

Policies and Guidelines

SOCIETY OF HEMATOLOGIC ONCOLOGY SIXTH ANNUAL MEETING

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Policies for Exhibitors and Other Organizations

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I. INTRODUCTION

This policy of the Society of Hematologic Oncology (SOHO) establishes the general standards that will apply to the activities of commercial firms and other organizations, including not for-profit organizations, during or in connection with SOHO meetings, as exhibitors, meeting supporters, or otherwise. Related requirements governing various activities are set forth in:

- Terms and conditions of the SOHO Exhibitor Agreement
- Requirements specified in the “Exhibition and Sponsorship Prospectus”
- SOHO’s Corporate and Institutional Public Relations Policies
- Policies and rules of the Meeting Venue
- Special requirements, policies, or guidelines developed by SOHO for designated Sessions, pavilions, or areas in the exhibit hall
- Any guidelines and requirements established by SOHO regarding selection of exhibit space, hotel accommodations, and ancillary events and space

SOHO meetings are educational events intended to facilitate the communication of new scientific knowledge and to advance the practice of hematologic oncology. The foremost concern of SOHO is preservation of the scientific integrity and educational value of SOHO meetings. To this end, SOHO invites organizations to support and participate in SOHO meetings in a manner that complies with the requirements described in this policy and related documents.

As a matter of SOHO policy, the form and manner of any such activity must also comply with 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; the American Medical Association (AMA) Ethical Guidelines for Gifts to Physicians from Industry; the PhRMA Code on Interactions with Healthcare Professionals; the Accreditation Council for Continuing Medical Education (ACCME) Accreditation Criteria and Standards for Commercial Support; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers.

Compliance with all applicable laws and regulations is required of every organization that participates in SOHO meetings. Organizations that violate SOHO policies, legal requirements, or the terms and conditions of the Exhibitor Agreement will be subject to disciplinary action as further described in Section IX below.

Various thematic or multidisciplinary meetings are sponsored by SOHO and cosponsored by one or more other organizations. These SOHO Policies for Exhibitors and Other Organizations at SOHO Meetings apply to those meetings, with SOHO administering the Policies. Generally, references to SOHO meetings in this document should be understood to include those meetings that have other cosponsors where SOHO is the lead organization. SOHO reserves the right to make any reasonable changes to this Policy as necessary to ensure the health and safety of those in attendance and the orderly and appropriate operation. Supporters will be advised of any such changes by email and such changes will be equally binding on all parties affected and will take effect upon delivery of notice by SOHO.

II. SUPPORT FOR SOHO SPONSORED ACTIVITIES

Commercial firms, foundations, and other organizations are invited to provide support for SOHO scientific and educational activities, publications, and other products. Such activities include, but are not limited to: symposia; conferences; poster sessions; meetings; workshops; research grants; awards; and audio, video, or online educational activities. SOHO prefers their activities to be supported by multiple supporters. SOHO is solely responsible for the development and implementation of each activity of SOHO. SOHO alone will determine the content of its scientific and educational activities and will own all associated intellectual property. SOHO will also determine the distribution, production, and pricing of the activity’s materials.

Any funds provided in support of SOHO programs or products must be made payable to SOHO’s medical education partner, JWC Covenant, Inc.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of a grant must be documented by a signed letter of agreement among the supporting organization, and SOHO. Terms and conditions of support may not require SOHO to accept the supporter’s advice or services, whether with regard to content, the selection of speakers or invitees, or other attributes of the meeting or activity. Supporters are entitled to review the budgets of programs or activities for which they provide support.

SOHO will acknowledge support in program materials but will not permit representatives of supporting organizations to engage in sales or promotional activities or to distribute commercial promotional materials in the room where the activity takes place. Display or distribution of promotional materials, including standards related to product specific advertisement and other product promotion, before, during, and after an educational activity offered for credit must conform to all applicable continuing medical education (“CME”) standards.

III. CANCELLATION POLICY

All Support cancellations must be received in writing. The date that the cancellation notice is received by SOHO will determine the Cancellation Penalties:

- On or Before July 14, 2018.....0% cancellation penalty
- July 15, 2018 – July 31, 2018.....50% cancellation penalty
- On or After August 1, 2018.....100% cancellation penalty and the supporter will be issued NO refund of any monies received by SOHO for said cancellation.

III. ANCILLARY ACTIVITIES SUPPORTED BY COMMERCIAL FIRMS AND OTHER ORGANIZATIONS

SOHO recognizes that during SOHO meetings, commercial firms and other organizations may wish to host their own events and activities, for purposes ranging from investigator meetings to providing social and business opportunities for firm employees and meeting attendees.

A. Ancillary Activities and Events Held Adjunct to SOHO Meetings

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following a SOHO meeting must notify SOHO of such activities by submitting an Ancillary Event Request to SOHO by the deadline specified for the particular meeting. SOHO, in its sole discretion, will determine whether the proposed activity appears to meet SOHO standards and requirements and will notify the applicant if the Ancillary Event Request is approved.

Ancillary activities, including media events, should not compete with the agenda or events of the SOHO meeting. The nature of any ancillary activities should be in keeping with the educational focus of an SOHO meeting. Venues, agendas, and media coverage for ancillary activities should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature.

SOHO representatives may attend any ancillary activity (including investigator and corporate board meetings) held within space held by SOHO, to monitor whether the activity is in compliance with applicable SOHO policies and requirements. Any confidential information that is obtained by SOHO representatives in any ancillary event or activity will be kept confidential.

Ancillary activities must meet the following criteria. If SOHO develops specific requirements applicable for one or more limited categories of ancillary activities, then those specific requirements will apply to those ancillary activities.

- The activity or event must comply with meeting blackout times and be scheduled as to permit attendees sufficient time to participate in official meeting activities and sessions. SOHO will indicate meeting blackout times on the Ancillary Event Request Form
- SOHO must receive and approve a completed Ancillary Event Request by the deadline specified for the particular meeting.
- No participant may present a paper scheduled for presentation during the SOHO meeting and under embargo at the time of the event. The activity or event must be in compliance with SOHO's Abstract Confidentiality Policy
- No participant may be identified by any applicable SOHO title
- No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the SOHO name or logo, or otherwise suggest or imply that SOHO has endorsed or sponsored the event. The name of the SOHO meeting or symposia may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. SOHO, or the name of the SOHO meeting or symposia may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials. SOHO slide templates, color schemes, or other means of confusing the event with a SOHO-sponsored event may not be used
- The following statement must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, derivative products, signage, etc. for the event:

For the SOHO Annual Meeting:

"Not an official event of the SOHO 2018 Annual Meeting. Not sponsored or endorsed by the Society of Hematologic Oncology." [Where applicable: Not CME-accredited.]

- Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to SOHO, or the SOHO meeting. Materials must not in any capacity identify SOHO as the sponsor or CME provider
- No event marketing, including for transportation purposes, may be done at the SOHO meeting venue except within the confines of an individual exhibit booth or table
- Lead retrieval units are permitted for use during the event
- Event names, invitations, communications, and marketing may not include the phrase "Satellite Symposium."

B. Marketing of Products and Services Outside of the Exhibit Hall

Except as specified below, the only appropriate and acceptable venue for the distribution of advertising or marketing materials is the exhibit hall or other exhibit room or exhibit display area ("Exhibit Hall"). Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops not sponsored by SOHO), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless a specific prior exception has been granted by SOHO.

Advertising should be company and/or product specific and not include mention of SOHO or the name, dates, or venue of the SOHO meeting. Exhibitor booth numbers may be included. The use of any name, logo, or trademark of SOHO is strictly prohibited without SOHO's advance written consent, as set forth in Section VII.

IV. EXHIBITS AND THE EXHIBIT HALL GUIDELINES

A. Eligible Exhibitors

To ensure that exhibit space complements the educational mission of SOHO, SOHO will review requests for exhibit space to determine whether prospective exhibitors and their products meet SOHO criteria and standards. During its meetings, SOHO will monitor exhibitor activities, displays, products, giveaways, and conduct for compliance with SOHO policies, and the terms of the Exhibitor Agreement.

Only a company or other organization identified in a signed Exhibitor Agreement, submitted either by hard copy or online, that has been approved by SOHO may exhibit at a SOHO meeting. SOHO retains the sole and exclusive right to determine which companies and organizations may exhibit at SOHO meetings. Only the sign of the company or organization whose name appears at the top of its Exhibitor Agreement is eligible to be placed in the booth or appear on any printed list of exhibitors.

B. Payments, Cancellations, and Refunds

All exhibit space, meeting room rentals, and Product Sessions must be paid in full prior to move-in. Exhibitors with outstanding balances will not be permitted to access to the exhibit halls, or freight docks or begin the installation of their exhibits. Badges will also be withheld until full payment has been received.

In the event of cancellation by an exhibitor, SOHO shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the schedule stated on the "Application for Exhibit Space."

SOHO must receive notification of the cancellation in writing. The date that the cancellation notice is received by SOHO will determine the assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, SOHO reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Payment of assessment charges must be received by SOHO within 30 days of cancellation.

C. Failure to Occupy Exhibit Space

Any space not occupied by 11:00 a.m., Wednesday, September 12, 2018, will be forfeited by the exhibitor. The space may be reassigned or used by SOHO without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval from SOHO. All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by SOHO to cover the booth area and convert it to a lounge area.

D. Relocation of Exhibits and other Floor Plan Revisions

SOHO retains the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned Exhibitors as determined solely by SOHO. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by SOHO.

E. Exhibitor-Appointed Contractors (EACs)

An exhibitor using an outside contractor for the above work should supply evidence of adequate liability insurance coverage as required by SOHO. Certificates of liability insurance for EACs must indicate the name of the exhibiting company/organization and booth # that they are representing in the description area of the certificate of insurance. If said information is not included, the certificate of liability insurance will NOT be accepted by SOHO.

Exhibitor Appointed Contractors (EACs) must also comply with the policies and procedures set forth by the meeting facility. All EACs are required to have their work and staging areas set up within their client's contracted space and not in any other area such as the loading docks, food court, posters, etc.

F. Exhibitor Registration

- The designated contact for each exhibiting organization will receive the login information needed to register exhibitors. If you need assistance with your login, please contact bmelder@jwccinc.com
- All Exhibitors must be registered and display an official Conference badge during all times of the Conference
- There are a limited number of complimentary exhibitor badges per booth
- Each person issued an exhibitor badge must be employed by the exhibiting company and must be responsible for staffing the booth
- Badges must be worn at all times
- Exhibitors registering onsite will be required to show proof of affiliation with the exhibiting company. Exhibitors picking up badges at Registration will be required to show photo ID. The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company's name

G. Subleasing of Exhibit Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the Conference facility is strictly prohibited.

H. Security and Insurance

Neither SOHO nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or of any person, or for the loss, damage or destruction by theft or fire or from any other cause to such exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The exhibitor shall indemnify SOHO or its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As SOHO and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his own insurance against any risk of loss, damage, injury or liability.

I. Social Functions/Activities

Social functions and other activities supported by exhibitors cannot be held during exhibit hours or in conflict with any scheduled scientific sessions, meetings or activities.

J. Postponement or Abandonment

SOHO reserves the right to postpone the Conference including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, SOHO will not be held liable for expenses incurred other than the cost of the pro-rated rental of exhibition space.

1. Pro-Rated Refund

Should SOHO terminate the Exhibitor Agreement due to the occurrence of circumstances not reasonably within the control of SOHO or because SOHO has determined that the premises are or may become unfit for occupancy, the exhibitor waives any and all claims for damages and agrees that SOHO may, after computing the total amount refundable to all exhibitors (i.e., the excess of the total of exhibitors' deposits held by SOHO over SOHO's costs and expenses in connection with its preparation for and conducting of the Exhibition, including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as complete settlement and discharge of all said exhibitor's claims and demands, the exhibitor's pro-rated amount of the total amount refundable to all exhibitors, based upon the amount of exhibitor's deposit relative to the total deposits paid by all exhibitors.

K. Exhibit Content and Booth Regulations

1. Exhibit Content and Activities

The Exhibit Hall atmosphere must always be congruent with the educational mission of SOHO. All booth activities and content must be professional in nature and provide educational information related to the field of oncology.

2. Exhibit Restrictions

Exhibits must conform to the contracted space and all display rules as set forth in these guidelines. Exhibits or displays must not obstruct the view of or interfere in any way with the displays of neighboring exhibits. An island booth is exposed to aisles on all four sides. Island booths are to be constructed to allow a contiguous two foot (2') access into the booth from all sides (aisles) to allow attendees to view booth items within the confines of the booth, including kiosks, podiums, help desks, etc. In addition, all island booths must have ample sight lines to assure adjacent exhibits are visually accessible. Any exposed part of the display must be covered so as not to be objectionable to the other exhibitors, or in the best overall interest of the exhibition.

All business and selling demonstrations shall be confined to the exhibitor's own space. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

3. Photography, Video Recording, and Audio Recording

Exhibitors must receive prior approval from SOHO for any photography, videotaping or audio taping of any activity in conjunction with the exhibition and the Conference, except for limited activities occurring within the individual exhibitor's own space. Photography, videotaping or audio taping of scientific or educational sessions is not permitted.

Exhibitors are prohibited from using the following devices in the exhibit hall:

- Microphones
- Flashing lights
- Audio/visual devices that display anything other than exhibiting company products and services; prohibited displays include, but are not limited to, sporting events and news broadcasting

Excessive audio/visual devices and offensive displays are not permitted, and sound effects are discouraged because of the potential to interfere with other exhibitors and detract from the professional atmosphere of the exhibit hall.

L. Use of the SOHO Designated Housing Agent

Exhibitors and their guests must use designated housing, booked through the annual meeting website, to procure housing for current and future SOHO meetings and shall abide by the rules of the Designated Housing Agent, JWC Covenant Inc. Exhibitors or their agents must not negotiate blocks of hotel rooms directly with contracted SOHO participating hotels for current or future SOHO meetings. Exhibiting companies who do not utilize the SOHO Housing Agent to secure hotel rooms will be subject to a 10% surcharge on their exhibit space rental rate and will be billed accordingly.

V. INDEPENDENT SATELLITE SYMPOSIA GUIDELINES

Independent Satellite Symposia (ISS) are CME-certified, educational activities that are held in conjunction with the Society of Hematologic Oncology 2018 Annual Meeting. Satellite Symposia require written approval, acquired through the application process, from the Society of Hematologic Oncology 2018 Annual planning committee. An ISS may be supported by a company, multiple companies or a not-for-profit organization.

As ISS are independent events and not part of the SOHO official annual meeting program, invitational and symposium materials created for the ISS must not imply the endorsement or support of the Society of Hematologic Oncology or The University of Texas MD Anderson Cancer Center.

Proposals must be for live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be considered. Any intent to capture the content of the satellite symposium for subsequent distribution must be made known in the submitted application. Incomplete proposals will not be considered for review.

A. Application

The application and a proposal must be submitted by **May 30, 2018**. Incomplete applications will not be reviewed, so please pay close attention to each required component of the application. Please be as accurate and detailed as possible, as SOHO will print the information contained in the applications of all accepted ISS in the SOHO Program Brochure.

Applications must be signed by representatives accepting responsibility for the program. By signing the application, each representative agrees to take responsibility for following SOHO guidelines for the ISS. Please designate one contact person with whom SOHO should communicate and who agrees to share information with the other representatives.

B. CME Accreditation

According to ACCME principles and guidelines, the information presented in the ISS must be balanced and provide attendees with objective educational material. All aspects of an approved satellite symposia, including CME accreditation, are the responsibility of the sponsoring company.

Only organizations accredited by the Accreditation Council for Continuing Medical Education (ACCME) may sponsor CME activities and may award **AMA PRA Category One (1) Credit™**. These accredited providers are responsible for the content, quality, and scientific integrity of all CME activities certified for credit.

SOHO does not suggest or approve content or speakers for activities for which it is not the accredited provider. SOHO encourages all providers participating in the ISS to review the current ACCME Standards for Commercial Support. These standards, along with tools to implement them, can be found at www.accme.org.

C. Speakers

The sponsoring company must cover speakers' registration fees, accommodation and flights for the SOHO 2018 Meeting. Registration is made through the meeting website at: www.SOHO2018.org

D. Set-up, Layout, Breakdown

Set-up and breakdown will take place on the day of the Symposium. Access will be from 30 minutes before the start of the Symposium (unless you have agreed alternative times separately with the Meeting organizers and have confirmation in writing). Breakdown should be completed no later than 30 minutes after the end of the session.

The sponsoring companies can arrange promotional posters on the stage. However, due to the lack of access time prior to the start of the session, installation of custom stage sets is limited. If you require alternative stage arrangements, please contact the Meeting organizers for discussion and approval.

Aisles must be kept clear at all times. Any participating company who causes obstruction or nuisance after notice has been given will be liable to have their session discontinued by the organizers at the participating company's expense.

A table will be available outside your room for you to display your materials. You will be able to set up your display 30 minutes before the start of your symposium (unless you have agreed alternative times separately with the meeting organizers and have confirmation in writing). Material for the symposium can also be distributed from your exhibition space however not in any general areas.

- All symposium rooms will be assigned based on accommodating the number of estimated attendees per the ISS application in theater style. Any changes to the room setup must be coordinated with the hotel or convention center directly and can only be accommodated on a space available basis.
- Symposium lectures must be contained within your assigned room. Video overflow to adjacent rooms will not be permitted.
- A separate room or a foyer area will be assigned to those companies wishing to serve food and beverages. All food rooms will be assigned based on accommodating the number of estimated attendees per the ISS application in banquet rounds. Any changes to the room setup must be coordinated with the hotel or convention center directly and can only be accommodated on a space available basis.
- Registration and all food functions may not begin prior to or be held after the assigned time frame.
- Speaker ready rooms will be requested at the time of application. Requests for access to the speaker ready room earlier than two hours out must be handled directly with the hotel or convention center.

E. Signage

Two (2) 22x28 signs are permitted at approved locations.

Companies will not be permitted to post promotional signs or literature in hotel lobbies. Sandwich boards and/or persons handing out promotional materials are prohibited. Standing in the public areas of the convention center or hotel lobby and hallway to promote your symposium is strictly prohibited.

This will be closely monitored during ISS times, and companies found violating these guidelines risk penalties from SOHO. Management companies handling logistics are responsible for following these guidelines as well.

F. Promotion of ISS

SOHO must review and approve all promotional materials produced in conjunction with the ISS, including invitations, announcements, flyers, websites, and signs.

The SOHO logo (or a graphic designed to mimic the SOHO logo) may not be used on any promotion or other materials produced by companies other than SOHO.

Use of the Society of Hematologic Oncology's name or copyrighted material on any announcement, sign, publication, or other material requires prior written approval by SOHO.

Because an ISS is not officially part of the SOHO Annual Meeting, companies cannot reference their symposium as part of the SOHO Annual Meeting or imply that it is a SOHO event. It is acceptable to refer to the symposium as an "Independent Satellite Symposium on [title], preceding the Society of Hematologic Oncology 2018 Annual Meeting."

G. Housing Information

ISS room blocks may be secured online beginning **Thursday, February 1, 2018**. All ISS room blocks are available on a prepaid, 100% non-refundable basis. For any additional housing questions, please contact the SOHO's housing agent, JWC Covenant. See "Hotel Reservations" in the Contact Information section of the "Exhibition and Sponsorship Prospectus".

H. Keypad Voting

Please contact Belinda Melder at bmelder@jwccinc.com or 1.281.364.7387 ext 201 for full details.

VI. INDUSTRY EXPERT SESSION GUIDELINES

A. Introduction

These Guidelines establish the general guidelines that will apply to the Industry Expert Session at the Society of Hematologic Oncology (SOHO) 2018 Annual Meeting. These Guidelines are to be construed as part of the Policies for Exhibitors and Other Organizations at SOHO Meetings and as part of the Contract for the Industry Expert Session. All participants in the Session must comply with these standards as well as all other requirements applicable to Exhibitors at a SOHO meeting.

B. Eligibility for Session

Only Exhibitors with contracted and fully paid 2018 Annual Meeting exhibit space are eligible to secure a Session slot.

Session slot applicants must be in good standing with SOHO. Any applicants with outstanding balances with SOHO must settle their balances in order for their Session slot applications to be considered.

If an accepted Session applicant cancels or defaults on Exhibit space at the SOHO 2018 Annual Meeting, the contracted Session slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.

C. Session Slot Assignment

SOHO anticipates accepting applications for Session slots on a first-come, first-served basis, in the order received by SOHO. Although SOHO will attempt to accommodate requests for specific Session slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. SOHO reserves the right to reject any application for reasons that it solely determines and applies.

Any accepted Session applicant that desires a slot other than the assigned slot may submit a written request to bmelder@jwccinc.com to be placed on a waiting list for possible reassignment. SOHO will consider requests for reassignment on a first-come, first-served basis. No guarantees can be made that another Session time slot will be available.

D. Session Presentation Guidelines

Session presentations are to highlight a new service or present information on the development of a particular product, such as data on a product. Session presentations should be tasteful, appropriate, professional and educational in nature.

Session presentations should be focused on the science relating to the development of a particular product or of a service of the Session Participant not just the product or service itself.

Session presentations must be live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.

Session Participants are not permitted to present any CME/CE educational symposia, sessions or activities in the Session.

Session Participants shall submit speakers and topics to SOHO for approval prior to being publicized.

Session activities shall not include information, papers, or abstracts scheduled for presentation during the SOHO meeting and under embargo at the time of the Session presentation.

Session Participants and all activities in the Session 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; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and all intellectual property laws and legal requirements.

Each Session Participant 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.

E. Location of Session

The Session will be located in the Ballroom of Americas on Level 2 of the Hilton Americas - Houston which is easily accessible from the General Session and Exhibit Areas.

F. Session Configuration

The Session will include seating for 5 attendees. SOHO will provide a standing lectern with microphone, projector, confidence monitor and screen at the center of the stage; a wireless microphone on a stand in the center of the room for audience questions; and a draped six-foot table on which Session Participants may place literature for access during their assigned Session slot. Room set, including seating and stage, cannot be modified. Any additional A/V needs should be ordered in advance and the costs are the responsibility of the exhibitor.

G. Installation & Dismantling

1. Installation

Session Participants will have access to the Session 30 minutes before their assigned Session slot. Session Participants and their speaker(s) are allowed to "prep" during this time. Please note that in order to facilitate people getting refreshments and finding a seat before the presentation begins, attendees will be allowed into the Session approximately 15 minutes before the presentation begins.

2. Dismantling

Session Participants must remove all literature, materials, handouts, etc., from the Session within 15 minutes after the end of their assigned Session slot. Any conversations or other activities that exceed 15 minutes after their slotted time should be taken back to their exhibit booth space. Any materials left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.

H. Food & Beverage

Boxed food and beverage will be provided by SOHO for each Industry Expert Session.

I. Photography & Video Recorders

Session Participants must obtain written approval from SOHO to photograph, videotape, and/or audiotape their own presentations. For approval, please contact bmelder@jwccinc.com.

- The exhibitor is responsible for the registration and costs related to providing the Exhibit Appointed Contractor with official meeting badges to access the hall.
- Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own Session. Any additional fees incurred will be the responsibility of the exhibitor.

J. Responsibility for Property

Each Session Participant must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways in the Session and those of attendees during its assigned time slot, including during installation and dismantling.

K. Registration & Admission of Attendees

All attendees of Session presentations must have an official SOHO supplied badge. Session presentations shall be open to all eligible Session presentation attendees.

SOHO shall have sole authority over admission policies to the Session at all times and may limit attendance at its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity and available food and beverage.

L. Promotion of the Session and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Session must be approved by SOHO prior to printing or use. Final versions of materials shall be submitted by the Session Participant for review and approval by SOHO before use. Submissions should be sent via email to bmelder@jwccinc.com. Please allow a minimum of five business days for review and approval.

The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) and all derivative products for the Session presentation:

“Not an official event of the SOHO 2018 Annual Meeting. Not sponsored or endorsed by the Society of Hematologic Oncology.” [Where applicable: Not CME-accredited.]

No Session presenter or other Session participant may be identified by any applicable SOHO title.

All materials promoting a Session presentation must clearly indicate the name of the Session Participant for the presentation.

No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Session presentation may use the SOHO name or logo, or otherwise suggest or imply that SOHO has endorsed or sponsored the presentation. The name of the SOHO meeting may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. SOHO or the name of the SOHO meeting may not be part of a title or heading of the Session presentation, be prominently featured, or listed first in print materials. SOHO slide templates, color schemes, or other means of confusing the Session presentation with a SOHO-sponsored event may not be used.

Repurposed or post-Session materials developed as a result of content from the Session must NOT include any reference to SOHO or the SOHO Annual Meeting.

Distribution of materials by a Session Participant from the Session during the Participant's contracted slot only, is permitted. Distribution of materials shall be consistent with the Exhibitor Policy.

Promotional materials may be sent to the Session Participant's in-house mailing list. For approval, contact bmelder@jwccinc.com.

SOHO will offer a one-time complimentary use of the SOHO 2018 Annual Meeting advance registration list to each Session Participant, to be used solely for promotion of the Participant's Session presentation. Prior to receiving the list, the Session Participant must submit its promotional material for approval and execute SOHO's One-time Use Agreement. For approval, contact bmelder@jwccinc.com.

Session Participants are permitted to supplement SOHO signage with floor-standing signage immediately at the entrance of the Session and within their contracted exhibit space only.

- The signs at the entrance(s) of the Session must be professionally printed, no larger than 28" x 44", and may be ordered through Freeman or a contractor of the Participant's choosing.
- Proposed copy for signage must be approved by the SOHO planning committee prior to printing (see "Promotional Materials," above, for more information). For approval, contact bmelder@jwccinc.com.

- A maximum of two signs may be displayed at the Session. Signage may only be placed outside the Session beginning 30 minutes prior to the Session Participant's slot, and must be removed within 15 minutes of the conclusion of the slot. Any signs left longer than 15 minutes after the slot's conclusion will be considered trash and disposed of accordingly.
- Signs may not be placed in other venues, other areas of the convention center, buses, taxicabs, etc.

Solicitation in the aisles of the Oncology Professionals Exhibit Hall, including outside the Session and the Session Participant's exhibit space is strictly prohibited.

All promotional activities relating to the Session shall be in compliance with SOHO policies, including the Exhibitor Policy. SOHO does not allow inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc. at the SOHO meeting site (i.e. at the Convention Center for the Annual Meeting).

M. Promotion of Session by SOHO

The Session will be promoted by SOHO in the following ways:

- Featured in the SOHO Online and printed Meeting Program for the SOHO 2018 Annual Meeting;
- Schedule will be listed on the SOHO 2018 Annual Meeting website, www.SOHO2018.org
- Signage directing attendees to the Session

Additionally, SOHO will provide each Session Participant with the SOHO 2018 Annual Meeting registration list as specified above.

N. Session Slot Cancellation Policy

Since only contracted Exhibitors in good standing are eligible for participation in the Session, cancellation of exhibit space automatically results in cancellation of an Exhibitor's Session slot(s). The following cancellation terms apply, regardless of how a Session slot is cancelled:

- A Session Participant that desires to cancel a Session slot must submit a notification in writing via email to bmelder@jwccinc.com.
- The date of receipt will be the official cancellation date. Session Participants that cancel a Session slot will be subject to fees based on the date of receipt, as follows:
 - On or Before July 14, 2018.....0% cancellation penalty
 - July 15, 2018 – July 31, 2018.....50% cancellation penalty
 - On or After August 1, 2018.....100% cancellation penalty. The Session Participant will pay as liquidated damages 100% of the total Session fee. SOHO retains the right to utilize cancelled Session slots at its discretion.
- If a Session Participant cancels or defaults on Exhibit space, the contracted Session slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.
- SOHO may terminate a Session Participant's Contract for Industry Expert Session in the same manner as it may terminate an Exhibitor Agreement.

O. Disciplinary Action

SOHO may take disciplinary action for any violation of these Guidelines or the terms and conditions of the Application and Contract for Industry Expert Session in the same manner as any violation of other provisions of the Exhibitor Policy. Violations of these Guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor's Session activities, in SOHO's discretion.

Questions regarding this and other SOHO guidelines may be directed to bmelder@jwccinc.com.

VII. PUBLIC RELATIONS

Organizations planning media events during any SOHO meeting are required to coordinate with SOHO's Communications Department. With the exception of events sponsored by SOHO, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at SOHO meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the SOHO meeting, specified blackout times, or SOHO policies.

SOHO provides a designated Corporate and Institutional Press Materials area for the distribution of press releases directly related to abstracts being presented at SOHO meetings. All news releases must prominently display the corresponding abstract number(s), the specific embargo date and time, and must adhere fully to SOHO's embargo policies. SOHO does not approve or endorse the content of third party press materials, and will display these materials strictly as non-SOHO literature. Marketing/promotional materials are not permitted unless previously approved in writing by SOHO.

SOHO's Corporate and Institutional Public Relations Policies may be obtained through the SOHO annual meeting website (www.SOHO2018.org) or by contacting Melinda White at JWC Covenant, Inc at 1.281.364.7387 ext 216 or by email at mwhite@jwccinc.com.

VIII. USE OF THE SOHO NAMES AND MARKS

All names, marks, brands, logos, designs, trade dress, slogans, and other designations of SOHO, are the sole and exclusive property of SOHO. Use of any SOHO trademark without SOHO's prior written permission is strictly prohibited, except for use of SOHO's name as required in the disclaimer for signage and in other materials associated with ancillary events as set forth in Section III. Review of use of any SOHO trademark in any materials (including but not limited to promotional mailers, exhibit booth banners or decoration, or websites related to an SOHO meeting or symposia) will include review for consistency with Section III.A of this Policy and the following usage policies:

- The name of the SOHO meeting or symposia may be mentioned one time in each communication for identification purposes and should be referred to as SOHO 2018 Annual Meeting.
- The SOHO name may not be part of a title or heading, be prominently featured or listed first in print materials, or used in a way that suggests or implies the endorsement or sponsorship of SOHO in any way.

IX. DISCIPLINARY ACTION

SOHO may take disciplinary action against a commercial firm or other individual or organization for any violation of these Policies, legal requirements, or the terms and conditions of an agreement with SOHO. Disciplinary action is in SOHO's discretion. Violations may be handled informally through discussion between a SOHO representative and a representative of the violating organization. For instance, a policy violation may be corrected at a company's booth during a SOHO meeting or during setup.

In rare cases, an exhibitor or other organization may be asked to leave a SOHO meeting immediately due to egregious or uncorrectable violations, and the organization will comply with the request. Any person or organization who is dismissed from the meeting may request that SOHO review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless SOHO issues a contrary decision.

Possible disciplinary actions include, but are not limited to, suspension from involvement in upcoming or future SOHO meetings as an exhibitor or in another role, termination of the Exhibitor Agreement, and loss of all or part of allotted exhibit space or hotel accommodations, and loss of priority in selection of exhibit space or hotel accommodations.