Exhibitor Policies and Information

June 1-5, 2012 | McCormick Place | Chicago, Illinois

EXHIBIT DATES: June 2-4, 2012 | chicago2012.asco.org

Collaborating to Conquer Cancer

ASCO® | Annual '12 Meeting

CONTENTS

Important Exhibitor Deadlines 4

Focused Exhibits Time 5

Four Reasons Why You Can't Afford to Miss the ASCO Annual Meeting 5

Benefits of Exhibiting 5

Demographic Information 5

About ASCO and the Conquer Cancer Foundation 6

2012 Annual Meeting Venue 7

General Information 8

- Annual Meeting Theme 8
- Exhibit Space Package 8
- Exhibit Space Fees 8
- Exhibits Schedule 8
- Exhibitor Service Manual 8
- Online Submission Process 8
- Housing 9
- Travel 9
- Registration 9

Gain Maximum Exposure 10

Other Opportunities at the Annual Meeting 12

- Ancillary Events 12
- Career Fair 12
- Career Opportunities and Other Medical Meetings Posting Boards 12
- Electronic Health Records (EHR) Lab 12
- Independent Satellite Symposia (ISS) 13
- Industry Expert Theater—New This Year 13
- Meeting Rooms 13
- Passport Program 13
- Patient Advocacy 13
- Publishers Pavilion 13
- Technology and Practice Management Pavilion 13

Contact Information 14

Frequently Asked Questions 15

Policies for Exhibitors and Other Organizations at ASCO Meetings 17

2012 Annual Meeting Exhibitors 30

DEAR EXHIBITOR:

The Annual Meeting of the American Society of Clinical Oncology (ASCO) is considered the premier educational and scientific event in the oncology community, highlighting the most advanced treatments, products, and services in oncology. The 48th ASCO Annual Meeting will be held at McCormick Place, June 1–5, 2012, in Chicago, IL. The Oncology Professionals Hall will be open on June 2–4 from 9:00 AM–5:00 PM in South Building, Hall A.

Members of the worldwide oncology community—oncologists, oncology nurses, pharmacists, genetic counselors, and other health care professionals—will come to Chicago to attend sessions on topics such as hematology and therapeutic radiology, as well as medical, surgical, and pediatric oncology.

ASCO is excited to highlight the following features:

- Prime location for the Oncology Professionals Hall in the center of the Convention Center, directly across from ASCO's Plenary Session
- Attendee services in the exhibits that will drive traffic, including a Networking Café with ASCO TV and Internet Stations
- More than 1,500 abstracts will be presented as posters. General Poster Sessions are a key part of the Meeting for attendees. Located side by side with the exhibits, the poster area will generate activity in and around the hall
- Food service for thousands of people will be offered in the Food Court located within the Oncology Professionals Hall.

We look forward to a very successful meeting in Chicago. If you have any further questions, please feel free to contact me at 571-483-1300 or exhibits@asco.org.

Sincerely,

Natalie R. Norris

Natalie R. Norris
Exhibits Manager

IMPORTANT EXHIBITOR DEADLINES

DECEMBER 2011
Early December: General registration and housing opens

JANUARY 2012
January 10: Deadline to submit Independent Satellite Symposia (ISS) proposals
January 26: Final payment due to receive priority points
January 26: Contracts received after January 26, 2012, must include full payment before space will be assigned
Early 2012: Release of the Guidelines on Prioritizing the Selection of Exhibit Space and Hotel Accommodations for the 2013 ASCO Annual Meeting

FEBRUARY 2012
Mid-February: Online exhibitor service manual available
Mid-February: Online submission process for giveaways, booth activities, booth renderings, Exhibitor Appointed Contractor/Non-Official Contractor, and rigging requests open
Mid-February: Online exhibitor registration opens
Mid-February: Online housing confirmation instructions sent via email

MARCH 2012
March 23: Deadline to submit information to be included in the printed Exhibitor Directory
March 23: Deadline to submit giveaways through the online submission process (if applicable)
March 23: Deadline to submit booth activities through the online submission process (if applicable)
March 23: Deadline to submit rigging request through the online submission process (if applicable)
March 23: Deadline to submit booth renderings through the online submission process (if applicable)
March 23: Deadline to upgrade listing in printed Exhibitor Directory

APRIL 2012
Early April: Deadline for exhibitor housing (non-paid rooms are released)
April 25: Early registration deadline
April 25: Deadline to submit Ancillary Events
April 25: Deadline to submit Notification of Intent to use an Exhibitor Appointed Contractor/ Non-Official Contractor
April 25: Deadline to submit Certificate of Liability Insurance from Exhibitor Appointed Contractor/ Non-Official Contractor

MAY 2012
Mid-May: Abstracts released on ASCO.org
May 25: Rigging begins
May 26: Deadline for rigging, including signs, lighting, and truss, to be completed
May 29: Targeted freight deliveries and move-in begins

JUNE 2012
June 1: Aisles must be cleared of crates and equipment by 10:00 AM

FOCUSED EXHIBITS TIME

During these times, competing sessions are significantly reduced.

June 3, 2012, 9:15 AM–1:15 PM
June 4, 2012, 1:00 PM–4:30 PM

FOUR REASONS WHY YOU CAN'T AFFORD TO MISS THE ASCO ANNUAL MEETING

- **Expand your sales in the $78 billion cancer market**
- **Connect with the world's largest oncology community**
- **Reach the national and worldwide media**
- **Be where your competitors will be—more than 400 organizations will highlight the most advanced treatments, products, and services in oncology**

BENEFITS OF EXHIBITING AT THE 2012 ASCO ANNUAL MEETING

- **More than 67,000 leads generated at last year's Annual Meeting**
- **Inclusion in the Exhibitor Directory, listed by company name, product/service category, and booth number in print, online, and mobile listing versions**
- **Ability to upgrade to either to an extended, premium, or super premium listing in the Exhibitor Directory**

DEMOGRAPHIC INFORMATION

Oncologists, oncology nurses, pharmacists, genetic counselors, and other health care professionals in related fields attend ASCO's Annual Meeting. Educational and scientific sessions at the Meeting offer cutting-edge information on the diagnosis and treatment of patients with cancer. The 2011 Annual Meeting had a total of 31,800 registered attendees, including 25,800 professionals, from 117 countries around the world.

Demographic information for the 2011 ASCO Annual Meeting in Chicago, IL, is listed below.

2011 ANNUAL MEETING DEMOGRAPHICS

Total Registrants	31,800
Professionals	25,800
Exhibitors	4,435
Others*	1,565
Domestic Attendees	47%
International Attendees	53%

** Others represent media, spouse/guests*

TOP TEN COUNTRIES REPRESENTED AT THE 2011 ANNUAL MEETING

United States	12,018
Germany	1,384
Japan	1,215
France	1,109
Canada	874
United Kingdom	850
Italy	685
Brazil	668
China	594
Spain	510
107 other countries	6,893
Total Professional Attendees	25,800

PRIMARY ROLE OF PROFESSIONAL ATTENDEES

Physician	47%
Other	30%
Researcher	7%
Nurse	1%
Biostatistician/Epidemiologist	1%

BOARD CERTIFICATION OR INTERNATIONAL EQUIVALENT

Attendees may choose up to four responses

Medical Oncology	22%
Internal Medicine	15%
Other	10%
Hematology	9%
Oncology Pharmacy	3%
Pharmacology (Clinical)	8%
Laboratory Research	3%
Surgery (including Surgical Oncology and Surgical Specialties)	2%
Biostatistics/Epidemiology	3%
Pediatrics (including Pediatric Oncology and Pediatric Specialties)	2%
Radiation Oncology	2%
Gynecologic Oncology	2%
Allied Health (e.g., Psychology, Physical Therapy, Social Work, etc.)	1%
Gastroenterology	1%
Oncology Nursing	1%
Urology/Urologic Oncology	1%
Health Care Administration	1%
Pathology	1%
Hospice and Palliative Medicine	1%
Neurology	1%

ABOUT ASCO

The American Society of Clinical Oncology (ASCO) is a non-profit organization founded in 1964 with the overarching goals of improving cancer care and prevention. More than 30,000 oncology practitioners belong to ASCO, representing all oncology disciplines and subspecialties. Members include physicians and health care professionals in all levels of the practice of oncology.

ABOUT CONQUER CANCER FOUNDATION

Established by ASCO, The Conquer Cancer Foundation is working to create a world free from the fear of cancer through its mission of conquering cancer worldwide by funding breakthrough research and sharing cutting-edge knowledge. The Foundation supports vitally important clinical research, patient education, and patient advocacy programs that benefit the world today and create new hope for the future. We fund initiatives spearheaded by the Foundation itself, by ASCO, and by program partners that stand among the most passionate, respected organizations working today in the global campaign against cancer. Our focus extends from prevention through diagnosis, treatment, end-of-life care, and survivorship.

The Conquer Cancer Foundation's Mission Endowment represents a corporate and individual giving opportunity to provide a long-term base of support to advance both ASCO's and the Foundation's critical mission to improve the care and treatment of people living with cancer. The Endowment will be the cornerstone of the Foundation's efforts to extend the reach and impact of our work, and will allow us to continue to support the very best opportunities for cancer research and education well into the future. For more information about the Conquer Cancer Foundation, please contact us by phone (571-483-1700) or visit us at conquercancerfoundation.org.

2012 ASCO ANNUAL MEETING VENUE

McCormick Place
2301 South Lake Shore Drive
Chicago, Illinois 60616

Exhibits—South Building, Level 3, Hall A
(Open Saturday, June 2–Monday, June 4, 2012)
General Posters—South Building, Level 3, Hall A
(Open Saturday, June 2–Monday, June 4)
Opening Session—North Building, Level 3, Hall B1
(Saturday, June 2, 9:30 AM–12:00 PM)
Plenary—North Building, Level 3, Hall B1
(Sunday, June 3, 1:00 PM–4:00 PM)
Highlights of the Day I, II, III—East Building, Level 3, Hall D1
(Sunday–Tuesday, 8:00 AM–9:30 AM)

The 2012 ASCO Annual Meeting will be hosted at Chicago's McCormick Place—one of the nation's largest and most impressive convention and meeting centers. Located along the shore of Lake Michigan, McCormick Place's state-of-the-art facilities and fantastic location are sure to enhance any Annual Meeting experience. Known for its unparalleled sophistication, class, and style, Chicago offers fine dining, world-famous museums, legendary entertainment, and plentiful shopping. For more information, visit www.choosechicago.com/asco.

Want to stay informed?
Please read the newsletter sent monthly to the exhibitor contact person via email.

GENERAL INFORMATION

ANNUAL MEETING THEME

The theme of the 2012 Annual Meeting is "Collaborating to Conquer Cancer." Significant gains are achieved when a multidisciplinary team of physicians and other health care providers collaborate to care for a patient. The extension of this collaboration to include basic and translational scientists has allowed for better understanding of the diseases we treat, better classification and risk stratification leading to more rational treatment assignment and better outcomes, and the incorporation of rational, targeted agents into therapy. Collaboration also means learning from our patients—listening to their concerns, desires, and needs, and then using that insight to inform treatment. We greatly appreciate all you can do to reinforce the Meeting theme into your exhibit, both in your display and in your educational materials.

EXHIBIT SPACE PACKAGE

- 8′ high back drape and 3′ high side drape booth dividers (inline booths only)
- Booth identification sign with company name and booth number (inline booths only)
- 24-hour general security in the exhibits
- Allocated number of complimentary exhibitor badges
- Listing of company name and booth number in the Exhibitor Directory—both in print and online
- Ability to upgrade to either to an extended, premium, or super premium listing in the Exhibitor Directory

EXHIBIT SPACE FEES

Zone A Inline: $34 per square foot
Zone A Island: $38 per square foot
Zone B Inline: $32 per square foot
Zone B Island: $36 per square foot

The top of signage in island booths may not exceed 20′ from the ground. Truss may be hung higher but may not carry any signage.

There is an additional $50.00 per open corner charge for inline space, if applicable.

Minimum booth size is 100 square feet.

For more information, please contact June LaMountain at J. Spargo & Associates via email at ascoexhibits@jspargo.com or by phone at 703-631-6200.

EXHIBITOR SERVICE MANUAL

A link to the exhibitor service manual will be available via chicago2012.asco.org in mid-February.

The online exhibitor service manual will include information on shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security service, telephones, Internet, audio/visual equipment, computer rental, photography services, and floral services. Order forms and rate schedules will also be provided. Exhibitors who need information before the exhibitor service manual becomes available should contact Stephanie Houck at J. Spargo & Associates via email at stephanie.houck@jspargo.com or by phone at 703-679-3972, or contact the appropriate vendor on page 14 of this brochure.

ONLINE SUBMISSION PROCESS

In an effort to be environmentally friendly, ASCO created an online submission process for exhibitors to simply log onto the exhibitor website and submit their information. With this system, exhibitors can view and update their information anytime and avoid the hassles of paper forms and fax machines. ASCO requires that

EXHIBITS SCHEDULE

Hours Subject to Change

Rigging Hours

Friday, May 25, 2012
8:00AM–4:30PM

Saturday, May 26, 2012
8:00AM–4:30PM

The Exhibit Hall will be dark on Sunday, May 27, and Monday, May 28. Freeman will work with any specific customers that have work requirements for Sunday/Monday. See forms in the exhibitor service manual when it is released in February.

Targeted Freight Move-In

Tuesday, May 29, 2012
8:00 AM–4:30 PM

Wednesday, May 30, 2012
8:00 AM–4:30 PM

**The targeted freight move-in schedule will be included in the exhibitor service manual*

exhibitors submit booth activity, giveaway, booth rendering, and rigging requirements in advance to keep the atmosphere in the exhibits congruent with the educational mission, as well as to ensure the overall success of the Annual Meeting.

Exhibitors are required to submit the following, if applicable, through the online process:

- Booth Activity (if applicable)
- Giveaway (if applicable)
- Booth Rendering (for booths 400 sq. ft. or larger)
- Rigging requirements (for booths 400 sq. ft. or larger)
- EAC/Non-Official contractor (if applicable)

An email will be sent to the exhibitor contact person, including login information, in mid-February 2012. All exhibitors must submit any of the above that apply no later than Friday, March 23, 2012. If you have any questions, please contact Stephanie Houck at J. Spargo & Associates via email at stephanie.houck@jspargo.com or by phone at 703-679-3972.

HOUSING

The online housing room block management instructions will be sent via email to the exhibitor contact person in mid-February. In the meantime, please contact the ASCO Registration and Housing Center via email at ascohousing@jspargo.com or by phone at 888-788-1522 or 703-449-6418 to make hotel reservations or to request a room block. Exhibitors are required to book their hotel accommodations through ASCO's Registration and Housing Center. Exhibiting companies who do not utilize the ASCO Registration and Housing Center to secure hotel rooms will be subject to a 10% surcharge on the exhibit space rental rate and will be billed accordingly. Please refer to the Policies for Exhibitors and Other Organizations at ASCO Meetings on page 17 of this brochure for further details.

TRAVEL

Please visit chicago2012.asco.org for all travel information, including airfare, ground transportation, and tour options.

REGISTRATION

The online exhibitor registration process opens in mid-February, notification of which will be sent to the exhibitor contact person via email. Each exhibitor will receive an allocated number of complimentary exhibitor badges based on the size of the booth. For the first 400 square feet, companies receive five badges for every 100 square feet. After the initial 400 square feet, companies receive two badges per 100 square feet. Registration as an Exhibitor includes access to the exhibits, general posters, and the Opening and Plenary Sessions, but does not include access to educational sessions.

If you would like to attend the educational sessions, you must register as an Exhibitor Attendee and pay the applicable registration fee in order to receive an Exhibitor/Attendee badge. You should coordinate this registration with the Exhibitor Contact for your company as you are only permitted to have one registration for the Annual Meeting. The Exhibitor/Attendee badge includes access to the exhibits, general posters, and the educational sessions, including the Opening and Plenary Sessions, the ability to earn CME/CE credit for the sessions you attend, and access to Virtual Meeting. For more information, please contact the ASCO Registration Center via email at ascoregistration@jspargo.com or by phone at 888-788-1522.

Exhibit Move-In

Tuesday, May 29, 2012
8:00 AM–6:00 PM

Wednesday, May 30, 2012
8:00 AM–6:00 PM

Thursday, May 31, 2012
8:00 AM–6:00 PM

Friday, June 1, 2012
8:00 AM–5:00 PM

Exhibit Hours

Saturday, June 2, 2012
9:00 AM–5:00 PM

Sunday, June 3, 2012
9:00 AM–5:00 PM

Monday, June 4, 2012
9:00 AM–5:00 PM

Move-Out

Monday, June 4, 2012
5:00 PM–11:00 PM

Tuesday, June 5, 2012
8:00 AM–4:30 PM

Wednesday, June 6, 2012
8:00 AM–4:30 PM

Note: *Rigging for all exhibits must be complete by no later than 4:30 PM on Saturday, May 26, 2012. Exhibitors must adhere to this policy to ensure the overall success of the Annual Meeting. Special move-in arrangements MUST be made through the official service contractor in advance.*

GAIN MAXIMUM EXPOSURE

ADVERTISING

ASCO Daily News is the official newspaper of the Annual Meeting, written and published onsite each day during the Meeting. For advertising opportunities available, please contact our Advertising Office via email at joseph.frank@wt.group.com or by phone at 443-512-8899, ext 114.

ASCO Connection, formerly known as *ASCO News & Forum,* is the association's bimonthly magazine, which highlights the membership experience—from the contributions and accomplishments of individual members to the collective work of ASCO and its membership as they tackle the concerns of today's oncology community. The companion social networking site, ASCOconnection.org, features blogs by ASCO's leadership, oncology-based discussion forums, and online exclusives. For advertising opportunities, please contact our Advertising Office via email at joseph.frank@wt-group.com or by phone 443-512-8899, ext. 114.

The *Journal of Clinical Oncology* serves its readers as the single most credible, authoritative resource for disseminating significant oncology research. In print and electronic format, *JCO* strives to publish the highest quality articles dedicated to clinical research. For advertising opportunities available, please contact Sandy Bredlow at the Walchli Tauber Group via email at sandy.bredlow@wt-group.com or by phone at 443-512-8899, ext 108.

GIVEAWAYS

ASCO publishes a number of high-quality products of interest to attendees. Exhibitors may purchase bulk quantities of selected publications to hand out from their display booth. A sponsor acknowledgment, advertisement in the *Journal of Clinical Oncology,* and announcement flyers, as well as other benefits, may be included in the package.

A variety of products are available, including:

- Captured presentations from ASCO Annual Meeting for viewing by streaming video from your computer, laptop, or iPad OR download presentations via podcast.
- *Achieving Career Success in Oncology: A Practical Guide*—primarily for domestic oncologists at all stages of their careers, but most of the principles apply worldwide.
- "Translational Oncology: A Guide for Writers and Readers" DVD—This new DVD contains a seminar by JCO Deputy Editor Mary L. Disis—suitable for practicing oncologists who wish to learn more about this field of study. Available in DVD or webkey formats.

For more information, please contact Tiffany Bailey at The Walchli Tauber Group via email at tiffany.bailey@wt-group.com or by phone at 443-512-8899.

EXHIBITOR DIRECTORY

The Exhibitor Directory is a valuable resource to help attendees navigate the exhibits. Exhibiting companies may purchase expanded listings in the Directory, which will allow you to provide additional information to attendees about your products and services in print, online, and in the mobile listing. If you have any questions, please contact June LaMountain at J. Spargo & Associates via email at ascodirectory@jspargo.com or by phone at 703-631-6200.

Cover advertising positions also are available. For further information, please contact Joseph Frank at Wachli Tauber via email at joseph.frank@wt-group.com or by phone at 443-512-8899, ext 114.

ATTENDEE & MEMBER MAILING LIST RENTAL

Renting the ASCO attendee and member mailing lists is an effective way to communicate with ASCO professionals, keeping your products and services top-of-mind throughout the year. You can purchase a partial, targeted ASCO membership mailing list and an Annual Meeting registrant mailing list through INFOCUS Marketing. For more information or to order, contact by phone at 800-708-5478, via email at sales@infocusmarketing.com, or visit www.infocusmarketing.com.

DONE in ONE℠—As an added convenience for ASCO list renters, INFOCUS offers integrated marketing solutions to help you save time and money. Whatever the need—delivering a direct mail promotion to the members of ASCO and Meeting attendees about your product or service, acquiring new prospect lists, or printing collateral for an upcoming event—INFOCUS has the ability and expertise to take you from start to finish seamlessly.

SUPPORT OPPORTUNITIES

The ASCO Annual Meeting is considered the premier educational and scientific event in the oncology community. Attracting nearly 32,000 attendees from all over the world, the meeting is designed to advance the education of physicians and other professionals caring for patients with cancer, to support the development of clinical cancer researchers, and to facilitate the delivery. The Annual Meeting offers a number of opportunities to allow corporations and individuals to support this important program of high-quality health care to patients with cancer.

Annual Meeting support opportunities include:

- **Disease-Specific Scientific and Educational Program**
  The ASCO Annual Meeting program is structured as tracks, or series of educational and scientific sessions in disease-specific or oncology-related topics. These tracks give attendees the opportunity for focused learning in their preferred interest. Tracks may be combined or expanded. Sessions are classified by track based on the primary focus of the content presented.

- **Publications and Enduring Products**
  To facilitate and enable the transfer of the information presented at the Meeting, ASCO has developed a number of enduring products from the data presented.

  Publications and enduring products available for support include:
  - *Proceedings Parts I & II* (print and electronic formats)
  - Annual Meeting Program
  - Program Announcement
  - Registration and Housing Announcement
  - *Educational Book* (print and electronic)
  - Virtual Meetings on ASCO.org
  - Abstracts on ASCO.org

- **Onsite Products and Services**
  In addition to educational programs, the ASCO Annual Meeting offers organizations opportunities to support products and services available to all ASCO Annual Meeting attendees.

  Products and services available for sponsorship include:
  - Wi-Fi Zone
  - Internet Stations
  - Pocket Program Smartphone Application
  - Interactive Locator Maps
  - Message Center
  - Charging Stations
  - ASCO TV
  - iMeeting Mobile Application
  - Events
  - Research Grants and Awards

  At the Conquer Cancer Foundation of the American Society of Clinical Oncology, our eyes are always on the places where our researchers can make a real, tangible difference in the lives of patients. The focus of the Conquer Cancer Foundation Grants and Awards Program is on clinical and translational research. We support projects of immediate and compelling clinical relevance and dedicate resources to areas of inquiry that are not typically funded by other organizations—such as palliative care and rare diseases.

  The Conquer Cancer Foundation Grants and Awards Program offers a comprehensive portfolio of funding opportunities for oncology professionals in academic setting or in clinical practice. We support a wide range of research initiatives designed to provide insight into virtually every aspect of cancer, from prevention and diagnosis to treatment and survivorship.

  2012 Grants and Awards available for support include:
  - Advanced Clinical Research Award in Breast Cancer
  - Career Development Award
  - Clinical Trials Participation Award
  - Community Oncology Research Grant
  - Drug Development Research Professorship
  - International Development and Education Award
  - Long-term International Fellowship
  - Medical Student Rotation
  - Merit Award
  - Oncology Trainee Travel Award
  - Resident Travel Award
  - State Affiliate Grant Program
  - Young Investigator Award
  - Clinical Trial Participation Awards
  - B.J. Kennedy Award and Lecture
  - Patient Advocate Scholarship Program

  The Patient Advocate Scholarship Program provides travel grants to a select number of patient advocates to attend the ASCO Annual Meeting.

  Additionally, any organizations that receive approval for a fundraising booth activity are able to support the Conquer Cancer Foundation by donating a portion of the funds to the Conquer Cancer Foundation to help further our mission.

For questions regarding support of ASCO, the ASCO Annual Meeting, and the Conquer Cancer Foundation, contact the Conquer Cancer Foundation via email at info@conquercancerfoundation.org or by phone at 571-483-1700.

OTHER OPPORTUNITIES AT THE ANNUAL MEETING

ANCILLARY EVENTS

Each year, hundreds of ancillary events are held adjunct to an ASCO meeting or symposium, including but not limited to advisory board meetings, educational events, focus groups, investigator meetings, and social functions. All ancillary events must receive ASCO authorization to ensure the event adheres to the meeting blackout times. However, there is no fee involved in procuring ASCO's authorization to hold an ancillary event and ASCO does not provide any support of any kind for any ancillary event. In an effort to provide superior customer service to members, volunteers, and meeting attendees, the ASCO leadership requires all organizations (commercial and nonprofit) that wish to hold functions of any size or nature in any location during any ASCO meeting or symposium to submit a request online.

Ancillary Event Requests for all ASCO meetings should be submitted online at www.asco.org/eventrequest. Please submit only one request for each event. Every effort will be made to process fully completed requests within seven (7) business days of receipt. A completed Ancillary Event Request provides ASCO with the necessary information to assist members, volunteers, and meeting attendees with any questions that may arise. The deadline for submission of Ancillary Event Requests is Wednesday, April 25, 2012, at 5:00 PM Eastern Time. If you have questions, please contact Kim Curtis at J. Spargo & Associates via email at ascoeventrequest@jspargo.com or by phone 703-631-6200.

The request also supplies ASCO with the information needed to release hotel space, currently held by ASCO, to organizations for use during the meeting or symposium. No organization may hold a function within hotel space held by ASCO without ASCO first releasing the space to the organization. After ASCO releases space to the organization, the organization works directly with the assigned hotel to make arrangements pertaining to the proposed function. Organizations planning events outside of hotel space held by ASCO must also complete the Ancillary Event Request, prior to planning their event.

ASCO reserves the right to attend and observe (without notice) any function held in conjunction with an ASCO meeting or symposium. Functions are to be supportive and consistent with the educational and scientific nature of an ASCO meeting or symposium. Violators of ASCO policies and requirements, including organizations whose activities deviate from the description provided in the submitted request, may be subject to sanctions that include denial or revocation of exhibit space, denial of future requests for group function space, and/or denial of admission to current or future ASCO meetings.

Organizations may not hold functions during the defined blackout times for each meeting. ASCO strictly enforces the blackout times at the request of our members, who often feel conflicted about choosing between ASCO sessions and non-ASCO meetings and events.

2012 ASCO ANNUAL MEETING BLACKOUT TIMES

Friday, June 1: 1:00 PM–6:00 PM
Saturday, June 2: 8:00 AM–6:00 PM
Sunday, June 3: 8:00 AM–6:00 PM
Monday, June 4: 8:00 AM–6:00 PM
Tuesday, June 5: 8:00 AM–1:00 PM

CAREER FAIR

If you are an employer searching for the right candidate, the Career Fair offers a convenient way for attendees to learn more about employment opportunities available in the rapidly developing oncology profession. For more information, please contact Sandy Bredlow at the Walchli Tauber Group via email at sandy.bredlow@wt-group.com or by phone at 443-512-8899, ext 108.

CAREER OPPORTUNITIES AND OTHER MEDICAL MEETINGS POSTING BOARDS

The Career Opportunities and Other Medical Meetings posting boards, located within the Oncology Professionals Hall adjacent to the Career Fair, provide organizations with the opportunity to make readily available to the attendees information about job openings or other medical meetings held throughout the year. For more information, please contact Sandy Bredlow at the Walchli Tauber Group via email at sandy.bredlow@wt-group.com or by phone at 443-512-8899, ext 108.

ELECTRONIC HEALTH RECORDS (EHR) LAB

The Electronic Health Records (EHR) Lab will give attendees the opportunity to learn about EHR technologies appropriate for their practices and gain hands-on experience with the latest EHRs. A special case scenario will highlight the capacity of the vendor products to provide oncology-specific support. For more information, please contact ehr@asco.org.

INDEPENDENT SATELLITE SYMPOSIA (ISS)

Independent Satellite Symposia (ISS) are autonomous, CME-accredited educational activities held adjunct to ASCO meetings. ISS proposals go through a rigorous approval process and are evaluated for the ability to provide educational content distinct from that in the official ASCO education and scientific programs for the specific meeting or symposium where the ISS will be presented. For more information, including the policies, please direct any inquiries to iss@asco.org.

INDUSTRY EXPERT THEATER

New this year, ASCO will hold a Industry Expert Theater in the Oncology Professionals Hall. Exhibitors have the opportunity to give live non-accredited educational presentations by purchasing a turnkey package offering a professional theater setting.

If you are interested in participating, please contact June LaMountain via email at ascoexhibits@jspargo.com or by phone at 703-631-6200 for more information. Industry Expert Theater slots are limited and will be assigned on a first-come, first-served basis.

MEETING ROOMS

Exhibitors may rent modular meeting space located in the back of the Oncology Professionals Hall for use during move-in on Friday, June 3, and regular open hours on Saturday, June 4–Monday, June 6. The meeting rooms are a convenient place for you to have a staff lounge, hold staff meetings, meet privately with attendees, etc., within close proximity to your booth. If you are interested in ordering a meeting room, please contact June LaMountain via email at ascoexhibits@jspargo.com or by phone at 703-631-6200 for more information. Meeting room space is limited and will be assigned on a first-come, first-served basis.

PASSPORT PROGRAM

ASCO and the Conquer Cancer Foundation are excited to offer exhibiting companies the opportunity to participate in the Passport Program at the 2012 Annual Meeting. Attendees will receive a passport booklet to be stamped at participating booths in the exhibits. Attendees who have their passport booklets stamped by all participating exhibitors will be eligible to receive an ASCO-related gift. This program was created in an effort to drive more traffic into and throughout the exhibits. If you are interested in participating, please contact the ASCO Exhibits staff via email at exhibits@asco.org or by phone at 571-483-1300.

PATIENT ADVOCACY

The ASCO-Sponsored Patient Advocacy Booth, near the entrance of the exhibits, is designed to give 24 not-for-profit patient advocacy organizations an opportunity to promote their resources and services to the professional oncology community. This booth provides a venue where participants can display materials and where physicians and patient advocates can meet, interact, and exchange information. Please direct any inquiries to patientadvocates@asco.org.

Individual exhibit booths (separate from the ASCO-Sponsored Patient Advocacy Booth) are also available to patient advocacy organizations at a greatly reduced rate and granted on a first-come, first-served basis, based on eligibility criteria. To inquire about space, please contact June LaMountain at ascoexhibits@jspargo.com or by phone at 703-631-6200.

PUBLISHERS PAVILION

The Publishers Pavilion is an area in the exhibits highlighting more than 50 publishing organizations who sell oncology-related books and journals.

TECHNOLOGY AND PRACTICE MANAGEMENT PAVILION

The Technology and Practice Management Pavilion highlights the latest in advanced technologies for health care professionals, such as electronic health records, database management, electronic communications, software, and other electronic products and services related to the practice of oncology.

CONTACT INFORMATION

AUDIO/VISUAL SERVICES
Freeman Audio Visual Solutions
9260 West 55th Street
McCook, IL 60525
Phone: 708-255-7100
Fax: 469-621-5620
Contact: Gabriela Azpeitia
gabriela.azpeitia@freemanco.com
www.freemanco.com

COMPUTER EQUIPMENT RENTAL
Universal Computer Rental
12425 Mill Avenue, Unit A6
Chino, CA 91710
Phone: 909-627-2089
Fax: 909-627-2099
Contact: Jorge Resendez
sales@ucrental.com

CONVENTION AND VISITORS BUREAU
Chicago Convention and Tourism Bureau
301 E. Cermak Road
Chicago, IL 60616
Phone: 312-567-8463
Fax: 312-567-8577
Contact: Rose Horcher, CEM, CMP
rhorcher@choosechicago.com
www.choosechicago.com/asco

CONVENTION CENTER
McCormick Place
2301 South Lake Shore Drive
Chicago, IL 60616
Phone: 312-791-6113
Fax: 312-791-6543
mccormickplaceutilities@mccormickplace.com
www.mccormickplace.com

EXHIBIT OPERATIONS
J. Spargo & Associates
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030
Phone: 703-631-6200
Fax: 703-654-6931
Contact: Stephanie Houck, CEM
stephanie.houck@jspargo.com

EXHIBIT SALES
J. Spargo & Associates
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030
Phone: 703-631-6200
Fax: 703-654-6931
Contact: June LaMountain
ascoexhibits@jspargo.com

GROUND TRANSPORTATION
Kushner & Associates
3444 Cloudcroft Drive
Malibu, CA 90265
Phone: 310-274-8819 x213
Fax: 310-273-9535
Contact: Leanne Anell
l.anell@kushnershuttles.com

HOUSING
J. Spargo & Associates
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030
Phone: 703-449-6418 or 888-788-1522
Fax: 703-631-6288
Contact: Katharine Neckers/Dawn Senavitis
ascohousing@jspargo.com

OFFICIAL SERVICE CONTRACTOR
Freeman
5040 West Roosevelt Road
Chicago, IL 60644
Phone: 773-473-7080
Fax: 469-621-5603
FreemanChicagoES@freemanco.com

PHOTOGRAPHER
Convention Photo by Joe Orlando, Inc.
3217 North Verdugo Road, Suite 1
Glendale, CA 91208-1676
Phone: 818-957-2204
Fax: 818-957-6113
Contact: Jeff Orlando
convphoto@earthlink.net
www.joeorlandophoto.com

REGISTRATION
J. Spargo & Associates
11208 Waples Mill Road, Suite 112
Fairfax, VA 22030
Phone: 703-449-6418
Fax: 703-631-6288
ascoexhibitorreg@jspargo.com

SECURITY
RA Consulting
2700 North Main Street, Suite 1070
Santa Ana, CA 92705
Phone: 714-543-3131
Fax: 714-543-3232
Contact: Bev Oren
orders@raconsulting.us

TRAVEL AGENCY
Please visit chicago2012.asco.org for all travel information, including airfare, ground transportation, and tour options.

Official contractors will be added throughout the year. Please go to chicago2012.asco.org for the complete list.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE ADDRESS OF THE CONVENTION CENTER?

McCormick Place
2301 South Lake Shore Drive
Chicago, Illinois 60616

WHEN WILL THE EXHIBITS BE OPEN?

Saturday, June 2, 2012
9:00 AM–5:00 PM

Sunday, June 3, 2012
9:00 AM–5:00 PM

Monday, June 4, 2012
9:00 AM–5:00 PM

WHEN CAN I SET UP MY BOOTH?

Targeted Move-In*
Tuesday, May 29, 2012
8:00 AM–6:00 PM

Wednesday, May 30, 2012
8:00 AM–6:00 PM

Thursday, May 31, 2012
8:00 AM–6:00 PM

Friday, June 1, 2012
8:00 AM–5:00 PM

**All aisles must be clear of empties and freight by 10:00 AM on Friday, June 1, 2012.*

WHEN CAN I DISMANTLE MY BOOTH?

Monday, June 4, 2012
5:00 PM–11:00 PM

Tuesday, June 5, 2012
8:00 AM–4:30 PM

Wednesday, June 6, 2012
8:00 AM–4:30 PM

WHO IS THE GENERAL SERVICES CONTRACTOR?

Freeman is the official service contractor for ASCO. They provide carpet, furniture, labor, etc., as well as manage shipping and other services related to the exhibits.

WHAT DOES THE EXHIBIT SPACE FEE INCLUDE?

Please see page 8 under Exhibit Space Package. Exhibitors are responsible for the cost of carpeting and furniture ordered through the official service contractor, Freeman.

IS CARPETING REQUIRED?

Yes, all booths must be carpeted by Friday, June 1, at 5:00 PM. There are no exceptions to this rule.

ARE EXHIBITORS REQUIRED TO REGISTER THE INDIVIDUALS WHO WILL STAFF THE BOOTH?

Please see page 9 under Registration. All exhibitors are responsible for registering each individual working in the booth.

HOW CAN I PROVIDE FEEDBACK ABOUT MY EXHIBITING EXPERIENCE AT ASCO?

ASCO invites all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting on Monday, June 4, 2012, from 7:45 AM–8:45 AM. More details to follow via the monthly exhibitor newsletter. In addition, ASCO sends out a post-meeting survey to all exhibitors.

WHAT GIVEAWAYS ARE PERMITTED?

Please see page 10 under Eligible Giveaways for more detailed information. If you have any questions, please contact Stephanie Houck by phone (703-679-3972) or via email (stephanie.houck@jspargo.com).

HOW DO I OBTAIN APPROVAL FOR FOOD AND BEVERAGE ITEMS?

Exhibitors must submit a booth activity request for approval to provide food or beverages to ASCO no later than 60 days in advance of the Annual Meeting through the online submission process. An email will be sent to the exhibitor contact person, including login information, in February 2012.

ASCO is the only professional organization to **represent all oncologists** in every medical field in the United States.

WHAT IS THE HEIGHT RESTRICTION FOR ISLAND BOOTHS?

The top of signage in island booths may not exceed 20' from the ground. Truss may be hung higher but may not carry any signage.

WHAT IS THE DIFFERENCE BETWEEN AN ANCILLARY EVENT AND INDEPENDENT SATELLITE SYMPOSIUM (ISS)?

An ancillary event is any function held adjunct to an ASCO meeting or symposium by a party other than ASCO or the other meeting co-sponsors, including but not limited to advisory board meetings, educational events, focus groups, investigator meetings, and social functions. All ancillary events must receive ASCO authorization, to ensure the event adheres to the meeting blackout times. However, there is no fee involved in procuring ASCO's authorization to hold an ancillary event and ASCO does not provide any support of any kind for any ancillary event.

Independent Satellite Symposia (ISS) are autonomous, CME-accredited educational activities held adjunct to an ASCO meeting or symposium. ISS proposals go through a rigorous approval process and are evaluated for the ability to provide educational content distinct from that in the official ASCO education and scientific programs for the specific meeting or symposium where the ISS will be presented. If selected, there is an ISS program fee, paid to ASCO, which includes:

- Use of hotel meeting room space
- Use of a separate hotel meeting room for speaker preparation
- One use of the meeting pre-registration mailing list
- Posting of the ISS capture on ASCO.org for one year
- Listing of the ISS in the meeting Pocket Program

Detailed information and applicable policies on the ISS application process can be found at www.asco.org/iss. The deadline to submit proposals is Tuesday, January 10, 2012.

WHERE CAN I GET THE MOST CURRENT AND UP-TO-DATE COPY OF THE EXHIBITOR LIST AND FLOOR PLAN?

Please visit chicago2012.asco.org for more information.

POLICIES FOR EXHIBITORS AND OTHER ORGANIZATIONS AT ASCO MEETINGS

It is agreed and understood that the Policies for Exhibitors and Other Organizations at ASCO Meetings in this exhibitor brochure are part of a contract between the exhibitor and ASCO and that the submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these rules and regulations. Please contact ASCO Exhibits by phone (571-483-1300) or via email (exhibits@asco.org) with any questions.

Please review them carefully and share them with those staff in your organization, as well as any third parties who may be involved in organizing and managing your exhibit booth. You can contact ASCO Exhibits by phone (571-483-1300) or via email (exhibits@asco.org) with any questions.

Effective 9/20/2011

I. INTRODUCTION 18
II. SUPPORT FOR ASCO AND CONQUER CANCER FOUNDATION SPONSORED ACTIVITIES 18
III. ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS 19
- A. Activities and Events Held Adjunct to ASCO Meetings 19
- B. Independent Satellite Symposia 20
- C. Marketing of Products and Services Outside of the Exhibit Hall 20

IV. EXHIBITS AND THE EXHIBIT HALL 20
- A. Compliance with Law, Regulations, and Exhibitor Agreement 20
  - 1. General Requirements, Amendments 20
  - 2. Safety and Access Laws 20
  - 3. Liability for Damage to Property 21
  - 4. Review and/or Expulsion of Exhibitors 21
  - 5. Attorneys' Fees, Governing Law, Jurisdiction 21
- B. Eligible Exhibitors 21
- C. Eligible Exhibits 21
  - 1. ASCO Review of Exhibits 21
  - 2. Compliance with Applicable Law and Regulations 21
  - 3. Pavilions and Other Designated Areas 21
  - 4. Restriction Upon Exhibition of Dietary Supplements 21
  - 5. Restriction Upon Market Research Products and Services 22
- D. Restriction of Exhibit Materials to Exhibit Space 22
- E. Exhibit Content and Booth Regulations 22
  - 1. Exhibit Content and Activities 22
  - 2. Advance Approval of Booth Activities Required 22
  - 3. Admission to the Exhibit Hall 22
  - 4. Exhibit Space Selection 22
  - 5. Exhibit Display and Exhibit Booth Construction 22
  - 6. Inline Booth 23
  - 7. Corner Booth 23
  - 8. Island Booth 23
  - 9. Rigging Requirements 23
  - 10. Tabletop Exhibits 23
  - 11. Prohibited Activities and Items in the Exhibit Hall 23
  - 12. Prohibition Upon Fundraising 24
  - 13. Prohibition Upon Sales 24
  - 14. Operation of the Exhibit Booth 24
  - 15. Exhibitor Personnel Conduct 25
  - 16. Photography, Video Recording, and Audio Recording 25
  - 17. Food and Beverages 25
- F. Giveaways 25
  - 1. Eligible Giveaways 25
  - 2. Specific Giveaway Restrictions 25
  - 3. Advance Approval Required 26
  - 4. Advance Approval Not Required 26
  - 5. Porter Service Required 26
  - 6. Storage of Materials and Boxes 26
- G. Prohibition Upon Subletting Space and Permitting Unauthorized Access/Exhibits 26
  - 1. No Assignment of Space or Exhibition of Unapproved Goods or Services 26
  - 2. Unauthorized Access and Misuse of Badges 26
  - 3. Activities on Behalf of Non-Exhibiting Firms 26
- H. Use of Contractors for Provision of Exhibit Services 27
- I. Emergencies, Strikes, Embargos, Other Occurrences Beyond ASCO's Control 27
  - 1. ASCO Right of Termination 27
  - 2. Pro-Rated Refund 27
- J. Liability, Insurance and Indemnification 27
  - 1. Indemnification 27
  - 2. Exclusions from Liability 27
  - 3. Insurance 27
- K. Security 27
- L. Notifications 27
- M. Use of ASCO's Designated Housing Agent 28
- N. Cancellation by Exhibitor 28

V. PUBLIC RELATIONS 28
VI. FUNDRAISING 28
VII. USE OF THE ASCO AND CONQUER CANCER FOUNDATION NAMES AND MARKS 28
VIII. DISCIPLINARY ACTION 29

I. INTRODUCTION

This joint policy of the American Society of Clinical Oncology ("ASCO") and Conquer Cancer Foundation of the American Society of Clinical Oncology ("Conquer Cancer Foundation" or "Foundation" or "CCF") establishes the general standards that both organizations will apply to the activities of commercial firms and other organizations, including not-for-profit organizations, during or in connection with ASCO meetings, as exhibitors, meeting supporters, or otherwise. Related requirements governing various activities are set forth in:

- Terms and conditions of the ASCO Exhibitor Agreement
- ASCO and Conquer Cancer Foundation Policy for Independent Satellite Symposia
- Requirements specified in the Exhibitor Service Manual
- ASCO's Corporate and Institutional Public Relations Policies
- Policies and rules of the Meeting Venue
- Special requirements, policies, or guidelines developed by ASCO for designated pavilions or areas in the Exhibit Hall
- Any guidelines established by ASCO regarding selection of exhibit space and hotel accommodations

ASCO meetings are educational events intended to facilitate the communication of new scientific knowledge and to advance the practice of oncology. The foremost concern of ASCO and the Conquer Cancer Foundation is preservation of the scientific integrity and educational value of ASCO meetings. To this end, ASCO invites organizations to support and participate in ASCO meetings in a manner that complies with the requirements described in this policy and related documents. As a matter of ASCO policy, the form and manner of any such activity must also comply with 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 Accreditation Council for Continuing Medical Education (ACCME) Essential Areas and Elements; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers. Copies of these standards may be obtained by calling the ASCO Education, Science and Professional Development Department at 571-483-1300.

Compliance with all applicable laws and regulations is required of every organization that participates in ASCO meetings. Organizations that violate ASCO or Conquer Cancer Foundation policies, legal requirements, or the terms and conditions of the Exhibitor Agreement will be subject to disciplinary action as further described in Section VIII below.

Various thematic or multidisciplinary meetings are sponsored by ASCO and cosponsored by one or more other organizations. These ASCO Policies for Exhibitors and Other Organizations at ASCO Meetings apply to those meetings, with ASCO administering the Policies. Generally, references to ASCO meetings in this document should be understood to include those meetings that have other cosponsors where ASCO is the lead organization.

II. SUPPORT FOR ASCO AND CONQUER CANCER FOUNDATION SPONSORED ACTIVITIES

Commercial firms, foundations, and other organizations are invited to provide support for ASCO and Conquer Cancer Foundation scientific and educational activities, publications, and other products. Such activities include, but are not limited to: symposia; conferences; meetings; workshops; research grants; awards; and audio, video, or online educational activities. ASCO and the Conquer Cancer Foundation prefer their activities to be supported by multiple supporters. ASCO and the Conquer Cancer Foundation are solely responsible for the development and implementation of each activity of ASCO or the Conquer Cancer Foundation. ASCO and the Conquer Cancer Foundation alone will determine the content of its scientific and educational activities and will own all associated intellectual property. ASCO and the Conquer Cancer Foundation will also determine the distribution, production, and pricing of the activity's materials.

Any funds provided in support of ASCO or Conquer Cancer Foundation programs or products must be made payable to the Conquer Cancer Foundation. The Conquer Cancer Foundation is a 501(c)(3) organization subject to ASCO's general supervision and control, which operates in support and furtherance of ASCO's scientific and educational purposes.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of a grant must be documented by a signed letter of agreement among the supporting organization, ASCO, and the Conquer Cancer Foundation. Terms and conditions of support may not require ASCO or the Conquer Cancer Foundation to accept the supporter's advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity. Supporters are entitled to review the budgets of programs or activities for which they provide support. The Conquer Cancer Foundation accepts support for one or multi-year periods (as defined in the agreement).

ASCO and the Conquer Cancer Foundation will

acknowledge support in program materials but will not permit representatives of supporting organizations to engage in sales or promotional activities or to distribute commercial promotional materials in the room where the activity takes place. Display or distribution of promotional materials, including standards related to product specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable continuing medical education ("CME") standards.

III. ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS

ASCO and the Conquer Cancer Foundation recognize that during ASCO meetings, commercial firms and other organizations may wish to host their own events and activities, for purposes ranging from investigator meetings to providing social and business opportunities for firm employees and meeting attendees.

A. ACTIVITIES AND EVENTS HELD ADJUNCT TO ASCO MEETINGS

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following an ASCO meeting must notify ASCO of such activities by submitting an Ancillary Event Request to ASCO by the deadline specified for the particular meeting. ASCO, in its sole discretion, will determine whether the proposed activity appears to meet ASCO standards and requirements and will notify the applicant if the Ancillary Event Request is approved.

Ancillary activities, including media events, should not compete with the agenda or events of the ASCO meeting. The nature of any ancillary activities should be in keeping with the educational focus of an ASCO meeting. Venues, agendas, and media coverage for ancillary activities should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature.

ASCO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by ASCO, to monitor whether the activity is in compliance with applicable ASCO policies and requirements. Any confidential information that is obtained by ASCO representatives in any ancillary event or activity will be kept confidential.

All ancillary activities must meet the following criteria:

- The activity or event must comply with meeting blackout times and be scheduled as to permit attendees sufficient time to participate in official meeting activities and sessions. ASCO will indicate meeting blackout times on the Ancillary Event Request website, http://www.asco.org/eventrequest
- ASCO must receive and approve a completed Ancillary Event Request by the deadline specified for the particular meeting (space held by ASCO will be allocated to approved requestors on a first come, first served basis). This form can be found at www.asco.org/eventrequest
- No participant may present a paper scheduled for presentation during the ASCO meeting and under embargo at the time of the event. The activity or event must be in compliance with ASCO's Abstract Confidentiality Policy
- No participant may be identified by any applicable ASCO title
- No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the ASCO name or logo, or otherwise suggest or imply that ASCO has endorsed or sponsored the event. The name of the ASCO meeting or symposia may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, the Conquer Cancer Foundation, or the name of the ASCO meeting or symposia may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the event with an ASCO-sponsored event may not be used
- The following statement must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, derivative products, etc. for the event:

For the ASCO Annual Meeting:
"Not an official event of the 20xx ASCO Annual Meeting. Not sponsored or endorsed by ASCO or the Conquer Cancer Foundation." [Where applicable: Not CME-accredited.]

For Symposia:
"Not an official event of the 20xx [Insert Name of Symposium]. Not sponsored or endorsed by any of the cosponsoring organizations of the [Insert Name of Symposium]." [Where applicable: Not CME-accredited.]

Meeting signage may NOT include the ASCO or Conquer Cancer Foundation name, logo, or name of ASCO meeting except in the following required disclaimer, which must be prominently displayed and included on all signs:

For the ASCO Annual Meeting:
"Not an official event of the 20xx ASCO Annual Meeting. Not sponsored or endorsed by ASCO or the Conquer Cancer Foundation." [Where applicable: Not CME-accredited.]

For Symposia:
"Not an official event of the 20xx [Insert Name of Symposium]. Not sponsored or endorsed by any of the cosponsoring organizations of the [Insert Name of Symposium]." [Where applicable: Not CME-accredited.]

- Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to ASCO, Conquer Cancer Foundation, or the ASCO meeting. Materials must not in any capacity identify ASCO as the sponsor or CME provider
- No event marketing, including for transportation purposes, may be done at the ASCO meeting venue except within the confines of an individual exhibit booth or table
- Lead retrieval units are permitted for use during the event
- Event names, invitations, communications, and marketing may not include the phrase "Satellite Symposium" unless the event has been selected as an official Independent Satellite Symposium (See below)

B. INDEPENDENT SATELLITE SYMPOSIA

Independent Satellite Symposia (ISS) are autonomous, CME-accredited, educational activities that are held adjunct to an ASCO meeting. ISS activities require ASCO's prior written approval but do not receive and must not imply ASCO or Conquer Cancer Foundation endorsement or support. All ISS activities must conform to applicable ASCO policies, including the prohibition upon the use of ASCO's or Conquer Cancer Foundation name or logo without prior written permission and the blackout periods established for the meeting. Supporters of ISS activities may not invite or permit representatives of the media to attend the activity or otherwise promote the activity to the media.

Certain members of ASCO's Leadership may not participate in Independent Satellite Symposia in any capacity except as an attendee who receives no honorarium or reimbursement. For example, no member of ASCO's Leadership may serve as faculty, as a presenter, chair, or consultant, or have any other involvement with the planning or presentation of the activity. For additional information and guidelines, please refer to the Policy for Independent Satellite Symposia (ISS) and the ASCO, Conquer Cancer Foundation and Symposium Leadership Excluded from Participation in Independent Satellite Symposia policy, which may be obtained through ASCO's website at www.asco.org/iss or by sending an email to iss@asco.org.

C. MARKETING OF PRODUCTS AND SERVICES OUTSIDE OF THE EXHIBIT HALL

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the Exhibit Hall. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by ASCO.

Fixed, stationary advertising, i.e. stationary billboards, is permissible, only after advance review and approval by ASCO. Mobile advertisements (including advertising in/on buses, taxis, Segways, boats, planes, street cars, etc.) within the Chicago metropolitan area (including Chicago O'Hare Airport and Chicago Midway Airport, within ten (10) days before or after the meeting, are strictly prohibited. Advertising should not include mention of the ASCO meeting or exhibitor booth numbers. The use of any name, logo, or trademark of ASCO or the Conquer Cancer Foundation is strictly prohibited without ASCO's advance written consent, as set forth in Section VII.

IV. EXHIBITS AND THE EXHIBIT HALL

To ensure that exhibit space complements the educational mission of ASCO, ASCO will review requests for exhibit space to determine whether prospective exhibitors and their products meet ASCO criteria and standards. During its meetings, ASCO will monitor exhibitor activities, displays, products, giveaways, and conduct for compliance with ASCO policies, and the terms of the Exhibitor Agreement.

To obtain exhibitor feedback and improve the operation of the Exhibit Hall, ASCO will invite all exhibitors at the Annual Meeting to an onsite Exhibitor Town Hall Meeting.

A. COMPLIANCE WITH LAW, REGULATIONS, AND EXHIBITOR AGREEMENT

1. General Requirements, Amendments

These policies are to be construed as a part of the Exhibitor Agreement. All interpretations, as well as answers to questions and matters not specifically covered by these policies, will be decided by ASCO. ASCO reserves the right to make any reasonable changes to these policies or to the Exhibitor Agreement as necessary to ensure the health and safety of those in attendance and the orderly and appropriate operation of the Exhibit Hall. Exhibitors will be advised of any such changes by email and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by ASCO.

2. Safety and Access Laws

Exhibitors must comply with all applicable laws and

regulations, including rules of the meeting facility. Exhibitors should follow government guidelines under the Americans with Disabilities Act of 1990 when providing for access to exhibit space. The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. All electrical wiring and equipment installed must comply with the facility/local Electrical Code and Fire Department Regulations. Facility electricians reserve the right to refuse connections where wiring constitutes a safety hazard or does not meet the Electrical Code. If an exhibitor is found in non-compliance of the Code, facility electricians may be able to correct the fault and restore the booth to Code. This will be done on a time and materials basis at the exhibitor's expense.

Exhibits must not block aisles or fire exits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping material, etc. are to be removed from the exhibit floor and may not be stored under tables or behind the exhibits. Flammable fluids and material must be kept in safety containers in compliance with facility and local fire department rules and regulations. Open flames, all LP Gases, and oxygen tanks are not permitted.

3. Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, elevators, floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property.

4. Review and/or Expulsion of Exhibitors

ASCO may review the exhibit floor activities of exhibitors at any time. ASCO may deny an exhibitor access to, or expel an exhibitor from the event without refund of any fees if, as determined solely by ASCO, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the Exhibitor Agreement.

5. Attorneys' Fees, Governing Law, Jurisdiction

The Agreement between the exhibitor and ASCO, of which these policies are a part, shall be governed by the laws of the State of Virginia, without regard to choice of law provisions. The exhibitor and ASCO consent to the exclusive subject matter and personal jurisdiction of the federal and state courts in Alexandria, Virginia, over any dispute arising under the Exhibitor Agreement or ASCO's enforcement of ASCO policies and standards. In the event that ASCO litigates to enforce its rights, it shall be entitled to reasonable attorneys' fees incurred in connection with a judgment obtained by it.

B. ELIGIBLE EXHIBITORS

Only a company or other organization identified in a signed Exhibitor Agreement, submitted either by hard copy or online, that has been approved by ASCO may exhibit at an ASCO meeting. ASCO retains the sole and exclusive right to determine which companies and organizations may exhibit at ASCO meetings. Only the sign of the company or organization whose name appears at the top of its Exhibitor Agreement is eligible to be placed in the booth or appear on any printed list of exhibitors.

C. ELIGIBLE EXHIBITS

1. ASCO Review of Exhibits

Eligible exhibitors may exhibit commercially-available oncologic and health/wellness products and services whose marketing, safety and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by ASCO. Products eligible for exhibition are oncologic, and health/wellness-related products, equipment, and services that, upon review by ASCO and at the sole determination of ASCO reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations.

2. Compliance with Applicable Law and Regulations

All exhibits and exhibited items must comply with all local, state, and federal law and regulations. Exhibitors are responsible for compliance with meeting applicable legal requirements, including applicable FDA regulations which govern the labeling of displayed products, prohibit sponsoring hands-on or educational events for non-approved products, and affect how booth descriptions may be listed in meeting programs. For more information on FDA compliance, refer to the FDA's website at www.fda.gov.

3. Pavilions and Other Designated Areas

Exhibitors whose products or services meet the requirements of a pavilion or designated area in the Exhibit Hall (as determined by ASCO),as well as ASCO's guidelines for eligible exhibits, may be eligible to exhibit or engage in specified activities within an ASCO-designated pavilion or area. Any special requirements, policies, or guidelines developed by ASCO for designated pavilions or areas in the Exhibit Hall are to be construed as part of these policies and the Exhibitor Agreement.

4. Restriction Upon Exhibition of Dietary Supplements

Dietary supplements that (i) make any claim to diagnose, mitigate, treat, cure, or prevent any disease, specific class of disease, disease symptom, or abnormal

medical condition; or (ii) claim an effect similar to that of an approved drug, biological product, or medical device must not be exhibited.

5. Restriction Upon Market Research Products and Services

Exhibits with a primary purpose of exhibiting or conducting market research, business intelligence, identification of key opinion leaders, identification of data sources, or similar activities not consistent with the tenor of the Exhibit Hall are not eligible.

D. RESTRICTION OF EXHIBIT MATERIALS TO EXHIBIT SPACE

As discussed in Section III.C, the only appropriate and acceptable venue for the distribution of advertising or marketing materials in the Exhibit Hall.

At the meeting venue, exhibit materials and advertising may not be displayed or distributed beyond the perimeters of the exhibitor's assigned booth and exhibitors must comply with other provisions of this Policy, including as set forth in Section III.C.

As an organization accredited by the ACCME to provide continuing medical education, ASCO maintains professional standards in relation to all events and activities at its meetings. In accordance with ACCME standards, ASCO does not permit exhibitors to promote ASCO's scientific or educational programs. Advertising, marketing materials, and product literature distributed inside or outside the Exhibit Hall must not contain any reference to specific posters or meeting sessions, other than in accordance with ASCO guidelines on posters in exhibit booths.

Exhibitors must submit a sample of all advertising or marketing materials related to ASCO's Annual Meeting or a Symposium, including but not limited to flyers, Internet postings, emails, and postcards, to ASCO for approval subject to compliance with ASCO mailing list guidelines.

Exhibitors using their own mailing lists must submit the sample materials via email (exhibits@asco.org) to ASCO for approval.

ASCO gives exhibitors the opportunity to purchase the pre- and/or post-meeting mailing list with ASCO approval. Exhibitors using a meeting list must submit the sample materials to ASCO's official mailing list vendor, who will process these requests and contact ASCO for approval.

E. EXHIBIT CONTENT AND BOOTH REGULATIONS

1. Exhibit Content and Activities

The Exhibit Hall atmosphere must always be congruent with the educational mission of ASCO. All booth activities and content must be professional in nature and provide educational information related to the field of oncology.

2. Advance Approval of Booth Activities Required

Exhibitors must complete and submit to ASCO a Booth Activity Approval Form no less than 60 days prior to the first move in day for the ASCO Annual Meeting and by the deadline on the Booth Activity Approval Form for the Symposia. Passing out exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors' approval requests.

3. Admission to the Exhibit Hall

Exhibitors must wear the official ASCO supplied badge at all times in the Exhibit Hall. All badges are non transferable and are the sole property of ASCO. ASCO, J. Spargo and Associates, and ASCO Security reserve the right to revoke any badge at any time. No one under the age of 18 is allowed access to the exhibit area at any time. Access to the Exhibit Hall during set-up and dismantle times for booths are restricted to the published hours unless special arrangements have been made with ASCO. Please contact meeting security for assistance with access to the Exhibit Hall for hours other than those listed.

4. Exhibit Space Selection

ASCO shall assign exhibit space and reserves the right to change the location of said exhibit space at any time and for any reason. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by ASCO.

Exhibit spaces may not be wider than they are deep between the front of the Exhibit Hall and an area predetermined by ASCO. This area will be determined before exhibit space sales begin.

5. Exhibit Display and Exhibit Booth Construction

All exhibit floor spaces must be carpeted or covered with an approved material (bare floors in booths are not allowed). Exhibitors may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment. Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor's expense.

Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit or the overhead rigging weight limit of the Exhibit Hall. The exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conforming to maximum floor load specifications.

6. Inline Booth

Inline booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. At the Annual Meeting, ASCO will provide a standard draped booth, consisting of an 8′ high backdrop, 36″ draped side rails and a two-line name sign. Hanging signs are not permitted over inline booths.

Regardless of the number of inline booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only on the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. No objects or decorations that obstruct visibility will be permitted. Note: When three or more inline booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

7. Corner Booth

A corner booth is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. All other guidelines for inline booths apply,

8. Island Booth

An island booth is exposed to aisles on all four sides. An island booth is typically 400 square feet (20′x20′) or larger, although it may be configured differently. Exhibitors who wish to construct an island booth are required to submit a scaled floor plan and elevation diagram (digitally) to ASCO for approval at least 60 days prior to the Annual Meeting. These plans must include hanging signs and rigging components. The plan must include the scale utilized. Any changes that occur after initial submission must be resubmitted to ASCO for approval prior to the Meeting. Multi-level island booths are not permitted.

Island booths are to be constructed to allow a contiguous two foot (2′) access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth. In addition, island booths should have open sight lines around and through the design, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. The maximum height of an island booth is twenty feet (20′). The top of the booth's sign must not extend more than twenty feet (20′) from the Exhibit Hall floor and cannot block the visibility of ASCO signs or other exhibitors' booths. Hanging signs must be hung directly over the island booth and not in the aisles. Installation of hanging signs must take place according to the schedule provided in the Exhibitor Service Manual.

Island booths may use special lighting. Lighting must be directly over or in the exhibitor's booth and cannot affect other exhibitors or aisles. The Exhibit Hall lighting may be dimmed or backed out to accommodate exhibitors' lighting requirements at ASCO's discretion. ASCO will not approve backing out overhead lights which may affect aisles or another exhibitor's space. The exhibitor is responsible for all costs associated with this request.

9. Rigging Requirements

Exhibitors who wish to order rigging are required to submit a scaled floor plan (digitally) of the item(s) to ASCO for approval no less than 60 days prior to the first move in day of the Annual Meeting. These plans must include hanging signs and rigging components. The plans must include the scale utilized.

All rigging, including signs, lighting, and truss, must be installed by the deadline indicated in the exhibitor service manual. All crates pertaining to rigging must be removed from the Exhibit Hall at this time, using an approved porter service, to avoid delays in distributing booth materials within the scheduled time frame. All crates and empties pertaining to the rigging will be returned prior to any other booth crates at the time of move out. These crates must be placed within the confines of the exhibitor's space. Exhibitors must adhere to this policy to ensure the overall success of the Exhibit Hall.

All booths 400 square feet and larger are required to submit the Rigging Approval Form no less than 60 days prior to the first move in day.

10. Tabletop Exhibits

For ASCO meetings with tabletop exhibits, materials are restricted to the 2′ x 6′ area of the 30″ high tabletop. No materials or pop-up equipment, devices or apparatus may be displayed behind, in front of, or next to the 6′ table. All displays are limited to 54″ in height from the top of the table.

11. Prohibited Activities and Items in the Exhibit Hall

Group activities of any kind, including live delivery of didactic lectures and presentations, are prohibited in the Exhibit Hall, except to the extent permissible under ASCO guidelines on posters in exhibit booths or as specified by ASCO for pavilions or other areas designated by ASCO. Exhibitors may provide company and/or product information to attendees on a one-to-one basis.

Exhibitors may offer written and online materials through which attendees can obtain CME credit. In offering these materials exhibitors must comply with the other prohibitions in this section, including the prohibitions on group activities, didactic lectures, and theater style seating. Exhibitors may not suggest that ASCO serves as the CME provider, or is involved in or endorses the CME materials in any way.

Quizzes, contests, games and raffles must be approved by ASCO in advance. Quizzes, contests, games and raffles should be designed for non-competitive participation by individual attendees. Quizzes, contests, games and raffles must be submitted for approval at least 60 days prior to the first move in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for the Symposia, and will be approved on a case by case basis. ASCO will not approve quizzes, contests, games or raffles with distracting features, including flashing colors and sound effects. Exhibitors are responsible for complying with applicable laws, regulations, guidance, and requirements, including of the meeting venue, with respect to quizzes, contests, games, and raffles.

ASCO may also, on a limited basis, grant individual exhibitors permission to have drawings for prizes. Any drawing must be conducted in compliance with applicable laws and regulations, and prizes must be consistent with the requirements for giveaways set forth in Section IV.F of this Policy and applicable laws, regulations, guidance, and requirements. ASCO will not approve drawings where attendees are required to be present in the Exhibit Hall at the time of the drawing to win. Timing of the drawings should not compete inappropriately with meeting sessions and is subject to approval by ASCO. Drawings must be submitted for approval at least 60 days prior to the first move in day for the Annual Meeting and by the deadline on the Booth Activity Approval Form for the Symposia. Exhibitors must submit copies of any applicable permits or licenses upon request.

The following are prohibited in the Exhibit Hall:

- Microphones
- Theater style seating (except to the extent designated by ASCO in pavilions or other limited areas)
- Live delivery of didactic lectures and presentations, except to the extent permissible under ASCO guidelines on posters in exhibit booths or for pavilions or other designated areas
- Group activities of any kind, except to the extent permissible under ASCO guidelines on posters in exhibit booths or for pavilions or other designated areas
- Balloons/lighter than air objects
- Flashing lights
- Playing or performing of recorded or live music during the published Exhibit Hall Hours
- Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees
- Distribution of alcoholic beverages in exhibit booths
- Distribution of advertising, marketing materials, and product literature containing any reference to specific posters or meeting sessions, except to the extent permissible under ASCO guidelines on posters in exhibit booths
- Demonstration, promotion, or sale of the products of any non-exhibiting companies
- Affixing the ASCO or Conquer Cancer Foundation's name or logo to, incorporating them in, or otherwise making them a part of any exhibitor-distributed materials. For more information about the use of ASCO Trademarks see Section VII.
- Unauthorized reproduction or distribution of ASCO abstracts
- Magicians, jugglers, motivational speakers, sleight of hand artists, or illusionists
- Multi-level island booths
- Water features such as waterfalls and mist walls
- Soliciting attendees or exhibitors in the aisle(s) outside booth space, in booths other than their own, or elsewhere in the meeting venue
- Excessive amplification devices which may result in the disturbance of other exhibitors

12. Prohibition Upon Fundraising

Unless a special exception has been granted by ASCO and the Conquer Cancer Foundation in writing for fundraising activities to benefit certain not-for-profit organizations, exhibitors may not engage, directly or indirectly, in any fundraising (including solicitation of corporate investors) in the Exhibit Hall. Proposals for fundraising activities to benefit the Conquer Cancer Foundation should be submitted for review and approval to the Conquer Cancer Foundation at info@conquercancerfoundation.org.

13. Prohibition Upon Sales

Publishing companies are permitted to sell oncology-related books and journals during Exhibit Hall hours. Otherwise, no selling is permitted in the booth. All other exhibiting companies and organizations are limited to taking orders for products and services. Publishers selling items in their booth are required to collect and remit city and state sales taxes.

14. Operation of the Exhibit Booth

All booth activities and queuing must be contained in the individual exhibitor's booth. Excessive amplification devices and offensive displays or odors are prohibited. Sound effects are discouraged due to their potential to interfere with other exhibits and distract from the professional atmosphere of the Exhibit Hall.

A targeted move-in schedule will be included in the Exhibitor Service Manual sent to the exhibitor contact approximately 90 days prior to the start of the Meeting. No installation of booths or display materials is allowed during published Exhibit Hall open hours. Exhibits must remain fully intact and staffed at all times during the published Exhibit Hall open hours. Dismantling and packing of exhibits will not be permitted until the pub-

lished dismantling times. Failure to comply may result in disciplinary action, as set forth in Section VIII.

15. Exhibitor Personnel Conduct

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all ASCO policies, applicable law and terms of the Exhibitor Agreement, and conduct themselves in a professional manner.

Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed booth of another exhibitor.

Exhibitor personnel, including vendors hired to work in their booth, may not solicit attendees, other exhibitors, meeting presenters, or meeting faculty from outside of their booth or elsewhere in the meeting venue, including at educational and scientific meeting rooms and poster sessions, and may not canvass in any part of the Exhibit Hall or meeting venue.

Personnel not commercially connected with the industry may not be employed to assist in the exhibitor's booth without the written permission of ASCO. All exhibit personnel attire must be professional in appearance.

16. Photography, Video Recording, and Audio Recording

Exhibitors must obtain ASCO's written approval to photograph, videotape, and/or audiotape in the Exhibit Hall. Exhibitors who do not wish to use the official photographer listed in the Exhibitor Service Manual must request that the exhibitor-appointed photographer provide ASCO with proof of adequate insurance upon request and will be required to make arrangements through the official security services company for an escort at their own expense. Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own booth space. Exhibitors may not photograph or videotape other exhibitors' or organizations' exhibits and/or Exhibit Hall attendees. All photography, video, and audio equipment must remain with exhibitors' booth space and must not disrupt visitor traffic. Photographing, audio recording, and video recording occurring other than in an exhibitor's booth are governed by ASCO Media Policies.

17. Food and Beverages

Any food or beverages provided by individual exhibitors must be provided in a manner consistent with all applicable laws and guidance, including, if applicable, the PhRMA Code on Interactions with Healthcare Professionals. All food and beverages provided by individual exhibitors must be of minimal value and available to all registered attendees immediately upon request. Cash and/or cash equivalents, coupons, and vouchers for food or beverages are not permissible. Exhibitors must submit a request for approval to provide food or beverages to ASCO no later than 60 days in advance of the Annual Meeting and by the deadline on the Booth Activity Approval Form for Symposia. Approval is at ASCO's discretion. Any exhibitors found providing food or beverages that have not been approved or are not compliant with ASCO policies will be required to cease immediately. ASCO will not accept onsite requests for provision of food or beverages. All food and beverage requests must also comply with the rules and regulations of the official provider designated by the convention center.

F. GIVEAWAYS

1. Eligible Giveaways

All giveaways must be provided in a manner consistent with all laws and guidance, including the CMSS Code for Interactions with Companies and the PhRMA Code on Interactions with Healthcare Professionals ("PhRMA Code"), applicable to the exhibitor, as well as with the provisions of this Policy.

Giveaways by Commercial Exhibitors: It is ASCO's policy that all giveaways by commercial exhibitors will meet the giveaway standards of the CMSS Code for Interactions with Companies and with the PhRMA Code, whether or not the exhibitors have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals and must not exceed $100 in value. Giveaways must be available to all registered attendees immediately upon request.

Giveaways by Non-Profit Exhibitors and Government Agencies: All giveaways by non-profit exhibitors and government agencies must not exceed $100 in value and must be available to all registered attendees immediately upon request. Giveaways by non-profit exhibitors who are subject to the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors, above.

2. Specific Giveaway Restrictions

Tote bags are not eligible giveaways for commercial exhibitors. Tote bag giveaways must be professional in appearance and in function. Oversize tote bags (those exceeding 16"x18"x6") and tote bags with wheels are prohibited. A sample tote bag (not a paper rendering) must be submitted to ASCO for approval no later than 60 days prior to the Annual Meeting and by the deadline on the Giveaway Approval Form for Symposia.

Cash and/or cash equivalents may not be offered to attendees. Distribution of coupons or vouchers for meals, entertainment, and personal services to meeting attendees is not allowed.

The following items are not eligible giveaways:

oversize bags, bags with wheels, balloons, beach bags, blankets, cash or cash equivalents, fans, gift certificates, golf/tennis balls, hats, massagers, music CDs, phone cards, prescription and non-prescription drugs, stuffed animals, t-shirts, and watches.

Distribution of giveaways and other promotional items in event facilities outside of the exhibit booth or outside of designated meeting exhibit space at event hotels is prohibited for the duration of the ASCO Annual Meeting and Symposia.

3. Advance Approval Required

Except for the items under Section IV.F.4 of this Policy, all giveaways must be approved by ASCO. To obtain approval, exhibitors must submit a Giveaway Approval Form to ASCO no less than 60 days prior to the first day of move in for the Annual Meeting and by the deadline on the Giveaway Approval Form for the Symposia. Approval of giveaways, including determinations as to whether an item is educational under Section IV.F.1 of this Policy, is at ASCO's discretion. Any exhibitors found distributing materials that have not been approved or are not compliant with ASCO policies will be required to cease distribution immediately. ASCO will not accept onsite requests for giveaway approvals.

4. Advance Approval Not Required

The following items are eligible giveaways that can be distributed without prior approval from ASCO, subject to compliance with applicable laws. In accordance with Section IV.F.1 of this Policy, the items listed below, may not exceed $100 in value.

- Medical textbooks;
- Informational sheets/pamphlets/brochures;
- Patient assessment and tracking tools;
- Educational videos/CDs;
- Company/product information on videos/CDs/USBs;
- Educational Posters;
- Educational monographs;
- Anatomical models;
- Journal articles;
- Subscription to a relevant scientific journal; and
- Written materials that inform patients about adherence to medical regimens, healthy lifestyle choices or availability of patient assistance programs.

5. Porter Service Required

At the Annual Meeting, exhibitors who will be distributing giveaways must order porter service. The order form for porter service will be provided in the Exhibitor Service Manual. Porter service includes monitoring of the exhibit booth, emptying wastebaskets, and collecting empty boxes throughout Exhibit Hall open hours. Standard wastebasket emptying does not include removal of empty boxes.

6. Storage of Materials and Boxes

At the Annual Meeting, accessible storage for exhibitor materials will be available from the official decorator for a fee. Accessible storage items will be delivered to the exhibitor's booth by the official decorator upon request beginning at 8:00 AM the day before the Exhibit Hall opens. A one-day supply of advertising materials, product or literature may be kept in an exhibitor's booth but not behind the booth back wall. Empty cartons may not be stored in or behind the booth back wall. The official decorator will temporarily remove empty crates, cartons, containers (including plastic) and packing materials if you label them with stickers marked empty which can be found at the Exhibitor Service Desk. Empty crates will be returned during move-out. In addition, empty boxes may not be placed in the Exhibit Hall aisles, behind or adjacent to columns, or in trash cans in the Exhibit Hall for removal during Exhibit Hall hours. If an exhibitor does not properly handle empty boxes, ASCO will remove the boxes at the exhibitor's expense. The storage of materials also must comply with local Fire Department and Underwriters Laboratories' rules.

At other ASCO meetings, accessible storage may be available, depending upon location and storage limitations. For these meetings, information regarding accessible storage availability will be included in the Exhibitor Service Manual.

G. PROHIBITION UPON SUBLETTING SPACE AND PERMITTING UNAUTHORIZED ACCESS/ EXHIBITS

1. No Assignment of Space or Exhibition of Unapproved Goods or Services

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business and approved by ASCO for exhibition during the meeting.

2. Unauthorized Access and Misuse of Badges

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method of assisting unauthorized persons to gain access to the exhibit floor or meeting sessions will be just cause for expelling the exhibitor from the Exhibit Hall or removing his/her exhibit from the exhibit floor without obligation on the part of ASCO for refund of any fees.

3. Activities on Behalf of Non-Exhibiting Firms

The demonstration of products, advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the meeting facility (including guest rooms, suites, educational and scientific meeting rooms, poster sessions, and function space) is strictly prohibited.

H. USE OF CONTRACTORS FOR PROVISION OF EXHIBIT SERVICES

Exhibitors shall employ only union labor (as made available by the official contractors) for the installation or dismantling of an exhibit and in its operation when required by local union agreements binding on ASCO and/or the meeting facility(s). An exhibitor using an outside contractor for the above work should employ only union display companies and must notify ASCO no less than 30 days prior to the first move in day for the Annual Meeting or by the designated deadline included in the Exhibitor Service Manual for the Symposia, identifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage.

Further details and regulations are included in the Exhibitor Service Manual.

I. EMERGENCIES, STRIKES, EMBARGOS, OTHER OCCURRENCES BEYOND ASCO'S CONTROL

1. ASCO Right of Termination

ASCO will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions caused by circumstances beyond its control. In the event that the premises in which the Exhibition is conducted have or shall become, at the sole determination of ASCO, unfit for occupancy, or are substantially interfered with by any cause or causes not reasonably within the control of ASCO, the Exhibitor Agreement may be terminated by ASCO.

2. Pro-Rated Refund

Should ASCO terminate the Exhibitor Agreement due to the occurrence of circumstances not reasonably within the control of ASCO or because ASCO has determined that the premises are or may become unfit for occupancy, the exhibitor waives any and all claims for damages and agrees that ASCO may, after computing the total amount refundable to all exhibitors (i.e., the excess of the total of exhibitors' deposits held by ASCO over ASCO's costs and expenses in connection with its preparation for and conducting of the Exhibition, including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as complete settlement and discharge of all said exhibitor's claims and demands, the exhibitor's pro-rated amount of the total amount refundable to all exhibitors, based upon the amount of exhibitor's deposit relative to the total deposits paid by all exhibitors.

J. LIABILITY, INSURANCE AND INDEMNIFICATION

1. Indemnification

The exhibitor agrees to indemnify and hold harmless the American Society of Clinical Oncology, J. Spargo & Associates, Freeman, the meeting facility, and the affiliates, employees, and agents of each ("ASCO Indemnitees"), against all claims and liabilities arising in connection with exhibitor's exhibit and use of Exhibit Space, including those arising in connection with any exhibitor contractor, except for any claims or liabilities caused solely by the negligence or wrongful acts of the ASCO Indemnitees, or excluded below.

2. Exclusions from Liability

The exhibitor shall not be liable to the ASCO Indemnitees for any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, widespread infectious or contagious diseases, civil commotion, smoke, motor vehicle damage, or aircraft damage, nor may the exhibitor hold the ASCO Indemnitees liable for losses associated with such incidents. The exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

3. Insurance

Exhibitors are responsible for obtaining insurance in such an amount as deemed necessary to comply with the obligations contained herein, and for exhibitors' own protection during the course of the meeting, including transit. Exhibitors shall, at their sole cost and expense, procure and maintain through the term of the Exhibitor Agreement the following insurance: Comprehensive General Liability insurance with limits not less than $1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set forth above. Proof of adequate insurance shall be provided to ASCO, or its agent or representative upon request.

K. SECURITY

ASCO will provide overall security guard service for the duration of the meeting, but neither ASCO nor J. Spargo & Associates will indemnify exhibitors against loss and/or be responsible for loss of any exhibitor's material by any cause. Each exhibitor must make provisions for safeguarding its own goods, materials, equipment and display at all times. Exhibitors are urged to obtain, at their own cost and expense, insurance for all goods, materials and equipment displayed in connection with an exhibit. Further details are included in the Exhibitor Service Manual for each meeting.

L. NOTIFICATIONS

ASCO will send an Exhibitor Service Manual and supplemental notifications via email as needed to all exhibitors. These materials will include order forms for services that may be needed and information on shipping, set-up,

move-in and move-out procedures, notification of any special developments, etc.

M. USE OF ASCO'S DESIGNATED HOUSING AGENT

Exhibitors and their guests must use ASCO's Designated Housing Agent to procure housing for current and future ASCO meetings and shall abide by the rules of the Designated Housing Agent. Exhibitors or their agents must not negotiate blocks of hotel rooms directly with contracted ASCO participating hotels for current or future ASCO meetings. Exhibiting companies who do not utilize the ASCO Housing Center to secure hotel rooms will be subject to a 10% surcharge on their exhibit space rental rate and will be billed accordingly.

N. CANCELLATION BY EXHIBITOR

In the event of cancellation by an exhibitor, ASCO shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the schedule stated on the "Application for Exhibit Space."

ASCO must receive notification of the cancellation in writing. The date that the cancellation notice is received by ASCO will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, ASCO reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Payment of assessment charges must be received by ASCO within 30 days of cancellation.

In the event of cancellation by an exhibitor, at no time can the amount paid for exhibit space fee be donated to or recognized as support for the Conquer Cancer Foundation.

V. PUBLIC RELATIONS

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO's Communications Department. With the exception of events sponsored by ASCO, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at ASCO meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the ASCO meeting, specified blackout times, or ASCO policies.

ASCO provides a designated Corporate and Institutional Press Materials area for the distribution of press releases directly related to abstracts being presented at ASCO meetings. All news releases must prominently display the corresponding abstract number(s), the specific embargo date and time, and must adhere fully to ASCO's embargo policies. ASCO does not approve or endorse the content of third party press materials, and will display these materials strictly as non-ASCO literature. Marketing/promotional materials are not permitted.

ASCO's Corporate and Institutional Public Relations Policies may be obtained through ASCO's website (www.asco.org) or by contacting ASCO's Communications and Patient Information Department at 571-483-1300.

VI. FUNDRAISING

ASCO and the Conquer Cancer Foundation do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO and the Conquer Cancer Foundation may, on a case-by-case basis, make a limited exception to this policy for the fundraising activities of certain not-for-profit organizations. Any organization seeking such an exception, including to make the Conquer Cancer Foundation a recipient of any fundraising activities, must obtain the prior written approval of ASCO or Conquer Cancer Foundation. For additional information, please contact the Conquer Cancer Foundation Office at 571-483-1700.

VII. USE OF THE ASCO AND CONQUER CANCER FOUNDATION NAMES AND MARKS

All names, marks, brands, logos, designs, trade dress, slogans, and other designations of ASCO and Conquer Cancer Foundation, including ASCO®, American Society of Clinical Oncology®, Conquer Cancer Foundation, Cancer.Net™, the Journal of Clinical Oncology®, Making a world of difference in cancer care™, and the name of any ASCO or ASCO cosponsored meeting (each an "ASCO trademark") are the sole and exclusive property of ASCO. Use of any ASCO trademark without ASCO's prior written permission is strictly prohibited, except for use of ASCO's name as required in the disclaimer for signage and in other materials associated with ancillary events and ISS programs, as set forth in Section III.

Review of use of any ASCO trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to an ASCO meeting or symposia) will include review for consistency with Section III.A of this Policy and the following usage policies:

- The name of the ASCO meeting or symposia may be mentioned one time in each communication for identification purposes and should be referred to as 20xx ASCO Annual Meeting or 20xx [insert name of Symposium].
- The ASCO name may not be part of a title or heading, be prominently featured or listed first in print materials or suggest or imply the endorsement or sponsorship of ASCO in any way.

For further information about ASCO's rights and permissions program or for the avoidance of doubt, send an email to permissions@asco.org or contact ASCO Permissions at 571-483-1300. ASCO staff members are available to answer questions regarding use of the ASCO name trademarks, and meeting references.

VIII. DISCIPLINARY ACTION

ASCO may take disciplinary action against a commercial firm or other individual or organization for any violation of these Policies, legal requirements, or the terms and conditions of an agreement with ASCO. Disciplinary action is in ASCO's discretion. Violations may be handled informally through discussion between an ASCO representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company's booth during an ASCO meeting or during setup.

In rare cases, an exhibitor or other organization may be asked to leave an ASCO meeting immediately due to egregious or uncorrectable violations, and the organization will comply with the request. Any person or organization who is dismissed from the meeting may request that ASCO review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

Where other disciplinary action is warranted (even, in some cases, where there has been an informal correction during a meeting), ASCO will first send the organization a written statement of the violation. The organization will have the opportunity to explain the circumstances in writing. After due consideration of the organization's explanation, ASCO will impose the disciplinary action, if any, deemed appropriate in ASCO's discretion.

Possible disciplinary actions include, but are not limited to, suspension from involvement in upcoming or future ASCO meetings as an exhibitor or in another role, termination of the Exhibitor Agreement, and loss of all or part of allotted exhibit space or hotel accommodations, and loss of priority in selection of exhibit space or hotel accommodations.

For organizations involved in Independent Satellite Symposia, other discipline provisions may apply. Please see the Policy for Independent Satellite Symposia.

Questions regarding this and other ASCO/Conquer Cancer Foundation policies may be directed to:

ASCO
2318 Mill Road, Suite 800
Alexandria, VA 22314
Phone: 571-483-1300
Fax: 703-299-0255
Email: exhibits@asco.org

Conquer Cancer Foundation
Phone: 571-483-1700
Email: info@conquercancerfoundation.org

2012 EXHIBITORS

As of September 16, 2011

21st Century Oncology
Abaxis
Abbott
Accuray Inc.
Adaptive TCR
Agendia Inc.
Agennix Incorporated
Allos Therapeutics, Inc.
Almac
Alphamed Press/The Oncologist
Altos Solutions
American Association for Cancer Research
American College of Physicians/Annals of Internal Medicine
American Regent, Inc.
American Society of Hematology
Amgen
AntiCancer Inc.
Apocell
Aptium Oncology
Aptiv Solutions
ARIAD Pharmaceuticals Inc.
AS&K Visual Science
Association for Value-Based Cancer Care
Astellas Pharma, Inc.
AstraZeneca
Asuragen, Inc.
AVEO Pharmaceuticals
Bayer HealthCare Pharmaceuticals
Baylor College of Medicine, Medical Genetics Labs
Beardsworth
Best Medical
Biocare Medical
Biocept
BioClinica
bioTheranostics, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.
Bristol-Myers Squibb
Cardinal Health
Caris Life Sciences
Celgene Corporation
Cell Therapeutics, Inc.
Celltrion Healthcare Co., Ltd.
Center of Excellence Media
Cephalon, Inc.
Cerner Corporation
Clinical Advances in Hematology and Oncology
Clinical Care Options
Clinical Oncology News
College of American Pathologists
Colorectal Cancer Association of Canada
Commcare Pharmacy
Competitive Technologies, Inc
CompHealth
CoreLab Partners, Inc.
CPRIT Foundation
Cromos Pharma
CuraScript, Inc.
Cyclacel Pharmaceuticals
D3 Oncology Solutions
Daiichi Sankyo
Dana-Farber/Brigham and Women's Cancer Center
Dana-Farber/Children's Hospital Cancer Center
DATATRAK International, Inc.
DAVA Oncology
deCODE genetics, ehf
Delcath Systems, Inc.
Demos Medical Publishing
Dendreon
DIA
Diplomat Specialty Pharmacy
ECCO—the European CanCer Organisation
Eisai Inc.
Elekta
Elsevier/W.B. Saunders/Mosby
EMD Serono
EORTC
Epistem Ltd.
ESMO—European Society for Medical Oncology
EUROTRIALS
Everist Genomics
Excellence In Oncology Conference 2012
Exelixis Incorporated
Expression Pathology Inc.
Ferring Pharmaceuticals
Flowmetric, Inc.
Fluxion Biosciences
Foundation for Health Coverage Education
Fountain Medical Development
Fresenius Biotech GmbH
Fresenius Kabi Deutschland GmbH
Future Science Group
GE Healthcare
Genentech and Roche
Genomic Health, Inc.
Genta, Inc.
Genzyme Genetics Analytical Services
GfK Global Oncology Group
GlaxoSmithKline
GTx, Inc.
Hangzhou Tigermed Consulting Co., Ltd.
Harborside Press, LLC
Health Volunteers Overseas
Helsinn Healthcare SA
Hem/Onc Today/SLACK Incorporated
HistoRx
IASLC (International Association for the Study of Lung Cancer)
ICON plc
Imedex
Immunomedics, Inc.
IMNG Oncology
Impact Corelab, Inc.
INC Research
Incyte
Indo-American Cancer Association (IACA)
Infinity Pharmaceuticals
Inostics GmbH
IntelliDose, a division of IntrinsiQ, LLC
Intellisphere, LLC
International Myeloma Foundation
Intervention Insights
Ipsen
Janssen Biotech, Inc.
John Wiley & Sons, Inc
Jones & Bartlett Learning
Karger Publishers, Inc.
Kidney Cancer Association
La Lettre Du Cancerologue
Laboratorio Varifarma S.A.
Lance Armstrong Foundation
Lilly Oncology
Linde Healthcare
M.D. Anderson Cancer Center Orlando

Managing Myeloma
MASCC
McKesson Specialty Health
MD Anderson Cancer Center
MDoutlook, LLC
MEDIAN Technologies Inc.
MEDomics
Medpace Inc.
MedQIA
Medscape Oncology
MedSym Solutions
Melanoma Research Foundation
Merck
Merck KGaA
Millennium: The Takeda Oncology Company
MolecularMD
Multiple Myeloma Research Foundation
Myriad Genetic Laboratories
National Cancer Institute
National Coalition of Oncology Nurse Navigators
National Comprehensive Cancer Network (NCCN)
National Lymphedema Network, Inc.
National Ovarian Cancer Coalition
Nektar Therapeutics
Neurowave Medical Technologies
New England Journal of Medicine
Nexus Oncology
Novartis Oncology
Novella Clinical
Novocure
Ockham Development Group, Inc.
OKM (Oncology Knowledge Management)
Oncolink-University of Pennsylvania
Oncology Business Review
Oncology Group/Div of UBM Medica
Oncology Supply
OncoMed Oncology Pharmacy
Onconova
OncUView.tv
Onyx Pharmaceuticals
Optimer Pharmaceuticals, Inc.
Optum
Otsuka
Oxford University Press
Oxigene, Inc.
Pancreatic Cancer Action Network
PAREXEL/Perceptive Informatics
Pathwork Diagnostics
Patient Advocate Foundation
Patient Resource Cancer Guide
Paxman Coolers Ltd
Peregrine Pharmaceuticals, Inc.
Pfizer Oncology
PharmaNet/i3
Pharm-Olam International
Pierre Fabre Medicament
Plexxikon Inc.
PPD, Inc.
PRA
Prescribing Reference, Inc.
prIME Oncology
PrimeraDx
Prometheus Laboratories Inc.
PSI
PUBLICLIN
QIAGEN
Quest Diagnostics
Quintiles
Rabbit Healthcare Systems
Research Pharmaceutical Services, Inc.
Research To Practice
Response Genetics
sanofi-aventis
Seattle Genetics
Sequenom
Sigma-Tau Pharmaceuticals, Inc.
Sirtex Medical Inc.
Smart ID Works, LLC
Spectrum Pharmaceuticals, Inc.
Springer
Staff Care, Inc.
SurExam Bio-Tech
Susan G. Komen for the Cure®
Synovate Healthcare
Synta Pharmaceuticals Corp.
Talon Therapeutics, Inc.
Tecnofarma S.A.
The ASCO Post
The National Organization for Rare Disorders
Theradex
Transgenomic, Inc.
Translational Sciences Corp.
TRIO (Translation Research Group)
Udderly Smooth/Redex Industries Inc.
UpToDate
Vantage Oncology
Varian Medical Systems
Veridex, LLC
Vidacare Corporation
VirtualScopics
WARP PhotoMedicine LLC
Western Institutional Review Board (WIRB)
Wimmer Clinical
Wolters Kluwer Health—Lippincott Williams & Wilkins
World Health Organization

American Society of Clinical Oncology
2318 Mill Road, Suite 800
Alexandria, VA 22314

FUTURE ANNUAL MEETING DATES

May 31–June 4, 2013 | McCormick Place | Chicago, IL
May 30–June 3, 2014 | McCormick Place | Chicago, IL
May 29–June 2, 2015 | McCormick Place | Chicago, IL
June 3–June 7, 2016 | McCormick Place | Chicago, IL
June 2–June 6, 2017 | McCormick Place | Chicago, IL