



## Giveaways

Every Exhibitor is required to complete the online giveaway form by logging onto the [Exhibitor Resource Center](#). Those who are not distributing giveaways should select “no giveaways” on the form. Your company login information to access the Exhibitor Resource Center was sent to your primary booth contact. If your primary booth contact did not receive this email, please contact the Exhibits Management Team.

| Commercial Exhibitors   | Nonprofit Exhibitors and Government Agencies   |
|---|--|
| <ul style="list-style-type: none"> <li>▪ All giveaways by commercial exhibitors must meet the giveaway standards of the CMSS Code for Interactions with Companies and with the PhRMA Code, regardless of whether the exhibitors have adopted the Codes.</li> <li>▪ In keeping with the CMSS Code for Interactions with Companies and with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals and must not exceed <b>\$10 in value</b>.</li> <li>▪ Giveaways must be available to all registered attendees immediately upon request.</li> <li>▪ Pens, mouse pads, and other “reminder” items are not permitted as giveaways for commercial exhibitors.</li> </ul> | <ul style="list-style-type: none"> <li>▪ All giveaways by nonprofit exhibitors and government agencies must not exceed <b>\$10 in value</b>.</li> <li>▪ Giveaways must be available to all registered attendees immediately upon request.</li> <li>▪ Giveaways by non-profit exhibitors who are subject to the CMSS Code for Interactions with Companies and the PhRMA Code must meet the standards for giveaways by commercial exhibitors.</li> </ul> |

Please see page 14 of the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#) for more information regarding our Giveaway policy.

Questions?

Contact Eileen McGill, Exhibits Operations Manager



800-564-4220 (within the U.S.) or  
703-631-6200



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