



Industry Theater 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 Theaters 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 Theater. All Industry Theater sponsors must comply with these standards as well as all other requirements applicable to exhibitors at an ASH annual meeting.

Eligibility for Industry Theater

Only exhibitors with secured and contracted exhibit space at the 67th ASH Annual Meeting and Exposition are eligible to secure an Industry Theater. Applicants must be in good standing with ASH.

Exhibitors may contract for an Industry Theaters for \$105,000. In-person exhibitors may present a pre-recorded version of their in-person presentation on the virtual meeting platform for an additional fee of \$30,000 (in addition to the \$105,000).

Virtual exhibitors without an in-person exhibit may only contract for virtual presentations and may not present in-person Industry Theater in Orlando.

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 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.

Presentation Guidelines

Industry Theater presentations are non-CME, company-developed presentations that highlight non-FDA approved pharmaceutical products, medical devices, medical technology, investigational products or devices in pipeline or clinical trial phases, and patient treatment resources. Presentations on approved pharmaceutical products with approved label indications will not be

allowed as an Industry Theater. Relevant FDA guidelines regarding promotional activities must be adhered to.

Presentation topic areas should focus on scientific research and educational resources for the diagnosis and treatment of hematologic diseases and can include:

- Investigational products, indications, or devices in pipeline or clinical trials
- Biotechnology – immunotherapy, gene therapy, genomic profiling, precision medicine, etc.
- Medical Devices
- Medical Technology – computing and artificial intelligence in health care, software as a medical device (SaMD), virtual care, telemedicine, etc.
- Educational and treatment resources for patients

All Industry Theater presentations must:

- adhere to relevant FDA guidelines regarding promotional activities;
- be tasteful, appropriate, and professional in nature;
- be focused on the clinical or scientific relevance in the development of a product or service of the sponsor and only convey clinical study information in a factual manner.
- Presentations 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.
- Presenter(s) and moderator(s) must meet the following criteria:
 - feature one or more **internal staff members** of the sponsor, not outside key opinion speakers 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 Industry Theater and must submit speakers and topics to ASH for approval prior to publicizing the program.

Industry Theater 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 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)

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 Speaker(s)

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

- 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 theater presentation
- Hematology Taxonomy (Disease Topic and Pathway)

The Industry 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 presenters.

Theater Slot Assignment

ASH anticipates accepting applications for Industry 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 2, 2025. Beginning June 3, 2025, multiple presentations may be allowed by one company, space-permitting. Although ASH will attempt to accommodate requests for specific Industry 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 Industry Theater slots for the 67th ASH Annual Meeting and Exposition are:

- Saturday, December 6 11:30 a.m. – 12:30 p.m. Eastern time
- Sunday, December 7 8:00 a.m. – 9:00 a.m. Eastern time
 11:30 a.m. – 12:30 p.m. Eastern time
- Monday, December 8 8:00 a.m. – 9:00 a.m. Eastern time
 12:15 p.m. – 1:15 p.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 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.

In-Person Theater Location

In-person Industry Theaters 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 as they leave session rooms. ASH reserves the right to alter the location of the Industry 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 inside the theater. The room set, including seating, A/V, stage, and food and beverage, cannot be modified.

Installation and Dismantling

Installation: Industry Theater sponsors will have access to the theater 30 minutes before their assigned slot. Industry 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: Industry 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 presentation concludes will be considered trash and disposed of accordingly.

Responsibility for Property

Each Industry 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 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 Industry 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 before November 14, 2025. Submissions should be sent via email to Stephanie Houck, ASH Exposition Management at stephanie.houck@spargo.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 67th ASH Annual Meeting and Exposition. This presentation is not sponsored or endorsed by ASH. Not CME–accredited.”

All materials promoting an Industry 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 Industry Theater 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 Industry 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.

Industry 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.
- 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 presentation concludes 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@spargoinc.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 Corporate Presentations by ASH

Industry Theaters (including sponsoring company and presentation 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 Theaters, in door drop bags*;
- through one bag insert promoting all Corporate Presentations, including Industry Theaters, in attendee tote bags distributed at registration*.

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

- 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 Industry 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. Industry Theater attendees may not video tape or audio record any presentations.

Pricing and Payment

The price of conducting an in-person or virtual Industry Theater is \$105,000. Sponsors with an in-person presentation can include a pre-recorded presentation on the virtual platform for an additional fee of \$30,000. Live stream option available with additional costs paid by the sponsor.

Payment Policy:

- 50 percent payment due:
 - On January 31, 2025 for applications submitted prior 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 sponsor.

Cancellation Policy

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

The date of receipt will be the official cancellation date. Sponsors that cancel an Industry Theater slot 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 received by ASH for said cancellation.
- Any cancellations received in writing from 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 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. If you do not receive confirmation of your request to cancel within three business days, please contact ashexhibits@spargo.com.

ASH retains the right to utilize cancelled presentation slots at its discretion. ASH may terminate a sponsor's contract for an Industry Theater 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.