A. INTRODUCTION

These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to the Industry Expert Theater on the online exhibits platform (the “Theater”) at the 2021 ASCO Annual Meeting. These Guidelines are to be construed as part of the Policy for Exhibitors and Other Organizations at ASCO Meetings and as part of the Contract for the Industry Expert Theater. All participants in the Theater must comply with these standards as well as all other requirements applicable to Exhibitors at an ASCO meeting.

B. ELIGIBILITY FOR THEATER

1. Only Exhibitors with contracted and fully paid 2021 Annual Meeting online exhibits are eligible to secure Theater sessions.
2. Theater applicants must be in good standing with ASCO. Any applicants with an outstanding balance with ASCO must settle their balance for their Theater application to be considered.
3. If an accepted Theater applicant cancels or defaults on their Online Exhibits Contract at the 2021 ASCO Annual Meeting, the contracted Theater session will be revoked, and the cancellation fees outlined under Section M of these Guidelines will apply.

C. THEATER SESSIONS DATES AND TIMES

There are three online Industry Expert Theater session formats.
1. Prerecorded presentations
2. Live presentations
3. Prerecorded presentations with live Q&A

Prerecorded sessions are embedded video files and will be available on demand May 14 – July 6. The available session times for live presentations and prerecorded presentations with live Q&A are listed below. All live presentations and prerecorded presentations with live Q&A will be available on demand after their assigned time until July 6.

- **Friday, June 4, 2021**
  - 10:15 AM – 10:55 AM
  - 1:00 PM – 1:40 PM
  - 2:30 PM – 3:10 PM
  - 4:00 PM – 4:40 PM
- **Saturday, June 5, 2021**
  - 10:30 AM – 11:10 AM
  - 1:30 PM – 2:10 PM
  - 3:00 PM – 3:40 PM
- **Sunday, June 6, 2021**
  - 8:30 AM – 9:10 AM
  - 11:00 AM – 11:40 AM
  - 4:00 PM – 4:40 PM
- **Monday, June 7, 2021**
  - 8:30 AM – 9:10 AM
  - 10:00 AM – 10:40 AM
  - 11:30 AM – 12:10 PM
  - 1:00 PM – 1:40 PM

ASCO reserves the right to alter the Theater dates and times at its discretion.
D. APPLICATION DEADLINES

Applications and payment for the Theater must be received by ASCO no later than Friday, March 12, 2021. Applications may be voided if final title and speaker information is not received by Friday, March 12, 2021. ASCO may, in its discretion, accept applications after Friday, March 12, 2021.

1. No later than Wednesday, March 17, 2021: ASCO will notify all Theater applicants whether their applications have been accepted.
2. No later than Wednesday, March 24, 2021: Accepted applicants must notify ASCO whether they will move forward with their Theater session. Applicants that accept an ASCO offer of a Theater session shall be considered “Theater Participants.”
3. Friday, April 30, 2021: deadline for accepted applicants to provide description of presentation for the Annual Meeting materials. After Friday, April 30, 2021, ASCO will not be able to make changes.

E. THEATER SESSION ASSIGNMENT

ASCO anticipates accepting applications for Theater sessions on a first-come, first-served basis, in the order received by ASCO. Companies may submit applications for more than one session; however, ASCO will only consider allowing more than one session per company after ASCO has accepted one application per company. Although ASCO will attempt to accommodate requests for specific Theater session dates and times for the live presentations and prerecorded presentations with live Q&A, no guarantees can be made that an approved applicant will be assigned the specific date and time requested. ASCO reserves the right to reject any application at its sole discretion.

Any accepted Theater applicant that desires a date and time other than the assigned date and time may submit a written request to ascoexhibits@spargoinc.com. ASCO will consider requests for reassignment on a first-come, first-served basis. No guarantees can be made that another Theater session date and time will be available.

F. PRICING & PAYMENT

1. Pricing
   - Prerecorded presentations: $55,000
   - Live presentations: $70,000
   - Prerecorded presentations with live Q&A: $70,000
2. Payment for each theater is due in full with the application.
3. ASCO will refund 100% of fees for Theater sessions not accepted.

G. THEATER PRESENTATION GUIDELINES

1. Theater presentations are meant to highlight a new product or service or present information on the development of a product, such as data on a product. They should focus on the science relating to the development of a product/service of the Theater Participant not just the product or service itself.
2. Theater presentations should be tasteful, appropriate, professional, and educational in nature.
3. Theater presentations should be no more than 40 minutes in length including any Q&A.
4. Theater Participants with prerecorded content are responsible for developing and recording their content and providing a final embedded link to ASCO for review and approval no later than April 30, 2021.
5. Theater presentations must feature one or more key internal scientific staff of the Theater Participant, no outside or third-party scientists or speakers, i.e. no Key Opinion Leaders. Theater presenters must be employees of the Theater Participant.
6. Theater Participants are not permitted to present any CME/CE educational symposia, sessions, or activities in the Theater.
7. Theater Participants shall submit speakers and topics to ASCO for approval prior to being publicized.
8. Theater sessions shall not include information, papers, or abstracts scheduled for presentation during the ASCO Annual Meeting and under embargo at the time of the Theater presentation. All Theater sessions shall comply with ASCO’s Abstract Confidentiality Policy.
9. Theater Participants and all sessions 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.
10. 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 Industry Expert Theater is located within the ASCO Annual Meeting Online Exhibits platform, available to registered attendees once they have logged in using their ASCO username and password. Theater Presentations are listed alphabetically by Theater Participant name.

I. PRODUCTION OF LIVE PRESENTATIONS AND LIVE Q&A

Theater Participants who select the live presentation and prerecorded with live Q&A options must use Freeman Event Technology. Any additional requests may incur fees and will be the responsibility of the exhibitor. For more information, please contact ASCO Exhibits Management at ascoexhibits@spargoinc.com.

J. REGISTRATION & ADMISSION OF ATTENDEES

1. All attendees of Theater presentations must be registered attendees of the ASCO Annual Meeting.
2. Pre-registration for the Theater presentations is not permitted. All attendees of the ASCO Annual Meeting are eligible to attend sessions in the Theater.

K. PROMOTION OF THE THEATER AND PROMOTIONAL MATERIALS

1. All promotional materials (including announcements, advertisements, invitations, emails, websites, posters and flyers) relating to the Theater must be approved by ASCO prior to printing or use. Final versions of materials shall be submitted by the Theater Participant for review and approval by ASCO on or before Friday, May 17, 2021. Submissions should be sent via email to ascoexhibits@spargoinc.com. 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, invitations, emails, websites, posters, and flyers) and all derivative products for the Theater presentation:
   “Not an official presentation of the 2021 ASCO Annual Meeting. Not sponsored, endorsed, or accredited by ASCO® or Conquer Cancer® The ASCO Foundation. Not CME-accredited.”
3. No Theater presenter or other Theater Participant may be identified by any applicable ASCO title.
4. All materials promoting a Theater presentation must clearly indicate the name of the Theater Participant for the presentation.
5. No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Theater presentation may use the ASCO® or Conquer Cancer® The ASCO Foundation name or logo, or
otherwise suggest or imply that ASCO or Conquer Cancer has endorsed, sponsored, or accredited the presentation. The name of the ASCO meeting may be mentioned one (1) time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, Conquer Cancer® The ASCO Foundation, or the name of the ASCO meeting may not be part of a title or heading of the Theater presentation, be prominently featured, or listed first in materials. ASCO slide templates, color schemes, or other means of masking the Theater presentation with an ASCO-sponsored event may not be used.

6. Repurposed or post-Theater materials developed as a result of content from the Theater must NOT include any reference to ASCO, Conquer Cancer® The ASCO Foundation, or the ASCO Annual Meeting.

7. A link to digital materials related to the Theater and created by a Theater Participant may be included on the Theater Participant’s online theater listing. The content of the digital 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 of content, contact ascoexhibits@spargoinc.com.

9. ASCO will offer a one-time complimentary use of the 2021 ASCO Annual Meeting advance registration list (available after Friday, April 30, 2021) 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 ascoexhibits@spargoinc.com.

10. All promotional activities relating to the Theater shall comply with all ASCO policies, including the Policy for Exhibitors and Other Organizations at ASCO Meetings.

11. Visit the Advertising website to review opportunities for promotion of your presentation.

I. PROMOTION OF THEATER BY ASCO

1. The Theater will be promoted by ASCO, in the following ways:
   - A direct link to the Theater will appear on the 2021 ASCO Annual Meeting website (am.asco.org).
   - A direct link to the Theater on the Online Exhibits home page.
   - The Theater will be promoted in the Schedule at a Glance, which will be posted on the ASCO Annual Meeting website. A link to the Schedule at a Glance will be included in promotional emails and emails sent to registered attendees.
   - The Theater will be highlighted in the ASCO Daily News. Three separate Editions of the ASCO Daily News are mailed to domestic ASCO membership and registered Annual Meeting attendees (approximately 37,000 contacts).
   - Emails to attendees leading up to and during the Annual Meeting, encouraging them to visit the Theater.
   - Announcements encouraging attendees to visit the Theater via ASCO’s social media channels.
   - A looping video promoting the Theater (among other things) on the broadcast streaming page (like walk-in slides) that play before each broadcast session.
   - The Theater will be highlighted in the welcome box mailed to the first 8,000 domestic attendees to register for the Annual Meeting.

2. ASCO will provide each Theater Participant with the 2021 ASCO Annual Meeting registration list which contains only the names and mailing addresses of attendees, as specified above.

3. ASCO will provide each Theater Participant select data including number of total interactions and a list of attendees that visited their presentation with name, degree, organization, country, email, and professional role.
M. THEATER SESSION CANCELLATION POLICY

Since only contracted Exhibitors in good standing are eligible for participation in the Theater, cancellation of a company’s Online Exhibit automatically results in cancellation of an Exhibitor’s Theater sessions(s). The following cancellation terms apply, regardless of how a Theater session is cancelled:

1. A Theater Participant must submit a notification in writing to ascoexhibits@spargoinc.com to cancel a Theater session.
2. ASCO will keep, as liquidated damages, one hundred (100%) percent of the total Theater fee. ASCO retains the right to utilize cancelled Theater sessions at its discretion.
3. If a Theater Participant cancels or defaults on Exhibit space, the contracted Theater session will be revoked, and cancellation fees will apply. ASCO may terminate a Theater Participant’s Contract for Industry Expert Theater in the same manner as it may terminate an Exhibitor Agreement.

N. DISCIPLINARY ACTION

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

Questions?
ASCO Exhibits Management
571-483-1594
exhibits@asco.org