

**ASCO® Annual Meeting**  
**Industry Expert Theater Guidelines**  
**Supplement to the Policy for Exhibitors and Other Organizations at ASCO® Meetings**  
**Effective: September 2024**

**A. INTRODUCTION**

These Industry Expert Theater Guidelines (the “Guidelines”) establish the general policies that apply to the Industry Expert Theater (both online and in-person) at the 2025 ASCO Annual Meeting. These Guidelines are to be construed as part of the [Policy for Exhibitors and Other Organizations at ASCO Meetings](#) and as part of the [Application and Contract for the Industry Expert Theater](#). All participants in the Theater must comply with these standards as well as all other requirements applicable to Exhibitors at an ASCO meeting.

**B. ELIGIBILITY FOR THEATER**

1. Only Exhibitors with a contracted and fully paid 2025 ASCO Annual Meeting Exhibit are eligible to secure Theater sessions.
2. Theater applicants must be in good standing with ASCO. Any applicants with an outstanding balance with ASCO must settle their balance for their Theater application to be considered.
3. If an accepted Theater applicant cancels or defaults on their Exhibit Contract and Application for the 2025 ASCO Annual Meeting, the contracted Theater session will be revoked, and the cancellation fees outlined under [Section Q](#) of these Guidelines will apply.

**C. THEATER SESSION DATES AND TIMES**

All Industry Expert Theater sessions will be live, in-person presentations. The available session times are listed below. The slides and audio recordings from the sessions will be available on demand for attendee viewing via the online program within forty-eight (48) hours of the session. The recording will also be posted on the Annual Meeting website within one week of the conclusion of the Meeting and will be posted for 90 days. Recordings (slides and audio) will be available to registered attendees once they have logged in using their ASCO username and password. ASCO reserves the right to alter the Theater dates and times at its discretion.

There will be two Industry Expert Theaters in the Exhibit Hall, making a total of eighteen sessions available. There will be two sessions offered during each time slot below; ASCO will make every effort to not have competing topics occur during the same time slot.

- Saturday, May 31, 2025
  - Morning: 9:30 AM - 10:30 AM
  - Mid-Day: 12:30 PM - 1:30 PM
  - Afternoon: 3:00 PM - 4:00 PM
- Sunday, June 1, 2025
  - Morning: 9:30 AM - 10:30 AM
  - Mid-Day: 11:30 AM - 12:30 PM
  - Afternoon: 4:15 PM - 5:15 PM
- Monday, June 2, 2025
  - Morning: 9:30 AM - 10:30 AM
  - Mid-Day: 11:30 AM - 12:30 PM
  - Afternoon: 3:00 PM - 4:00 PM

## **D. APPLICATION DEADLINES**

Applications and full payment for the Theater must be received by ASCO no later than Friday, January 24, 2025. ASCO may, in its discretion, accept applications after this deadline. Applications may be voided if session title, speaker(s) and description are not submitted to ASCO by Wednesday, February 19, 2025.

1. No later than Monday, March, 4, 2025: ASCO will notify all Theater applicants whether their applications have been accepted and their assigned slots.
2. No later than Friday, March 7, 2025: Accepted applicants must notify ASCO whether they will move forward with their Theater session timeslot. Applicants that accept an ASCO offer of a Theater session timeslot shall be considered "Theater Participants."
3. Changes to session information including title, description and speakers will not be accepted for print or online listings after Friday, March 14, 2025.

## **E. THEATER SESSION ASSIGNMENT**

ASCO anticipates accepting applications for Theater sessions on a first-come, first-served basis, in the order received by ASCO. Applicants may submit applications for more than one session; however, ASCO will only consider accepting more than one session per company if space allows after ASCO has approved the first application for each company. Although ASCO will attempt to accommodate requests for specific Theater session dates and times, no guarantees can be made that an approved applicant will be assigned the specific date and time requested. ASCO reserves the right to reject any application at its sole discretion.

Any accepted Theater applicant that desires a date and time other than the assigned date and time may submit a written request to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com). ASCO will consider requests for reassignment on a first-come, first-served basis. No guarantees can be made that another Theater session date and time will be available.

## **F. PRICING & PAYMENT**

1. Pricing
  - In-person, live presentations (slides and audio on demand after): \$100,000
2. Payment for each Theater is due upon receipt of the application.
3. If an applicant wants to decline their assigned theater session timeslot, they must submit a cancellation notification in writing to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com) by March 7, 2025. The applicant will incur a seventy-five (75) percent cancellation penalty based on the contracted amount. For cancellations submitted after March 8, 2025, ASCO will keep, as liquidated damages, one hundred (100) percent of the total Theater fee. ASCO retains the right to utilize cancelled Theater slots at its discretion.
4. ASCO will refund 100% of application fees for Theater sessions not accepted by ASCO.

## **G. THEATER PRESENTATION GUIDELINES**

1. Theater presentations are meant to highlight a new product or service or present information on the development of a product, such as data on a product. They should focus on the science relating to the development of a product/service of the Theater Participant not just the product or service itself.
2. Theater presentations should be tasteful, appropriate, professional, and educational in nature.
3. Theater presentations should be no more than sixty (60) minutes in length including any Q&A.

4. Theater presentations should feature one or more key **internal** scientific staff of the Theater Participant, no outside or third-party scientists or speakers, i.e. no Key Opinion Leaders. Theater presenters must be employees of the Theater Participant.
5. Theater Participants are not permitted to present any CME/CE educational symposia, sessions, or activities in the Theater.
6. Theater Participants must submit the session title, speaker(s), and description to ASCO for approval prior to publication.
7. Theater activities shall not include information, papers, or abstracts that have not yet been presented at the Annual Meeting or other ASCO Meetings. All Theater sessions shall comply with ASCO's Abstract Confidentiality Policy.
8. Theater Participants and all activities in the Theater must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and all intellectual property laws and legal requirements.
9. Each Theater Participant is solely responsible for the content of its presentation, including obtaining all appropriate intellectual property permissions and licenses for slides and other materials that will be presented or distributed.

#### **H. LOCATION OF THEATER**

The Industry Expert Theaters are located in the 2025 ASCO Annual Meeting Exhibit Hall. ASCO reserves the right to alter the in-person location of the Theaters at any time.

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

1. The Theater will include seating for up to two hundred (200) attendees. ASCO will provide a standing lectern with a wired microphone, presentation laptop, head table for three with wired microphones, a wireless microphone on a stand in the center of the room for audience questions, projector, confidence monitor, presenter speaker, remote slide advancer, screen, two A-frame easels, and a draped table on which Theater Participants may place literature for access during their assigned Theater slot. One Lead Retrieval unit and operator to scan badges will also be provided. The scanned leads will be emailed (in Excel format) to the contact provided on the application within forty-eight (48) hours of the completion of the Theater Participant's timeslot. To enhance the sound quality within the Industry Expert Theater and reduce ambient noise, attendees will be listening to your presentation using a wireless headset via "silent disco" technology.
2. ASCO will provide limited food and beverages at the Industry Expert Theaters, as an additional incentive for attendees to participate. The cost of the food and beverages is covered by ASCO and not included in the fee for an IET session and, as such, exhibitors do not need to report or track for aggregation. ASCO will provide a sign saying the food and beverages are provided by ASCO. Theater Participants will not be allowed to screen at the door for prescribing physicians; any attendee who is interested in participating in the session will be permitted to attend.
3. Room set, including seating and stage, cannot be modified.
4. Any additional A/V needs must be ordered in advance through Freeman AV. Costs are the sole responsibility of the Theater Participant.

#### **J. INSTALLATION & DISMANTLING (IN-PERSON ONLY)**

1. Installation: Theater Participants will have access to the Theater thirty (30) minutes before their assigned Theater session time. Theater Participants and their speaker(s) may prepare for the presentation during this time. Attendees will be allowed into the Theater approximately fifteen (15) minutes before the presentation begins.
2. Dismantling: Theater Participants must remove all literature, materials, handouts, etc., from the Theater within fifteen (15) minutes of the end of their assigned Theater session time. Any conversations or other activities that exceed fifteen (15) minutes after their session time should be taken back to their exhibit booth space. Any materials left longer than fifteen (15) minutes after the session's conclusion will be considered trash and disposed of accordingly.

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

No food or beverages may be provided by the Theater Participant. See [Section I](#) for information regarding food and beverages provided by ASCO.

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

All sessions will have slide and audio capture included as part of the session package. Theater Participants must use Freeman AV for any additional audio visual equipment. Written approval from ASCO is required to photograph, videotape, and/or audiotape a Theater Participant's own presentations (outside of the capture provided by ASCO). Any video or audio recordings must be done by Freeman AV. Any additional fees incurred will be the responsibility of the exhibitor. For more information, please contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).

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

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

#### **N. REGISTRATION & ADMISSION OF ATTENDEES**

1. All attendees of Theater presentations must be registered attendees of the ASCO Annual Meeting.
2. Pre-registration for the Theater presentations is not permitted. All attendees of the ASCO Annual Meeting are eligible to attend sessions in the Theater.
3. ASCO shall always have sole authority over admission policies to the Theater and may limit attendance in its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity. See [Section I](#) for restrictions regarding screening at the door.

#### **O. PROMOTION OF THE THEATER AND PROMOTIONAL MATERIALS**

1. All promotional materials (including announcements, advertisements, invitations, emails, websites, posters, and flyers) relating to the Theater must be approved by ASCO *prior to printing or use*. Final versions of materials must be submitted by the Theater Participant for review and approval by ASCO on or before Wednesday, April 23, 2025. Submissions should be sent via email to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com). Please allow a minimum of three business days for review and approval.
2. The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, invitations, emails, websites, posters, and flyers) and all derivative products for the Theater presentation:  
"Not an official event of the 2025 ASCO® Annual Meeting. Not sponsored, endorsed, or accredited by ASCO®, Association for Clinical Oncology, or Conquer Cancer®, the ASCO Foundation. Not CME-accredited."

3. No Theater presenter or other Theater Participant may be identified by any applicable ASCO title.
4. All materials promoting a Theater presentation must clearly indicate the name of the Theater Participant for the presentation.
5. All names, trademarks, service marks, brands, logos, designs, trade dress, slogans, and other designations of the ASCO Entities, and all of their related products and services (collectively “ASCO Trademark(s)”) are the sole and exclusive property of ASCO. The use of an ASCO Trademark is strictly prohibited without the express, written permission of ASCO. The mere execution of an IET Presentation does not constitute written permission.

Notwithstanding the above, Exhibitors and Other Organizations at ASCO Meetings may use ASCO’s plain text name in (i) reference citations or (ii) as required in the disclaimer for signage and the disclaimer in other materials associated with ancillary events as set forth in the [Ancillary Event Space Guidelines](#).

Any advertising or promotional material related to the Theater Presentation must be approved by ASCO, for quality control, content, and consistency, in accordance with ASCO’s [Exhibitor Policies](#).

Exhibitors at a Meeting that are advertising their attendance as IET Theater Participants are permitted to use certain ASCO Trademarks. Such Exhibitor use is subject to the following permissions and restrictions:

- a. The plain text name of the ASCO meeting or symposium may be mentioned one (1) time only in each communication for identification purposes and should be referred to as “2025 ASCO® Annual Meeting” in all advertising. The use of ASCO logos is prohibited for this purpose.
- b. Advertisers should use the full name of the meeting “2025 ASCO® Annual Meeting” wherever possible. Use of “ASCO 2025” and/or “ASCO25” is rarely permitted and must be specifically approved by ASCO, for each instance.
- c. Use of ASCO related logos is prohibited unless part of “Exhibiting At” graphics provided to Exhibitors by ASCO in the Exhibitor Service Manual.
- d. None of the ASCO Entity names may (1) be part of a title or heading on any materials, (2) be prominently featured or listed first in any materials, or (3) used in a way that suggests or implies the endorsement or sponsorship of an ASCO Entity in any way.
- e. ASCO Trademarks, including the mark “ASCO”, may only be used in web URLs and links as slugs or subdirectories in this format - [www.companyname.com/asco25](#).
- f. Webpage titles, paid searches, Google Ads, mobile applications, or similar online functionality containing ASCO Trademarks are prohibited.
- g. Use of ASCO in hashtags or other social media functions other than the official meeting hashtag may not be used in a way that violates this Policy or otherwise detracts from the scientific nature of the applicable meeting.

The use of any ASCO Trademark pursuant to an above exception in any materials, websites, or applications will be subject to review by ASCO for consistency and compliance with ASCO’s [Exhibitor Policies](#).

6. The MP4 file of the slides and audio recording provided by ASCO may be used for Theater Participant internal purposes only; publicly sharing the recording is prohibited. Post-Session materials developed as a result of content from the Theater and distributed publicly must NOT include any reference to ASCO, Association for Clinical Oncology, Conquer Cancer, the ASCO Foundation, or the 2025 ASCO Annual Meeting or include any Question and Answer portion of the presentation.
7. Promotional materials may be sent to the Theater Participant’s in-house mailing list. For approval of content, contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).

8. ASCO will offer a one-time complimentary use of the 2025 ASCO Annual Meeting advance registration list (available after Friday, April 25, 2025) to each Theater Participant, to be used solely for promotion of the Participant's Theater presentation. The advance registration list contains only the names and mailing addresses of attendees. Prior to receiving the list, the Theater Participant must submit its promotional material for approval and execute ASCO's One-time Use Agreement. Theater Participant must submit promotional materials for approval prior to printing. For approval, contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
9. All promotional activities relating to the Theater must comply with all ASCO policies, including the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).
10. Solicitation in the aisles of the Exhibit Hall, including outside the Theater and the Theater Participant's exhibit space, is strictly prohibited.
11. Secure authorized [Advertising Opportunities](#) to gain more visibility for your presentation.

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

1. The Theaters will be promoted by ASCO, in the following ways:
  - A schedule will be listed on the 2025 ASCO Annual Meeting website ([am.asco.org](http://am.asco.org)) and in the printed Program and Exhibitor Directory.
  - Emails will be sent to attendees leading up to and during the Annual Meeting, encouraging them to visit the Theater.
  - Announcements encouraging attendees to visit the Theater will be made via ASCO's Twitter feed.
  - The Theater will be publicized in the Annual Meeting walk in slides, which will be shown prior to the sessions, both online and in-person.
  - Graphics along the main aisle (with the overall Industry Expert Theater schedule) directing attendees from the Grand Concourse to the Industry Expert Theater in the back of the Exhibit Hall.
2. ASCO will keep the on demand video (slides and audio) posted for ninety (90) days and provide each Theater Participant select metrics for the on demand viewing of their presentation.
3. ASCO will provide each Theater Participant with the following signage:
  - Digital sign placed outside the Theater thirty (30) minutes prior to the Theater Participant's assigned session time.
  - Theater Participants are permitted to supplement this signage with signage immediately at the entrance(s) of the Theater and within their contracted exhibit space only.
    - i. The signs at the entrance(s) of the Theater must be professionally printed, no larger than 28" x 44", and may be ordered through Freeman or a contractor of the Participant's choosing.
    - ii. Proposed copy for signage must be approved by ASCO Exhibits Management prior to printing. For approval, contact [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
    - iii. A maximum of two signs may be displayed at the Theater. Signage may only be placed outside the Theater beginning thirty (30) minutes prior to the Theater Participant's session time and must be removed within fifteen (15) minutes of the conclusion of the session. Any signs left longer than fifteen (15) minutes after the session's conclusion will be considered trash and disposed of accordingly.
    - iv. Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc.

## **Q. THEATER SESSION CANCELLATION POLICY**

Since only contracted Exhibitors in good standing are eligible for participation in the Theaters, cancellation of exhibit space automatically results in cancellation of an Exhibitor's Theater session(s). The following cancellation terms apply, regardless of how a Theater session is cancelled:

1. A Theater Participant must submit a notification in writing to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com) to cancel a Theater session.
2. If an applicant wants to decline their assigned theater session timeslot, they must submit a cancellation notification in writing to [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com) by March 7, 2025. The applicant will incur a seventy-five (75) percent cancellation penalty based on the contracted amount. For cancellations submitted after March 8, 2025, ASCO will keep, as liquidated damages, one hundred (100) percent of the total Theater fee. ASCO retains the right to utilize cancelled Theater slots at its discretion.
3. If a Theater Participant cancels or defaults on exhibit space, the contracted Theater session will be revoked, and cancellation fees will apply.
4. ASCO may terminate a Theater Participant's Contract for an Industry Expert Theater in the same manner as it may terminate an Exhibitor Agreement.

## **R. DISCIPLINARY ACTION**

ASCO may take disciplinary action for any violation of these Guidelines or the terms and conditions of the Application and Contract for Industry Expert Theater in the same manner as any violation of other provisions of the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#). Violations of these Guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor's Theater activities, at ASCO's discretion.

### **Questions?**

Stephanie Houck

ASCO Exhibits Management

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