

## Ancillary Event Request FAQs

The following FAQs are provided as a supplement to the official American Society of Clinical Oncology/The ASCO Cancer Foundation [Policies for Exhibitors and Other Organizations at ASCO Meetings](#). Organizations interested in holding an ancillary event during an ASCO meeting or an ASCO co-sponsored meeting are strongly encouraged to review the full *Policies*, in addition to these FAQs.

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## What is an Ancillary Event?

An ancillary event is any function held adjunct to an ASCO meeting or an ASCO co-sponsored meeting by a party other than ASCO or the other meeting co-sponsors. All ancillary events must receive ASCO authorization. Ancillary events include:

**Advisory Board Meeting** – A small gathering of corporate board members, which may also include some related experts in the field of discussion.

**Educational Event** – A meeting that includes educational content. The meeting can, but does not have to, include the option for participants to earn CME credit for attending.

**Focus Group** – A small meeting designed to evaluate services or test new ideas.

**Hospitality Suite (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 Desk** – A desk in a hotel lobby used to greet attendees.

**Internal Corporate Business** – 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 Meeting** – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.

**Investor Meeting** – A small gathering for corporate investors.

**Office** – 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 Event** – press briefings, news conferences, press receptions, satellite media tours, etc.

**Social Event** – A networking function that is non-educational in nature.

## Who must submit an Ancillary Event Request?

The ASCO leadership require ALL organizations (commercial and non-profit) that wish to hold **functions of any size or nature in ANY location during any ASCO meeting or ASCO co-sponsored meeting** to complete an Ancillary Event Request.

## How do I submit an Ancillary Event Request?

Submissions must be made online at [www.asco.org/eventrequest](http://www.asco.org/eventrequest).

## How do I submit a request for the release of ASCO function space?

Submissions must be made online at [www.asco.org/eventrequest](http://www.asco.org/eventrequest).

## Do I have to complete an Ancillary Event Request if I am not using ASCO function space?

Yes, ASCO leadership require ALL organizations (commercial and non-profit) that wish to hold **functions of any size or nature in ANY location during any ASCO meeting or ASCO co-sponsored meeting** to complete an Ancillary Event Request.

## What are the deadlines for submitting an Ancillary Event Request?

<b>2009 Gastrointestinal Cancers Symposium</b>	Friday, December 19, 2008 at 5:00 PM EDT
<b>2009 Genitourinary Cancers Symposium</b>	Friday, February 6, 2009 at 5:00 PM EDT
<b>2009 Annual Meeting</b>	Friday, April 24, 2009 at 5:00 PM EDT

## **What are the guidelines for activities held during an ASCO meeting?**

Ancillary activities, including media events, should not compete with the agenda or events of the ASCO meeting or ASCO co-sponsored meeting. The nature of activity should keep with the educational and scientific focus of the ASCO meeting or ASCO co-sponsored meeting.

## **When are the blackout times for the 2009 meetings?**

Organizations may not hold functions during the defined “blackout” times. ASCO strictly enforces the blackout times at the request of our members.

The blackout times for 2009 are:

### **2009 Gastrointestinal Cancers Symposium**

Friday, January 15: 7:00 AM – 6:15 PM

Saturday, January 16: 7:00 AM – 6:15 PM

Sunday, January 17: 7:00 AM – 5:00 PM

### **2009 Genitourinary Cancers Symposium**

Thursday, February 26, 2009: 7:00 AM – 6:15 PM

Friday, February 27, 2009: 7:00 AM – 6:15 PM

Saturday, February 28, 2009: 7:00 AM – 5:00 PM

### **2009 Annual Meeting**

Friday, May 29, 2009: 1:00 PM – 6:00 PM

Saturday, May 30, 2009: 8:00 AM – 6:00 PM

Sunday, May 31, 2009: 8:00 AM – 6:00 PM

Monday, June 1, 2009: 8:00 AM – 6:00 PM

Tuesday, June 2, 2009: 8:00 AM – 1:00 PM

## **What are the procedures for activities and events held within ASCO space?**

An Ancillary Event Request must be submitted by the corresponding deadline. Requests must be submitted online at [www.asco.org/eventrequest](http://www.asco.org/eventrequest) and must indicate that the organization is requesting the release of hotel meeting space held by ASCO.

ASCO will determine whether the proposed activity appears to meet ASCO standards and requirements, and will make every effort to notify the applicant via e-mail within seven business days if the event has been authorized. 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.

## **What are the procedures for activities and events held outside ASCO space?**

An Ancillary Event Request must be submitted by the corresponding deadline. Requests must be submitted online at [www.asco.org/eventrequest](http://www.asco.org/eventrequest).

ASCO will determine whether the proposed activity appears to meet ASCO standards and conform to ASCO policies, and will make every effort to notify the applicant via e-mail within seven business days if the event has been authorized.

## **I submitted my request and received an e-mail confirmation. When will I receive authorization to move forward with planning my event and notification of my hotel space assignment?**

Every effort will be made to process fully completed requests within seven business days of receipt, including authorization and assignment of hotel meeting space, if applicable.

## **What are the guidelines for use of the ASCO name and other trademarks?**

ASCO encourages continuing education from its products, conferences, meetings, and symposia. However, all names, marks, brands, logos, designs, trade dress, slogans, and other designations of ASCO and The ASCO Cancer Foundation, including ASCO®, American Society of Clinical Oncology®, The ASCO 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 co-sponsored 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 of [Policies for Exhibitors and Other Organizations at ASCO Meetings](#). For further information about ASCO’s rights and permissions program, send an e-mail to [permissions@asco.org](mailto: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 and trademarks.

## **Can I market products and services at ASCO meetings?**

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 distributed or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by ASCO.

The display of banners or other advertisements in the public domain (including advertising in/on buses, taxis, Segways, boats, planes, street cars, etc.) within fifteen (15) miles of the ASCO meeting venue and any local airport(s), within ten (10) days before or after the meeting, is strictly prohibited. However, advertising on fixed (i.e. stationary) billboards is permissible, only after advance review and approval by ASCO. The use of any name, logo, or trademark of ASCO or The ASCO Cancer Foundation is strictly prohibited without ASCO's advance written consent, as set forth in Section VII of the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).

### **What is the process for sending a pre-meeting mailing to registered attendees?**

ASCO allows exhibitors and other organizations the opportunity to purchase membership and attendee mailing lists for pre and post Annual Meeting marketing. Only mailing information will be provided; phone and fax numbers and e-mail 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 by phone at 540-428-3240 x3251 or by e-mail at [dhatcher@infocusnet.com](mailto:dhatcher@infocusnet.com)

### **What are ASCO's policies for holding press events?**

With the exception of events sponsored by ASCO, media events such as press briefings, news conferences, press receptions, satellite media tours, etc. are not permitted during ASCO meeting times or within ASCO meeting/hotel space without prior written approval from ASCO. To receive ASCO approval, organizers must fill out the Ancillary Event Request. Please note all press events must conform to the blackout times established for the meeting.

For more information please contact ASCO's Communications & Patient Information Department by e-mail at [communications@asco.org](mailto:communications@asco.org) or by phone at 571-483-1300.

### **Is fundraising allowed during ASCO meetings or ASCO co-sponsored meetings?**

ASCO and The ASCO Cancer Foundation do not permit commercial firms or other organizations to engage in fundraising activities of any kind in ASCO space. ASCO 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 must obtain the prior written approval of ASCO or The ASCO Cancer Foundation. For additional information, please contact The ASCO Cancer Foundation Office at 571-483-1300.

### **What are the guidelines for signage and other written descriptions of ancillary events?**

Signage for ancillary events is limited to directional signage inside the event location. Signage for ancillary events is not permitted at the Convention Center during the Annual Meeting or in public space immediately outside of session rooms at the ASCO co-sponsored meetings and symposia.

In addition:

- 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 may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. ASCO, The ASCO Cancer Foundation, or the name of the ASCO meeting 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 ASCO meeting. Not sponsored or endorsed by ASCO or The ASCO Cancer Foundation.”

**For Co-Sponsored Meetings:**  
“Not an official event of the [Insert Name of Co-Sponsored Meeting]. Not sponsored or endorsed by any of the co-sponsoring organizations of the [Insert Name of Co-Sponsored Meeting].”

- Meeting signage may NOT include the ASCO or The ASCO 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 ASCO meeting. Not sponsored or endorsed by ASCO or The ASCO Cancer Foundation.”

**For Co-Sponsored Meetings:**  
“Not an official event of the [Insert Name of Co-Sponsored Meeting]. Not sponsored or endorsed by any of the co-sponsoring organizations of the [Insert Name of Co-Sponsored Meeting].”

- Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to ASCO, The ASCO Cancer Foundation, or the ASCO meeting. Materials must not in any capacity identify ASCO as the sponsor or CME provider
- No event marketing may be done at the ASCO meeting venue except within the confines of an individual exhibit booth or table. Outside the booth or table but within the ASCO meeting venue, representatives may not set up tables or otherwise distribute or display signs, flyers, invitations, use ushers, or use other means of gathering people for 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 supporter

### **What are the guidelines for 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 The ASCO Cancer Foundation endorsement or support. All ISS activities must conform to applicable ASCO policies, including the prohibition upon the use of ASCO’s or The ASCO Cancer Foundation name or logo without prior written permission and the blackout periods established for the meeting. Supporters of ISS activities may not invite representatives of the media to the activity or otherwise promote the activity to the media.

ASCO, The ASCO Cancer Foundation, and the Co-Sponsored Meeting leadership are excluded from participation in the ISS in any capacity, including being a member of the ISS faculty, presenter, chair, planning committee member, consultant or any other role. Leadership may participate in an ISS as attendees who receive no honorarium or reimbursement. A list of ASCO, The ASCO Cancer Foundation, and the Co-Sponsored Meeting leadership excluded from participation can be found in the current published policy entitled “ASCO, The ASCO Cancer Foundation, and Co-Sponsored Meeting Leadership Excluded from Participation in Independent Satellite Symposia.” ASCO reserves the right to reject any proposal that it deems necessary based on this conflict of interest. ASCO reserves the right to refuse to review any proposal that does not meet the criteria set forth in this policy and in the current published “Proposal Development Criteria for Independent Satellite Symposia.” Incomplete proposals will not be considered for review. ASCO’s acceptance of a proposal as having met these criteria does not imply acceptance of the ISS. ASCO reserves the right to reject any proposal for reasons that it solely determines and applies. Organizations found in violation of these policies will be barred from submitting proposals for ISS to be held at any ASCO meeting for the 12 months following the violation.

### **How do I apply for an ISS?**

Detailed information on the ISS application process can be found at [www.asco.org/iss](http://www.asco.org/iss).

**Who do I contact with questions about Ancillary Events and the release of ASCO function space?**

[ascoeventrequest@jspargo.com](mailto:ascoeventrequest@jspargo.com)

703-631-6200

**Who do I contact to reserve sleeping rooms during the meeting?**

**2009 Gastrointestinal Cancers Symposium**

[gihousing@jspargo.com](mailto:gihousing@jspargo.com)

888-788-1522 (within the United States)

1-703-449-6418 (outside the United States)

**2009 Genitourinary Cancers Symposium**

[guhousing@jspargo.com](mailto:guhousing@jspargo.com)

888-788-1522 (within the United States)

1-703-449-6418 (outside the United States)

**Who do I contact regarding questions about ASCO/The ASCO Cancer Foundation policies?**

**Exhibits**

E-mail: [exhibits@asco.org](mailto:exhibits@asco.org)

Phone: 571-483-1300

**The ASCO Cancer Foundation Office**

E-mail: [foundation@asco.org](mailto:foundation@asco.org)

Phone: 571-483-1300

**Communications & Patient Information Department**

E-mail: [communications@asco.org](mailto:communications@asco.org)

Phone: 571-483-1300

**Independent Satellite Symposia (ISS)**

E-mail: [iss@asco.org](mailto:iss@asco.org)

Phone: 571-483-1300