A. INTRODUCTION

These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to host an Industry Expert Theater at the 2021 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 a contracted and fully paid 2021 GU Cancers Symposium Virtual Exhibit 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 2021 GU Cancers Symposium, the contracted Theater slot will be revoked, and the cancellation fees outlined under Section K of these Guidelines will apply.

C. THEATER PRESENTATION SLOTS/TIMES

Virtual Theaters consist of pre-recorded embedded video files on the 2021 Genitourinary Cancers Symposium Virtual Exhibits platform. ASCO reserves the right to alter the Theater website at its discretion.

D. APPLICATION DEADLINES

Applications and payment for the Theater must be received by ASCO no later than Wednesday, December 2, 2020. Applications may be voided if final title and speaker information is not received by Wednesday, December 2, 2020. ASCO may, in its discretion, accept applications Wednesday, December 2, 2020 if slots remain open for the Industry Expert Theater.

1. No later than Wednesday, December 9, 2020: ASCO will notify all Theater applicants whether their applications have been accepted. Applications will be reviewed on a rolling basis and applicants will be notified as soon as a decision is made regarding their request.
2. Wednesday, December 16, 2020: deadline for accepted applicants to provide description of presentation for the Symposium materials. After Wednesday, December 16, 2020, ASCO will not be able to make changes to the Symposium materials.
3. Applicants that have accepted an ASCO offer of a Theater slot shall be considered “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. ASCO reserves the right to reject any application at its sole discretion.
F. PRICING & PAYMENT

1. The price of a Theater slot is $12,500.00 USD each.
2. Participants may pay by check, wire transfer, or credit card.
   - Payment for each Theater is due upon receipt of the application. ASCO will refund 100% of fees for Theaters not accepted.

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 no more than 40 minutes in length.
3. Virtual Theater Participants are responsible for developing and recording their Theater content and for providing a final embedded link to ASCO.
4. 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.
5. Theater presentations should feature one or more key internal scientific staff of the Theater Participant, not outside or third-party scientists or speakers, e.g. 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 scheduled for presentation during the 2021 Genitourinary (GU) Cancers Symposium. All Theater activities 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 within the Genitourinary Cancers Symposium Virtual Exhibits platform. Theater Presentations are listed alphabetically by Theater Participant name.

I. 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
Wednesday, January 13, 2021. Submissions should be sent via email to guexhibits@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:


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 co-sponsoring organization’s name or logo, or otherwise suggest or imply that ASCO, Conquer Cancer, or any co-sponsoring 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 co-sponsoring organizations may not be part of the 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 or co-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 co-sponsoring organization or the 2021 Genitourinary Cancers Symposium.

7. A link to digital materials related to the Theater and created by a Theater Participant may be included on the Theater Participant’s virtual 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 guexhibits@spargoinc.com.

9. ASCO will offer a one-time complimentary use of the 2021 Genitourinary Cancers Symposium advance registration list (available after Friday, January 22, 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 guexhibits@spargoinc.com.

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

J. PROMOTION OF THEATER BY ASCO

1. The Theater will be promoted by ASCO, in the following ways:
   - A link to the Theater will appear on the 2021 Genitourinary (GU) Cancer Symposium website (gucasym.org).
   - A link to the Theater will appear on the Virtual Exhibits home page.
   - The Theater will be promoted in the Schedule at a Glance, which will be posted on the GU Cancers Symposium 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 Genitourinary Cancers Symposium Daily News.
• Emails will be sent to attendees leading up to and during the Symposium, encouraging them to visit the Theater.
• Announcements encouraging attendees to visit the Theater will be made via ASCO’s official social media channels.
• The Theater will be publicized in the Symposium walk in slides, which will be shown prior to the virtual sessions.

2. Additionally, ASCO will provide each Theater Participant with the 2021 Genitourinary (GU) Cancer Symposium registration list which contains only the names and mailing addresses of attendees, as specified above.

K. THEATER SLOT CANCELLATION POLICY

Since only contracted Exhibitors in good standing are eligible for participation in the Theater, cancellation of a company’s Virtual Exhibit automatically results in cancellation of an Exhibitor’s Theater slot(s). The following cancellation terms apply:

1. A Theater Participant must submit a notification in writing to guexhibits@spargoinc.com to cancel a Theater slot.
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 slot 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.

L. 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 regarding these Guidelines may be directed to
ASCO Exhibits Management
571-483-1300
exhibits@asco.org