

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.

Giveaways by Commercial Exhibitors: It is ASCO’s policy that all giveaways by commercial exhibitors will meet the giveaway standards of 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 \$100 in value. 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 \$100 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.

GIVEAWAYS (REQUIRED)

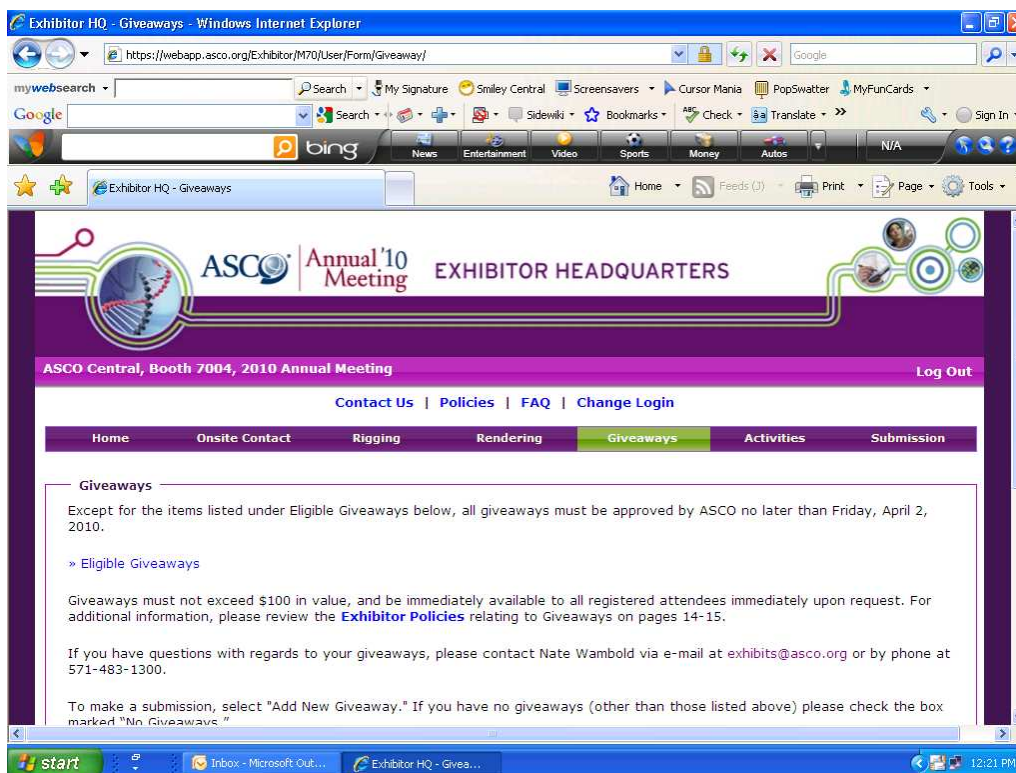
Each exhibiting company is required to complete the online Giveaway submission by logging onto the [ASCO Exhibitor Headquarters](#) website. The booth contact person recently received an e-mail from ASCO that provided log-in information to access the website. E-mails containing the Username and Password for each booth were sent to the e-mail address provided on the application for exhibit space. If you have any questions, please contact ascoexhibits@jspargo.com.

Each booth in the Exhibit Hall is required to complete the online Giveaway submission for any item(s) being distributed. All giveaways from commercial exhibitors must be designed primarily for the education of patients or healthcare professionals. 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 table. By matching our policies to the PhRMA Code, it is our intent to support the compliance efforts of exhibitors who voluntarily comply with the Code, and place them on an even playing field with other commercial exhibitors. Requiring giveaways to be educational also helps further our efforts to provide attendees with a meeting experience that focuses on education.

The following items are eligible giveaways that can be distributed without prior approval from ASCO and may not exceed \$100 in value.

- Medical textbooks;
- Informational sheets/pamphlets/brochures;
- Patient assessment and tracking tools;
- Educational videos/CDs;
- Company/product information on videos/CDs;
- Educational Posters;
- Educational monographs;
- Anatomical models;
- Journal articles;
- Subscription to a relevant scientific journal; and
- Written materials that inform patients about adherence to medical regimens, healthy lifestyle choices or availability of patient assistance programs.

The PhRMA Code does not specifically address whether companies who choose to comply with the Code may distribute small food and beverage items to healthcare professionals, including in the Exhibit Hall. As a result, ASCO's policy on the distribution of small food and beverage items in the Exhibit Hall remains unchanged from previous years. All food and beverages provided by individual exhibitors must (1) be approved by ASCO in advance; (2) be of minimal value; and (3) be made available to all registered attendees immediately upon request. We ask that you refrain from the distribution of any food or beverages with noticeable odors and alcoholic beverages. ASCO does require that you follow and abide by all guidelines and regulations McCormick Place's exclusive provider of food and beverage, Chicago Restaurant Partners. All food and beverage used to generate booth traffic, service for booth staff and other events in McCormick Place must be catered by Chicago Restaurant Partners. Please contact Erin Gross, Catering Sales Manager, to place your catering order by phone at 312-567-8164 or via e-mail egross@mpea.com for approval. By adhering to these policies, we can ensure the overall success of the Exhibit Hall.



Need a valuable educational giveaway for your booth?

Order complete ASCO 2010 Annual Meeting Abstracts on a CD-ROM for post meeting distribution, selected product specific abstracts placed into an abstract book or CD-ROM, single abstract sheets for scientific release and distribution and E-prints or E-links to specific abstracts for immediate release after the embargo. Contact Terry Dennsteadt by e-mail (terry.dennsteadt@wt-group.com) or by phone (443-512-8899 x107) for more information about placing your order.

ASCO publishes a number of high-quality products of interest to attendees. Exhibitors may purchase bulk quantities of selected publications to hand out from their booth, and some options include branding opportunities. An acknowledgment, advertisement in JCO, announcement fliers, and other benefits can be included in the package. For more information, please contact John Malamphy at The Walchli Tauber Group by phone (443-512-8899 x104) or via email (john.malamphy@wt-group.com).