

REGISTRATION

Public relations representatives may register for the ASCO Annual Meeting as regular attendees.

1. DISTRIBUTING PRESS MATERIALS AT THE ANNUAL MEETING

An area of the Press Room will be designated for corporate and institutional press materials created by corporate organizations, cancer centers and patient advocates. Registered journalists attending the Annual Meeting will have daily access to the press materials. To distribute press releases in the Press Room the following criteria must be met:

- Press releases must directly relate to abstracts being presented at the Annual Meeting and fully adhere to ASCO's embargo policies.
- Press releases must prominently display the corresponding abstract number(s) and the embargo date and time at the top of the first page.
- Promotional/marketing materials (corporate reports, product promotions, giveaways) will not be accepted.

Press materials must be delivered in person to the ASCO Press Room during operational hours:

- ASCO will accept up to 75 copies of a news release each day. ASCO staff will not be able to monitor the number of copies of each news release.
- News releases cannot be replenished. News releases may be dropped off once a day each day of the meeting. At the end of each day, ASCO will recycle all remaining news releases.
- ASCO cannot accept press materials for review or delivery prior to the Annual Meeting.
- ASCO's logos and/or graphic representations of the ASCO name may not be used without written permission.

ASCO does not endorse corporate or institutional press releases and will display these materials strictly as non-ASCO literature.

Dissemination of literature in the areas outside the Press Room, Press Conference Room, and/or Corporate and Institutional Press Materials Room is strictly prohibited. Please see Conduct Regulations below for further information.

2. DISTRIBUTING PRESS MATERIALS FOR ABSTRACTS RELEASING AT 6:00 PM (EDT) ON MAY 20

Leading up to the May 20, 2010 6:00 PM (EDT) release of abstracts, reasonable measures of care should be taken to ensure that the reporters are not only aware of, but agree to respect/abide by ASCO's embargo. Advance media outreach should be limited to 1) individual contact with only the most trusted reporter contacts, and 2) within just 24-48 hours of the May 20 release date/time. As always, news releases should prominently display the abstract number as well as the embargo date and time at the top of the release.

ASCO EMBARGO AND CONFIDENTIALITY POLICY

Public Relations representatives are required to abide by the embargo and confidentiality policies governing ASCO's Annual Meeting.

EMBARGO POLICY

- The embargo for abstracts published in the *2010 ASCO Proceedings I* will lift at 6:00 PM (EDT) on Thursday, May 20, 2010. These abstracts will be made available at abstracts.asco.org.
- The embargo for abstracts designated as Publish Only will lift at 6:00 PM (EDT) on Thursday, May 20, 2010. These abstracts will be made available at abstracts.asco.org but will not be published in *the 2010 Proceedings I*.

- The embargo for Late Breaking, Plenary and Clinical Review abstracts **NOT** selected for inclusion in ASCO's official Press Program will lift at 8:00 AM (EDT) on Saturday, June 5, 2010.
- Embargoes for abstracts selected for highlighting in the Press Program will lift at the beginning of the News Briefing or the beginning of the Scientific Session containing the research, whichever comes first. **However, any embargoes that have not lifted by 12:00 noon (EDT) on Sunday, June 6 will automatically lift at that time when the remaining abstracts are publicly posted on asco.org.**

If study results are reported prior to the embargo date and time, the abstract is subject to penalty including removal from ASCO's Annual Meeting. This Embargo Policy covers all abstracts accepted as part of ASCO's Annual Meeting regardless of whether information is obtained from another source.

CONFIDENTIALITY POLICY

The Annual Meeting abstracts are confidential until publicly released by ASCO. Institutions and Corporations may not:

- Make the information public, or provide it to others who may make it public
- Publish the information, or provide it to others who may publish it
- Use the information for trading in the securities of any issuers, or provide it to others who may use it for securities trading purposes.

HOSTING MEDIA EVENTS

Organizations planning media events surrounding the Annual Meeting such as press conferences, satellite media tours and/or social events are required to coordinate with ASCO's Communications Department. These events must not conflict with the Annual Meeting, specified black-out times, or ASCO policies.

ASCO's Communications Department will facilitate requests for hotel space to hold press events during the Meeting. Applications must be submitted by Friday, April 24, 2010, for all proposed press events relating to the Annual Meeting. Applications can be found online at <http://chicago2010.asco.org/AttendeeResources/AncillaryEventsIndependentSatelliteSymposia/AncillaryEventsInformation.aspx>.

Please note that companies sponsoring satellite symposia during the Annual Meeting are not permitted to promote these events to members of the press. Press briefings, news conferences, press receptions, and media events other than those sponsored by ASCO are not permitted on site at the convention center.

PHOTOGRAPHY, VIDEO, AND AUDIO RECORDING

On-site recording of the ASCO Annual Meeting via audio, video and/or photographic equipment is strictly prohibited without prior written consent from ASCO Press Room staff. Permission must be obtained in advance of the Annual Meeting by emailing amanda.stanley@asco.org. Recording of Scientific or Educational Sessions for commercial or promotional purposes is not permitted.

CONDUCT REGULATIONS

Public relations representatives are expected to be respectful of reporters' needs and deadlines and are strictly prohibited from congregating, disseminating material or engaging in media relations activities outside the Press Room, Press Conference Room, and/or Corporate and Institutional Press Materials Room. Representatives may leave a message for a journalist by providing their name, affiliation and contact number to an ASCO News Room representative.

Corporate spokespeople and public relations representatives are not permitted in the Press Room or the Press Conference Room.

For security reasons, 2010 ASCO Annual Meeting badges will be required for admittance to all events; badges should be worn and visible at all times. Lost badges should be reported to the Registration staff immediately.

The following badge policies will be in effect throughout the meeting:

1. 2010 ASCO Annual Meeting badge is the sole property of ASCO.
2. Badges are non-transferable.
3. False certification of individuals as paid Annual Meeting attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Annual Meeting event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of ASCO for refund of any fees.

In addition, individuals who are part of the 2010 ASCO Annual Meeting may not engage in any demonstrations or other behavior that ASCO deems to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future Annual Meetings. Any person who is dismissed from the meeting may request that ASCO review the matter, provided, however, that the individual understands that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

ASCO reserves the right to bar from this and future meetings any representative who fails to adhere to these policies.

For questions, please contact the ASCO Communications Department at:
2318 Mill Road, Suite 800, Alexandria, Virginia 22314
P: 571-483-1364 E-mail: amanda.stanley@asco.org