

RULES AND REGULATIONS

ASH is committed to providing the highest quality annual meeting possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibitor and ASH and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations. The following rules and regulations are taken from the ASH Corporate Policy and form a binding contract between the exhibitor and ASH. These policies can be found at www.hematology.org/corporatepolicies. All exhibit participants are strongly encouraged to read and be familiar with ASH's Principles for Relations with Industry. In addition, exhibitors must follow policies and guidelines of the San Diego Convention Center.

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to all rules and regulations and conduct themselves in a professional manner.

ASH reserves the right to interpret, amend, and enforce these contract conditions and rules and regulations at any time as it deems proper to assure the success of the exposition. Written notice of any amendments or interpretations shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.

ASH reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and prohibit or evict any exhibit that, in the opinion of ASH, detracts from the general character of the exhibit hall. This reservation includes persons, things, conduct, printed material, or anything ASH judges to be objectionable. In the event of such restriction or eviction, ASH is not liable for any refund to the exhibitor.

PhRMA Code

The Pharmaceutical Research and Manufacturers of America (PhRMA) recently published an updated "Code on Interactions with Healthcare Professionals," which addresses ethical relationships with health-care professionals and concerns related to marketed and branded products distributed to health-care professionals. All giveaways in the ASH exhibit hall must be provided in a manner consistent with all laws and guidance, including the PhRMA Code as it applies to exhibitors, as well as the ASH Corporate Policy.

Access the PhRMA Code at <http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>

Booth Installation and Dismantling

Shipping

All shipments to the ASH exposition must be received and processed through Freeman Decorating Company. Information on shipping methods, target scheduling, and rates will be included in the exhibitor service manual. To ensure proper handling and receiving, advance freight and other shipments should not be sent directly to the San Diego Convention Center prior to the assigned target date.

Target Freight Move-In

All confirmed exhibitors will receive a target date and time for freight delivery, which will be identified in the exhibitor service manual. **Please keep in mind that the target date/time is for freight delivery only, not for booth installation. A minimum of four hours between the target freight delivery time and installation of the booth must be allowed.** Requests for an earlier move-in must be made in writing no later than 30 days prior to the show open date; an explanation of the special circumstances warranting the exception should be sent to Pete Belasco at atpete.belasco@freemanco.com.

Failure to Occupy Exhibit Space

Any space not occupied by 5:00 p.m. on Friday, December 9, will be forfeited by the exhibitor. The space may be reassigned or used by ASH without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior approval from ASH regarding such delays. All booths must be manned during exhibition hours.

Carpet and Show Colors

ASH will carpet all visible aisle space within the exhibit area with blue carpeting and will supply exhibitors with blue, white and purple pipe and drape. To provide a uniform exhibit hall, please choose your booth colors in accordance with the ASH colors. **Exhibitors must completely cover the entire area of the exhibit space with carpeting.** The order form for carpeting will be provided in the online exhibitor service manual. At the discretion of ASH, Freeman Decorating Company will carpet exhibit booths that are not appropriately carpeted at the expense of the exhibitor.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available from the official decorator for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Manual.

Signs

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block visibility of ASH signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisles.

ASH may grant an exhibitor's request to allow a sign to hang over an aisle to conjoin with another portion of that exhibitor's booth. An additional fee for the incorporated aisle space will apply.

No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

Lighting

All island/multi-level booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and cannot affect other exhibitors or aisles.

Overhead lighting may be dimmed or turned off at the exhibitor's expense with prior approval from ASH.

It is the responsibility of the exhibiting contact persons to notify their contractors and agents of the height restrictions for hanging signs and lighting.

Early Dismantling

Early dismantling is expressly prohibited by ASH. Exhibits officially close at 2:00 p.m. on Monday, December 12. All booths must be manned until that time. Exhibitors that leave before closing will be subject to priority-point reduction and possible exclusion from future annual meetings.

Promotional Activities

ASH recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must take place within the exhibitor's booth. No queuing in the aisles will be permitted according to Fire Marshall Regulations. Please allow for any queuing to take place in your exhibit booth space. Canvassing or distributing promotional materials outside the exhibitor's rented booth space is not permitted. No literature may be distributed in the convention center, hotels, or any public area.

Scientific and educational presentations are prohibited within the exhibit hall, and exhibitors are prohibited from offering activities in their booths that provide continuing medical education credit (CME). However, presentations that promote a company's products and services are allowed within that company's exhibit booth. Demonstrations must be located in an area such that any crowd that gathers will be contained within that exhibitor's space and will not block the aisles or neighboring exhibits.

Advertising/Marketing

The only appropriate and acceptable venue for the distribution of advertising or marketing materials is the booths in the exhibit hall. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers, or door drops), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the exhibit hall unless a specific prior exception has been granted or promoted by ASH.

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 within two miles of the convention center during the period beginning three days before and continuing until three days after the meeting. The use of any name, logo, or trademark of ASH in any exhibitor advertising is strictly prohibited without ASH's advance written consent.

Book Sales

Only publishing companies are permitted to sell hematology-related books during show hours. All other companies/organizations will be limited to taking orders. Those publishers selling items on the show floor are required to collect and remit city and state sales taxes.

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 (available at <http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>) Notification of winners, semi-finalists, and runners-up, etc., must take place after the conclusion of the 53rd 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. This form must be received by Friday, November 11.

Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and approved by ASH Exposition Management and the San Diego Convention Center. Cups and/or napkins with an exhibiting company’s logo and/or product name on them are prohibited. All food and beverages must be purchased through 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. Companies wishing to serve food and beverages must complete the Request for Approval of Giveaway Form and return it to ASH by Friday, November 11.

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, October 7. Please email development@hematology.org regarding fundraisers.

Giveaways

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. More information on the PhRMA Code is available online at <http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>.

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. For more information on the PhRMA Code, please

review the guidelines available at <http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>.

Exhibitors intending to provide giveaways must complete the Request for Approval of Giveaway Form, which will be included in the exhibitor service manual. This form must be received by November 11. 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.

Media-Related Activities

Companies and institutions issuing press releases about the science being presented during the annual meeting are required to abide by the Society's embargo policy. This policy, as well as detailed guidelines about the types of press materials that may be distributed, is available online at <http://www.hematology.org/Meetings/Annual-Meeting/4082.aspx>. Press briefings and other media-related events are permitted but may not be held on site at the convention center or at any time during ASH-sponsored events. To obtain approval and reserve meeting space for press events or to inquire about ASH's media policies, please contact the ASH Communications Manager Andrea Slesinski at aslesinski@hematology.org.

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 Julia Robinson, Advertising and Exhibits Coordinator, at jrobinson@hematology.org for approval.

Use of ASH Name and Logo

The ASH logo may not be used on any materials produced by organizations other than ASH itself. Use of the American Society of Hematology's name or copyrighted material requires prior written approval by ASH.

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways must order porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes throughout show hours. Standard wastebasket emptying does not include removal of empty boxes. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall during show hours. If an exhibitor does not properly handle empty boxes, ASH will remove the boxes at the exhibitor's expense. The order form for porter service will be provided in the exhibitor service manual.

Abstract Rights and Permissions

The annual meeting abstracts published by the American Society of Hematology are covered by copyright. All rights reserved. ASH expects that you will respect its intellectual property rights and use its material solely as permitted by Sections 107 and 108 of U.S. Copyright Law (Fair Use).

For permission to use an ASH annual meeting abstract beyond what is permitted by Sections 107 or 108 of U.S. Copyright Law, please refer to the following guidelines.

Republication Requests:

These are requests to republish meeting abstracts in a new work (e.g., a book or journal). There are three categories of requests: single-use/photocopy, custom, and commercial. Written permission to republish any parts of works owned by ASH must be obtained prior to usage.

- **Single-use** (one time use of the requested materials)
Permission requests may be processed through the Copyright Clearance Center either online at www.copyright.com/search.do?operation=detail&item=122820321, by phone at 978-750-8400, or by mail at 222 Rosewood Drive, Danvers, MA 01923.
- **Custom** (a compilation or collection of abstracts produced in a standalone publication)
For custom abstract publications in English, contact Cunningham Associates at 201-767-4170 or email Cynthia Kucera at ckucera@cunnasso.com for pricing. For custom abstract publications in languages other than English, contact Chris Bassett, Wolters Kluwer Pharma Solutions (formerly Adis International Ltd.) at +44 1829-772 756, Fax: +44 1829-770 330, or email Christopher.Bassett@wolterskluwer.com.

Custom publications, whether in English or another language, are subject to the following terms and conditions:

1. Meeting abstracts may not be adapted; they must be republished in their entirety.
2. Commentary or explanatory notes on the abstract page are not permitted.
3. A full citation must be included with each meeting abstract.
4. Meeting abstracts may not be bound with product advertising or other marketing materials.
5. Meeting abstracts may be bound with another organization's published materials as long as no product advertising or other marketing materials are included.
6. The words "selected meeting abstracts" must be noted prominently on the cover along with information identifying the meeting from which the abstracts were taken. Mentioning a drug or a disease in the title (e.g. "Selected Meeting Abstracts on Leukemia" or "Selected Meeting Abstracts on *name of drug*") is permissible, but product logos may not be included either in the title or anywhere on the cover or in the document. The company producing the collection must be clearly identified on the cover.
7. The *Blood* and ASH logos may not be used on the cover or anywhere within the collection. The cover from the *Blood* Abstract Book may not be used as a cover for a custom abstract publication.
8. The following disclaimer must be included with each meeting abstract: "Copyright American Society of Hematology. Reprinted with permission from the American Society of Hematology, which does not endorse any particular uses of this document. The American Society of Hematology is not responsible for the completeness or the accuracy of the transcribed materials in this document."
9. If abstract collections are distributed at the ASH annual meeting, such distribution must be limited to the exhibit hall. Distribution in the convention center or in any hotel is not permitted, except at for invitation-only events.

The final document must be reviewed by ASH for approval prior to printing. Please submit final documents to jrobinson@hematology.org. Five samples of the printed document must be forwarded to ASH upon publication. Please send to: ASH Permissions, 2021 L Street, NW, Suite 900, Washington, DC 20036.

- **Commercial Reprint Requests** (100 copies or more)

To place orders for commercial reprints of selected annual meeting abstracts, please contact Cynthia Kucera at Cunningham Associates at 180 Old Tappan Road, Old Tappan, NJ 07065, 201-767-4170, or ckucera@cunnasso.com. Commercial reprints are subject to the same guidelines as custom abstract requests. For translated reprints, contact Chris Bassett at Wolters Kluwer Pharma Solutions (formerly Adis International Ltd.) by phone: +44 1829-772 756, fax: +44 1829-770 330, or email Christopher.Bassett@wolterskluwer.com

Audio/Visual Equipment

Exhibitors are prohibited from using the following devices in the exhibit hall:

- Microphones
- Flashing lights
- Audio/visual devices that display anything other than exhibiting company products and services; prohibited displays include, but are not limited to, sporting events and news broadcasting.

Excessive audio/visual devices and offensive displays are not permitted, and sound effects are discouraged because of the potential to interfere with other exhibitors and detract from the professional atmosphere of the exhibit hall.

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of the neighboring exhibitors. No microphones may be used during presentations. Electrical or other mechanical apparatus must be muffled so that the noise does not interfere with other exhibitors and speakers; other sound devices must be positioned to direct sound into the booth rather than into the aisle.

At the request of ASH, objectionable sound levels must be remedied, or use of the sound-producing device will be forbidden for the remainder of the show. Those exhibitors violating noise regulations will be warned only once. Priority points will be deducted if this rule is not followed.

Music Licensing

ASH does not obtain ASCAP or BMI music licensing that will allow the use of copyrighted recorded music in the booths. Exhibitors interested in playing copyrighted music must obtain the proper licensing from ASCAP or BMI.

Photography/Videotaping

ASH's official photography company is Convention Photo by Joe Orlando, Inc. Only the official ASH photographer may take photographs or videotape in the exhibit hall. Details regarding the official photographer will be included in the exhibitor service manual.

Exhibitors may use only the official ASH photographer to photograph their own booths and are prohibited from photographing other exhibitors' booths. This prohibition includes photographs taken with mobile devices such as cellular phones. Individuals engaging in unauthorized activities will be subject to a violation notice and/or immediate removal from the exhibit hall.

Federal and State Regulations

FDA Regulations

Exhibitors who have questions regarding drug promotion should contact the Food and Drug Administration (FDA) at 888-463-6332. Each exhibitor is solely responsible for compliance with FDA rules and regulations.

Investigational Products

According to the Healthcare Convention Exhibitors Association, and to remain within the expectations and limitations of the FDA's guidelines on Notices of Availability, any investigational product that is graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness, or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of responsibilities
- Contain the statement, "Caution: Investigational Device – Limited to Investigational Use" (or a similar statement), in a prominent size and placement

For more information, please contact the FDA.

Attention International Exhibitors

The FDA requires exhibitors to comply with all current FDA guidelines that pertain to the promotion of prescription drugs that are not commercially available within the United States but may be promoted in the exhibit hall for the benefit of non-U.S. attendees. Exhibitors should ensure that any depiction of an investigational product in a commercial exhibit remains within the limitations of the host country's governing regulations regarding display of investigational products. Exhibitors that have chosen to promote products to non-U.S. attendees should incorporate international areas within their booths that are not accessible to U.S. attendees in order to comply with FDA guidelines. Please note that for island booths any walls used to partition off these international areas must include four-foot breaks for every 12 feet of solid wall, and the walls must not obstruct the attendees' view of the surrounding exhibit area.

Americans With Disabilities Act

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act, and shall hold the American Society of Hematology harmless from any consequences of an exhibitor's failure in this regard.

Fire Regulations

All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. **To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.**

Insurance and Liability Issues

Insurance

Exhibitors must acknowledge that neither the American Society of Hematology, nor J. Spargo and Associates, Inc, nor Freeman Decorating Company, nor the San Diego Convention Center shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at the exhibiting company's own expense.

Those exhibitors with booths that are 1,000 square feet or larger must submit an original and valid certificate of insurance to Judy Spargo at judy.spargo@jspargo.com by September 9.

- The certificate must include commercial general liability, product liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit.
- Commercial general liability shall name ASH as an additional insured and provide a certificate of insurance evidencing the same.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage.
- The insurance policy must cover the time period from move-in through move-out.

Limitations and Liability

Exhibitors agree to protect, save, and keep the American Society of Hematology, the occupied hotels, the San Diego Convention Center, J. Spargo & Associates, and Freeman Decorating Company forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Hematology, the occupied hotels, the San Diego Convention Center, J. Spargo & Associates, and Freeman Decorating Company regarding the exhibition premises.

Further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the American Society of Hematology, the occupied hotels, the San Diego Convention Center, J. Spargo & Assoc, Inc., and Freeman Decorating Company against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of the exhibitor, its employees, or its agents.

Security

ASH will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ASH, nor the San Diego Convention Center, nor J. Spargo & Associates, nor Freeman Decorating Company is liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy as protection against loss, theft, fire, damage, etc.

Exhibitor-Appointed Contractor (EAC)

Exhibitors planning to use a contractor other than the official contractor to supervise the set-up and dismantling of exhibits must notify ASH in writing by Friday, September 9. All exhibitor-appointed contractors must submit an original and valid certificate of insurance by September 9 that includes commercial general liability, product liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence. The certificate must also include coverage for workers' compensation and employers' liability in commercially reasonable limits as otherwise required by the laws of the State of California. The certificate of insurance must name ASH, San Diego Convention Center, J. Spargo & Associates, and Freeman as additional insured. Certificates of insurance must indicate the name of the exhibiting company that they are representing in the description area of the certificate. Certificates will be discarded if this information is not supplied.

Cancellation of Exposition

It is mutually agreed that, in the event of cancellation of the ASH annual meeting as a result of strikes, acts of God, war, terrorism, disaster, curtailment of transportation facilities, governmental regulations, or other causes that would prevent its scheduled opening or continuance, this agreement will be terminated immediately. ASH shall determine an equitable basis for the refund of a portion of the exhibit fees after due consideration of expenditures and commitments already made.

Meeting Room Requests

Companies and nonprofit organizations that are supporters of ASH may apply to hold ancillary meetings during the 2011 ASH Annual Meeting and Exposition. ASH will assign meeting space on a first-come, first-served basis beginning in mid-August. ASH will not accept requests prior to August 12. Entertainment, meetings, or similar activities will not be permitted in hotel rooms or other private or public facilities during hours that conflict with ASH-sponsored events. Contracted hotels in San Diego will not reserve meeting rooms or function space for anyone during the meeting dates without prior ASH approval.

In order to obtain meeting space, all requests must be submitted to ASH via the online meeting room request process. The Ancillary Meeting Room Request Guidelines will be available in July. Submissions will be allowed starting mid-August. The deadline for requests for meeting rooms and function space is Friday, November 11. Questions about meeting room requests may be directed to Kim Curtis at kim.curtis@jspargo.com.

- ASH will not allow any companies or organizations to schedule educational symposia before or during the meeting. (Only ASH-approved Friday Satellite Symposia are permitted before the meeting.)
- ASH will require additional information for social events and meal functions.
- Only corporate or executive staff will be allowed to speak about their products and services at events that are identified as "social events/meal functions." Educational speakers will not be permitted.

- Ancillary meetings may not conflict with any of the ASH official sessions, including poster sessions. This includes internal sales, business, and staff meetings.

Please note that careful review of the Ancillary Meeting Room Request Guidelines is necessary as the guidelines have changed.

PRIORITY-POINT SYSTEM

The priority-point system is designed to recognize companies that support ASH and its activities, and to encourage new companies to participate. Priority points are assigned for each year of participation as an exhibitor and/or corporate supporter. Companies and organizations participating in the 2011 ASH Annual Meeting will earn priority points as shown below.

Priority points not only determine exhibit hall placement, but also help determine placement for group housing blocks. Please keep in mind that, in addition to the priority-point total, the group size and date of submission of the request will also influence the final hotel placement.

Priority-point standings are calculated based on the company's prior three years of participation in ASH programs and initiatives. For example, the 2011 ASH Annual Meeting standings have been determined by the points accumulated during 2008-2010.

For more information regarding the priority-point system, please email corporatesupport@hematology.org.

2011 Priority Point Allocation

The following 2011 priority points will be allocated to organizations meeting specific criteria:

10 points	Premier Commercial Supporters of Highlights of ASH®
8 points	Premium Commercial Supporters of Highlights of ASH® in Latin America or China
6 points	Every \$50,000 in support of the ASH-Self Assessment Program (ASH-SAP)
5 points	Master Commercial Supporters of Highlights of ASH® in Latin America or China
5 points	Lead Commercial Supporters of Highlights of ASH®
4 points	Lead Commercial Supporters of the State-of-the-Art Symposium
4 points	Every \$10,000 in support of the ASH Scholar Awards
3 points	Every \$10,000 in support of the ASH Minority Recruitment Initiative
3 points	ASH Corporate Friends
2 points	General Commercial Supporters of the State-of-the-Art Symposium
2 points	Every \$10,000 in support for the ASH annual meeting (Program Book, email/CME pavilions, etc.)
2 points	Every \$10,000 in support of the ASH Image Bank
2 points	Sole sponsorship of the ASH Job Bank
1 point	Every \$5,000 in support of the ASH Abstract Achievement Awards
1 point	General Meeting Supporters of Highlights of ASH®
1 point	Every \$10,000 paid in advertising space in <i>Blood</i> and/or <i>ASH News Daily</i>
1 point	Sponsors of one ASH Webinar
1 point	Each 100 square feet of exhibit space (not to exceed 10 total points)
1 point	Exhibitors at two venues of the Highlights of ASH® meetings (not to exceed three total points)
1 point	Friday Satellite Symposia participants

Priority-Point Reduction

Any corporations/organizations found to be in violation of ASH's rules and regulations will be subject to a priority-point reduction and other possible action deemed necessary by ASH. Please see the violations box below for details. The reduction in priority points will affect a corporation/organization's priority-point standings in future years. ASH corporate policies can be viewed online at www.hematology.org/corporatepolicies.

Violations

Failure to adhere to the ASH rules and regulations will result in immediate penalties on site. ASH strictly enforces the rules and regulations and will make all parties responsible for upholding them. Violations of ASH's rules and regulations will result in the following penalties:

- 1st Violation: Loss of current year priority points
- 2nd Violation: Loss of half of all accrued priority points (and suspension from Corporate Council for a second violation in any three-year span)
- 3rd Violation: Loss of the remainder of all accrued priority points
- 4th Violation: One-year suspension of exhibiting privilege

The Executive Committee of ASH reserves the right to enact further penalties as it deems appropriate for violations of ASH policy.

Mergers and Acquisitions

Priority points will be calculated for the company name stated on the exhibitor contract or corporate support letter of agreement. If companies have since merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined.

Companies belonging to a parent company with other divisions participating in ASH programs cannot reserve exhibit space under the parent company's points unless they are participating under the parent company's name. For example, if XYZ Pharmaceuticals owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Pharmaceuticals' points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space.

A company that has merged with another company must notify Julie Sullivan at julie.sullivan@jspargo.com so that points can be reviewed and reassigned.

MARKETING AND SPONSORSHIP OPPORTUNITIES

Maximize Your Meeting Presence

The ASH annual meeting is the premier educational event in the hematology community. We welcome industry support for various events and services. Recognition for underwriters is provided through signs at the meeting and listings in the Program Book and *ASH News Daily*.

ASH News Daily

ASH's popular on-site daily newspaper, *ASH News Daily*, will be available to attendees each day of the meeting. Four separate issues of *ASH News Daily*, covering the four days of the 2011 ASH Annual Meeting, feature informative articles on a wide range of Education and Scientific Program sessions and

abstract presentations written by distinguished ASH members. Each issue of *ASH News Daily* will highlight the day's sessions and events and provide information about the city of San Diego. This publication is distributed throughout the San Diego Convention Center, will be made available on all of the shuttle buses, and will be delivered to select members-only hotels.

To advertise in *ASH News Daily* and increase your company's visibility at the 2011 ASH Annual Meeting, please contact Kevin Dunn, Vice President at Cunningham Associates, at 201-767-4170 or kdunn@cunnasso.com. Only confirmed exhibitors will be eligible to advertise in the newspaper. For your reference, an advertising rate card is provided on the ASH website at www.hematology.org/Publications/ASH-News-Daily.

ASH Corporate Friends Program

ASH is committed to building collaborative, long-term relationships with like-minded organizations, and its Corporate Friends Program provides the framework for pursuing mutual areas of interest and expanding the dialogue on emerging issues of shared concern. For participating organizations, the Corporate Friends Program provides increased visibility, unique networking opportunities, and an invitation to serve on the ASH Corporate Council, which meets annually to review corporate programs, services, and issues. Please see our complete listing of other valuable program benefits at www.hematology.org/CorporateFriends.

Participation to the Corporate Friends involves a \$20,000 contribution. All funds contributed to ASH through this program will strengthen the Society's training, education, and scientific programs. Sign up now and your membership will continue through June 30, 2012. For more information, email corporatesupport@hematology.org.

Scholar Awards

The ASH Scholar Awards are designed to encourage hematologists to embark on careers in both basic and clinical/translational research. These awards, for fellows and junior faculty, are made possible in part by contributions from the corporate community. Priority points will be awarded to corporations supporting this program. The ASH Scholar Awards are the Society's top priority; as a result, the point scale is heavily weighted toward this program. Please email development@hematology.org for more information.

Abstract Achievement Awards

The Abstract Achievement Awards program recognizes trainees who are both first author and presenter of an abstract. Undergraduate, medical, and graduate students, resident physicians, and post-doctoral fellows are eligible for the award. Awards are \$500 each and are meant to recognize the achievements of trainees beginning their careers in medicine or medical science who have an abstract accepted to the annual meeting. Priority points will be awarded to companies supporting this program. Please email development@hematology.org to learn more.

EXHIBITOR REGISTRATION AND HOUSING

Registration

Registration Location and Hours

The exhibitor registration hours are listed below; Registration will be located in Sails Pavillion.

Wednesday, December 7	1:00 p.m. – 5:00 p.m.
Thursday, December 8	8:00 a.m. – 5:00 p.m.
Friday, December 9	8:00 a.m. – 5:00 p.m.
Saturday, December 10	8:00 a.m. – 4:00 p.m.
Sunday, December 11	10:30 a.m. – 4:30 p.m.
Monday, December 12	9:00 a.m. – 2:00 p.m.

Admission to the Exhibit Hall

Exhibitors will be permitted to enter the exhibit hall two hours prior to the time the hall opens each day, and exhibitors may remain in the hall 30 minutes after closing. All exhibitors and people visiting the exhibits will be required to wear a badge. Personnel will not be able to enter the hall without an official exhibitor badge. Attendees with non-exhibitor badges will not be allowed in the hall before or after show hours.

Exhibit-Hall-Only Badges

Exhibit-hall-only badges allow access to the exhibit hall only and do not allow entry into the annual meeting sessions. A limited number of complimentary exhibit-hall-only badges will be given to each exhibitor based on the following criteria:

- Allotments are based on two badges and two lunch tickets per 100 square feet, up to a maximum of 75 badges.
- Additional exhibit-hall-only badges and lunch tickets may be requested for a fee of \$75 per badge.

Full-Meeting Badges

ASH recognizes how valuable exhibitors are to the success of its annual meetings; therefore, ASH provides complimentary full-meeting badges that allow access to all education and scientific sessions, in addition to exhibit hall admission, based on the following criteria:

- One complimentary full-meeting badge per 100 square feet, up to a maximum of 10 badges.

ASH Corporate Friends will receive an additional allotment of five complimentary full-meeting badges.

ASH encourages exhibitors to pre-register all confirmed exhibit personnel by the **November 9** deadline in order to avoid long lines on site. The badges will be mailed in advance or may be picked up on site.

Guest Passes

Each exhibiting company will be provided two generic guest passes for their guests who need access to the exhibit hall. A guest pass allows entrance into the exhibit hall only when the hall is open. It does not allow entrance into the sessions. Passes are obtainable on site at the exhibitor registration counter. Guest

passes are dated and are for one-time use only. Once the two passes have been used, ASH will not issue any additional guest passes to the exhibiting company.

Children

For safety reasons, ASH does not permit children 12 years of age or younger at any time in the exhibit hall. This rule applies to children of both attendees and exhibitors. A subsidized child-care center will be operational in the convention center from Friday, December 9, through Monday, December 12. During move-in and move-out, no one under the age of 18 is permitted in the exhibit hall.

Housing

Exhibitors will have access to individual sleeping rooms at convention rates during the ASH annual meeting. An individual hotel reservation form will be mailed once the booth contract is completed and paid in full. A deposit is required at the time of reservation. Use of a credit card for the deposit will facilitate the reservation process.

All individual reservation requests should be sent directly to ASH's housing company before **Tuesday, October 4**. Reservations are processed on a first-come, first-served basis. Please keep in mind that hotels close to the convention center will sell out quickly. The headquarters hotel and members-only hotels are available to ASH members exclusively. Exhibitors, non-members, and groups will not be able to reserve rooms in these hotels.

Group Housing

Exhibitors that require a group room block (12 or more rooms) must be approved by ASH prior to the annual meeting. Requests must be received at ASH Headquarters in writing by **Tuesday, October 4**. Groups of less than 12 must secure individual housing for each attendee. Placement of group room blocks will be determined by the following factors:

- 2011 priority-point standing
- Participation in the 2011 Corporate Friends Program
- Size of the group room block
- Date of submission of the housing request

For more information or to request a Group Room Block Form, contact Ivy Caro of J. Spargo and Associates at 703-654-6922 or ivy.caro@jspargo.com. The form must be submitted to ASH by **Tuesday, October 4**.

Hospitality Suites

ASH has reserved suites for hospitality purposes at the headquarters hotel. Only confirmed exhibitors will be permitted to reserve these hospitality suites. Entertainment, meetings, or similar activities will not be permitted in hotel suites or in private or public facilities during hours that conflict with ASH-sponsored events.