



Virtual Product Theater Guidelines

Effective: May 24, 2021

In-Person Exhibit Dates: September 10–11, 2021

Access to Virtual Exhibits: September 10–October 8, 2021

Hilton Chicago – Chicago, Illinois

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Introduction

This document outlines the general guidelines that will apply to Product Theaters at the 2021 ASH Meeting on Hematologic Malignancies. These guidelines are to be construed as part of the policies for exhibitors at the meeting and as part of the contract for the Product Theater. All Product Theater sponsors must comply with these standards as well as all other requirements applicable to exhibitors at an ASH meeting.

Eligibility for Virtual Product Theater

Only exhibitors with a secured and contracted 2021 ASH Meeting on Hematologic Malignancies virtual exhibit are eligible to secure a Product Theater. Applicants must be in good standing with ASH.

Any applicants with outstanding balances with ASH must settle their balances before their Product Theater applications will be considered. If an accepted applicant cancels or defaults on their exhibit at the 2021 ASH Meeting on Hematologic Malignancies, the contracted Product Theater will be revoked and a cancellation fee of 100 percent will apply to cancellations.

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 will not be eligible for participation in future Product Theaters.
- The company will not have access to ancillary meeting space in future years.
- The company may not participate as an exhibitor in future years.

Presentation Guidelines

Product Theater presentations are promotional presentations that highlight approved products or services. Relevant FDA guidelines regarding promotional activities must be adhered to.

All companies with a Product Theater must adhere to these regulations:

- Presentations must be tasteful, appropriate, and professional in nature;
- Presentations may be no more than 60 minutes in length, including questions and answers.

- Presenters with prerecorded content are responsible for developing and recording their content, and providing a final embedded link to ASH for review and approval no later than August 20, 2021.
- Exhibitors hosting a product theater shall submit speakers and topics to ASH for approval prior to being publicized.
- Product Theaters must use Freeman Event Technology. Any additional requests may incur fees and will be the responsibility of the exhibitor. For more information, please contact ASH Exposition Management at ashexhibits@spargoinc.com.
- Pre-registration for the Theater presentations is not permitted. All attendees of the Meeting on Hematologic Malignancies are eligible to attend the Theater.
- Presentations must be focused on the clinical benefit or science relating to the development of an approved product or service of the sponsor; presentations can include information on new uses, combinations, or therapies for the approved product or service.
- Presenter(s) and moderator(s) should meet the following criteria:
 - feature one or more internal scientific staff members of the sponsor, not outside or third-party scientists or speakers; and
 - represent diversity from a gender, race, ethnicity, and geographic perspective.

Product Theater 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.

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 exhibits, including the Product Theaters, are regulated by the 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 as part of the ASH Meeting on Hematologic Malignancies. 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.

Each Product Theater 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 Product Theater 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, July 30, 2021:

- Title of presentation
- Internal speakers' names, designations and titles
- Three to five bullet points that provide a description of the topic/material to be covered in the theater presentation

Product Theater Slot Assignment

ASH anticipates accepting applications for Product Theater slots on a first-come, first-served basis. 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.

Product Theater Presentation Dates and Times

There are two online Product Theater session formats:

1. Prerecorded presentations with live Q/A
2. Live presentations with live Q/A

Attendees will submit questions via Slido. Questions are submitted in chat format and fielded by the presentation moderator. All presentations with Q/A will be available on-demand after their assigned time, though October 8, 2021. The available session times for prerecorded presentations with live Q/A and live presentations with live Q/A are listed below. Each time slot allows for two presentations.

Friday, September 10:

- 12:00 p.m. – 1:00 p.m.
- 5:30 p.m. – 6:30 p.m.

Saturday, September 11:

- 12:00 p.m. – 1:00 p.m.
- 5:30 p.m. – 6:30 p.m.

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

Promotion of the Product Theater and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) relating to the theater must be approved by ASH prior to printing or distribution. Final versions of materials must be submitted by the theater sponsor for review and approval by before August 27, 2021. Submissions should be sent via email to Eileen McGill, Exhibit Operations Manager, at ashexhibits@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, and flyers) for the theater presentation: “Not an official event of the ASH Meeting on Hematologic Malignancies. This presentation is not sponsored or endorsed by ASH. Not CME–accredited.”

All materials promoting a theater presentation 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 Product 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 Product Theater must NOT include any reference to ASH or the meeting.

A link to digital materials related to the Theater and created by a Theater Sponsor may be included on the Theater Participant’s online theater listing. The content of the digital materials shall be consistent with the Exhibit Rules and Regulations.

Promotion of Product Theaters by ASH

The Product Theaters will be promoted by ASH:

- on the ASH Meeting on Hematologic Malignancies website and Mobile App;
- through “walk-in” slides that are shown on screens in session room
- through social media posts/announcements on the ASH Facebook page and Twitter feed; and
- through alerts on the meeting mobile application.

**Inclusion in all of the above is dependent upon date of the Product Theater title and speaker submission and date on which the Product Theater applicant’s presentation is approved by ASH.*

Pricing and Payment

The price of conducting a prerecorded with live Q/A Product Theater is \$12,500. The price of a live presentation with live Q/A is \$17,500.

Payment Policy:

- 100 percent payment due with application.

ASH requires payment with application. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Product Theater 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 theater slot. The following cancellation terms apply, regardless of how a Product Theater slot is cancelled:

A theater sponsor that desires to cancel a Product Theater slot must submit a notification in writing to Kristin Hudson, SPARGO, Inc., 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030; or via email: ashexhibits@spargo.com.

The date of receipt will be the official cancellation date. Theater sponsors that cancel a Product Theater slot will be subject to fees based on the date of receipt, as follows:

- Any cancellations will incur a 100 percent cancellation penalty and the theater sponsor will not be refunded any monies received by ASH for the Product Theater slot.

ASH retains the right to utilize cancelled theater slots at its discretion.

ASH may terminate a theater sponsor's contract for a Product Theater in the same manner as it may terminate an exhibitor agreement.