

## Giveaway Approval Submission Instructions:

Exhibitors must submit any giveaways for review and approval by ASCO through the [Exhibitor Resource Center](#) no later than **Wednesday, April 25**. To submit giveaways for review and approval, please upload your file(s.) If you have no giveaways, please check the box marker “No Giveaways.”

### **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 **\$10.00** in value Pens, mouse pads, and other “reminder” items are not permitted for commercial exhibitors, though nonprofit exhibitors and government agencies may continue to give away non-educational items to attendees from their exhibit. 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 **\$10.00** 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.

### **Specific Giveaway Restrictions:**

Tote bags are not eligible giveaways for commercial exhibitors. Tote bag giveaways provided by non-commercial exhibitors 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 Exhibits Management for approval no later **Wednesday, April 25**. You may send a sample to:

ASCO Exhibits Management  
c/o SPARGO, Inc. (Eileen McGill)  
11208 Waples Mill Road - Suite 112  
Fairfax, VA 22030

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.

For additional information, please review the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#) relating to Giveaways on pages 14-15.

If you have questions with regards to giveaways, please contact Stephanie Houck or Eileen McGill, ASCO Exhibit Operations Management, at [ascoexhibits@spargoinc.com](mailto:ascoexhibits@spargoinc.com) or 703-631-6200.