

# Product Theater Guidelines

Effective: November 27, 2023

Meeting Dates: December 7-10, 2024

Exhibit Dates: December 7-9, 2024

San Diego Convention Center – San Diego, California

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## Introduction

This document outlines the general guidelines that will apply to Product Theaters at the 66th ASH Annual Meeting and Exposition. These guidelines are to be construed as part of the policies for exhibitors at the ASH annual meeting and as part of the contract for the Product Theater. All sponsors must comply with these standards as well as all other requirements applicable to exhibitors at an ASH annual meeting.

## Eligibility for Product Theater

Only exhibitors with secured and contracted 66th ASH Annual Meeting and Exposition exhibit space are eligible to secure a Product Theater. Applicants must be in good standing with ASH.

In-person exhibitors may contract for in-person Product Theaters for \$96,000. In-person exhibitors may present a pre-recorded version of their in-person presentation on the virtual meeting platform for an additional fee.

- In-person exhibitors with no virtual exhibit may add this option to the virtual meeting platform for \$30,000 (in addition to the \$96,000).
- In-person exhibitors who are also virtual exhibitors may add a pre-recorded version of their in-person presentation to the virtual meeting for \$25,000 (in addition to the \$96,000)

Virtual exhibitors without an in-person exhibit may only contract for virtual presentations. Virtual only exhibitors may not present an in-person Product Theater in San Diego.

Any applicants with outstanding balances with ASH must settle their balances before their applications will be considered. If an accepted applicant cancels or defaults on exhibit space at the 66th ASH Annual Meeting and Exposition, the contracted session will be revoked and any cancellation penalty at that date will apply.

## Possible Penalties for Violating ASH Policies

Failure to conform to ASH's policies may result in penalties, which may include but are not limited to the following:

- The violating company's priority points will be reduced.
- The company may not participate as an exhibitor in future years.
- The company will not be eligible for participation in future industry-hosted sessions.
- The company will not have access to ancillary meeting space in future years.

## Presentation Guidelines

Product Theater presentations are non-CME promotional presentations that feature the clinical benefit or scientific research relating to the development of an approved pharmaceutical product and may include information on new uses, combinations, or therapies for the approved pharmaceutical product. Relevant FDA guidelines regarding promotional activities must be adhered to.

All Product Theater presentations must:

- adhere to relevant FDA guidelines regarding promotional activities;
- be tasteful, appropriate, and professional in nature;
- be focused on the clinical benefit or scientific relevance in the development of an approved pharmaceutical product of the sponsor; presentations can include information on new uses, combinations, or therapies for the approved product.
- Presenter(s) and moderator(s) should meet the following criteria:
  - feature one or more **internal staff members** of the sponsor, not outside key opinion speaker or third-party scientists; and
  - represent diversity from a gender, race, ethnicity, and geographic perspective.
  - One (1) patient speaker or representative from a patient advocacy group related to the topic at hand will be permitted to provide a supplemental perspective provided there is a minimum of one (1) internal staff member of the sponsoring company presenting as the primary speaker.

Sponsors are not permitted to present any CME/CE educational symposia, sessions, or activities in the Product Theater and must submit speakers and topics to ASH for approval prior to publicizing the program.

Product Theater activities shall not include information, papers, or abstracts scheduled for presentation during the ASH annual meeting that are under embargo at the time of the Product Theater presentation.

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, including the Product Theaters, are regulated by the FDA, must meet FDA guidelines, and be FDA-approved. It is the responsibility of

sponsoring 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 as part of the 66th ASH Annual Meeting and Exposition. In addition, ASH encourages participants to verify with their company's medical affairs/compliance staff for guidelines required by their own companies. Information regarding FDA regulations should be obtained directly from the FDA.

Each sponsor is solely responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

## Review and Approval of Topic and Speaker(s)

Participating companies will be required to submit the following to ASH Exhibits Management for review and approval no later than Friday, August 30, 2024:

- Title of presentation
- Speakers' names, designations, titles, and email addresses (for ASH internal use)
- Three to five bullet points that provide a description of the topic/material to be covered in the presentation
- Product(s) being presented

## Theater Slot Assignment

ASH anticipates accepting applications for Product Theater slots on a first-come, first-served basis. While applicants may submit applications for more than one slot, ASH will consider all applications but only approve one application per company, as space permits, until June 3, 2024. Beginning June 4, 2024, multiple presentations may be allowed by one company, space-permitting. Although ASH will attempt to accommodate requests for specific Product Theater slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. ASH reserves the right to reject any application for reasons that it solely determines.

## Presentation Dates and Times

The tentative Product Theater slots for the 66th ASH Annual Meeting and Exposition are:

- Saturday, December 7      11:30 a.m. – 12:30 p.m. Pacific time
- Sunday, December 8      8:00 a.m. – 9:00 a.m. Pacific time  
11:30 a.m. – 12:30 p.m. Pacific time
- Monday, December 9      8:00 a.m. – 9:00 a.m. Pacific time  
12:15 p.m. – 1:15 p.m. Pacific time

ASH reserves the right to alter presentation times at its discretion. Sponsors will be notified in a timely manner.

## Admission of Attendees

All attendees of Product Theater presentations must hold an official ASH-supplied badge or confirmed virtual registration in one of the following professional categories:

- ASH Member
- Non-Member
- Associate Member
- International Associate Member
- Non-Member-in-Training
- Allied Health Professional
- Honorary Member
- Emeritus Member

ASH shall have sole authority over admission policies to the theater at all times and may limit attendance at its discretion.

The Product Theater presentation does not include a registration/badge for the speaker(s), panelist(s), moderator, patient(s), patient advocate(s), or any staff or vendor supporting the presentation. Participating companies should be prepared to arrange and pay for registration, hotel, air fare, and other travel costs for patients or patient advocates that are included as presenters.

## In-Person Theater Location

In-person Product Theaters will be located in private meeting rooms. These private meeting rooms are located on the same level as educational sessions, thus facilitating easy access for attendees as they leave session rooms. ASH reserves the right to alter the location of the Product Theaters, at its sole discretion.

## In-Person Theater Configuration

The configuration will include theater style seating for up to 150 attendees. ASH will provide standard audio-visual equipment for PowerPoint presentations (projector, PC laptop computer [not Mac], screen, wireless podium microphone, wireless audience microphone, confidence monitor, stage speaker, laser pointer, remote slide advancer, one A-frame easel, and one draped six-foot table on which sponsors may place literature for access during their assigned theater slot. Two lead retrieval units for collection of attendee information and staff to scan badges will also be provided. Food and beverage may be placed outside the theater. The room set, including seating, A/V, stage, and food and beverage, cannot be modified.

## Installation and Dismantling

Installation: Product Theater sponsors will have access to the theater 30 minutes before their assigned slot. Product Theater sponsors and their speaker(s) are allowed to prepare/practice during this time. Please note that in order to facilitate attendees getting refreshments and finding a seat, attendees will be allowed into the theater approximately 15 minutes before the presentation begins. Additional rehearsal time is subject to room availability. Labor fees incurred for additional rehearsal time will be the responsibility of the sponsoring company.

Dismantling: Product Theater sponsors must remove all literature, materials, handouts, etc. from the theater within 15 minutes after the end of their assigned slot. Any conversations or other activities that exceed 15 minutes after the slotted time should be relocated to the exhibit booth space. Any materials left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

## Responsibility for Property

Each Product Theater sponsor must make provisions for safeguarding its own goods, materials, equipment, and display in the theater and those of attendees during its assigned slot, including during installation and dismantling.

## Food and Beverage

Food and beverages, for up to 150 people, will be solely provided by ASH for each presentation slot. The catering service will be placed inside the theater. ASH will supply signage indicating that the food and beverage is provided by ASH. Any Product Theater sponsor who is required to or seeks to limit and/or track consumption is responsible for informing attendees and enforcing this policy. For your reference, ASH provides complimentary lunch service to all registered attendees on Sunday and Monday.

## Promotion of Corporate Presentations and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, flyers, and social media posts) relating to the presentation must be approved by ASH prior to printing or distribution. Final versions of materials must be submitted by the sponsor for review and approval by before November 15, 2024. Submissions should be sent via email to Stephanie Houck, ASH Exposition Management, at [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com). Please allow a minimum of five business days for review.

The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, flyers,

and social media posts) for the presentation: “Not an official event of the 66th ASH Annual Meeting and Exposition. This presentation is not sponsored or endorsed by ASH. Not CME–accredited.”

All materials promoting a Product Theater must clearly indicate the name of the sponsor for the presentation.

No marketing materials or communications of any kind, including advertising or other written or spoken descriptions of the presentation, may use the ASH name or logo, or otherwise suggest or imply that ASH has endorsed or sponsored the presentation. Repurposed or post–theater materials developed as a result of content from the Product Theater must NOT include any reference to ASH or the ASH annual meeting.

Distribution of materials by a sponsoring company in the theater is permitted only during the sponsor’s contracted slot.

Product Theater sponsors are permitted to supplement ASH signage with floor–standing signage immediately at the entrance(s) of the theater and within their contracted exhibit space only.

- Proposed copy for signage must be approved by ASH Exposition Management prior to printing. Please contact Stephanie Houck, ASH Exposition Management, at 703–679–3972 or [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).
- One sign may be displayed at the theater entrance. Signage must be professionally printed, must be no larger than 28” x 44”. One easel will be provided. Banner stands are not permitted.
- Signage may only be placed outside the theater beginning 30 minutes prior to the sponsor’s slot and must be removed within 15 minutes of the conclusion of the slot. Signs left longer than 15 minutes after the slot’s conclusion will be considered trash and disposed of accordingly.

Solicitation in the aisles of the ASH exhibit hall, as well as outside the assigned Theater room and outside the sponsor’s exhibit space, is strictly prohibited.

### **Advertising/Marketing**

Printed or digital advertising, marketing materials or publications may not be offered, distributed, or displayed at any ASH annual meeting venue or hotel, other than the exhibit hall, unless a specific prior exception has been granted by ASH. 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 or distribute marketing materials in the convention center or hotels (e.g., giveaways, flyers, or door drops) unless through the official ASH Corporate Support Opportunities program. Examples of items not permitted to be featured in an exhibitor’s

booth include, but are not limited to, internet/email stations and mobile device charging stations. If you are interested in learning about available support opportunities please contact Kristin Hudson at [ashexhibits@spargo.com](mailto:ashexhibits@spargo.com) or 703-631-6200.

Exhibiting companies will be restricted from advertising and marketing activities within a **five-mile radius** of the San Diego Convention Center-including the Marriott Marquis San Diego, Manchester Grand Hyatt San Diego, and Hilton San Diego Bayfront, Gaslamp District, and the airport. The display of printed or digital advertisements or marketing tactics outside of the exhibit hall and targeted to attendees of the ASH annual meeting is prohibited during the period beginning three days before and continuing until three days after. Exempted activities can be only be arranged through the official vendors for the ASH annual meeting. All other activities or using other vendors are considered prohibited activities.

Official Vendor Contractors:

- Airport advertising – TriStar Event Media
- ASH News TV and publication advertising – Pharmaceutical Media, Inc. (PMI)
- Sponsored items and pedicabs – SPARGO, Inc.

Activities that will not be allowed in this zone include but are not limited to:

- Advertising in the poster hall
- Hanging banners
- Static and mobile billboards
- Building facades
- Window or street decals
- Advertising installations
- Motor vehicle brandings (buses, taxis, boats, planes, street cars, ride shares, etc.)
- Segways
- Street teams
- Literature distribution
- Geofencing and geotargeting activities

*\*This is a partial list of activities. Be sure to check with show management for approval before planning ANY marketing activities at the 2024 ASH Annual Meeting.*

ASH reserves the right to halt any unapproved marketing activity and require the removal of any unapproved advertising materials. Companies or organizations found in violation of this policy will be required to immediately cease the unapproved activity, remove any advertising materials, and subject to a priority point reduction and other possible actions deemed necessary by ASH.

While the San Diego International Airport is within the five-mile radius of the convention center, advertising at the airport is only permissible if exhibitors exclusively arrange airport advertising through ASH's official vendor, TriStar Event Media. Exhibitors may not purchase through any other supplier. All purchased advertisements must be reviewed and approved by ASH prior to deployment. The use of any name, logo, or trademark of ASH in any airport advertising is strictly



prohibited without ASH's advance written consent. Failure to adhere to these guidelines will result in immediate removal of the advertisement and enforcement of penalties as outlined in the "Violations" section of these rules and regulations. If you are interested in learning about airport advertising, please contact Nan Blunk at [nblunk@tristarpub.com](mailto:nblunk@tristarpub.com) or 913-378-2457.

## Promotion of Corporate Presentations by ASH

Product Theaters (including sponsoring company and presentation title) will be promoted by ASH:

- on the ASH annual meeting mobile app;
- in the printed ASH annual meeting Program-at-a-Glance\*;
- in the *ASH News Daily*\*;
- through one bag insert promoting all Corporate Presentations, including Product Theaters, in door drop bags\*;
- through one bag insert promoting all Corporate Presentations, including Product Theaters, in attendee tote bags distributed at registration\*.

The overall Corporate Presentation program, including Product Theaters, will be promoted in general by ASH:

- on the ASH website
- through "walk-in" slides that are shown on screens in session rooms;
- through social media posts/announcements on the ASH Facebook page and Twitter feed;
- through alerts on the ASH annual meeting mobile application.

*\*Inclusion in above promotions is dependent upon date of the submission of Product Theater title and speaker(s) and date on which the applicant's presentation is approved by ASH.*

## Photography and Video Recorders

Sponsors are required to use the official ASH audio visual vendor listed in the Exhibitor Service Manual. Product Theater attendees may not video tape or audio record any presentations.

## Pricing and Payment

The price of conducting an in-person or virtual Product Theater is \$96,000. Sponsors with an in-person presentation can include a pre-recorded presentation on the virtual platform; additional fees will apply.

- Virtual Exhibitor Add-On (pre-recorded) – \$25,000
- In-Person Only Exhibitor Add-On (pre-recorded) – \$30,000
- Live stream options available at additional costs paid by sponsoring company

## Payment Policy:

- 50 percent payment due:
  - February 1, 2024 for applications submitted prior to February 1, 2024
  - With application when submitted between February 1, 2024 and June 3, 2024
- 100 percent payment due after June 3, 2024

ASH requires payment in full no later than June 4, 2024. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

## Cancellation Policy

Since only contracted exhibitors in good standing are eligible for participation in the Product Theater, cancellation of exhibit space automatically results in cancellation of an exhibitor's presentation slot. The following cancellation terms apply, regardless of how a Product Theater is cancelled.

The date of receipt will be the official cancellation date. Sponsors that cancel a Product Theater slot will be subject to the cancellation penalty in effect on the date of cancellation.

- Any cancellations received in writing through January 31, 2024, will not incur a cancellation penalty and the sponsor will be issued a 100 percent refund of any monies received by ASH for said cancellation.
- Any cancellations received in writing February 1, 2024 through June 3, 2024, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after June 3, 2024, will incur a 100 percent cancellation penalty and the sponsor will NOT be issued a refund of any monies received by ASH for the presentation.

A sponsor that desires to cancel a presentation slot must submit a notification in writing to Kristin Hudson, SPARGO, Inc., 11208 Waples Mill Road, Suite 106, Fairfax, VA 22030; or via email: [ashexhibits@spargo.com](mailto:ashexhibits@spargo.com). If you do not receive confirmation of your request to cancel within three business days, please contact [ashexhibits@spargo.com](mailto:ashexhibits@spargo.com).

ASH retains the right to utilize cancelled presentation slots at its discretion. ASH may terminate a sponsor's contract for a Product Theater in the same manner as it may terminate an exhibitor agreement.

## Late Payment Penalties

If the Exhibitor fails to make payment for any invoice issued by ASH under a signed Application and Contract within forty-five (45) days from the invoice date ("Due Date"), the Exhibitor shall be considered in breach of agreement.

In the event of a late payment, the Exhibitor shall be liable to pay a late payment penalty equal to five percent (5%) of the total outstanding amount. The late payment penalty will be added to the original invoice and shall be due and payable immediately upon receipt.

**Right to Suspend or Terminate**

In the event that the Exhibitor's payment remains overdue for a period of sixty (60) days from the due date, ASH reserves the right to suspend or terminate the provision of services under Application and Contract, including cancellation of exhibit booth and/or loss of Priority Points.