

**ASCO Annual Meeting  
Industry Expert Theater Guidelines  
Supplement to the  
Policy for Exhibitors and Other Organizations at ASCO® Meetings  
Effective: January 2022**

**A. INTRODUCTION**

These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to the Industry Expert Theater (both online and in-person) at the 2022 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 [Application and 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 a contracted and fully paid 2022 ASCO Annual Meeting Exhibit 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 Exhibit Contract and Application for the 2022 ASCO Annual Meeting, the contracted Theater session will be revoked, and the cancellation fees outlined under Section Q of these Guidelines will apply.

**C. THEATER SESSION DATES AND TIMES**

There are two Industry Expert Theater session formats.

1. Prerecorded presentations (online, on demand only)
2. In-person, live presentations (on demand after)

Prerecorded sessions are embedded video files and will be available on demand during and after meeting dates.

The available session times for live, in-person presentations are listed below. All presentations will be available on demand within one week of the conclusion of the in-person meeting. ASCO reserves the right to alter the Theater dates and times at its discretion.

- Saturday, June 4, 2022
  - Morning: 9:30 AM - 10:30 AM
  - Mid-Day: 12:30 PM - 1:30 PM
  - Afternoon: 3:00 PM - 4:00 PM
- Sunday, June 5, 2022
  - Morning: 9:45 AM - 10:45 AM
  - Mid-Day: 11:30 AM - 12:30 PM
  - Afternoon: 4:15 PM - 5:15 PM
- Monday, June 6, 2022
  - Morning: 9:30 AM - 10:30 AM
  - Mid-Day: 11:30 AM - 12:30 PM
  - Afternoon: 3:00 PM - 4:00 PM

## **D. APPLICATION DEADLINES**

Applications and payment for the Theater must be received by ASCO no later than Friday, January 28, 2022. Applications may be voided if final title and speaker information is not received by Wednesday, February 23, 2022. ASCO may, in its discretion, accept applications after this deadline.

1. No later than Wednesday, March 9, 2022: ASCO will notify all Theater applicants whether their applications have been accepted.
2. No later than Wednesday, March 16, 2022: 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, March 25, 2022: deadline for accepted applicants to provide description of presentation for the Annual Meeting materials. After Wednesday, March 30, 2022, ASCO will not be able to make changes in print materials.

## **E. THEATER SESSION ASSIGNMENT**

ASCO anticipates accepting applications for Theater sessions on a first-come, first-served basis, in the order received by ASCO. Applicants may submit applications for more than one session; however, ASCO will only consider accepting more than one session per company if space allows after ASCO has approved the first application for each company. Although ASCO will attempt to accommodate requests for specific Theater session dates and times for the live, in-person presentations, 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 [stephanie.houck@spargoinc.com](mailto:stephanie.houck@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 (on demand only): \$65,000
  - Live, in-person presentations (on demand included): \$95,000
2. Payment for each Theater is due upon receipt of 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 60 minutes in length including any Q&A.
4. Theater Participants with prerecorded content are responsible for developing and recording their Theater content and for providing a final mp4 file of that video to ASCO for review and approval no later than Friday, May 13, 2022.
5. Theater presentations should 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 activities shall not include information, papers, or abstracts that have not yet been presented at the Annual Meeting or other ASCO Meetings. All Theater sessions shall comply with ASCO's Abstract Confidentiality Policy.
9. 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.
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 in the 2022 ASCO Annual Meeting Exhibit Hall. All in-person sessions will have slide and audio capture and will be posted along with prerecorded sessions on demand on ASCO's website. Recordings of in-person presentations and on demand only sessions will be available to registered attendees once they have logged in using their ASCO username and password. ASCO reserves the right to alter in-person or online location of the Theater at any time.

#### **I. THEATER CONFIGURATION (IN-PERSON ONLY)**

1. The Theater will include seating for up to two hundred (200) attendees. ASCO will provide a standing lectern with microphone, presentation laptop, projector, confidence monitor and screen; two A-frame easels; 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. One Lead Retrieval unit and operator to scan badges will also be provided. 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 (IN-PERSON ONLY)**

1. Installation: Theater Participants will have access to the Theater thirty (30) minutes before their assigned Theater session time. 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 session time. Any conversations or other activities that exceed fifteen (15) minutes after their session time should be taken back to their exhibit booth space. Any materials left longer than fifteen (15) minutes after the session's conclusion will be considered trash and disposed of accordingly.

## **K. FOOD & BEVERAGE (IN-PERSON ONLY)**

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

## **L. PHOTOGRAPHY, VIDEO RECORDING & AUDIO RECORDING (IN-PERSON ONLY)**

All in-person sessions will have slide and audio capture included as part of the session package. Theater Participants must use Freeman AV for any additional audio visual equipment and obtain prior written approval from ASCO to photograph, videotape, and/or audiotape their own presentations (outside of the capture provided by ASCO). Exhibitors are not permitted to photograph, videotape, and/or audiotape any sessions other than their own. Any additional fees incurred will be the responsibility of the exhibitor. For more information, please contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).

## **M. RESPONSIBILITY FOR PROPERTY (IN-PERSON ONLY)**

Each Theater Participant must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways during its assigned session time, including during installation and dismantling.

## **N. 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.
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, 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 6, 2022. Submissions should be sent via email to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@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 event of the 2022 ASCO Annual Meeting. Not sponsored, endorsed, or accredited by ASCO®, CancerLinQ®, 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 Annual 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 2022 ASCO Annual Meeting.
7. Promotional materials may be sent to the Theater Participant's in-house mailing list. For approval of content, contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
8. ASCO will offer a one-time complimentary use of the 2022 ASCO Annual Meeting advance registration list (available after Friday, April 29, 2022) 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 [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
9. All promotional activities relating to the Theater shall comply with all ASCO policies, including the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).
10. Solicitation in the aisles of the Exhibit Hall, including outside the Theater and the Theater Participant's exhibit space, is strictly prohibited.
11. Secure authorized [Advertising Opportunities](#) to gain more visibility for your presentation.

#### **P. PROMOTION OF THEATER BY ASCO**

1. The Theater will be promoted by ASCO, in the following ways:
  - A schedule will be listed on the 2022 ASCO Annual Meeting website ([am.asco.org](http://am.asco.org)).
  - Theater sessions will be listed on ASCO's website and in the printed program.
  - The Theater will be highlighted in the *Daily News*, both print and digital editions.
  - Emails will be sent to attendees leading up to and during the Annual Meeting, encouraging them to visit the Theater.
  - Announcements encouraging attendees to visit the Theater will be made via ASCO's Twitter feed.
  - The Theater will be publicized in the Annual Meeting walk in slides, which will be shown prior to the sessions, both online and in-person.
  - Signage (with the entire Industry Expert Theater schedule) directing attendees from the Grand Concourse to the Industry Expert Theater in the back of the Exhibit Hall.
2. ASCO will provide each Theater Participant with the 2022 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 metrics for any on demand viewing of their presentation.
4. ASCO will provide each Theater Participant with the following signage:
  - (1) 22"x28" single sided signs with chrome sign holders placed outside the Theater thirty (30) minutes prior to the Theater Participant's assigned session time.
  - One wall panel or meter board with a list of all Theater Participant's sessions.
  - 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.
    - i. 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.
    - ii. Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing. For approval, contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
    - iii. 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 session time and must be removed within fifteen (15) minutes of the conclusion of the session. Any

signs left longer than fifteen (15) minutes after the session's conclusion will be considered trash and disposed of accordingly.

- iv. Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc.

#### **Q. THEATER SESSION 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 session(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 [stephanie.houck@spargoinc.com](mailto:stephanie.houck@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 slots 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.
4. ASCO may terminate a Theater Participant's Contract for an 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, at ASCO's discretion.

#### **Questions?**

ASCO Exhibits Management

703-299-0158

[exhibits@asco.org](mailto:exhibits@asco.org)