



# 63rd ASH<sup>®</sup> Annual Meeting and Exposition

DECEMBER 11-14, 2021 • ATLANTA, GA • IN-PERSON/VIRTUAL

## Ancillary Meeting Guidelines

Effective: April 27, 2021

Meeting Dates: December 11–14, 2021

Georgia World Congress Center – Atlanta, Georgia

### Introduction

The American Society of Hematology (ASH) Annual Meeting & Exposition brings together over 30,000 professional attendees committed to the diagnosis and treatment of hematologic diseases each December. This presents a prime opportunity for affiliates of ASH – exhibitors, corporate supporters, ASH members, patient groups, nonprofit organizations, attendees, and investors – to hold meetings and events in connection with the four-day ASH annual meeting.

ASH encourages affiliates to take advantage of this opportunity and has established a set of guidelines to be followed when planning and hosting ancillary meetings during the ASH annual meeting. All ancillary meetings held in conjunction with the ASH annual meeting, from Thursday, December 9, 2021 through Tuesday, December 14, 2021 must adhere to these guidelines, regardless of the meeting location.

### Ancillary Meeting Examples

Other than the pre-approved Friday Satellite Symposia (FSS), which are industry-sponsored, CME-certified meetings held on the day preceding the annual meeting, ASH will be the sole provider of all educational and scientific programming from Thursday, December 9, 2021 through Tuesday, December 14, 2021. Consequently, **any ancillary meetings with an educational or scientific focus or intent are strictly prohibited during these six days.** Examples of permissible ancillary meetings, provided that a suitable request has been submitted and approved in advance, include:

- **Private food and beverage functions** that are by “invitation only.” Corporate/executive staff may speak about their products and services, but educational speakers are prohibited. An educational speaker is a non-corporate/executive staff who is considered a subject matter expert in the field of hematology-related discussion and may or may not receive a fee for their speaking services. A list of invitees must be provided to ASH no later than Friday, November 19, 2021.

- **Investigator Meetings/Industry Updates** that are by “invitation only.” Investigators involved in conducting research for the company and individuals who have provided consultation for the company are appropriate speakers; prospective investigators and consultants are not appropriate. A list of invitees must be provided to ASH no later than Friday, November 19, 2021.
- **Hospitality desks** desired in hotel lobbies for the purpose of greeting and/or providing information and services to a select group of ASH attendees. Request for registration desks in pre-function or foyer space within meeting space of hotels should be noted within the request for the event looking to be held within the meeting space.
- **Press briefings** provided that: (a) content must be pre-approved; (b) the briefing must comply with any applicable embargo dates/times regarding ASH abstracts; and (c) briefings may not be held at the convention center or conflict with any ASH-sponsored events. Visit the ASH website to carefully review the [Corporate and Institutional Press Policies](#) and the [Embargo Policy](#) for the ASH annual meeting. Any questions regarding the correct embargo dates/times for the ASH abstracts should be directed to Joanna Robertson at [jrobertson@hematology.org](mailto:jrobertson@hematology.org).
- **ASH member meetings** involving a group of special interest experts who are working on a joint project (e.g., NIA grantees working on a consortium for anemia and the elderly, sickle cell researchers, or hemophilia treatment center directors). A list of invitees must be provided to ASH no later than Friday, November 19, 2021. Only ASH members should be submitting events under this category.
- **Patient advocate groups or nonprofit organization meetings** that do not involve commercial-interest companies, provided that a list of invitees must be provided to ASH no later than Friday, November 19, 2021.
- **Advisory Board Meeting** that only involve corporate board members, which may also include some related experts in the field for general company-related discussion. A list of invitees must be provided to ASH no later than Friday, November 19, 2021.
- **Investor Meetings** that only involve corporate investors; hematologists that are considered Key Opinion Leaders (KOLs) are prohibited from attending.
- **Exhibitor pre-conference meetings** that are designed to prepare exhibit staff for exhibit participation. These meetings can be held at any time.
- **Internal sales, business, or staff meetings** for exhibitors who are at the ASH annual meeting, provided that such meetings are closed to other ASH annual meeting attendees. These meetings can be held at any time.

**Please note:** Webinars and virtual conferences in conjunction with ASH are subject to these guidelines and will still require an official request for approval, even if they are hosted outside of the Annual Meeting location.

## ASH Invited Speaker Participation in Ancillary Meetings

All invited speakers are prohibited from presenting at ancillary meetings. If a speaker agrees to present at an ancillary meeting and subsequently accepts an invitation from ASH to speak at any official session or program, they will forfeit the ability to speak at the ancillary meeting. Due to ASH being the sole provider of all educational and scientific content during the ASH Annual

Meeting, Key Opinion Leaders (KOLs) are prohibited from speaking on a specific topic at ancillary events.

All organizers are required to ensure any speakers selected for an ancillary event are not ASH invited speakers. A detailed list of confirmed invited speakers will be available on the ASH website in July with weekly updates being made as additional annual meeting speakers are confirmed. The list may be amended by ASH at any time prior to the start of the ASH annual meeting.

**Please note:** ASH abstract presenters (oral and/or poster), are not prohibited from speaking at ancillary meetings. They must, however, present their embargoed information at the official ASH program before presenting that information at an ancillary event.

## Ancillary Meeting Requests

The main contact for each ancillary meeting request is responsible for assuring that all vendors, speakers, and meeting invitees understand and comply with the following guidelines. A violation of these guidelines will be attributed to all parties related to that meeting request.

Requests for ancillary meetings held during the ASH annual meeting must be submitted online and approved by ASH. A link to the Ancillary Meeting Room Request form will be available starting **Wednesday, July 28, 2021, 11:00 a.m. EDT**, on the ASH website at [www.hematology.org/Annual-Meeting](http://www.hematology.org/Annual-Meeting). A \$200 non-refundable processing fee is assessed for each ancillary event request submitted. Requests are per event, but if an event requires more than one room, a request must be submitted for each individual room.

Each Ancillary Meeting Room Request must include: (a) the identity of the organizer requesting the ancillary meeting; (b) the date, start time and end time of the ancillary meeting; (c) the names and affiliations of the persons speaking at the ancillary meeting (only applicable to certain types of ancillary meetings as stated above) ; (d) a brief description of the purpose and objectives of the ancillary meeting; (e) a list of invitees to the ancillary meeting (only applicable to certain types of ancillary meetings as stated above) and (f) the release and indemnification commitment described below.

Meeting space is limited and Ancillary Meeting Room Requests that comply with these guidelines will be considered on a first-come, first-served basis. **There is no meeting space available for ancillary functions at the convention center.** The deadline for Ancillary Meeting Room Requests is **Friday, November 19, 2021, 11:59 p.m. EDT**. Space for ancillary meetings will be provided only to requestors who are affiliated with ASH, such as exhibitors, corporate sponsors, non-profit organizations, ASH members, and annual meeting attendees. Hotels in the ASH room block will not reserve meeting rooms/function space for ancillary meetings for any individuals/organizations during the ASH annual meeting without prior approval from ASH. The main contact is responsible for all costs associated with the approved ancillary meeting (room rental, food/beverage, audio/visual, internet or WiFi fees, equipment, labor costs, etc.). It is the organizer's responsibility to work with the assigned hotel to make arrangements and finalize billing.

If you have questions or require additional information about Ancillary Meeting Room Requests, please contact Kaitlyn Greene at [asheventrequests@spargoinc.com](mailto:asheventrequests@spargoinc.com) or (703) 995-3860.

## Approved Dates and Times of Ancillary Meetings

Ancillary meetings are only permitted during hours that do not conflict with the ASH Education Program, Scientific Program, Simultaneous Oral Sessions, Poster Session, and/or other official ASH events. Once approved, any proposed changes in date and/or time of the ancillary meeting requires prior approval by ASH. Meetings must start and end within the approved times listed below. **The following table provides approved dates and times during which ancillary meetings are permitted.**

Date	Morning	Lunch	Evening
Thu, Dec 9	No time restrictions; events can be held all day	No time restrictions; events can be held all day	No time restrictions; events can be held all day
Fri, Dec 10	No time restrictions; events can be held all day	No time restrictions; events can be held all day	No time restrictions; events can be held all day
Sat, Dec 11	6:00 – 9:00 a.m.	11:00 a.m. – 12:30 p.m.	Any time <b>after</b> 7:30 p.m.
Sun, Dec 12	6:00 – 9:00 a.m.	11:00 a.m. – 12:30 p.m.	Any time <b>after</b> 8:00 p.m.
Mon, Dec 13	6:00 – 8:30 a.m.	12:00 noon – 1:30 p.m.	Any time <b>after</b> 8:00 p.m.
Tue, Dec 14	6:00 – 8:30 a.m.	Any time <b>after</b> 2:00 p.m.	

## Promotion of Ancillary Meetings

**All promotional materials for ancillary meetings must include the following statement:** *This meeting is NOT an official program of the ASH annual meeting.* The use of any ASH logo or likeness on promotional materials is strictly prohibited. Brochures, posters, or marketing materials of any kind that contain a schedule of official ASH events such as the Education Program, Scientific Program, and oral/poster sessions are also prohibited. Promotion of meetings is not permitted in/around the convention center, in the headquarter hotels, or through “room drops.” This includes individuals walking or standing with signage. Limited, modest, on-site directional signage for ancillary meeting attendees is allowed. Signage must be specific; signs should clearly state the name and location of the event and should be professional in nature.

## On Site Setup & Signage

One (1) sign no larger than 22”x28” is permitted outside of the meeting room. Pop-up banners and large exhibit style pop-up signs are prohibited. Companies will not be permitted to post promotional signs or literature in hotel or convention center lobbies.

Sandwich boards and/or persons holding small signage or handing out promotional materials are prohibited. Standing in the public areas of the convention center or hotel lobby and hallway to promote your meeting is strictly prohibited. Companies found violating these guidelines risk penalties from ASH. ASH also reserves the right to remove signage in violation of the above guidelines without notice.

**Please Note:** Ancillary Events may not have exhibit tables and/or booths and may not model any kind of exhibit hall or exhibit function. Poster presentations and/or displays (in either print or digital format) are permitted, so long as the scientific content being displayed or presented occurs after the poster abstract has already been presented at ASH and the embargo lifted by ASH.

## Photography/Filming/Audio Recording

Requests to photograph, film, or audio record any ancillary meeting must be submitted during the online ancillary event request process. Details on the nature of the photography, filming or recording will be required.

## Hospitality Suites

All requests for exhibitor hospitality suites (parlor suites connected to guest rooms) in hotels within the ASH room block must be submitted through the official housing bureau, SPARGO, Inc. Hospitality suites are best suited for use as lounges where food and beverages are typically provided for attendees to come and go as desired.

ASH understands some exhibitors may wish to hold planned meetings in hospitality suites involving ASH attendees. These meetings are only permitted during the approved dates/times outlined above. Each planned meeting or event must be submitted through the online ancillary event request website **after** obtaining the hospitality suite through the housing department at SPARGO, Inc.

## Release and Indemnification of ASH

The organizer of any ancillary meeting must agree that: (a) it is solely responsible for the conduct and content of the ancillary meeting, and ASH has no such responsibility; (b) ASH's approval of the ancillary meeting request signifies only that ASH will endeavor to provide space for the ancillary meeting and is not an endorsement of the conduct or content of the ancillary meeting; and (c) it will release, indemnify, defend, and hold harmless ASH and its officers, directors, employees, agents and contractors (collectively, the "Indemnified Parties") from any loss, liability, costs or damages in connection with actual or threatened suits, claims or causes of action arising out of or relating in any way to any alleged act or omission at, during or concerning such ancillary meeting, including but not limited to claims asserted by any speaker or invitee at the ancillary meeting, the hotel (or other location) at which the ancillary meeting is held, or any other third party.

**Important Note:** ASH reserves the right to attend/monitor all ancillary meetings without notice. Violators will jeopardize participation in future ASH annual meetings and, if an exhibitor, their priority point standing may be impacted.