2020 Highlights of ASH® in North America
Independent Satellite Symposia Rules and Regulations

ASH is committed to providing the highest quality Highlights of ASH® meetings possible. The ASH policies for Independent Satellite Symposia (ISS) are part of a contract between the host company and ASH and that submission of the application to host a symposium constitutes the company’s agreement to abide by these regulations.

Application Requirements
Each Independent Satellite Symposium should be unique and answer an unmet educational need. ISS applications and proposals must be submitted online no later than Monday, November 4, 2019.

Please pay close attention to each required component of the application, as incomplete applications will not be reviewed. All information submitted along with the application is final, and no changes may be made once submitted. This includes, but is not limited to, change in the management company, CME provider, corporate supporter, speakers, symposium topics, and title of program.

Please be as accurate and detailed as possible, as ASH will print the information contained in the applications of all accepted programs in a supplement to the program book for the ASH meeting.

Applications must be signed by representatives accepting responsibility for the program. By signing the application, each representative agrees to take responsibility for following ASH guidelines for the ISS. Please designate one contact person with whom ASH should communicate and who agrees to share information with the other representatives.

Submitting Multiple Applications
ASH will accept up to two (2) applications from one company as a sole supporter of a symposium. ASH does not limit the number of applications of co-supported symposia. That is, so long as there are multiple supporting companies on a symposium proposal, there is no limit to the number of applications that may be submitted to ASH for consideration.

ISS Fees
A flat rate of $12,500 will be applicable for each ISS.

Payment must be made to the American Society of Hematology, and funding must be confirmed at the time of submission. Applicants are required to submit a funding commitment letter from all supporting companies for each company to be listed as a co-supporter in promotional materials.

All expenses associated with approved ISS programs, such as room rental, room setup and clean-up, food and beverage, A/V, electrical, telephone, and shipping, are the sole responsibility of the ISS organizer. ASH is not responsible for any charges incurred for the symposium.

Additional fees may apply for special requests. If you have questions, please contact fss@hematology.org.

CME Accreditation
All Independent Satellite Symposia must provide CME credit; and organizers are responsible for obtaining accreditation. Only organizations accredited by the Accreditation Council for Continuing Medical Education (ACCME) may sponsor CME activities and may award AMA PRA Category 1 Credit™. These accredited providers are responsible for the content, quality, and scientific integrity of all CME activities certified for credit.

ASH does not suggest or approve content or speakers for activities for which it is not the accredited provider. ASH encourages all providers participating in the ISS to review the current ACCME Standards for Commercial Support. These standards, along with tools to implement them, can be found at www.accme.org.

Speakers must disclose relevant conflicts of interest prior to the CME activity. A written disclosure slide must precede each presentation. Speakers must provide appropriate disclosures of non-FDA approved (off-label) uses for drugs and medical devices. References must be included with data and slides.
There must be appropriate evaluation of symposium content and speakers as well as a final attendance count. Please email the evaluation summary to fss@hematology.org no later than Monday, March 2, 2020.

**Program Content**
The proposed program must be unique and must offer the audience information not previously presented during other forums or meetings involving the hematology/oncology community. The proposed program title must be indicative of the symposium content. The proposed objectives should clearly meet the educational needs of the target audience. The program must be presented in an objective, balanced, and scientifically rigorous manner. The program cannot promote a specific drug product or service and must meet the policies and guidelines of ACCME. The content and format of the CME activity and its related materials must promote improvements or quality in health care and not a specific proprietary business interest.

**Speakers**
All Highlights of ASH in North America speakers are strictly prohibited from participating in Independent Satellite Symposia. Those speakers can be found on the [Highlights of ASH in North America Program Schedule](#).

Disclosure information for each speaker must be submitted to ASH with the application. There are no exceptions.

ISS participants (chairs, speakers, panelists, etc.) can participate in only one symposium. It is the responsibility of the ISS organizers to ensure that their speakers have not committed to speak at another symposium before submitting the application. If ASH receives two applications listing the same speaker, the symposium with the lower score will be rejected.

ASH asks that the letters of invitation to the symposium speakers indicate ASH’s expectation that speakers will not substitute participation in an ISS for participation in ASH’s Education or Scientific Committee sessions.

**Scoring Process**
Applications will be scored based on the information you provide. All relevant information should be included in the written application.

A study section will score applications based on the quality of the proposal. The study section will be looking for scientific merit, audience interest in the topic, and uniqueness of the symposium. The study section’s scores are confidential, and the decision of the study section is final.

After the study section scores the applications, ASH will email each contact person listed on the application. The contact person for each approved symposium will also receive detailed instructions about logistics as well as an invoice and letter of agreement.

**Please note:** Applicants for the ISS may not contact the study section, ASH members, or the ASH Executive Committee to influence selection for the ISS presentations. No recommendations and/or letters of support will be accepted for any application.

**Educational Materials**
A one-page evaluation summary report, including a final attendance count, must be sent to the ASH Corporate Relations Department at fss@hematology.org no later than March 2, 2020.

Please keep in mind that CME enduring materials are different from syllabus materials or other printed or electronic records of the symposium. Enduring materials are printed, recorded, or computer-assisted educational materials that may be used over time at various locations and that in and of themselves constitute a planned CME activity. An enduring material, as a self-contained educational activity, must have its own needs assessment, educational objectives, content, evaluation instrument, and opportunity for physician learner interaction and discussion.

As a separate educational activity, an enduring material must also have its own CME credit separate from the ISS accreditation (i.e., if an ISS organizer obtains CME credit for the symposium, the credit for the symposium does not translate or cross over to any enduring materials produced from content presented at the symposium).
Signage
- One (1) 38”x87” meter panel is permitted directly outside of the symposium room.
- One (1) 22”x28” directional signs are permitted at approved locations.
- One (1) 22”x28” directional sign permitted at the exit of the HOA NA session rooms 30 minutes prior to program close.

Companies are not permitted to post promotional signs or literature in hotel lobbies. Sandwich boards and/or persons handing out promotional materials are prohibited. Standing in the public areas of the hotel lobby and hallway to promote your symposium is strictly prohibited. This will be closely monitored during ISS, and companies found violating these guidelines risk penalties from ASH. Management companies handling logistics are responsible for following these guidelines as well.

Any signage found with ASH logo and in non-approved locations will be removed and discarded by ASH.

Promotion of ISS
ASH must review and approve all promotional materials created by your company in conjunction with the ISS, including invitations, announcements, fliers, websites, and signs. Please allow up to five business days for ASH to consider requests for approval. Please submit all materials to fss@hematology.org no later than Friday, December 6, 2019.

All companies hosting an Independent Satellite Symposium must abide by the following:
- The ASH logo (or a graphic designed to mimic the ASH logo) may not be used on any promotion or other materials (including enduring materials) produced by companies other than ASH.
- Use of the American Society of Hematology’s name or copyrighted material on any announcement, sign, publication, or other material requires prior written approval by ASH. To request approval, email fss@hematology.org.
- Because ISS are not officially part of any ASH meeting, companies cannot reference their symposia as part of the official ASH meeting or imply that they are ASH events. It is acceptable to refer to the event as an "Independent Satellite Symposium on [title], following the adjournment of the first day of the [ASH meeting]."

As a promotional benefit to the companies hosting an ISS, ASH will provide the following:
- Registration site links on the ASH website for all ISS for easy access to attendees. Following acceptance, please submit registration site links to ASH to post on the website at your earliest convenience at fss@hematology.org.
- A listing of each symposium, including narrative description, location, and contact information, in the program book for the ASH meeting.
- Email blasts to registered attendees, which will list the ISS title, time, and location.
- In addition, the pre-registration attendee mailing list will be available for purchase. ASH pre-approval of all mailing pieces is required. Sample mail pieces must be emailed along with the mailing request form to fss@hematology.org no later than Friday, December 6, 2019.
- Use of the ASH mailing lists is for one-time use to promote the ISS only. This will be closely monitored, and any companies found to have used the list more than once will face significant penalties.

ISS Registration and Room Set-Up
ASH meeting registration is not a requirement for admittance to ISS. ASH requires that any registration outside of the symposium room be limited to one six-foot table. All symposia rooms will be assigned based on accommodating the number of estimated attendees per the ISS application in theater style. Any requested changes to the room set can be arranged directly with the hotel. Symposium lectures must be contained within your assigned room. Video overflow to adjacent rooms will not be permitted.

A separate room or a foyer area will be assigned to those companies wishing to serve food and beverages. All food rooms will be assigned based on accommodating the number of estimated attendees per the ISS application in banquet rounds. Any requested changes to the room set can be arranged directly with the hotel. Registration and all food functions may not begin prior to or be held after the assigned time frame.

Audio/Visual
The ISS organizer is responsible for arranging their audio-visual needs directly with the hotel’s AV company or via an approved third-party vendor. It is the organizer’s responsibility to clear any outside vendors directly with the hotel.
Priority Points
Every partnership is important to ASH. In exchange for your company’s support, ASH ensures appropriate acknowledgment of all contributions and assigns satellite symposium priority points according to the scale below. The combination of three years of support make up your company’s ranking. Specifically, the annual meeting ranking will be determined by points accumulated in 2018, 2019, and 2020*. The ranking determines future exhibit booth placement and group housing block placement for the ASH Annual Meeting and Exposition.

You will receive one (1) priority point for every $2,500 by supporting a symposium.

Penalties for Violating ASH Policies
- The violating company’s priority points will be reduced.
- The company may not be eligible for participation in future ISS.
- The company may not have access to ancillary meeting space in future years.
- The company may not participate as an exhibitor in future years.

Cancellation Policy
All ISS cancellations must be submitted to ASH in writing to fss@hematology.org.

Payment in full is due within seven (7) days of ISS approval and receipt of initial invoice. No refund if cancelled after ISS approval.

Key Dates and Deadlines
Monday, November 4, 2019
- Deadline for ISS application submissions.

Monday, November 18, 2019
- Acceptance letters emailed to accepted ISS organizers.
- Following acceptance, please submit registration site links to ASH to post on the website at your earliest convenience.

Friday, November 29, 2019
- ISS payments and signed letter of agreements due to ASH.

Friday, December 6, 2019
- Submission deadline for approval by ASH of promotional and educational materials (invitations, handouts, signs, flyers, etc.).
- Submission deadline for mailing list requests (mailing piece(s) must be pre-approved by ASH).

Monday, March 2, 2020
- Copy of the one-page summary evaluation and final attendance count must be submitted to fss@hematology.org by COB Pacific Time.