



Industry Forum Guidelines

Effective: November 18, 2024

Meeting Dates: December 6–9 2025

Exhibit Dates: December 6–8, 2025

Orange County Convention Center – Orlando, Florida

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Introduction

This document outlines the general guidelines that will apply to Industry Forums at the 67th 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 Industry Forum. All sponsors must comply with these standards as well as all other requirements applicable to exhibitors at an ASH annual meeting.

Eligibility for Industry Forum

Only exhibitors with secured and contracted exhibit space at the 67th ASH Annual Meeting and Exposition are eligible to secure an Industry Forum. Applicants must be in good standing with ASH. In-person exhibitors may contract an Industry Forum for \$135,000.

Any applicants with outstanding balances with ASH must settle their balances before their application will be considered. If an accepted applicant cancels or defaults on exhibit space at the 67th 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.

Industry Forum Guidelines

Industry Forums are non-CME, sponsoring company-developed sessions with interactive discussion on topics focused on educational resources for the diagnosis and treatment of hematologic diseases, improvements or quality in health care, patient support services and/or treatment resources. Discussions can feature various perspectives and roles including health care providers, company representatives, patients, caretakers, and patient advocates.

Session content may not focus solely on the promotion of specific pharmaceutical products, medical devices, medical technology, investigational products or devices in pipeline or clinical trial phases.

All Industry Forums must:

- include an interactive format fostering discussions among attendees and presenters who can be health care providers, company representatives, patients, caretakers, or patient advocates;
- not include presenter(s) only disseminating scientific research and data relating to the development of a pharmaceutical product, new uses, combinations or therapies;
- be tasteful, appropriate, and professional in nature;
- adhere to relevant FDA guidelines regarding promotional activities;
- convey clinical study information in a factual manner only;
- may include discussion on an approved pharmaceutical product of the sponsor including new uses, combinations, or therapies for the approved product;
- may include information on investigational products or devices and must state it is investigational or experimental, indicate product or indication is not approved by the FDA (and make no declaration as to whether FDA approval or clearance will occur), and avoid express or implied claims of safety or efficacy, untrue statements or misleading omissions;
- must comply with the ASH embargo policy which prohibits disclosing any information contained within official ASH program scheduled for later in the annual meeting. This includes adherence to author and ASH's copyright, and ASH embargoes on content on oral abstract sessions and poster hall presentations.

Health care personnel (HCP) and key opinion leaders (KOL) can be invited to participate in an Industry Forum. Presenter(s) must meet the following criteria:

- are not included on the ASH Prohibited Speaker list
- represent diversity from a gender, race, ethnicity, and geographic perspective.

ASH Prohibited Speaker List

ASH policy prohibits members of the following groups from serving as presenters in Industry Forums. Individuals from the groups listed below are prohibited from participating as presenters, speakers, moderators, or key opinion leaders. Applications with proposed presenters included in these groups and programs will **not** be considered:

- 2025 ASH Executive Committee
- 2025 ASH Honorific and Mentor Award recipients (available in March and updated throughout the year)
- 2025 ASH Program Committee
- 2025 ASH Annual Meeting Accredited Education Committee
- 2025 ASH Standing Committee chairs and editors
- 2025 ASH CME Accreditation Committee
- 2025 ASH Committee on Educational Affairs
- 2025 and 2025 ASH Education Program and Scientific Program co-chairs (available in March)
- 2025 ASH Annual Meeting Invited Program faculty (chairs, moderators, speakers, and panelists). Names available beginning in March and updated throughout the year.

Programs include:

- 2025 ASH Annual Meeting Scientific Program
- 2025 ASH Annual Meeting Education Program
- 2025 ASH Annual Meeting General Sessions, Presidential Symposium, ASH-EHA Joint Symposium, and named lectures (includes Honorific Award winners in the current year).
- 2025 ASH Annual Meeting Trainee Events
- Any other 2025 ASH Annual Meeting Special Sessions
- 2025 Scientific Workshops (SW)

Note: Speakers from the Meet-the-Expert sessions (Trainee Career Development Lunches, Meet the Scientist, and How I Treat) are allowed to participate unless otherwise involved in the above-named groups.

All ASH standing committee members can be found [here](#) on the ASH website. **Disclosure information for each invited presenter must be submitted to ASH with the application.** There are no exceptions.

ASH advises Industry Forum sponsors to inform and confirm this prohibited speaker policy with its invited presenter(s) to avoid late presenter substitutions. Letters of invitation to the presenter(s) must clearly state that ASH expects that presenters will not substitute participation in an Industry Forum for participation in ASH's Education or Scientific Program sessions.

Sponsoring companies should be prepared to arrange and pay for registration, hotel, airfare, and other travel costs for presenters including but not limited to health care personnel, key opinion leaders, patients, caretakers, patient advocates, etc.

Sponsors are not permitted to present any CME/CE educational symposia or activities in the Industry Forum and must submit a complete application and receive ASH approval prior to publicizing the program.

Industry Forum activities shall not include research data or visuals, papers, or abstracts scheduled for presentation during the ASH annual meeting which are under embargo at the time of the Industry Forum session.

Sponsors are 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](#)

It is the responsibility of the sponsoring company to ensure adherence to FDA regulations, policies, practices and guidelines, and all applicable industry guidelines concerning the demonstration, discussion, use and/or display of products, technologies, and/or services as part of the 67th 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 Presenter(s)

Sponsoring companies will be required to submit the following to ASH for review and approval no later than Friday, August 29, 2025:

- Title of Industry Forum Session
 - Proposed title must be indicative of session content
- Target Audience
- Overall Objective (Educational Need)
 - Proposed objective should clearly meet the educational needs of the target audience and should not replicate a session planned on the official program for the ASH annual meeting.
- Key Themes and Learning Goals
- Session Description
- Proposed Presenter(s)
 - Include name, title, institution/company, email address, COI for each presenter (if applicable). Presenters can include health care personnel, key opinion leaders, company representatives, patient, caretakers, patient advocate, etc.
- Planned Agenda and Session Format
- Hematology Taxonomy (Disease Topic and Pathway)

ASH will review applications based on the quality of the program content as described in the proposal and take into consideration audience interest in the topic and uniqueness of the session as compared to ASH Education and Scientific Program. The content, session format, and its related materials must promote improvements in the diagnosis and treatment of hematologic diseases, quality in health care, patient support services and/or treatment resources – and not a specific proprietary business interest.

Industry Forums do not include a registration or badge for presenters, moderators, patients, caretakers, patient advocates, any staff or vendor supporting the session. Participating companies should be prepared to arrange and pay for registration, hotel, air fare, and other travel costs for presenters.

Industry Forum Assignment

ASH anticipates accepting applications for Industry Forum slots on a first-come, first-served basis and will only approve one application per company. ASH reserves the right to reject any application for reasons that it solely determines.

Industry Forum Date and Time

Tentative date and time for Industry Forums at the 67th ASH Annual Meeting and Exposition are:

- Saturday, December 6 8:00 a.m. – 9:00 a.m. Eastern time

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

Admission of Attendees

All attendees of Industry Forums must hold an official ASH-supplied badge and confirmed 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 Industry Forum at all times and may limit attendance at its discretion.

Industry Forum Location

Industry Forums will be located in meeting rooms at the Orange County Convention Center. These meeting rooms are located on the same level as educational sessions, thus facilitating easy access for attendees. ASH reserves the right to alter the location of the Industry Forums, at its sole discretion.

Industry Forum Configuration

Sponsor may determine the seating configuration for their Industry Forum (meeting room can accommodate no more than 150 attendees). If the configuration deviates from theater style seating, sponsor will be responsible for the additional labor costs to reset the meeting room to theater seating (for 150 attendees) after the session has concluded. This reset must be completed before 10:00 am.

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 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 inside the theater.

Sponsor will be responsible for costs related to additional audio visual beyond ASH-provided basic set including but not limited to recording, live streaming, or resetting the audio visual to Product/Industry Theater configuration.

Installation and Dismantling

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

Dismantling: Sponsors must remove all literature, materials, handouts, etc. from the room within 15 minutes after the end of their session. Any materials left longer than 15 minutes after the session concludes will be considered trash and disposed of accordingly. If the room needs to be reset to theater seating, this must be completed by 10:00 a.m.

Responsibility for Property

Each sponsor must make provisions for safeguarding its own goods, materials, equipment, and display in the room 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. The catering service will be placed inside the meeting room. ASH will supply signage indicating that the food and beverage

is provided by ASH. Any Industry Forum sponsor who is required to or seeks to limit and/or track consumption is responsible for informing attendees and enforcing this policy.

Promotion of Industry Forum and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, flyers, and social media posts) relating to the session must be approved by ASH prior to printing or distribution. Final versions of materials must be submitted by the sponsor for review and approval before November 14, 2025. Submissions should be sent via email to Stephanie Houck, ASH Exposition Management at 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 session: “Not an official event of the 67th ASH Annual Meeting and Exposition. This session is not sponsored or endorsed by ASH. Not CME-accredited.”

All materials promoting an Industry Forum 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 Industry Forum, may use the ASH name or logo, or otherwise suggest or imply that ASH has endorsed or sponsored the session. Repurposed or post-session materials developed as a result of content from the Industry Forum must NOT include any reference to ASH or the ASH annual meeting.

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

Industry Forum sponsors are permitted to supplement ASH signage with floor-standing signage immediately at the entrance(s) of the room 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.
- One sign may be displayed at the room 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 room beginning 30 minutes prior to the session start time and must be removed within 15 minutes of the session conclusion. Signs left longer than 15 minutes after the session concludes will be considered trash and disposed of accordingly.

Solicitation in the aisles of the ASH exhibit hall, as well as outside the assigned 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 or 703-631-6200.

Exhibiting companies will be restricted from advertising and marketing activities within a **five-mile radius** of the Orange County Convention Center including official ASH hotels. 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 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:

- Out-of-Home advertising (Airport, Uber/Lyft, etc.) – TriStar Event Media
- ASH News TV and publication advertising – Pharmaceutical Media, Inc. (PMI)
- Sponsored items and advertising at the convention center – 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 2025 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 at sponsor's expense, and subject to a priority point reduction and other possible actions deemed necessary by ASH.

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 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 out-of-home advertising, please contact Nan Blunk at nblunk@tristarpub.com or 913-378-2457. If you are interested in learning about advertising in ASH publications, please contact Joe Schuldner at jschuldner@pminy.com.

Promotion of Industry Forums by ASH

Industry Forums (including sponsoring company and session title) will be promoted by ASH:

- on the ASH annual meeting mobile app;
- on the ASH website;
- in the printed 67th ASH Annual Meeting and Exposition Program-at-a-Glance*;
- in the *ASH News Daily**;
- through one bag insert promoting all Corporate Presentations, including Industry Forums, in door drop bags*;
- through one bag insert promoting all Corporate Presentations, including Industry Forums, in attendee tote bags distributed at registration*.

The overall Corporate Presentation program, including Industry Forums, will be promoted in general by ASH:

- through "walk-in" slides that are shown on screens in session rooms;
- through posts/announcements on the ASH social media channels;
- through alerts on the ASH annual meeting mobile application.

**Inclusion in above promotions is dependent upon date of the submission of Industry Forum proposal and date on which the applicant's session 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. Attendees of the Industry Forum may not video tape or audio record any session.

Pricing and Payment

The price of conducting an Industry Forum is \$135,000.

Payment Policy:

- 50 percent payment due.
 - On January 31, 2025, for applications submitted orior to January 30, 2025
 - With application when submitted between January 30, 2025, and June 2, 2025
- 100 percent payment due with application after June 2, 2025

ASH requires payment in full no later than June 3, 2025. Failure to make payments does not release the contracted or financial obligation of the sponsor.

Cancellation Policy

Since only contracted exhibitors in good standing are eligible to host an Industry Forum, cancellation of exhibit space automatically results in cancellation of an exhibitor's session. The following cancellation terms apply, regardless of how an Industry Forum is cancelled.

The date of receipt will be the official cancellation date. Sponsors that cancel an Industry Forum will be subject to the cancellation penalty in effect on the date of cancellation.

- Any cancellations received in writing prior to January 30, 2025, will not incur a cancellation penalty and the sponsor will be issued a 100 percent refund of any monies receive by ASH for said cancellation.
- Any cancellations received in writing January 30, 2025 through June 2, 2025, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after June 2, 2025, will incur a 100 percent cancellation penalty and the sponsor will NOT be issued a refund of any monies received by ASH for the session.

A sponsor that desires to cancel a session must submit a notification in writing to Kristin Hudson, SPARGO, Inc., 11208 Waples Mill Road, Suite 106, Fairfax, VA 22030; or via email:

ashexhibits@spargoinc.com. If you do not receive confirmation of your request to cancel within three business days, please contact ashexhibits@spargoinc.com.

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

Late Payment Penalties

If the sponsor fails to make payment for any invoice issued by ASH under a signed Application and Contract within thirty (30) days from the invoice date ("Due Date"), the sponsor shall be considered in breach of agreement.

In the event of a late payment, the sponsor 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 sponsor'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, cancellation of support opportunities or corporate presentations, and/or loss of Priority Points.