Product Theater Guidelines
Effective: July 1, 2022
Meeting Dates: December 10-13 2022
Exhibit Dates: December 10-12, 2022
Ernest N. Morial Convention Center – New Orleans, Louisiana

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Introduction

This document outlines the general guidelines that will apply to Product Theaters at the 64th 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 and contracted 64th ASH Annual Meeting and Exposition exhibit space are eligible to secure a Product Theater. Applicants must be in good standing with ASH. Your Product Theater format must correspond to your exhibitor type; in-person exhibitors may contract for in-person Product Theaters; virtual exhibitors may contract for virtual Product Theaters; hybrid exhibitors, exhibiting both in-person and virtually, have the option to present a Product Theater in both in-person or virtual environments.

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 64th ASH Annual Meeting and Exposition, the contracted Product Theater 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

Product Theater presentations are non-CME promotional presentations that feature the clinical benefit or scientific research relating to the development of an approved pharmaceutical product and may include information on new uses, combinations, or therapies for the approved pharmaceutical product. Relevant FDA guidelines regarding promotional activities must be adhered to.

All Product Theater presentations must:

- adhere to relevant FDA guidelines regarding promotional activities;
- be tasteful, appropriate, and professional in nature;
- be focused on the clinical benefit or science relating to the development of an approved pharmaceutical product of the sponsor; presentations can include information on new uses, combinations, or therapies for the approved product.
- Presenter(s) and moderator(s) should meet the following criteria:
    - feature one or more **internal 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.

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

All products marketed and promoted in the exhibit hall, including the Product Theaters, are regulated by the FDA, must meet FDA guidelines, and be FDA-approved. It is the responsibility of sponsoring 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 64th ASH Annual Meeting and Exposition. 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, September 2, 2022:

- 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. 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. 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 64th ASH Annual Meeting and Exposition are:

- Saturday, December 10 — 11:30 a.m. – 12:30 p.m.
- Sunday, December 11 — 8:00 a.m. – 9:00 a.m.; 11:30 a.m. – 12:30 p.m.
- Monday, December12 — 8:00 a.m. – 9:00 a.m.; 12:15 p.m. – 1:15 p.m.

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

Admission of Attendees

All attendees of Product 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 Product Theaters will be located in the exhibit hall. ASH reserves the right to alter the location of the Product Theaters, at its sole discretion.

In-Person Theater Configuration

The configuration will include theater style seating for 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, two A-frame easels, and one draped six-foot table on which theater 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 will be placed inside the theater. The room set, including seating, A/V, stage, and food and beverage, cannot be modified.

Installation and Dismantling

Installation: Product Theater sponsors will have access to the theater 30 minutes before their assigned slot. Product 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.

Dismantling: Product 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 slot's conclusion will be considered trash and disposed of accordingly.

Responsibility for Property

Each Product 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 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 Product 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 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 November 18, 2022. 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, and flyers) for the theater presentation: "Not an official event of the 64th 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.

Distribution of materials by a theater sponsor in the theater is permitted only during the sponsor's contracted slot.

Product 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*.

- A maximum of two signs may be displayed at the theater entrance. Signage must be professionally printed, must be no larger than 28" x 44". Two easels will be provided. Banner stands are not permitted.
- Signage may only be placed outside the theater beginning 30 minutes prior to the theater sponsor's slot and must be removed within 15 minutes of the conclusion of the slot. Signs left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

Solicitation in the aisles of the ASH exhibit hall, as well as outside the assigned Product Theater room and outside the theater sponsor's exhibit space, is strictly prohibited.

Promotion of Product Theaters is not permitted in/around the convention center or in the headquarter hotels, with the exception of the approved inserts in the ASH door drop bags delivered to select hotel rooms on Saturday and Sunday. The display of banners or other advertisements outside of the exhibit hall and targeted to attendees of the ASH annual meeting (including, but not limited to, advertising in the poster hall, advertising in/on buses, taxis, Segways, boats, planes, street cars, building facades, etc.) is prohibited.

Promotion of Product Theaters by ASH

Product Theaters (including presenting company name, presentation title, and speaker names) will be promoted by ASH:

- in the printed ASH annual meeting Program-at-a-Glance
- on the ASH annual meeting mobile app;
- in the *ASH News Daily;*
- through one bag insert promoting all Corporate Presentations, including Product Theaters, in door drop bags;
- through one bag insert promoting all Corporate Presentations, including Product Theaters, in attendee tote bags distributed at registration;

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

- on the ASH website
- 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; and
- through alerts on the ASH annual 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.*

Photography and Video Recorders

Product Theater sponsors are required to use the official ASH photographer or audio visual vendor listed in the Exhibitor Service Manual. Product Theater attendees may not videotape or audiotape any theater presentations.

Pricing and Payment

The price of conducting a Product Theater is $88,750. To include an in-person presentation on the virtual platform, an additional fee of $30,000 would apply.

Payment Policy:

- 50 percent payment due:
    - February 4, 2022, for applications submitted prior to February 4, 2022
    - With application when submitted between February 4, 2022 and June 23, 2022
- 100 percent payment due after June 23, 2022

ASH requires payment in full no later than June 24, 2022. 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.

The date of receipt will be the official cancellation date. Theater sponsors that cancel a Product Theater slot will be subject to the cancellation penalty in effect on the date of cancellation.

- Any cancellations received in writing through February 3, 2022, will not incur a cancellation penalty and the theater sponsor will be issued a 100 percent refund of any monies received by ASH for said cancellation.
- Any cancellations received in writing February 4, 2022 through June 23, 2022, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after June 23, 2022, will incur a 100 percent cancellation penalty and the theater sponsor will NOT be issued a refund of any monies received by ASH for the presentation.

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@spargoinc.com*.

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.