



Product Theater Guidelines  
Effective: September 30, 2020  
Meeting Dates: December 5–8 2020

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## Introduction

This document outlines the general guidelines that will apply to Product Theaters at the 62nd 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 Product Theater 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 contracted 62nd ASH Annual Meeting and Exposition exhibit space 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 exhibit space at the 62nd ASH Annual Meeting and Exposition, the contracted Product Theater will be revoked and a cancellation fee of 100 percent 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 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 for promotional presentations or activities that highlight a new service or present information or data on the development of a particular product. All Product Theater presentations must:

- be tasteful, appropriate, and professional in nature;
- be focused on the science relating to the development of a particular product or of a service of the sponsor, not just the product or service itself;
- feature one or more internal scientific staff members of the sponsor, not outside or third-party scientists or speakers;

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.

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

Product Theater sponsors and all activities in the Product Theater must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities, the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies, and the PhRMA Code on Interactions with Healthcare Professionals, and the Physicians Payment Sunshine Act.

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, September 25, 2020:

- Title of presentation
- Internal speakers' names and titles
- Two to three 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

The tentative Product Theater slots for the 62nd ASH Annual Meeting and Exposition are:

- Saturday, December 5            11:00 a.m. – 12:00 noon Pacific time
- Sunday, December 6            11:00 a.m. – 12:00 noon Pacific time
- Monday, December 7            10:30 a.m. – 11:30 a.m. Pacific time

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

## Product Theater Specifications

Product Theaters will be assigned a date/time for a Live Simulcast or Simulive presentation during a 60 minute lunch time slot on December 5–7, 2020.

Product Theater Sponsors have the following options:

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- Live Simulcast (additional fees may apply)
  - Presentation and Question & Answer may not exceed 60 minutes
  - Sponsoring company has the option to have the presentation shared for OnDemand viewing, after the Live Simulcast.
    - Q&A from the Live Simulcast will not be included in the OnDemand recording.
- Simulive
  - The Product Theater presentation will be pre recorded
  - The video and Question & Answer may not exceed 60 minutes
  - Sponsor will provide a link to either a YouTube or Vimeo video which will be embedded
    - Link is due by Friday, November 13, 2020
  - Question & Answer (text only) is available. The Questions & Answer will be recorded for OnDemand.
  - Sponsoring companies who contract for a Simulive Product Theater have the following options:
    - Simulive Broadcast Only
      - With Question & Answer
      - Without Question & Answer
    - OnDemand when the meeting opens
    - OnDemand after the Simulive Broadcast

Questions regarding the Product Theater specifications? Please contact Stephanie Houck, ASH Exposition Management, at 703-631-6200 or [stephanie.houck@spargoinc.com](mailto:stephanie.houck@spargoinc.com).

## Promotion of the Product Theater and Promotional Materials

All promotional materials (including announcements, advertisements, invitations, emails, websites, 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 Friday, November 13, 2020. Submissions should be sent via email to Stephanie Houck, ASH Exposition Management, [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, invitations, emails, websites, and flyers) for the theater presentation: “Not an official event of the 62nd ASH Annual Meeting and Exposition. 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 ASH annual meeting.

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## Promotion of Product Theaters by ASH

The Product Theaters will be promoted by ASH:

- on the ASH website and ASH annual meeting Mobile App;
- in the *ASH News Daily*;
- in the Product Theater schedule listing in the Program Book;
- through one Product Theater promotional piece promoting all Product Theaters in the ASH Digital Exhibitor Bag;
- through social media posts/announcements on the ASH Facebook page and Twitter feed; and
- through alerts on the ASH annual meeting mobile application.

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

## Pricing and Payment

The price of conducting a Product Theater is \$75,000 for the Simulive Broadcast and \$100,000 for the Live Simulcast.

100 percent of the total amount is due with the application.

ASH requires payment in full no with the submission of the contract. Failure to make payments does not release the contracted or financial obligation of sponsor.

Sponsors may pay by credit card and/or check made payable to ASH.

Mail checks to:

Deluxe

Attn: Jenn Dudzic

168 Lisbon Street

Lewiston, ME 04240

Tel: 207-782-6858, ext. 74

## Product Theater Slot 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](mailto: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 received in writing will incur a 100 percent cancellation penalty and the theater sponsor will be issued no refund of any monies received by ASH for said 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.