



## Ancillary Event Space Guidelines

I. Introduction .....	2
II. Ancillary Event Definition .....	2
III. Submitting an Ancillary Event Request .....	2
IV. Types of Ancillary Events .....	2
V. Ancillary Event Content and Use of ASCO Function Space .....	2
VI. Deadlines and Blackout Times .....	3
VII. Marketing of and Signage for an Ancillary Event.....	3
VIII. Fundraising.....	4
IX. Mailing List.....	4
X. Press Events.....	4
XI. Onsite Information .....	5
XII. Contact Information.....	5

## I. Introduction

These Ancillary Event Space Guidelines (the “Guidelines”) are a supplement to the official [Policy for Exhibitors and Other Organizations at ASCO Meetings](#) (the “Policies”). Organizations interested in holding an ancillary event during ASCO symposia or meetings, both in-person and virtual events, should review the Policies in addition to these Guidelines.

## II. Ancillary Event Definition

An ancillary event is any function held adjunct to an ASCO symposium or meeting by an organization other than ASCO.

## III. Submitting an Ancillary Event Request

ASCO requires ALL organizations (commercial and non-profit) that wish to hold **functions of any size or nature in ANY location during an ASCO-planned symposium or meeting** to adhere to these Guidelines. All organizations must complete an Ancillary Event Request for events held in conjunction with the following in-person meetings:

- ASCO Annual Meeting
- ASCO Gastrointestinal Cancers Symposium
- ASCO Genitourinary Cancers Symposium

Submissions for an Ancillary Event (using or not using ASCO space) must be made online at [asco.org/eventrequest](https://asco.org/eventrequest) and abide by these Guidelines and the Policies.

There is no formal Ancillary Event Request process for an online-only Symposium or Meeting. Organizations that wish to hold an event during online meeting dates must abide by the online meeting blackout times.

Disclaimer: a non-refundable processing fee is assessed for each ancillary event request submitted. Requests are per event, but if an event requires more than one room, a request must be submitted for each individual room. The organizer is responsible for all costs associated with the approved ancillary event (including room rental, food & beverage, audio/visual, internet fees, equipment, labor costs, etc.). It is the organizer’s responsibility to work with the assigned hotel to make arrangements and finalize billing.

## IV. Types of Ancillary Events

- *Advisory Board Meetings* – A small gathering of corporate board members, which may also include some related experts in the field of discussion.
- *Educational Events* – A meeting that includes educational content. The meeting can, but does not have to, include the option for participants to earn CE credit for attending.
- *Focus Groups* – A small meeting designed to evaluate services or test new ideas.
- *Hospitality Suites* (in a meeting room) – A room/lounge for attendees to come and go as desired. Planned meetings in hospitality suites that include meeting attendees are prohibited during the blackout times.
- *Hospitality Desks* – A desk in a hotel lobby used to greet attendees.
- *Internal Corporate Business Meetings* – A meeting of corporate board members and/or staff. Internal Corporate Business meetings are allowed during blackout times but may not include meeting attendees.
- *Investigator Meetings* – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.
- *Investor Meetings* – A small gathering for corporate investors.
- *Offices* – A room used by corporate staff to conduct business during the meeting. Planned meetings in offices that include meeting attendees are prohibited during the blackout times.
- *Press Events* – Gatherings such as press briefings, news conferences, press receptions, satellite media tours, etc.
- *Social Events* – A networking function that is not educational in nature.
- *1:1 Meetings* – A meeting held between two people.

## V. Ancillary Event Content and Use of ASCO Function Space

Ancillary activities, including media events, should not compete with the agenda or events of the ASCO symposium or meeting. The nature of activity should be in keeping with the educational focus of the ASCO-

sponsored and cosponsored 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 and must comply with these Guidelines and the Policies.

For the meetings outlined in Section III, ASCO will determine whether the proposed activity complies with ASCO standards and requirements and will make every effort to notify the applicant of such decision, via email, within seven (7) business days of receiving the Ancillary Event Request. Upon authorization, ASCO will release and assign hotel space for the requested event. From this point forward the organization will work directly with the assigned hotel to plan the event.

For events held outside of ASCO space, ASCO, at its sole discretion, will determine whether the proposed activity complies with ASCO standards and applicable policies. ASCO will make every effort to notify the applicant of such decision via email within seven (7) business days of receiving the Ancillary Event Request.

For meetings without a formal ancillary event process, ASCO requires that organizations observe and adhere to the rules outlined in these Guidelines.

## **VI. Deadlines and Blackout Times**

Ancillary event requests made after the specified deadline must be submitted to the hotel directly.

Organizations may not hold functions that are open to all attendees during the defined “blackout” times. ASCO strictly enforces the blackout times at the request of our members. Blackout times are always in the timezone where the live meeting takes place.

In the event where an ASCO meeting or symposium is held online-only, events will need to follow blackout times over the online meeting dates. Organizations may host events outside of online meeting dates.

Please find the most up-to-date list of blackout times and submission dates for our meetings online at [asco.org/eventrequest](http://asco.org/eventrequest).

## **VII. Marketing of and Signage for an Ancillary Event**

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following the ASCO meetings outlined in Section III must notify ASCO of such activities *in advance* by submitting an Ancillary Event Request to ASCO by the deadline specified for the 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. Such approval is conditioned on the event being held in compliance with these Guidelines and the Policies.

ASCO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by ASCO, to monitor whether the activity complies 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 if it is identified as confidential during the ancillary event or activity.

ASCO also offers Premium Ancillary Educational Events packages for select meetings. The Premium Ancillary Educational Event Marketing Package is an opportunity for organizers of CE accredited events to feature their event in ASCO-produced meeting materials and products, in addition to other benefits that serve to increase the visibility of their event to potential attendees. More information is available online at [asco.org/eventrequest](http://asco.org/eventrequest), or contact [customerservice@asco.org](mailto:customerservice@asco.org).

Ancillary activities, including Premium Ancillary Educational Events, must meet the criteria outlined in these Guidelines and the Policies. If ASCO develops specific requirements applicable for one or more limited categories of ancillary activities, then those specific requirements will apply to those ancillary activities.

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 comply with ASCO’s Abstract Confidentiality Policy.

No participant may be identified by any applicable ASCO title.

Ancillary Event activities should not include the ASCO name or logo, or meeting name in the title of the event. 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®, Association for Clinical Oncology, or Conquer Cancer® the ASCO Foundation has endorsed, sponsored, or accredited the event, unless otherwise expressly permitted by ASCO. ASCO, Association for Clinical Oncology, and Conquer Cancer slide templates, color schemes, and other means of confusing the event with an ASCO-sponsored event may not be used without ASCO's prior written permission in each case. The name of the ASCO meeting or symposium may be mentioned one (1) time only in each marketing piece (not including stationary advertising such as billboards and airport signage) for identification purposes, in a reasonably-sized, neutral font. The information that may be included on stationary advertising is subject to the restrictions set forth in the Policies. None of ASCO, Association for Clinical Oncology, Conquer Cancer, or the name of the ASCO meeting or symposia may be part of a title or heading of the ancillary event, be prominently featured, or listed first in print or electronic materials.

"ASCO" and other trademarks of ASCO may not be used in the URL, links, hashtags, or Google Ads or similar online functionality in connection with the event.

The following disclaimer must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, meeting signage, websites, derivative products, etc. for the event (not including stationary advertising):

"Not an official event of the 20xx ASCO Annual Meeting or 20xx [Insert Official Meeting Name]. Not sponsored, endorsed, or accredited by ASCO®, Association for Clinical Oncology, or Conquer Cancer® the ASCO Foundation." [Where applicable: Not CME-accredited.]

Meeting signage may NOT include the ASCO, Association for Clinical Oncology, or Conquer Cancer name, logo, or name of ASCO meeting except in the above required disclaimer, which must be prominently displayed and included on all signs (not including stationary advertising), unless otherwise expressly permitted under the Policies.

Repurposed or post- event materials developed as a result of content from the event must NOT include any reference to ASCO, Association for Clinical Oncology, Conquer Cancer, 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. If the event is being held at the same hotel as the ASCO meeting or symposium, directional signage may be displayed but may not be directly outside the rooms where the ASCO event is being held. Only two directional signs are permitted and allowed to be set immediately before the start of your event. ASCO must approve the location of the directional sign(s) when placed on site.

## **VIII. Fundraising**

ASCO and Conquer Cancer do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO and Conquer Cancer 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 Conquer Cancer a recipient of any fundraising activities, must obtain the prior written approval from ASCO. For approval, please submit your request to [meetings@asco.org](mailto:meetings@asco.org).

## **IX. Mailing List**

ASCO allows exhibitors and other organizations the opportunity to rent membership and attendee mailing lists for pre- and post-marketing for each meeting. Only mailing information will be provided; phone and email addresses are not available for purchase. The lists are sold for a one-time use only. Samples of the mailing (including invitations to ancillary events) must be submitted and approved by ASCO prior to an organization receiving the list. ASCO strongly encourages organizations to submit their samples early to allow for adequate production and mail time.

For more information on membership and attendee mailing lists and/or to purchase a mailing list, please contact InFocus Marketing at [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com) or 800-708-5478.

## **X. Press Events**

Organizations planning media events during any ASCO meeting are required to coordinate with ASCO's Marketing and Communications Department. Except for 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.

For more information please contact ASCO's Marketing and Communications Department at [commpolicies@asco.org](mailto:commpolicies@asco.org) or 571-483-1300.

## **XI. Onsite Information**

Lead retrieval may be used to check in attendees at your event. Contact DirectLead for a lead retrieval unit at [directlead@spargoinc.com](mailto:directlead@spargoinc.com) or 703-995-1800.

Registration tables are permitted. They may be set up 30 minutes prior to your event.

Directional signs for your event must abide by the guidelines outlined above in the Section VII of these Guidelines. Only two directional signs are permitted and allowed to be set 30 minutes before the start of your event.

## **XII. Contact Information**

### **Ancillary Events**

Email: [ascoeventrequest@spargoinc.com](mailto:ascoeventrequest@spargoinc.com)

Phone: 703-631-6200

### **Policies and Guidelines**

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

Phone: 888-282-2552, 703-299-0158

### **Premium Ancillary Events**

Email: [customerservice@asco.org](mailto:customerservice@asco.org)

Phone: 888-282-2552, 703-299-0158