

Public Relations representatives are required to abide by the embargo and confidentiality policies governing ASCO-sponsored and co-sponsored symposia. All inquiries must be submitted in writing to CommPolicies@asco.org.

EMBARGO POLICY

Public relations representatives are required to abide by the embargo and confidentiality policies governing each Symposium. **The embargo on all abstracts accepted to the 2021 Symposia will lift as follows**, and the abstracts will be made publicly available on meetinglibrary.asco.org at that time:

Symposium	Embargo Lift Date
Gastrointestinal Cancers Symposium	Monday, January 11, 2021, 5:00 p.m. ET
Genitourinary Cancers Symposium	Monday, February 8, 2021, 5:00 p.m. ET
ASCO Quality Care Symposium	Monday, September 20, 2021, 5:00 p.m. ET

If study results are reported prior to the embargo date and time without first receiving a formal exception, the abstract may be removed from the Symposium.

CONFIDENTIALITY POLICY

Symposia abstracts are confidential until publicly released by the Symposium sponsors and/or co-sponsors. Institutions and corporations may not:

- Make the information public, or provide it to others who may make it public
- Publish the information, or provide it to others who may publish it
- Use the information for trading in the securities of any issuers or provide it to others who may use it for securities trading purposes.

The full Confidentiality Policy and information about requesting an exception to the policy are available on the relevant Symposium website under Abstracts > Abstract Submission > Policies, Embargoes & Exceptions.

REGISTRATION

Public relations representatives may register to attend ASCO-sponsored and co-sponsored symposia as regular attendees.

PRESS MATERIALS FOR THE SYMPOSIA

We are no longer accepting hard copy press releases to be displayed in the on-site Press Room.

A [Virtual Press Room](#) will be designated within ASCO’s online Press Center for corporate and institutional press releases created by third-party organizations. Registered journalists attending the Symposium, as well as journalists covering the meeting remotely, will have access to the press releases for the duration of the

Symposium. For press releases to be displayed in the Virtual Press Room, the following criteria must be met:

- Press releases must directly relate to abstracts being presented at the Symposium.
- Press releases must prominently display the corresponding abstract number(s) at the top of the first page.
- Press packets and promotional/marketing materials (corporate reports, product promotions, giveaways) are prohibited.
- The logos of the Symposium’s co-sponsors and/or graphic representations of the Symposium’s official name may not be used without written permission.

The Symposium does not endorse corporate or institutional press releases and will display these materials strictly as third-party literature.

All press releases must be submitted for review electronically to virtualpress@asco.org. Due to the high volume of submissions, please submit your press release(s) as soon as they are finalized.

Press releases submitted after **the following deadlines** cannot be guaranteed a 24-hour turnaround. Additional guidelines for the Virtual Press Room are outlined on asco.org/PRprofessionals.

Symposium	Virtual Press Room Deadline
Gastrointestinal Cancers Symposium	Friday, January 8, 2021
Genitourinary Cancers Symposium	Friday, February 5, 2021
ASCO Quality Care Symposium	Friday, September 17, 2021

Dissemination of literature in the areas outside the Press Room is strictly prohibited. Please refer to Conduct Regulations below for further information.

PRESS RELEASES ANNOUNCING ABSTRACT ACCEPTANCE

Once an abstract has been officially accepted for presentation/publication as part of the Symposium, you are welcome to publicize the abstract’s acceptance. However, you cannot provide the abstract title or session/presentation information until the Symposium co-sponsors have publicly released this information, so you may want to consider waiting to issue your release until then. **ABSOLUTELY NO DATA OR STUDY RESULTS** can be included in this type of press release.

DISTRIBUTING EMBARGOED MATERIALS

Leading up to the public release of abstracts, reasonable measures of care should be taken to ensure that the reporters are not only aware of, but agree to respect/abide by the embargo. Advance media outreach should be limited to 1) individual contact with only the most trusted reporter contacts, and 2) only within 24-48 hours of the embargo/abstract release date/time. Press releases may contain full information, including updated data, as long as they abide by the embargo policies for each meeting.

We strongly advise against the use of a distribution service to disseminate embargoed press releases. Any use of such services is at the risk of the issuing organization and abstract author/presenter. As always, press releases must prominently display the abstract number as well as the embargo date and time at the top of the release.

PUBLIC RELEASE OF ABSTRACTS

Once an abstract has been publicly released by Symposium co-sponsors and the embargo has lifted, you may widely distribute a press release containing the full data, including any additional data that will be presented at the meeting even if not included in the abstract itself.

SOCIAL MEDIA POLICIES

- Organizations may use social media to disseminate news and information regarding abstracts being presented at the Symposium. All information distributed through social media channels must adhere to the embargo policy for each meeting.
- Organizations promoting their research through social media are welcome to include one of the following hashtags:

Symposium	Hashtag
Gastrointestinal Cancers Symposium	#GI21
Genitourinary Cancers Symposium	#GU21
ASCO Quality Care Symposium	#ASCOQLTY21

HOSTING MEDIA EVENTS

Organizations planning media events surrounding the Symposium, such as press conferences, satellite media tours and/or social events, are required to follow the Ancillary Event Guidelines found on the relevant Symposium website.

Please note that companies sponsoring ancillary events during the Symposium are not permitted to promote these events to members of the press.

MEDIA LISTS

ASCO's media lists (past and present) are proprietary and are not shared externally.

PHOTOGRAPHY, VIDEO, AND AUDIO

Any photography, filming, taping, recording, or reproduction in any medium, including via the use of tripod-based equipment, of any of the programs and/or posters presented at the Symposium without the express written consent of the Symposium co-sponsors is strictly forbidden. Exceptions to this policy prohibition include non-flash photography and audiotape recording—using hand-held equipment—for strictly personal and noncommercial use, which are permitted if not disruptive.

Exhibitors

Public relations professionals interested in obtaining permission to film within their exhibit space must obtain written permission from Symposium co-sponsors. Please refer to the Exhibitor Policies on the relevant Symposium website for information.

IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

All registered attendees, including public relations representatives, are subject to the [ASCO Event Attendee Conduct Policy](#).

Public relations representatives are expected to be respectful of reporters' needs and deadlines and are strictly prohibited from congregating, disseminating material, or engaging in media relations activities outside the Press Room. Representatives may leave a message for a journalist by providing their name, affiliation, and contact number to a Press Room representative.

For security reasons, the Symposium badge will be required for admittance to all events. Please wear your badge so that it can be easily seen at all times. Lost badges should be reported to the Registration Staff immediately. The following badge policies will be in effect throughout the Symposium.

1. The Symposium badge is the sole property of the Symposium co-sponsors.
2. Badges are nontransferable.
3. False certification of individuals as paid Symposium attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Symposium event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved and expelling all parties involved from the Symposium without obligation on the part of the Symposium co-sponsors for refund of any fees.

In addition, individuals who are part of the Symposium may not engage in any demonstrations or other behavior that the Symposium co-sponsors deem to be potentially disruptive to the conduct of the Symposium. Violation of this rule is grounds for immediate dismissal from the Symposium and/or ineligibility for attendance at future Symposia. Any person who is dismissed from the Symposium may request that the Symposium co-sponsors review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless the Symposium co-sponsors issue a contrary decision.

For more information, please see ASCO's [resources for public relations professionals](#).

For questions, please contact ASCO's Communications Department:

E-mail: CommPolicies@asco.org