargo Policy.
- For information about using ASCO’s Virtual Meeting content in your booth, contact licensing@asco.org.

Quizzes, contests, games, drawings, and raffles are not permitted unless approved by ASCO in advance. Quizzes, contests, games, drawings, and raffles should be designed for participation by individual attendees and must comply with applicable laws and regulations. Quizzes, contests, games, drawings, and raffles must be submitted for approval at least thirty (30) days prior to the first move-in day through the Exhibitor Resource Center and will be approved on a case by case basis. ASCO will not approve quizzes, contests, games, drawings, or raffles with distracting features, including flashing colors and sound effects or leaderboards. Exhibitors are responsible for complying with applicable laws, regulations, guidance, and requirements, including of the meeting venue, with respect to quizzes, contests, games, drawings, and raffles.

ASCO may also, on a limited basis, grant individual exhibitors permission to have drawings or raffles for prizes. Any drawing or raffle must be conducted in compliance with applicable laws and regulations, and prizes must be consistent with the requirements for giveaways set forth in Section IV.F of this Policy and applicable laws, regulations, guidance, and requirements. ASCO will not approve drawings or raffles where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of drawings and raffles should not compete inappropriately with...
meeting sessions and is subject to approval by ASCO. Drawings and raffles must be submitted for approval at least thirty (30) days prior to the first move-in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for the ASCO Symposia and co-sponsored meetings. Exhibitors must submit copies of any applicable permits or licenses upon request.

The following are prohibited in the Exhibit Hall:
- Microphones or excessive amplification devices which may result in the disturbance of other exhibitors
- Theater style seating (except to the extent designated by ASCO in theaters, pavilions, or other limited areas)
- Live delivery of didactic lectures and presentations, except to the extent permissible as set forth in this Section IV. E. 11.
- Lighter than air objects
- Flashing lights
- Playing or performing of recorded or live music during the published Exhibit Hall hours
- Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees
- Distribution of alcoholic beverages in exhibit booths and in exhibitor meeting rooms, unless approved by ASCO in advance and in writing. ASCO will review and permit exhibitors to serve alcoholic beverages in exhibitor meeting rooms on a case-by-case basis. Exhibitors who receive ASCO’s prior written approval will only be permitted to serve alcoholic beverages after 4:30PM.
- Distribution of advertising, marketing materials, and product literature containing any reference to specific posters or meeting sessions, except to the extent permissible as set forth in this Section IV.E.11.
- Unauthorized reproduction or distribution of ASCO abstracts
- Magicians, jugglers, motivational speakers, sleight of hand artists, illusionists or caricature artists
- Multi-level island booths
- Soliciting attendees or exhibitors in the aisle(s) outside booth space, in booths other than their own, or elsewhere in the meeting venue

12. Fundraising

Unless a special exception has been granted by ASCO and Conquer Cancer in advance for fundraising activities to benefit certain not-for-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Exhibit Hall. Any organization seeking such an exception, including to make Conquer Cancer a recipient of any fundraising activities, must submit the Booth Activity Request form and the Fundraising Request for Approval form through the online Exhibitor Resource Center at least thirty (30) days prior to the first day of move-in.

13. Prohibition Upon Sales

Publishing companies are permitted to sell oncology-related books and journals during Exhibit Hall hours. Selling is otherwise prohibited in the booth unless an exception has been granted in writing from ASCO. Sales related to fundraising activities are prohibited except as provided under Section IV.E.12 of this Policy. Publishing companies and those granted exceptions for selling items in their booth are required to collect and remit applicable city and state sales taxes. Please see the Exhibitor Service Manual for details on who to contact regarding city and state sales taxes.

Any exhibitor wishing to apply for an exception to the prohibition upon sales must submit the Booth Activity Request form through the online Exhibitor Resource Center at least thirty (30) days prior to
13. Operation of the Exhibit Booth/Table

All booth activities and queuing must be contained in the individual exhibitor’s booth.

A targeted freight move-in schedule will be included in the Exhibitor Service Manual approximately ninety (90) days prior to the start of the meeting. No installation of booths or display materials is allowed during published Exhibit Hall hours of operation. Exhibits must remain fully intact and staffed at all times during the published Exhibit Hall hours of operation. Dismantling and packing of exhibits will not be permitted until the published dismantling times. Failure to comply may result in disciplinary action, as set forth in Section VII.

15. Exhibitor Personnel Conduct

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all ASCO policies, applicable law, and terms of the Exhibitor Agreement.

Exhibitor personnel may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed area of another exhibitor.

Exhibitor personnel, including vendors hired to work in their booth, may not solicit attendees, other exhibitors, meeting presenters, or meeting faculty from outside of their booth or elsewhere in the meeting venue, including at educational and scientific meeting rooms and poster sessions, and may not canvass in any part of the Exhibit Hall or meeting venue.

Personnel not commercially connected with the industry may not be employed to assist in the exhibitor’s booth without the written permission of ASCO.

All exhibit personnel must conduct and present themselves in professional matter. ASCO expects all exhibit personnel to dress professionally and appropriately. Costumes or other staff uniforms that are misleading (e.g. white coats or other attire with medical connotations) are not appropriate. ASCO reserves the right to make determinations on appropriate attire in its discretion.

16. Photography, Video Recording, and Audio Recording

Exhibitors must obtain approval to photograph, videotape, and/or audiotape (including time-lapse photography) in the Exhibit Hall. For approval for the Annual Meeting, submit the Photography and Video and Audio Recording Approval Form located in the online Exhibitor Resource Center no later than thirty (30) days prior to the first day of move-in. For approval at other meetings, contact ASCO Exhibits Management at ascoexhibits@sparqoinc.com no later than thirty (30) days prior to the first day of move-in. Approval is at ASCO’s sole discretion.

Exhibitors who do not wish to use ASCO’s official photographer listed in the Exhibitor Service Manual must complete the following:

- Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center. The exhibitor-appointed photographer/videographer must provide ASCO with proof of adequate insurance as part of the Exhibitor Appointed Contractor notification and comply with the meeting facility’s policies and procedures for Exhibitor Appointed Contractors.
- The exhibitor may be required to make arrangements through the official security services company for an escort at their own expense. An order form can be found in the Exhibitor Service Manual.
- All Exhibitor Appointed Contractors working on show days must have official meeting badges. Exhibitors are responsible for making sure all contractors are badged appropriately and are responsible for all associated costs.
All photography, video, and audio equipment must remain with exhibitors’ booth space and must not disrupt visitor traffic. Exhibitors may not photograph or videotape other exhibitors’ or organizations’ exhibits and/or Exhibit Hall attendees.

The use of any name, logo, or trademark of ASCO or Conquer Cancer is strictly prohibited without ASCO’s advance written consent, as set forth in Section VI. Exhibitors who seek and receive approval to photograph, videotape, and/or audiotape in the Exhibit Hall will need to sign a waiver stating the number of cameras being used, mounting locations and ASCO and ASCO security will not be held liable for loss or theft of these devices.

Photographing, audio recording, and video recording occurring outside the Exhibit Hall are governed by ASCO Media Policies. Please contact commpolicies@asco.org for more information regarding these policies.

17. Food and Beverage

Any food or beverage provided by individual exhibitors must be provided in a manner consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals. All food and beverage provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash and/or cash equivalents, coupons, and vouchers for food or beverages are not permissible. Exhibitors must submit a Booth Activity Approval Request form through the online Exhibitor Resource Center for approval to provide food or beverages to ASCO no later than (thirty) 30 days in advance of the Annual Meeting or via email to ascoexhibits@spargoinc.com for ASCO Symposia and co-sponsored meetings. Approval is at ASCO’s discretion. Any exhibitors found providing food or beverages that have not been approved or are not compliant with ASCO policies will be required to cease immediately. ASCO will not accept onsite requests for provision of food or beverage.

Food and beverage requests must comply with the rules and regulations of the official provider designated by the meeting facility. Any exhibitor at the Annual Meeting who provides food and beverage to attendees is required to order and pay for porter service through the exclusive general services contractor. Order forms and additional information will be made available in the Exhibitor Service Manual.

F. Giveaways

1. Eligible Giveaways

All giveaways must be provided in a manner consistent with all laws and guidance, including the CMSS Code for Interactions with Companies and the PhRMA Code on Interactions with Healthcare Professionals (“PhRMA Code”), applicable to the exhibitor, as well as with the provisions of this Policy.

Giveaways by Commercial Exhibitors: It is ASCO’s policy that all giveaways by commercial exhibitors will meet the giveaway standards of the CMSS Code for Interactions with Companies and with the PhRMA Code, regardless of whether the exhibitors have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals. Giveaways must not exceed $10 USD in value and must be available to all registered attendees immediately upon request.

Giveaways by Non-Profit Exhibitors and Government Agencies: All giveaways by non-profit exhibitors and government agencies must not exceed $10 USD in value and must be available to all registered attendees immediately upon request. Giveaways by non-profit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors above.

2. Specific Giveaway Restrictions

14
Tote bags are not eligible giveaways for commercial exhibitors. Tote bag giveaways provided by non-commercial exhibitors must be professional in appearance and in function. A sample tote bag (not a paper rendering) must be submitted to ASCO for approval no later than thirty (30) days prior to the Annual Meeting and by the deadline on the Giveaway Approval Form for ASCO Symposia and co-sponsored meetings. Oversize tote bags (those exceeding 16”x18”x6”) and tote bags with wheels are prohibited.

Cash and/or cash equivalents may not be offered to attendees. Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees is not allowed.

The following items are not eligible giveaways: oversize bags, bags with wheels, balloons, beach bags, blankets, cash or cash equivalents, fans, gift certificates, golf/tennis balls, hats, massagers, music CDs, phone cards, prescription and non-prescription drugs, stuffed animals, t-shirts, and watches.

Distribution of giveaways and other promotional items in event facilities outside of the exhibit booth or outside of designated meeting exhibit space at event hotels is prohibited for the duration of the ASCO Annual Meeting and ASCO Symposia and co-sponsored meetings.

3. Advance Approval Required

All giveaways must be approved by ASCO. To obtain approval, exhibitors must submit a Giveaway Approval Form through the online Exhibitor Resource Center no less than thirty (30) days prior to the first day of move-in for the Annual Meeting and by the deadline on the Giveaway Approval Form for the ASCO Symposia and co-sponsored meetings. Approval of giveaways, including determinations as to whether an item is educational under Section IV.F.1 of this Policy, is at ASCO’s discretion. Any exhibitors found distributing materials that have not been approved or are not compliant with ASCO policies will be required to cease distribution immediately. ASCO will not accept onsite requests for giveaway approvals.

4. Porter Service Required

At the Annual Meeting, exhibitors who will be distributing giveaways and/or providing food and beverage to attendees in their exhibit booths and/or in their meeting rooms must order and pay for porter service through the exclusive general services contractor. The order form for porter service will be provided in the online Exhibitor Service Manual. Porter service includes monitoring of the exhibit booth and meeting rooms, emptying wastebaskets, and collecting empty boxes throughout the Exhibit Hall and exhibitor meeting room areas during open hours. Standard wastebasket emptying does not include removal of empty boxes. If porter service has not been ordered by 2:00 PM Central Time on the day prior to the Exhibit Hall opening, ASCO will arrange for the porter service through the general services contractor at the exhibitor’s expense.

5. Storage of Materials and Boxes

At the Annual Meeting, accessible storage for exhibitor materials will be available from the official decorator for a fee. Accessible storage items will be delivered to the exhibitor’s booth by the official decorator upon request beginning at 8:00 AM the day before the Exhibit Hall opens. A one-day supply of advertising materials, product or literature may be kept in an exhibitor’s booth but not behind the booth back wall. Empty cartons may not be stored in or behind the booth back wall. The official decorator will temporarily remove empty crates, cartons, containers (including plastic) and packing materials if you label them with stickers marked empty which can be found at the Exhibitor Service Desk. Empty crates will be returned during move-out. In addition, empty boxes may not be placed in the Exhibit Hall aisles, behind or adjacent to columns, or in trash cans in the Exhibit Hall for removal during Exhibit Hall hours of operation. If an exhibitor does not properly handle empty boxes, ASCO will remove the boxes at the exhibitor’s expense. The storage of materials also must comply with local fire department and Underwriters Laboratories’ rules.
At other ASCO meetings, accessible storage may be available, depending upon location and storage limitations. For these meetings, information regarding accessible storage availability will be included in the Exhibitor Service Manual.

G. Prohibition Upon Subletting Space and Permitting Unauthorized Access/Exhibits

1. No Assignment of Space or Exhibition of Unapproved Goods or Services

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business and approved by ASCO for exhibition during the meeting.

2. Unauthorized Access and Misuse of Badges

False certification of individuals as exhibitor’s representatives, misuse of exhibitor badges, or any other method of assisting unauthorized persons to gain access to the exhibit floor or meeting sessions will be just cause for expelling the exhibitor from the Exhibit Hall or removing his/her exhibit from the exhibit floor without obligation on the part of ASCO for refund of any fees.

3. Activities on Behalf of Non-Exhibiting Firms

The demonstration of products, advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the meeting facility (including guest rooms, suites, educational and scientific meeting rooms, poster sessions, and function space) is strictly prohibited.

H. Use of Contractors for Provision of Exhibit Services

Exhibitors shall employ only union labor (as made available by the official contractors) for the installation or dismantling of an exhibit and in its operation when required by local union agreements binding on ASCO and/or the meeting facility(s). An exhibitor using an outside contractor for the above work should employ only union display companies and must complete the Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center and supplying evidence of adequate liability insurance coverage as required by ASCO. Exhibitor Appointed Contractors (“EACs”) must also comply with the policies and procedures set forth by the meeting facility. All EACs are required to have their work and staging areas set up within their client’s contracted space and not in any other area such as the loading docks, food court, posters, etc.

Further details and regulations will be included in the Exhibitor Service Manual.

I. Emergencies, Strikes, Embargos, Other Occurrences Beyond ASCO’s Control

1. ASCO Right of Termination

ASCO will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions caused by circumstances beyond its control. In the event that the Exhibit Hall premises have or shall become, at the sole determination of ASCO, unfit for occupancy, or are substantially interfered with by any cause or causes not reasonably within the control of ASCO, the Exhibitor Agreement may be terminated by ASCO.

2. Pro-Rated Refund

Should ASCO terminate the Exhibitor Agreement due to the occurrence of circumstances not reasonably within the control of ASCO or because ASCO has determined that the premises are or may become unfit for occupancy, the exhibitor waives any and all claims for damages and agrees that ASCO may, after computing the total amount refundable to all exhibitors (i.e. the excess of the total of exhibitors’ deposits held by ASCO over ASCO’s costs and expenses in connection with its preparation for and conducting of the Exhibit Hall, including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as complete settlement and discharge of all said exhibitor’s
claims and demands, the exhibitor’s pro-rated amount of the total amount refundable to all exhibitors, based upon the amount of exhibitor’s deposit relative to the total deposits paid by all exhibitors.

J. Liability, Insurance and Indemnification

1. Indemnification

The exhibitor agrees to indemnify and hold harmless the American Society of Clinical Oncology, Inc., SPARGO, Inc., Freeman Expositions, Inc., Freeman Audio Visual Solutions, Inc., Freeman Expositions, Inc., the meeting facility, and the affiliates and the respective directors, officers, members, employees, and agents of each (“ASCO Indemnities”), against all claims and liabilities arising in connection with exhibitor’s exhibit and use of exhibit space, including those arising in connection with any exhibitor contractor, except for any claims or liabilities caused solely by the negligence or wrongful acts of the ASCO Indemnities, or excluded below.

2. Exclusions from Liability

The exhibitor shall not be liable to the ASCO Indemnities for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, widespread infectious or contagious diseases, civil commotion, smoke, motor vehicle damage, or aircraft damage, nor may the exhibitor hold the ASCO Indemnities liable for losses associated with such incidents. The exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

3. Insurance

Exhibitors are responsible for obtaining insurance in such an amount as deemed necessary to comply with the obligations contained herein, and for exhibitors’ own protection during the course of the meeting, including transit. Exhibitors shall, at their sole cost and expense, procure and maintain through the term of the Exhibitor Agreement the following insurance: Comprehensive General Liability insurance with limits not less than $1,000,000 including Contractual Liability and Products Liability coverage and Workman’s Compensation in full compliance with all laws covering the exhibitor’s employees. Such insurance must be in amounts adequate to cover indemnification for losses as set forth above. Proof of adequate insurance shall be provided to ASCO, or its agent or representative upon request through the online Exhibitor Resource Center no less than thirty (30) days prior to the first day of move-in of the meeting.

K. Security

ASCO will provide overall security for the duration of the meeting, but neither ASCO nor SPARGO, Inc. will indemnify exhibitors against loss and/or be responsible for loss of any exhibitor’s material by any cause. Each exhibitor must make provisions for safeguarding its own goods, materials, equipment and display at all times. Exhibitors are urged to obtain, at their own cost and expense, insurance for all goods, materials and equipment displayed in connection with an exhibit. Further details are included in the Exhibitor Service Manual for each meeting.

L. Notifications

ASCO will send an Exhibitor Service Manual and supplemental notifications via email as needed to all exhibitors. These materials will include order forms for services that may be needed and information on shipping, set-up, move-in and move-out procedures, notification of any special developments, etc.

M. Use of ASCO’s Designated Housing Agent

Exhibitors and their guests must use ASCO’s Designated Housing Agent, SPARGO, Inc., to procure housing for current and future ASCO meetings and shall abide by the rules of the Designated Housing Agent. Exhibitors or their agents must not negotiate blocks of hotel rooms directly with contracted ASCO participating hotels for current or future ASCO meetings. Exhibiting companies who do not utilize the ASCO
Housing Center to secure hotel rooms will be subject to a 10% surcharge on their exhibit space rental rate and will be billed accordingly.

N. Cancellation by Exhibitor

In the event of cancellation by an exhibitor, ASCO shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the schedule stated on the “Application for Exhibit Space.”

ASCO must receive notification of the cancellation in writing. The date that the cancellation notice is received by ASCO will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, ASCO reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Payment of assessment charges must be received by ASCO within thirty (30) days of cancellation.

In the event of cancellation by an exhibitor, at no time can the amount paid for exhibit space fee be donated to or recognized as support for Conquer Cancer.

Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space.

V. PUBLIC RELATIONS

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO’s Communications Department. Except for 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.

ASCO provides a designated Corporate and Institutional Press Materials area for the distribution of press releases directly related to abstracts being presented at ASCO meetings. All news releases must prominently display the corresponding abstract number(s), the specific embargo date and time, and must adhere fully to ASCO’s embargo policies. ASCO does not approve or endorse the content of third party press materials and will display these materials strictly as non-ASCO literature. Marketing/promotional materials are not permitted.

ASCO’s Corporate and Institutional Public Relations Policies may be obtained through ASCO’s website (www.asco.org) or by contacting ASCO’s Communications and Patient Information Department at CommPolicies@asco.org or 571-483-1300.

VI. USE OF ASCO, CANCERLINQ, AND CONQUER CANCER NAMES AND TRADEMARKS

All names, trademarks, service marks, brands, logos, designs, trade dress, slogans, and other designations of ASCO, CancerLinQ, and Conquer Cancer, including without limitation ASCO®, American Society of Clinical Oncology®, Conquer Cancer®, Cancer.Net®, Journal of Clinical Oncology®, Making a world of difference in cancer care®, CancerLinQ®, and the name of any ASCO or ASCO cosponsored meeting (each an “ASCO trademark”) are the sole and exclusive property of ASCO. Use of any ASCO trademark without ASCO’s prior written permission is strictly prohibited, except for use of ASCO’s name as required in the disclaimer for signage and the disclaimer in other materials associated with ancillary events as set forth in Section III.

Review of use of any ASCO trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to an ASCO meeting or symposia) will include review for consistency with Section III of this Policy and this Section VI. Unless permission is otherwise granted by ASCO in writing, the following usage policies will apply:

- The name of the ASCO meeting or symposia may be mentioned one (1) time only in each communication for identification purposes and should be referred to as “20xx ASCO Annual Meeting” or “20xx [insert name of
Symposium]”, except that stationary advertising (i.e. billboards and airport signage) cannot mention ASCO, the name, dates, or venue of the ASCO meeting in accordance with Section III.B.

- Uses requesting “ASCO 20XX” will not be approved.
- Use of ASCO logos are prohibited.
- The ASCO name may not be part of a title or heading, be prominently featured or listed first in print materials, or used in a way that suggests or implies the endorsement or sponsorship of ASCO in any way.
- ASCO trademarks, including the mark “ASCO”, may not be used in web URLs, links, webpage titles, Google Ads, or similar online functionality.
- Use of ASCO in hashtags or other social media functions may not be used in a way that violates this Policy or otherwise detracts from the scientific nature of the applicable meeting.

For further information about ASCO’s rights and permissions program or for the avoidance of doubt, send an email to exhibits@asco.org or contact ASCO Exhibits at 571-483-1599. ASCO staff members are available to answer questions regarding use of the ASCO name, trademarks, and meeting references. Violations of this trademark policy may result in exhibitors being assessed licensing fees, in addition to other remedies available to ASCO.

VII. DISCIPLINARY ACTION

ASCO may take disciplinary action against a commercial firm or other individual or organization for any violation of this Policy, legal requirements, or the terms and conditions of any agreement with ASCO, Conquer Cancer, and/or CancerLinQ. Disciplinary action is in ASCO’s sole discretion. Violations may be handled informally through discussion between an ASCO representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company’s booth during an ASCO meeting or during setup.

In rare cases, an exhibitor or other organization may be asked to leave an ASCO meeting immediately due to egregious or uncorrectable violations, and the organization will comply with the request. Any person or organization who is dismissed from the meeting may request that ASCO review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

Where other disciplinary action is warranted (even, in some cases, where there has been an informal correction during a meeting), ASCO will first send the organization a written statement of the violation. The organization will have the opportunity to explain the circumstances in writing. After due consideration of the organization’s explanation, ASCO will impose the disciplinary action, if any, deemed appropriate in ASCO’s discretion.

Possible disciplinary actions include, but are not limited to, suspension from involvement in upcoming or future ASCO meetings as an exhibitor or in another role, termination of the Exhibitor Agreement, and loss of all or part of allotted exhibit space or hotel accommodations, loss of priority in selection of exhibit space or hotel accommodations, or imposition of licensing fees.

Questions regarding this Policy may be directed to:

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