

## Giveaway Policy

All giveaways must be provided in a manner consistent with all laws and guidance, including the PhRMA Code on Interactions with Healthcare Professionals ("PhRMA Code"), applicable to the exhibitor, as well as with the provisions of this Policy. Each exhibiting company is required to complete the online Giveaway submission by logging onto the [Exhibitor Resource Center](#) website. The booth contact received an email that provided log-in information to access the website. Each exhibitor is required to complete the online Giveaway submission for any item(s) being distributed. The full giveaway policy can be found on page 14 of the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).

Commercial Exhibitors	Nonprofit Exhibitors and Government Agencies
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 Codes. In keeping with the CMSS Code for Interactions with Companies and 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 <b>\$10 in value</b> . Giveaways must be available to all registered attendees immediately upon request. All giveaways from commercial exhibitors must be designed primarily for the education of patients or healthcare professionals and must not exceed <b>\$10 in value</b> . Pens, mouse pads, and other "reminder" items are not permitted for commercial exhibitors, though nonprofit exhibitors and government agencies may give away non-educational items to attendees from their exhibit table.	All giveaways by nonprofit exhibitors and government agencies must not exceed <b>\$10 in value</b> and must be available to all registered attendees immediately upon request. Giveaways by non-profit exhibitors who are subject to the CMSS Code for Interactions with Companies and with the PhRMA Code must meet the standards for Giveaways by Commercial Exhibitors, above.

Questions?

Contact Eileen McGill, Manager, Exhibit Operations



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