



ASH

57th Annual Meeting & Exposition  
Orlando, FL December 5-8, 2015



## Product Theater Guidelines

Effective: February 27, 2015

Meeting Dates: December 5–8, 2015

Exhibit Dates: December 5–7, 2015

Orange County Convention Center, Orlando, FL

### Introduction

This document outlines the general guidelines that will apply to Product Theaters in the exhibit hall at the 57th ASH Annual Meeting and Exposition. These guidelines are to be construed as part of the policies for exhibitors at the ASH annual meeting and as part of the contract for the Product Theater. All Product Theater sponsors must comply with these standards as well as all other requirements applicable to exhibitors at an ASH annual meeting.

### Presentation Guidelines

Product Theater presentations are for promotional presentations or activities that highlight a new service or present information or data on the development of a particular product. All Product Theater presentations must:

- be tasteful, appropriate, and professional in nature.
- be focused on the science relating to the development of a particular product or of a service of the sponsor, not just the product or service itself.
- feature one or more internal scientific staff members of the sponsor, not outside or third-party scientists or speakers.
- be live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.

Product Theater sponsors are not permitted to present any CME/CE educational symposia, sessions, or activities in the Product Theater and must submit speakers and topics to ASH for approval prior to publicizing the program.

Product Theater activities shall not include information, papers, or abstracts scheduled for presentation during the ASH meeting that are under embargo at the time of the Product Theater presentation.

Product Theater sponsors and all activities in the Product 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, and the PhRMA Code on Interactions with Healthcare Professionals, and the Physicians Payment Sunshine Act.

Each Product Theater sponsor is solely responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

## Review and Approval of Product Theater Topic and Speaker(s)

Participating companies will be required to submit the following to ASH Exhibits Management for review and approval no later than August 7, 2015:

- Title of presentation
- Internal speakers' names and titles
- Two to three bullet points that provide a description of the topic/material to be covered in the theater presentation

## Eligibility for Product Theater

Only exhibitors with secured contracted 57th ASH Annual Meeting and Exposition exhibit space are eligible to secure a Product Theater. Applicants must be in good standing with ASH. Any applicants with outstanding balances with ASH must settle their balances before their Product Theater applications will be considered. If an accepted applicant cancels or defaults on exhibit space at the 57th ASH Annual Meeting and Exposition, the contracted Product Theater will be revoked and a cancellation fee of 50 percent by August 7, 2015, and 100 percent thereafter will apply.

## Product Theater Presentation Dates and Times

The tentative Product Theater slots for the 57th ASH Annual Meeting and Exposition are:

- |                        |                         |
|------------------------|-------------------------|
| • Saturday, December 5 | 11:30 a.m. – 12:30 p.m. |
| • Sunday, December 6   | 11:30 a.m. – 12:30 p.m. |
| • Monday, December 7   | 12:15 p.m. – 1:15 p.m.  |

ASH reserves the right to alter the Product Theater times at its discretion. Sponsors will be notified in a timely manner.

## Product Theater Slot Assignment

ASH anticipates accepting applications for Product Theater slots on a first-come, first-served basis. While applicants may submit applications for more than one slot, ASH will consider all but only approve one application per company, as space permits. Although ASH will attempt to accommodate requests for specific Product Theater slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. ASH reserves the right to reject any application for reasons that it solely determines.

## Pricing and Payment

The price of conducting a Product Theater is \$47,500.

A deposit equal to 50 percent will be due with applications submitted prior to August 7, 2015, with the remaining 50 percent due on August 7, 2015.

For applications received after August 7, 2015, 100 percent of the total amount is due with the application. Sponsors may pay by credit card and/or check made payable to ASH.

Mail checks to:

American Society of Hematology – Exhibits

PO Box 37579

Baltimore, MD 21297-3579

\*Information on overnight payments is available upon request.

## Location of Product Theaters

The Product Theaters will be located in the exhibit hall. ASH reserves the right to alter the location of the Product Theaters as shown on the official floor plan, at its sole discretion.

## Product Theater Configuration

The configuration will include seating for up to 150 attendees. ASH will provide standard audio-visual equipment for PowerPoint presentations (projector, PC laptop computer [not Mac], screen, wireless podium microphone, wireless audience microphone, confidence monitor, stage speaker, laser pointer, two A-frame easels, and one draped six-foot table on which theater sponsors may place literature for access during their assigned theater slot. Two lead retrieval units for collection of attendee information and staff to scan badges will also be provided. Food and beverage will be placed inside the theater. Room set, including seating, A/V, stage, and food and beverage, cannot be modified.

## Installation and Dismantling

Installation: Product Theater sponsors will have access to the theater 30 minutes before their assigned slot. Product Theater sponsors and their speaker(s) are allowed to prepare/practice during this time. Please note that in order to facilitate people getting refreshments and finding a seat before the presentation begins, attendees will be allowed into the theater approximately 15 minutes before the presentation begins.

Dismantling: Product Theater sponsors must remove all literature, materials, handouts, etc., from the theater within 15 minutes after the end of their assigned slot. Any conversations or other activities that exceed 15 minutes after the slotted time should be relocated to the exhibit booth space. Any materials left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

## Food and Beverage

A boxed lunch and beverages, for 150 people, will be solely provided by ASH for each slot. The catering service will be placed inside the theater. ASH will supply signage indicating that the food and beverage is provided by ASH. Any Product Theater sponsor who is required to or desires to limit and/or track consumption is responsible for informing attendees of and enforcing this policy. For your reference, ASH provides complimentary lunch service to all attendees on Sunday and Monday.

## Photography and Video Recorders

Product Theater sponsors are required to use the official ASH photographer, videographer, or audio vendor listed in the Exhibitor Service Manual. Product Theater attendees may not videotape or audiotape any theater presentations.

## Responsibility for Property

Each Product Theater sponsor must make provisions for safeguarding its own goods, materials, equipment, and display in the theater and those of attendees during its assigned slot, including during installation and dismantling.

## Admission of Attendees

All attendees of Product Theater presentations must hold an official ASH-supplied badge in one of the following professional categories:

- ASH Member
- Non-Member
- Associate Member
- Non-Member-in-Training
- Allied Health Professional
- Honorary Member
- Emeritus Member

ASH shall have sole authority over admission policies to the theater at all times and may limit attendance at its discretion.

## Promotion of the Product Theater and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) relating to the theater must be approved by ASH prior to printing or distribution. Final versions of materials must be submitted by the theater sponsor for review and approval by ASH on or before October 30, 2015. Submissions should be sent via e-mail to [ASHexhibits@jspargo.com](mailto:ASHexhibits@jspargo.com). Please allow a minimum of five business days for review and approval.

The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) for the theater presentation: “Not an official event of the 57th ASH Annual Meeting and Exposition. This presentation is not sponsored or endorsed by ASH. Not CME-accredited.”

All materials promoting a theater presentation must clearly indicate the name of the sponsor for the presentation.

No marketing materials or communications of any kind, including advertising or other written or spoken descriptions of the Product Theater presentation, may use the ASH name or logo, or otherwise suggest or imply that ASH has endorsed or sponsored the presentation.

Repurposed or post-theater materials developed as a result of content from the Product Theater must NOT include any reference to ASH or the ASH annual meeting.

Distribution of materials by a theater sponsor is permitted only during the sponsor's contracted slot.

Product Theater sponsors are permitted to supplement ASH signage with floor-standing signage immediately at the entrance(s) of the theater and within their contracted exhibit space only.

- The signs at the entrance(s) of the theater must be professionally printed, must be no larger than 28" x 44", and may be ordered through Freeman.
- Proposed copy for signage must be approved by ASH Exposition Management prior to printing (see "Promotional Materials," above, for more information). Please contact Stephanie Houck at 703-631-6200 or [ASHexhibits@jspargo.com](mailto:ASHexhibits@jspargo.com).
- A maximum of two signs may be displayed at the theater. Signage may only be placed outside the theater beginning 30 minutes prior to the theater sponsor's slot and must be removed within 15 minutes of the conclusion of the slot. Any signs left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

Solicitation in the aisles of the ASH exhibit hall, including outside the Product Theater and outside the theater sponsor's exhibit space, is strictly prohibited.

Promotion of Product Theaters is not permitted in/around the convention center or in the headquarter hotels. The display of banners or other advertisements outside of the exhibit hall and targeted to attendees of the ASH annual meeting (including, but not limited to, advertising in/on buses, taxis, Segways, boats, planes, street cars, building facades, etc.) is prohibited.

## Promotion of Product Theaters by ASH

The Product Theaters will be promoted by ASH\*:

- On the ASH website
- On the ASH Annual Meeting Mobile App
- On signage directing attendees in the exhibit hall to the Product Theaters
- In the Product Theater schedule listing in the Program Book
- Through one Product Theater promotional piece promoting all Product Theaters in door drop bags
- Through one Product Theater promotional piece promoting all Product Theaters in attendee tote bags distributed at registration
- Through "walk-in" slides that are shown on screens in session rooms
- Through social media posts/announcements on the ASH Facebook page and Twitter feed.

\*Inclusion in all of the above is dependent upon date of submission of Product Theater title and speaker information and date on which contracted Product Theater applicant's presentation is approved by ASH.

## Product Theater Slot Cancellation Policy

Since only contracted exhibitors in good standing are eligible for participation in the Product Theater, cancellation of exhibit space automatically results in cancellation of an exhibitor's theater slot. The following cancellation terms apply, regardless of how a Product Theater slot is cancelled:

A theater sponsor that desires to cancel a Product Theater slot must submit a notification in writing to Connie Shaw, J. Spargo & Associates, Inc., 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030; or via email: [ASHexhibits@jspargo.com](mailto:ASHexhibits@jspargo.com).

The date of receipt will be the official cancellation date. Theater sponsors that cancel a Product Theater slot will be subject to fees based on the date of receipt, as follows:

- If a Product Theater sponsor cancels or defaults on or before August 7, 2015, the contracted Product Theater slot will be revoked and cancellation fees of 50 percent will apply.
- If a Product Theater sponsor cancels the theater slot space after August 7, 2015, the theater sponsor will pay as liquidated damages 100 percent of the total theater fee. ASH retains the right to utilize cancelled theater slots at its discretion.

ASH may terminate a theater sponsor's contract for a Product Theater in the same manner as it may terminate an exhibitor agreement.

## Possible Penalties for Violating ASH Policies

Failure to conform to ASH's policies may result in penalties, which may include but are not limited to the following:

- The violating company's priority points will be reduced.
- The company will not be eligible for participation in future Product Theaters.
- The company will not have access to ancillary meeting space in future years.
- The company may not participate as an exhibitor in future years.