60th ASH® Annual Meeting & Exposition
San Diego, CA • December 1-4, 2018

# GIVEAWAY APPROVAL AND SUBMISSION INSTRUCTIONS

All items distributed in the exhibit hall must be useful to the participants at the meeting and/or in their professional activities. Items must be small in size and made available to all ASH attendees, regardless of registration type or demographics, as long as the supplies last. Please also note the following restrictions:

**Commercial Exhibitors**

It is ASH's policy that all giveaways by commercial exhibitors in the ASH exhibit hall meet the giveaway standards of the PhRMA Code, whether or not the companies 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 health-care professionals. Such giveaways must also be of modest value and available to all registered attendees immediately upon request. Use this link for more information on the PhRMA Code.

**Nonprofit Exhibitors**

All giveaways by nonprofit exhibitors who are not subject to the PhRMA Code must be of modest value and available to all registered attendees immediately upon request. Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards listed above for giveaways by commercial exhibitors. Use this link for more information on the PhRMA Code.

The Patient Protection and Affordable Health Care Act signed into law in March 2010 includes the Physician Payment Sunshine Act, which requires pharmaceutical, medical device, biological, and medical supply manufacturers to report to Health and Human Services (HHS) any "payment or other transfer of value" to physicians and teaching hospitals that exceeds $10 in value. Regarding giveaways and in-booth hospitality approved by ASH, it is the responsibility of the exhibiting organization to comply with the aforementioned Act and record or report as required by law.

Exhibitors intending to provide giveaways must complete the Request for Approval of Giveaway Form, which will be included in the online ASH Exhibitor Resource Center by **Friday, October 26**. Any exhibitors found distributing materials that have not been officially approved will be required to cease distribution immediately and may have their priority points reduced.

## Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and approved by ASH Exposition Management. All food and beverages must be purchased through CENTERPLATE, the exclusive provider of food and beverage at the San Diego Convention Center. An exhibitor may distribute food and beverages if it is the legal manufacturer and/or distributor of the product. ASH prohibits the distribution of alcoholic beverages. Any exhibitor at the 60th ASH Annual Meeting and Exposition who provides food and beverage to attendees is required to order and pay for porter service through the exclusive general services contractor, Freeman. Order forms and additional information is available in the Exhibitor Service Manual under "Service Order Forms." Companies wishing to serve food and beverages must complete the Request for Approval of Giveaway Form available through the online ASH Exhibitor Resource Center by **Friday, October 26.**

Any exhibitor at the 60th ASH Annual Meeting and Exposition who provides food and beverage to attendees is required to order and pay for porter service through the exclusive general services contractor, Freeman. Order forms and additional information is available in the Exhibitor Service Manual under "Service Order Forms."

**Posters/Handouts**

Posters or handouts with information about ASH annual meeting abstracts (such as poster numbers, time/location of presentations, etc.) that are displayed or given away within the exhibit booth must be approved by ASH. Please contact Joanna Robertson, Annual Meeting Publications Manager, at *jrobertson@hematology.org* for approval.

**Contests, Lotteries, Raffles, and Games of Chance**

Contests, lotteries, raffles, and games of chance must comply with the guidelines of the American Medical Association (AMA) that state: "The contest must be open to all meeting attendees and be conducted in a professional manner." Prizes must be educational in nature and moderate in value, and any giveaways should also be consistent with the PhRMA Code. Notification of winners, semi-finalists, and runners-up, etc., must take place after the conclusion of the ASH Annual Meeting.

Contests of any kind must first be approved in writing by ASH. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Request for Approval of Giveaway Form through the online ASH Exhibitor Resource Center by **Friday, October 26**.

**Fundraisers**

Fundraisers, auctions, or activities that involve donations to organizations other than ASH are not permitted in the exhibit hall. Activities designed to provide donations to ASH must be pre-approved by ASH in writing no later than **Friday, September 28**. Please e-mail *development@hematology.org* regarding fundraisers.