Exhibit Rules and Regulations
Effective: February 2, 2021
Meeting Dates: December 11–14, 2021
In–Person Exhibit Dates: December 11–13, 2021
Georgia World Congress Center – Atlanta, Georgia

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Introduction

ASH is committed to providing the highest quality annual meeting possible. It is agreed and understood that these policies for exhibitors are part of a contract between the exhibitor and ASH, and that submission of the application for in-person exhibit space and a virtual exhibit constitutes the exhibitor’s agreement to abide by these regulations. The following rules and regulations are taken from the ASH Corporate Policies and form a binding contract between the exhibitor and ASH. All exhibit participants are strongly encouraged to read and be familiar with ASH Principles for Relations With Industry.

It is the responsibility of the official exhibitor representative to see that all exhibit staff are made aware of and adhere to all rules and regulations, and conduct themselves in a professional manner. Exhibitor personnel may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed area of another exhibitor.

ASH reserves the right to interpret, amend, and enforce these contract conditions, rules, and regulations at any time as it deems proper to ensure 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 for any reason, and to remove any exhibit that in the opinion of ASH, detracts from the general character of the exhibits. This includes noise, glaring or flashing lights, or method of operation. All exhibit activities and content must be professional in nature and provide educational information related to the field of hematology. 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.

Eligibility to Exhibit

Only an organization identified on a signed Application and Contract for an in-person exhibit space or virtual exhibit, submitted either by hard copy or online, that has been approved by ASH may exhibit. The name of the company or organization whose name appears at the top of the Application and Contract for an in-person exhibit space or a virtual exhibit is eligible to be placed in the booth or be listed in print, online, and in the mobile app.

Wholly owned subsidiaries of the exhibiting company may, however, be identified as long as the principal identification is the parent company name and logo. If both the wholly owned subsidiary and parent company wish to be listed separately in print, online, and in the mobile app, and/or the virtual listings, ASH will require both to contract for a separate in-person booth space and/or virtual exhibit packages. ASH retains the exclusive right to determine which companies and organizations may exhibit at ASH meetings.
Eligible exhibitors may exhibit commercially available hematologic products and services whose marketing, safety, and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by ASH. Products eligible for exhibition are hematologic products, equipment, and services that, upon review by ASH and at the sole discretion of ASH reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA regulations. Character of the exhibits is subject to the approval of ASH. ASH reserves the right to curtail exhibits or parts thereof that do not reflect the character of the meeting. This reservation applies without limitation to persons, conduct, or any other items that affect the character of the exhibit.

Exhibits with a primary purpose of conducting market research, gathering business intelligence, identifying key opinion leaders, or identifying data sources, or similar activities not consistent with the purpose of the exhibit hall, are not eligible.

Please note that while all meeting attendees are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles or other public spaces, including another company’s booth, will be asked to leave immediately and their badge may be revoked. Additional penalties may be applied. Please report any violations you may observe to ASH Show Management.

**Nonprofit Exhibitors**

Nonprofits must be government entities or organizations that have been granted tax-exempt status by the IRS. To purchase exhibit space at the nonprofit rate, the organization must be located within the nonprofit pavilion in the exhibit hall. Proof of nonprofit status may be requested by ASH. If a nonprofit wishes to have a booth within the exhibit hall located outside of the nonprofit pavilion, they must pay the commercial rate for exhibit space.

**Priority Point System**

**2021 Recognition Points**

ASH greatly values its corporate partners. In exchange for your company’s support, ASH ensures appropriate acknowledgment of all contributions and assigns exhibitor priority points according to the scale below. The combination of three years of support comprise your company’s ranking. This ranking determines future exhibit booth placement and group housing block placement for the 64th ASH Annual Meeting and Exposition in 2022.

Please note the change in point earnings for exhibitors participating in the 2021 ASH Annual Meeting. 2021 virtual exhibitors will earn two points per $2,500 for a Platinum level exhibit and one point per $2,500 for either a Gold, Silver, or Bronze level exhibit. Companies with a 2021 commercial sponsorship, Friday Satellite Symposia, or Product Theater will earn one point per $2,500.
Priority point standings are calculated based on the company’s prior three years of participation in ASH programs and initiatives. The 64th ASH Annual Meeting and Exposition standings will be determined by the points accumulated during 2019–2021. Points earned after October 1, 2021 will be included in the calculations the following year.

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<th>Tier One</th>
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### Highlights of ASH in Asia-Pacific
- Commercial sponsorship
- Education grants
- Exhibit space
- Satellite Symposia

### Features of ASH in Latin America
- Commercial sponsorship
- Education grants
- Exhibit space
- Satellite Symposia

### Highlights of ASH in the Mediterranean
- Commercial sponsorship
- Education grants
- Exhibit space
- Satellite Symposia

### Corporate Friends Program
- Enduring Materials
  - ASH Self-Assessment Program (ASH–SAP)
  - Hematology 2021, the ASH Education Program
- Highlights of ASH in North America
  - Education grants

### Advertising
- ASH Clinical News
- ASH News Daily
- ASH News TV
- Blood
- Blood Advances
- The Hematologist

### ASH Annual Meeting (In-person)
- Education grants
- Platinum level exhibit

### ASH Annual Meeting (Virtual)
- Education grants
- Exhibit space

### ASH Meeting on Hematologic Malignancies
- Commercial sponsorship
- Exhibit space
- Satellite Symposia

### ASH Summit on Immunotherapies for Hematologic Diseases
- Commercial sponsorship
- Exhibit space

### ASH Initiatives
- Sickle Cell Disease Awareness Campaign

### ASH Foundation Initiatives
- Annual meeting support (see Annual Meeting In-Person listing)
- General charitable donations

### Highlights of ASH in North America
- Commercial sponsorship
- Exhibit space
- Satellite Symposia

### Independent Medical Education Grants
Products and programs subject to change. Deadline for 2021 calculations is October 1, 2021.

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 the priority point standings in future years. The ASH Principles for Relations with Industry can be viewed online.

Violations
Failure to adhere to the ASH rules and regulations will result in immediate penalties. 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 one–half of all accrued priority points (and suspension from Corporate Forum 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

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 with, been acquired, or have purchased another company, the resulting company will receive the points earned by the company that had the highest points total; company totals will not be combined. When merging, point requests must be submitted in writing to Kristin Hudson at ashexhibits@spargoinc.com.

Companies belonging to a parent company with other divisions participating at ASH cannot reserve an in–person exhibit space or a virtual exhibit 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.

Joint Venture/Co–Marketing
ASH defines co–marketing as two or more companies developing, manufacturing, producing or distributing the same product. Each co–marketing company is responsible for submitting the following to ASH:
- An application and contract for an in–person exhibit space or a virtual exhibit, indicating that the exhibit is for a co–marketed product. This must be done at the time of the initial application and contract submission. Applications and contracts will not be re–done later.
• A request on company letterhead that explains the nature of the product and indicates a copy has been forwarded to the representative of each co–marketing company listed on the application.

The company remitting payment for the application and contract will receive the priority points for co–marketed exhibits.

**Failure to Occupy In–Person Exhibit Space**

Any in–person exhibit space not occupied by Friday, December 10, 2021, at 5:00 p.m. 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 written approval by November 5, 2021, from ASH Exposition Management for late installation.

Requests may be submitted to Eileen McGill, Exposition Operation Management, at ashexhibits@spargoinc.com. All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by ASH to cover the booth area and convert it to a lounge area.

**Subleasing of Exhibit Space**

Exhibitors may not sublet their exhibit, or any part thereof. No exhibit, offer for sale, or advertised articles not manufactured or sold by the exhibitor contracted for the exhibit space, except where said articles are necessary for proper demonstration or operation of the “contracted” exhibitor’s display, are allowed. In such cases, any manufacturer identification on said article(s) shall be limited to the manufacturer’s article nameplate. Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Parent or wholly owned subsidiary companies are the exception.

Two or more companies may share a booth only on the condition that the number of 10’x10’ booths is equal to or greater than the number of companies sharing the booth space. Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Further, the company submitting the Application and Contract for Exhibit Space will be the exhibitor on record and promoted on the ASH website, in the final program, on the booth ID sign and in other show–related materials.

**Relocation of In–Person Exhibits and Other Floor Plan Revisions**


ASH retains the exclusive right to revise the in-person exhibit hall floor plan(s) and/or relocate any assigned exhibitors as determined solely by ASH. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by ASH.

Booth Installation and Dismantling

Booth Configurations

All booths must conform to the standards set by the Healthcare Convention Exhibitors Association as follows:

**Inline Booth (linear 10’x10’ booths)**

No side rails, counters, or structure may exceed 4 feet in height, or be within 5 feet of the front of the exhibit space. Backgrounds are limited to 8 feet in height (12 feet for perimeter booths) and must not protrude more than 5 feet from the back wall. Exhibit construction may not exceed the height of the side rail except in the back half of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid raw exposure to a neighboring booth. If the exhibitor does not comply, ASH will have the general services contractor drape the area at the exhibitor’s expense. Corner booths will not have the outside 3-foot side rail installed. Absolutely no storage of any kind will be permitted behind an exhibitor’s booth. If the exhibitor does not comply, ASH will have the items stored in the area or removed at the exhibitor’s expense.

Additional pipe and drape will be required at the exhibitor’s expense for those booths that have exposed areas between the back wall of their structure and the back wall of the booth. Please note that, in order to provide a harmonious environment to all exhibiting companies’ sightlines, rules will be strictly enforced.

**Island Booth**

An island booth is typically a 400-square-foot (20’x20’) or larger exhibit space exposed to the aisles on all four sides.

Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The top of the booth’s sign must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of ASH signs. Variances will not be granted. Please note: Multi-level exhibits are not permitted. Exhibit spaces may not be wider than they are deep. Exceptions may be made at ASH’s discretion.

Exhibitors who wish to construct an island booth that will be 400 square feet or larger are required to submit a digital drawing, rendering, or architectural plans to ASH Exposition Management,
through the online ASH Exhibitor Resource Center, for approval by Friday, October 22, 2021. Any changes that occur after initial submission must be resubmitted to ASH Exposition Management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, ASH Exposition Management reserves the right to ask the exhibitor to make modifications at the exhibitor’s expense. Please contact Eileen McGill, ASH Exposition Operations Management, at 703–631–6200 or ashexhibits@spargoinc.com with any questions.

**Hanging 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. It is the responsibility of the exhibiting company’s contact person to notify the exhibitor’s contractors and agents of the height restrictions for hanging signs.

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 booths may utilize special lighting. Lighting must be directly over or in the exhibitor’s booth and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles.

Overhead lighting may be dimmed or turned off at the exhibitor’s expense with on-site approval from ASH. Requests may be made on site at the Exhibitor Service Desk.

**Booth Carpet**

ASH will carpet all visible aisle space within the exhibit area and will supply linear exhibitors with pipe and drape. Exhibitors must completely cover the entire area of the exhibit space with carpeting or an approved material (bare floors are not permitted). The order form for carpeting will be provided in the online Exhibitor Service Manual. At the discretion of ASH, the decorator will carpet exhibit booths that are not appropriately carpeted at the expense of the exhibitor.

**Helium Balloons/Lighter–Than–Air Objects**

The use of helium balloons and/or lighter-than-air objects is prohibited in the exhibit hall.
Shipping

All shipments to the ASH exposition must be received and processed through Freeman, the general services contractor. Information on shipping methods, targeted move-in schedules, and rates will be included in the Exhibitor Service Manual, which will be available in mid-August. To ensure proper handling and receiving, advance freight and other shipments should not be sent directly to the Georgia World Congress Center prior to the assigned target date.

Targeted 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.

Installing, Exhibiting, and Dismantling Labor Policy

Exhibitors shall utilize proper authorized labor for exhibit installation services during move-in, exhibitor services during open hours, and exhibit dismantling during move-out according to the official policies/union agreements of ASH, facility management, official general services contractor, and all applicable state and local laws. Exhibitors planning to build special displays on site should employ union display companies in their fabrication, carpentry, and electrical work. Information on union rules and jurisdictions will be available in the Exhibitor Service Manual.

Exhibitor–Appointed Contractors (EACs)

Exhibitors planning to use ANY contractors other than the official contractors for any services within the exhibit areas must complete and submit an Exhibitor–Appointed Contractor Form for each exhibitor-appointed contractor (EAC) firm/organization. The exhibiting firm appointing the EAC is solely responsible for the behavior and adherence to all ASH rules and regulations by all employees/representatives of the EAC. EAC employees/representatives who violate any of the ASH rules and regulations or exhibit any unacceptable behavior as determined by ASH or any authorized representative of ASH, are subject to immediate revocation of ASH badges and/or admittance wristbands and immediate eviction from the facility and exhibit areas.

If an exhibitor is utilizing an EAC, it is the exhibitor’s responsibility to submit the Exhibitor–Appointed Contractor Form and valid certificate of liability Insurance through the online ASH Exhibitor Resource Center by Friday, October 22, 2021, that includes:

- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of liability of not less than $1 million per occurrence.
• The certificate must also include coverage for workers’ compensation and employers’ liability within commercially reasonable limits as otherwise required by the laws of the state of Georgia.

• The certificate of liability insurance must name the American Society of Hematology, SPARGO, Inc., Freeman, and the Georgia World Congress Center as additional insured.

• Certificates of liability insurance for EACs must indicate the name of the exhibiting company/organization and booth number that they are representing in the description area of the certificate of insurance. If said information is not included, the certificate of liability insurance will NOT be accepted by ASH.

Electrical Safety

All wiring on booths or display fixtures within an exhibitor’s booth must meet underwriters’ rules and pass standard fire department inspection applicable under all appropriate state, county, city and Georgia World Congress Center Policies and Procedures. This applies to construction, not pre-wired equipment.

Fire and Safety Regulations

All display materials must be flame retardant according to Georgia fire codes and Georgia World Congress Center Policies and Procedures. A fire retardancy certificate of the display materials and the exhibitor booth construction must be posted or readily available within the exhibit. If smoke detectors are required for exhibit enclosures or if the fire marshal deems necessary, special fire watch coverage will be in effect and billable when the exhibit or show is closed for business.

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.

Storage

Fire regulations 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 Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Manual.

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways and providing food and beverage/hospitality in their booth must order porter service through Freeman. Porter service is exclusive to Freeman and includes monitoring the exhibit booth to empty wastebaskets.
and collect empty boxes during 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, Freeman will remove the boxes at the exhibitor’s expense. To be approved for food and beverage, exhibitors must submit the Giveaway Approval Form through the online ASH Exhibitor Resource Center by Friday, October 22, 2021.

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.

Wireless Internet Guidelines

Complimentary wireless internet access supplied by ASH will be available only to meeting attendees within the ASH Café areas in the exhibit hall.

Attendees have expressed that easy access to a well-functioning wireless network is a highly valued meeting benefit. Therefore, to ensure attendees’ access to the WiFi network in the exhibit hall, exhibitors should adhere to the following guidelines if their booth will have its own WiFi or MiFi network:

1. limit the broadcast power of your network to cover only your immediate booth area;
2. if at all possible, please refrain from broadcasting 2.4ghz wireless networks;
3. no hidden SSIDs are permitted;
4. use a minimum number of access points in your booth; and
5. Please cooperate with meeting staff as they attempt to coordinate wireless channels and power levels throughout the exhibit hall. If you don’t have 5ghz equipment, we will be able to provide you with a contact who will lend you equipment for the duration of the show (as supplies last).

We will be monitoring the wireless usage throughout the Georgia World Congress Center to ensure that everyone has a positive wireless experience, and we appreciate your cooperation.

Early Dismantling

Early dismantling is expressly prohibited by ASH. In-person exhibits officially close on Monday, December 13, 2021, at 2:00 p.m. All booths must be staffed until that time. Exhibitors that dismantle before closing will be subject to priority-point reduction and possible exclusion from future annual meetings.

Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, floors, walls, or columns, standard booth equipment, and other exhibitors’ property.

Review and/or Expulsion of Exhibitors

ASH may review the exhibit activities of exhibitors at any time. ASH may deny an exhibitor access to, or expel an exhibitor from, the event without refund of any fees, if as determined solely by ASH, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the exhibitor agreement.

Children Admittance Regulations

For safety and liability reasons, ASH does not permit any children 12 years of age or younger at any time in the exhibit areas. During move-in or move-out, NO ONE under the age of 18 will be permitted within the exhibit areas. Children who are an appropriate age and permitted into the exhibit area must be registered as a guest and must wear their meeting badge in order to be allowed access to the hall.

Exhibitor Meeting Rooms

ASH has dedicated areas within ASH Central, located in C4/BC Hall, for attendee meeting rooms known as Collaboration Rooms. These Collaboration Rooms are designed for hematology community engagement among attendees and are not for use by exhibitors. Exhibit staff should limit their use of meeting space to their exhibit space. To secure an exhibitor meeting room or for more information on exhibitor meeting rooms, please contact Kristin Hudson at ashexhibits@spargoinc.com or 703–631–
Exhibitor meeting rooms may be used to hold private meetings, staff meetings, or set up as a staff lounge. Exhibitor meeting rooms may not be utilized to hold workshops, group presentations, or other similar events. Exhibitor meeting rooms will be available for use Friday, December 10, through Monday, December 13, 2021. The schedule of use will be available in late October. Please contact Eileen McGill, ASH Exposition Operations Management, at ashexhibits@spargoinc.com or 703–631–6200 with questions pertaining to access hours or use of exhibitor meeting rooms.

Promotional Activities

ASH recognizes that promotional activities encourage a steady flow of traffic to the exhibits. 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. Queuing in the aisles will not be permitted. Please allow for 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. Those exhibitors violating promotional material regulations will be warned only once. Priority points will be deducted if this policy is not followed.

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 (CME) credit. 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.

Advance Approval for Booth Activities

Exhibitors must submit the Booth Activity Approval Form through the online ASH Exhibitor Resource Center by Friday, October 22, 2021. Passing out exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors’ approval requests.

All booth activities and content must be professional in nature and provide educational information related to the field of hematology. Please contact Eileen McGill, ASH Exposition Operations Management, at ashexhibits@spargoinc.com or 703–631–6200 with any questions.

Advertising/Marketing
The only appropriate and acceptable venues for the distribution of advertising, publications, or marketing materials are the booths in the exhibit hall and the official ASH hotel door drop program. Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, distribution of marketing materials in hotels (e.g., giveaways, flyers, or door drops), distribution of marketing materials in the convention center, unless through the official ASH Corporate Support Opportunities program. If you are interested in learning about available support opportunities please contact Kristin Hudson at ashexhibits@spargoinc.com or 703–631–6200. Examples of items not permitted to be featured in an exhibitor’s booth include, but are not limited to, internet/email station and mobile device charging station. At the ASH annual meeting venues, marketing materials or publications may not be offered, distributed, or displayed anywhere other than the exhibit hall unless a specific prior exception has been granted 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 the poster hall, in/on buses, taxis, Segways, boats, pedicabs, planes, street cars, building facades, etc.) is prohibited within five miles of the convention center during the period beginning three days before and continuing until three days after the meeting (December 11–14, 2021). The use of any name, logo, or trademark of ASH in any exhibitor advertising is strictly prohibited without ASH’s advance written consent.

Prohibition of 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). 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 (under $10), and any giveaways should also be consistent with the PhRMA Code. Notification of winners, semi–finalists, and runners–up, etc., must take place after the conclusion of the ASH annual meeting.

Contests of any kind must first be approved by ASH Exposition Management. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Booth Activity Form through the online ASH Exhibitor Resource Center by Friday, October 22, 2021.

Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and approved by ASH Exposition Management. All food and beverages must be purchased through Levy Restaurants, the exclusive provider of food and beverage at the Georgia World Congress 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 and popcorn, or the distribution of branded cup, napkins, bottled water, etc. Companies wishing to serve food and beverages must complete the Request for Approval of Giveaway Form available through the online ASH Exhibitor Resource Center by Friday, October 22, 2021.

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be providing food and beverage/hospitality in their booth must order porter service. Porter services is provided exclusively by Freeman.

**Fundraisers**

Fundraisers, auctions, or activities held by exhibitors that involve donations to organizations other than ASH Foundation are not permitted. Activities designed to provide donations to ASH Foundation must be pre–approved with a Booth Activity Approval Form submitted through the online ASH Exhibitor Resource Center by Friday, October 22, 2021. In order to be considered, a minimum donation of $12,500 (or higher) is required and will be designated for the ASH Foundation’s “Greatest Needs Fund.” Please contact Eileen McGill, ASH Exposition Operations Management, at ashexhibits@spargoinc.com or 703–631–6200 with any questions.

**Giveaways**

All items provided to attendees 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 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 (under $10) and available to all registered attendees immediately upon request.

**Nonprofit Exhibitors**

All giveaways by nonprofit exhibitors who are not subject to the PhRMA Code must be of modest value (under $10) 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. Use this link for more information on the PhRMA Code.

The Patient Protection and Affordable Health Care Act signed into law in March 2010 includes the Physician Payment Sunshine Act, which requires pharmaceutical, medical device, biological, and medical supply manufacturers to report to Health and Human Services (HHS) any “payment or other transfer of
value” to physicians and teaching hospitals that exceeds $10 in value. Regarding giveaways and in-booth hospitality approved by ASH, it is the responsibility of the exhibiting organization to comply with the aforementioned Act and record or report as required by law.

Exhibitors intending to provide giveaways must complete the Request for Approval of Giveaway Form through the online ASH Exhibitor Resource Center by Friday, October 22, 2021. 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. 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, please refer to the Guidelines for Ancillary Meetings for further instructions.

**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 must be approved by ASH. Please contact Joanna Robertson at jrobertson@hematology.org for approval.

**Social Media**

ASH posts frequent updates to the following official Society social media profiles throughout the annual meeting:

- Facebook: facebook.com/americansocietyofhematology
- Instagram: @ASH_Hematology
- LinkedIn: linkedin.com/american-society-of-hematology
- Twitter: @ASH_Hematology

Exhibiting companies may use social media to generate interest in their exhibit as long as they are not disruptive and adhere to the exposition photography/recording policy. Exhibitors are encouraged to follow the Society’s social media updates throughout the meeting, use designated meeting hashtags (the 2021 annual meeting hashtag is #ASH21), and tag ASH in posts. Exhibiting companies should keep posts to a reasonable volume; social media posts including the meeting hashtag that could be perceived by attendees as spam may be blocked from social media feeds projected throughout the convention center, on the ASH website, and in the meeting mobile app.

Exhibitors planning to engage with attendees in social media campaigns should note that ASH reserves the right to restrict campaigns that are objectionable because of noise, glaring or flashing lights,
disruptive costumes, method of operation, or any other reason. All activities and content must be professional in nature and provide educational information related to the field of hematology. Exhibitors must receive permission from attendees/other exhibitors when using names or photos as a part of a social media campaign. See “Contests, Lotteries, Raffles, and Games of Chance” for guidelines for offering prizes.

Exposition Photography/Recording Policy

Exhibiting companies/organizations must obtain written approval from ASH Exposition Management to photograph, videotape, and/or audiotape in the exhibit hall and will only be permitted to photograph, videotape, and/or audiotape in their contracted exhibit space. Exhibitors may not photograph, videotape, and/or audiotape other exhibits and/or attendees. Requests may be submitted to Eileen McGill, ASH Exposition Operations Management, at ashexhibits@spargoinc.com.

Exhibitors that choose not to use the official photographer/videographer listed in the Exhibitor Service Manual must submit an Exhibitor Appointed Contractor Form and valid certificate of liability insurance through the online ASH Exhibitor Resource Center by Friday, October 22, 2021. The exhibiting company/organization may be required to make arrangements for a security escort through the official security services company at their own expense. It is recommended to arrange electrical services for show-level lighting and power during the photo shoot if this occurs when the hall is closed.

Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth, provided that written permission/authorization is obtained from any distinguishable individuals if the photograph or recording will be used for promotional or commercial purposes (including use in printed materials, websites, and/or social media). ASH is not liable for the failure of any exhibitor to obtain such permission.

These activities must be conducted without disruption to exhibition activities or limitation to the accessibility of exhibitions. Exhibitors may not photograph other booths or record within booths of other exhibitors, including the ASH booth, without express written permission of the exhibiting organization.

Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, but they are required to obtain permission from the exhibiting company before engaging in photography or audio/video recording of or within said booth.

Failure to Adhere to Policy

Exhibiting companies that violate this policy could face a loss of accrued priority points and suspension of exhibiting privileges. ASH strictly enforces the rules and regulations and will hold all parties responsible for upholding them.
Industry, Federal, and State Regulations

Each company is responsible for understanding and following the specific requirements of any code to which they have signed on, the policies within the CMSS Code, and any local, state, and federal laws pertaining to pharmaceutical and medical device manufacturer conduct.

AdvaMed Code of Ethics on Interactions with Health Care Professionals
American Medical Association (AMA) Ethical Opinion on Gifts to Physicians
CMSS Code for Interactions with Companies
PhRMA Code on Interactions with Healthcare Professionals
Physicians Payments Sunshine Act
U.S. Food and Drug Administration (FDA)

All products marketed and promoted in the exhibit hall are regulated by the U. S. Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. It is the responsibility of exhibiting company to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the 63rd ASH Annual Meeting and Exposition. In addition, ASH encourages participants to verify with their companies’ own medical affairs/compliance staff for guidelines required by their own companies.

Information regarding FDA regulations should be obtained directly from 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.

Investigational Products

Exhibiting companies are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. 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.
**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 ASH harmless from any consequences of an exhibitor’s failure in this regard.

**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. Please email Alexander Kireyev, Senior Manager, Marketing, at akireyev@hematology.org to request permission to use the ASH logo and/or name.

**Insurance and Liability Issues**

**Insurance**

Exhibitors must acknowledge that neither the American Society of Hematology, nor SPARGO, Inc., nor Freeman, nor the Georgia World Congress 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. Proof of such insurance, including a certificate of insurance, shall be provided to ASH Exposition Management, or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

- 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 the American Society of Hematology 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**

The exhibitor shall, at its sole cost and expense, procure and maintain, through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than...
minimum $1 million per occurrence/$2 million aggregate coverage. Such insurance shall name the American Society of Hematology, SPARGO, Inc., Freeman, and Georgia World Congress Center as additional insured. During the term hereof, the exhibitor shall maintain workers’ compensation and occupational disease insurance in full compliance with all federal and state laws, covering all of exhibitor’s employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a certificate of insurance, shall be provided to ASH or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

**Attorneys’ Fees, Governing Law, Jurisdiction**

The Agreement between the exhibitor and ASH, of which these policies are a part, shall be governed by the laws of the District of Columbia, without regard to choice of law provisions. The exhibitor and ASH consent to the exclusive subject matter and personal jurisdiction of the courts of the District of Columbia, over any dispute arising under the Exhibitor Agreement or ASH’s enforcement of ASH policies and standards. In the event that ASH litigates to enforce its rights, it shall be entitled to reasonable attorneys’ fees incurred in connection with a judgment obtained by it.

**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 SPARGO, Inc., nor Freeman, nor the Georgia World Congress Center shall be 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.

Exhibitors must wear the official ASH supplied badge at all times in the exhibit hall. All badges are non-transferable and are the sole property of ASH. ASH, SPARGO, Inc., and ASH Security reserve the right to revoke any badge at any time. Access to the exhibit hall during set-up and dismantle times for booths is restricted to the published hours unless special arrangements have been made with ASH Exhibits Management.

**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, pandemic, curtailment of transportation facilities, governmental regulations, power or internet outages, technology disruptions 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, exhibitor meeting rentals and/or support opportunity fees after due consideration of expenditures and commitments already made.
Payments, Cancellations, and Refunds

All exhibits, meeting room rentals, exhibitor directory listings, support opportunities, product theaters, hotel room door drops, and mailing list rentals must be paid in full prior to the start of the meeting.

Exhibitors with outstanding balances will not be permitted access to the in-person or virtual meeting, exhibit halls or freight docks, or begin the installation of their exhibits. Registrations will also be withheld until full payment has been received.

Payment Policy:

- 50 percent deposit payment due:
  - April 9, 2021, for applications submitted prior to April 9, 2021
  - With application when submitted between April 9, 2021 and June 24, 2021
- 100 percent payment due after June 24, 2021

ASH requires payment in full no later than June 25, 2021. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Cancellation Penalties:

- Any cancellations received in writing through April 8, 2021, will not incur a cancellation penalty and the exhibitor will be issued a 100 percent refund of any monies received by ASH for said cancellation.
- Any cancellations received in writing from April 9, 2021 through June 24, 2021, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after June 24, 2021, will incur a 100 percent cancellation penalty and the exhibitor will be issued NO refund of any monies received by ASH for cancellation.

In addition to the above cancellation penalties, should you cancel within 60 days prior to the first move-in day you may be assessed fees incurred by ASH to cover the booth area and convert it to a lounge area. Cancellation of virtual exhibit or in-person exhibit space includes cancellation of registrations allotted with the virtual exhibit or in-person exhibit space. Note that any exhibiting company that cancels the virtual exhibit or in-person exhibit space BEFORE it has made full payment is liable for full payment of the original cost of the total exhibit space less any applicable refunds as explained herein.

The ASH Annual Meeting is being planned as both an in-person and virtual event for 2021. Exhibitors may transfer funds between formats without penalty or assessment until October 1, 2021, provided the contracted spend remains the same or increases. If it is determined that the in-person meeting can not be held as planned, the meeting will be held as an all-virtual meeting; in-person opportunities and hybrid pricing will no longer be available. Exhibitors can transfer committed in-person spend to virtual
opportunities, however a 25% assessment fee will apply to any in-person or hybrid spend not used for virtual opportunities. Cancellation penalties will apply to full exhibitor cancellations.

### Ancillary Meetings and Meeting Room Requests

Companies and nonprofit organizations that are supporters of ASH may apply to hold in-person ancillary meetings during the 63rd ASH Annual Meeting and Exposition. ASH will assign meeting space on a first-come, first-served basis. 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 Atlanta will not reserve meeting rooms or function space for anyone during the meeting dates without prior ASH approval.

All in-person ancillary meeting requests must be submitted online. A link to the Ancillary Meeting Room Request form will be available starting **Wednesday, July 28, 2020, at 11:00 a.m. Eastern time** at [hematology.org/Annual-Meeting/2310.aspx](http://hematology.org/Annual-Meeting/2310.aspx). Questions about meeting room requests may be directed to Kaitlyn Greene, Meetings Specialist, at asheventrequests@spargoinc.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 official ASH sessions, including poster sessions.

Please note that careful review of the **Guidelines for Ancillary Meetings** is necessary as the guidelines have changed.

### 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 all (commercial and individual) annual meeting participants 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 [copyright.com](http://copyright.com), 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 Elsevier at medprints@elsevier.com. For custom abstract publications in languages other than English, contact Elsevier at medprints@elsevier.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 Abstracts issue 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 for invitation-only events.

The final document must be reviewed by ASH for approval prior to printing. Please submit final documents to Erin Roberts at eroberts@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 Elsevier at medprints@elsevier.com. Commercial reprints are subject to the same guidelines as custom abstract requests.