A. INTRODUCTION

These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to the Industry Expert Theater in the Posters, Exhibits, and Food Service Room (the “Theater”) at the 2020 Genitourinary (GU) Cancers Symposium. These Guidelines are to be construed as part of the Policy for Exhibitors and Other Organizations at ASCO Meetings and as part of the Contract for the Industry Expert Theater. All participants in the Theater must comply with these standards as well as all other requirements applicable to Exhibitors at ASCO sponsored or cosponsored meetings.

B. ELIGIBILITY FOR THEATER

1. Only Exhibitors with contracted and fully paid 2020 GU Cancers Symposium exhibit space are eligible to secure a Theater slot.
2. Theater slot applicants must be in good standing with ASCO. Any applicants with an outstanding balance with ASCO must settle their balance for their Theater slot applications to be considered.
3. If an accepted Theater applicant cancels or defaults on Exhibit space at the 2020 GU Cancers Symposium, the contracted Theater slot will be revoked, and the cancellation fees outlined under Section Q of these Guidelines will apply.

C. THEATER PRESENTATION SLOTS/TIMES

The Theater slots for the 2020 GU Cancers Symposium are:
- Thursday, February 13, 2020
  - Mid- Day: 11:45 AM – 12:30 PM
  - Afternoon: 5:45 PM – 6:30 PM
- Friday, February 14, 2020
  - Mid- Day: 12:30 PM – 1:15 PM
  - Afternoon: 5:30 PM – 6:15 PM

ASCO reserves the right to alter the Theater times at its discretion.

D. APPLICATION DEADLINES

Applications for the Theater must be received by ASCO no later than Wednesday, November 6, 2019. Applications may be voided if final title and speaker information is not received by Wednesday, November 6, 2019. ASCO may, in its discretion, accept applications after Wednesday, November 6, 2019 if slots remain open for the Industry Expert Theater.

1. Wednesday, November 20, 2019 – ASCO will notify all Theater applicants whether their applications have been accepted. All ASCO-accepted Theater applicants will be notified of their time slot.
2. Wednesday, November 27, 2019– Deadline for accepted applicants to accept assigned slot and provide description of presentation for printed program. After Wednesday, November 27, 2019, ASCO will not be
able to make changes to the printed materials. Applicants that have accepted an ASCO offer of a Theater slot shall be considered “Theater Participants.”

3. Friday, December 6, 2019 – Deadline for total payment for the Theater slot by Theater Participants.

E. THEATER SLOT ASSIGNMENT

ASCO anticipates accepting applications for Theater slots on a first-come, first-served basis, in the order received by ASCO. Applicants may submit applications for more than one slot; however, ASCO will only consider giving an applicant more than one slot if slots are available after ASCO has accepted one application per applicant. Although ASCO will attempt to accommodate requests for specific Theater slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. ASCO reserves the right to reject any application at its sole discretion.

Any accepted Theater applicant that desires a slot other than the assigned slot may submit a written request to guexhibits@spargoinc.com to be placed on a waiting list for possible reassignment. ASCO will consider requests for reassignment on a first-come, first-served basis. No guarantees can be made that another Theater time slot will become available.

F. PRICING & PAYMENT

1. The price of a Theater slot is $25,000.00 USD each.
2. Participants may pay by check, wire transfer, or credit card.
   • A credit card number with authorization to charge is required to secure an application and must be provided with all applications. Applications received without credit card guarantee for payment will not be considered complete until the guarantee is received.
   • Upon an applicant’s acceptance of a Theater slot, ASCO will invoice the Theater Participant. One hundred (100%) percent of the total amount is due by Friday, December 6, 2019.
   • If one hundred (100%) percent of the payment is not received by Friday, December 6, 2019, ASCO will charge the credit card the amount due. Contact ASCO Exhibits Management at guexhibits@spargoinc.com for the necessary wire transfer information. Wire transfers must cover all applicable fees assessed by both the sending and receiving banks.

G. THEATER PRESENTATION GUIDELINES

1. Theater presentations are meant to highlight a new service or present information on the development of a product, such as data on a product. Theater presentations should be tasteful, appropriate, professional, and educational in nature.
2. Theater presentations should be focused on the science relating to the development of a product or of a service of the Theater Participant not just the product or service itself.
3. Theater presentations should feature one or more key internal scientific staff of the Theater Participant, not outside or third-party scientists or speakers, i.e. no Key Opinion Leaders.
4. Theater presentations must be live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.
5. Theater Participants are not permitted to present any CME/CE educational symposia, sessions or activities in the Theater.
6. Theater Participants shall submit speakers and topics to ASCO for approval prior to being publicized.
7. Theater activities shall not include information, papers, or abstracts scheduled for presentation during the 2020 GU Cancers Symposium. All Theater activities shall comply with ASCO’s Abstract Confidentiality Policy.
8. Theater Participants and all activities in the Theater must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those
regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and all intellectual property laws and legal requirements.

9. Each Theater Participant is solely responsible for the content of its presentation, including obtaining all appropriate intellectual property permissions and licenses for slides and other materials that will be presented or distributed.

H. LOCATION OF THEATER

The Theater is in the 2020 GU Cancers Symposium Poster, Exhibits, and Food Service Room. ASCO reserves the right to alter the location of the Theater as shown on the official floor plan, at the sole discretion of ASCO.

I. THEATER CONFIGURATION

1. The Theater will include seating for up to fifty (50) attendees. ASCO will provide a standing lectern with microphone, presentation laptop with 90” monitor for presentation viewing; two 22x28 signs with chrome sign holders; a wireless microphone on a stand in the center of the room for audience questions; and a draped six-foot table on which Theater Participants may place literature for access during their assigned Theater slot; and a literature rack. One Lead Retrieval unit to scan badges will be provided. Theater participant is responsible for providing staff to scan badges. The scanned leads will be emailed (in Excel format) to the contact provided on the application within twenty-four (24) hours of the completion of the Theater Participant’s timeslot.
2. Room set, including seating and stage, cannot be modified.
3. Any additional A/V needs must be ordered in advance through Freeman AV. Costs are the sole responsibility of the Theater Participant.

J. INSTALLATION & DISMANTLING

1. Installation: Theater Participants will have access to the Theater thirty (30) minutes before their assigned Theater slot. Theater Participants and their speaker(s) may prepare for the presentation during this time. Please note attendees will be allowed into the Theater approximately fifteen (15) minutes before the presentation begins.
2. Dismantling: Theater Participants must remove all literature, materials, handouts, etc., from the Theater within fifteen (15) minutes of the end of their assigned Theater slot. Any conversations or other activities that exceed fifteen (15) minutes after their slotted time should be taken back to their exhibit table space. Any materials left longer than fifteen (15) minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

K. FOOD & BEVERAGE

No food or beverage may be provided by the Theater Participant.

L. PHOTOGRAPHY, VIDEO RECORDING & AUDIO RECORDING

Theater Participants must use Freeman AV and obtain prior written approval from ASCO to photograph, videotape, and/or audiotape their own presentations. Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own Theater. Any additional fees incurred will be the responsibility of the exhibitor. For more information, please contact ASCO Exhibits Management at guexhibits@spargoinc.com.
M. RESPONSIBILITY FOR PROPERTY

Each Theater Participant must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways in the Theater and those of attendees during its assigned time slot, including during installation and dismantling.

N. REGISTRATION & ADMISSION OF ATTENDEES

1. All attendees of Theater presentations must hold an official ASCO supplied badge in either an exhibitor or other attendee category.
2. Theater presentations shall be open to all eligible Theater presentation attendees. Pre-Registration for the Theater presentations is not permitted.
3. ASCO shall always have sole authority over admission policies to the Theater and may limit attendance in its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity.

O. PROMOTION OF THE THEATER AND PROMOTIONAL MATERIALS

1. All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Theater must be approved by ASCO prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by ASCO on or before Wednesday, January 8, 2020. Submissions should be sent via email to exhibits@asco.org. Please allow a minimum of three business days for review and approval.
2. The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) and all derivative products for the Theater presentation:
3. No Theater presenter or other Theater Participant may be identified by any applicable ASCO title.
4. All materials promoting a Theater presentation must clearly indicate the name of the Theater Participant for the presentation.
5. No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Theater presentation may use the ASCO®, Conquer Cancer® The ASCO Foundation, or any cosponsoring organization’s name or logo, or otherwise suggest or imply that ASCO, Conquer Cancer, or any cosponsoring organization has endorsed, sponsored, or accredited the presentation. The name of the ASCO meeting may be mentioned one (1) time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, Conquer Cancer® The ASCO Foundation, the name of the ASCO meeting, or the name of cosponsoring organizations may not be part of a title or heading of the Theater presentation, be prominently featured, or listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the Theater presentation with an ASCO-sponsored event may not be used.
6. Repurposed or post-Theater materials developed as a result of content from the Theater must NOT include any reference to ASCO, Conquer Cancer® The ASCO Foundation, any cosponsoring organization, or the 2020 Gastrointestinal Cancers Symposium.
7. Distribution of materials by a Theater Participant from the Theater during the Participant’s contracted slot only, is permitted. Distribution of materials shall be consistent with the Policies for Exhibitors and Other Organizations at ASCO Meetings.
8. Promotional materials may be sent to the Theater Participant’s in-house mailing list. For approval, contact exhibits@asco.org.
9. ASCO will offer a one-time complimentary use of the 2020 GU Cancers Symposium advance registration list (available after Friday, February 7, 2020) to each Theater Participant, to be used solely for promotion of the Participant’s Theater presentation. The advance registration list contains only the names and mailing addresses of attendees. Prior to receiving the list, the Theater Participant must submit its promotional material for approval and execute ASCO’s One-time Use Agreement. ASCO strongly recommends that the Theater Participant submit the promotional material for approval before printing. For approval, contact exhibits@asco.org.

10. ASCO will provide each Theater Participant with the following signage:
   - (2) 22”x28” single sided signs with chrome sign holders which will be placed outside the Theater thirty (30) minutes prior to the Theater Participant’s assigned timeslot.
   - One meter board with a list of all Theater Participant’s Theatre presentations.
   - Theater Participants are permitted to supplement this signage with signage immediately at the entrance(s) of the Theater and within their contracted exhibit space only.
   - The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28” x 44”, and may be ordered through Freeman or a contractor of the Participant’s choosing.
   - Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing (see this Section O for more information). For approval, contact exhibits@asco.org.
   - A maximum of two signs may be displayed at the Theater. Signage may only be placed outside the Theater beginning thirty (30) minutes prior to the Theater Participant’s slot and must be removed within fifteen (15) minutes of the conclusion of the slot. Any signs left longer than fifteen (15) minutes after the slot’s conclusion will be considered trash and disposed of accordingly.
   - Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc.

11. Solicitation in the aisles of the Poster, Exhibits, and Food Service Room, including outside the Theater and the Theater Participant’s exhibit space, is strictly prohibited.

12. All promotional activities relating to the Theater shall comply with all ASCO policies, including the Policies for Exhibitors and Other Organizations at ASCO Meetings. ASCO does not allow inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc. at the ASCO meeting site (i.e. at the Convention Center for the Symposium).

P. PROMOTION OF THEATER BY ASCO

1. The Theater will be promoted by ASCO, in the following ways:
   - Schedule will be listed on the 2020 GU Cancer Symposium website (gucasym.org);
   - Schedule will be listed in print and online in the Program for the 2020 GU Cancers Symposium;
   - ASCO’s Twitter feed;
   - Included in the walk-in slides, developed by ASCO, which will be shown on the screen of the Theater and in the General Session before each presentation; and
   - Signage directing attendees in the Posters, Exhibits, and Food Service Room to the Theater.

2. Additionally, ASCO will provide each Theater Participant with the 2020 GU Cancers Symposium registration list which contains only the names and mailing addresses of attendees, as specified above.

Q. THEATER SLOT CANCELLATION POLICY

Since only contracted Exhibitors in good standing are eligible for participation in the Theater, cancellation of exhibit space automatically results in cancellation of an Exhibitor’s Theater slot(s). The following cancellation terms apply, regardless of how a Theater slot is cancelled:
1. A Theater Participant that desires to cancel a Theater slot must submit a notification in writing to guexhibits@spargoinc.com.

2. The date of receipt is the official cancellation date. Theater Participants that cancel a Theater slot are subject to fees based on the date of receipt, as follows:
   a. If the Theater Participant cancels the Theater slot space on or after Wednesday, December 6, 2019, the Theater Participant will pay as liquidated damages one hundred (100%) percent of the total Theater fee. ASCO retains the right to utilize cancelled Theater slots at its discretion.
   b. If a Theater Participant cancels or defaults on Exhibit space, the contracted Theater slot will be revoked, and cancellation fees will apply, as outlined in these Guidelines.

3. ASCO may terminate a Theater Participant’s Contract for Industry Expert Theater in the same manner as it may terminate an Exhibitor Agreement.

R. Disciplinary Action

ASCO may take disciplinary action for any violation of these Guidelines or the terms and conditions of the Application and Contract for Industry Expert Theater in the same manner as any violation of other provisions of the Policies for Exhibitors and Other Organizations at ASCO Meetings. Violations of these Guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor’s Theater activities, in ASCO’s discretion.

Questions regarding these Guidelines may be directed to
ASCO Exhibits Management
2318 Mill Road, Suite 800
Alexandria, VA 22314
571-483-1599
exhibits@asco.org