

# Exhibitor Prospectus

Friday, July 19, 2019

New York Marriott Downtown, New York, NY



# ASCO Direct<sup>TM</sup> Highlights

2019 Official Annual Meeting Review



Presented by:



## MEETING OVERVIEW

The Empire State Hematology & Oncology Society (ESHOS) and Association of Community Cancer Centers (ACCC) are hosting an ASCO Direct™ Highlights in New York, NY, to provide updates on the practice-changing information presented at the 2019 ASCO® Annual Meeting to community-based cancer care providers who are practicing in New York, New Jersey, Connecticut, Delaware, Maryland, eastern Pennsylvania, and Washington, D.C. This program will provide guidance on cutting-edge clinical data in the context of their clinical practice. The program will address some of the challenges of delivering high quality care to cancer patients in the community and provide an opportunity to discuss with leading oncology experts and colleagues how the latest research clinical updates can be translated into new patient care strategies.

## TARGET AUDIENCE

This meeting will be CME/CPE/CNE-certified and will target multidisciplinary clinical cancer care team members including, but not limited to medical, surgical, and radiation oncologists; fellows; gastroenterologists; nephrologists; neurologists; pathologists; pulmonologists; radiologists; researchers; oncology nurse practitioners and oncology nurses, oncology pharmacists, cancer program and practice directors/managers/administrators; pharmacists; physician assistants; and other allied health care professionals.

## EXHIBITOR OPPORTUNITIES

BENEFITS	\$3,500
Tabletop exhibit during all exhibit hours*	✓
Recognition on the ASCO Direct™ Highlights meeting page on the ACCC and ESHOS websites	✓
Support level recognition ribbon on sponsor attendee badges	✓
Complimentary full-access conference registration(s)	2
Recognition on signage in exhibit hall and listing in mobile app	✓

\*Exhibitors are limited to tabletop displays only. Freestanding displays are not permitted. Each additional attendee is \$300.

## Exhibit Schedule

FRIDAY, JULY 19, 2019	
6:00 – 6:30 AM	Exhibit Registration and Setup
6:30 – 7:30 AM	Breakfast
9:40 – 10:05 AM	Morning Break
11:40 AM – 12:25 PM	Lunch
2:25 – 2:45 PM	Afternoon Break
3:00 – 4:00 PM	Meeting Concludes

## ABOUT ACCC

Since 1974, the Association of Community Cancer Centers (ACCC) has been promoting the entire continuum of quality cancer care for our members, their patients, and their communities. ACCC membership includes:

- More than 25,000 cancer care professionals from approximately 2,100 hospitals and practices, with an estimated 65% of cancer patients nationwide treated by an ACCC member.
- The entire cancer care team—cancer program administrators and managers, data managers/tumor registrars, financial advocates, hospital executives, oncology physicians, nurses and pharmacists, patient navigators, social workers, billers and coders, and others.
- All models of cancer treatment delivery—hospitals, physician practices, freestanding centers, and joint ventures between hospitals and physicians.
- A variety of care settings, from small community programs to major academic programs that see more than 15,000 patients annually.

## ABOUT ESHOS

The Empire State Hematology & Oncology Society (ESHOS) is a powerful community of practitioners that has provided a voice for multidisciplinary cancer care teams and the patients they serve. As a Chapter Member of ACCC, ESHOS provides its members with incredible tools and resources in response to national changes across the healthcare landscape—in addition to local, member-driven educational content and programming. ESHOS also provides robust advocacy with state and federal policymakers through its membership in the American Society of Clinical Oncology (ASCO) State/Regional Affiliate Program.

## CANCELLATION POLICY

All cancellations and/or requests for refunds must be made in writing to ACCC. Cancellations before June 20, 2019, will result in a 50% refund. **After June 20, 2019 no refunds will be made.**

## EXHIBIT RULES AND REGULATIONS

### CONTRACT FOR SPACE

Application must be on the official form. The receipt of your signed contract and full payment shall constitute a contract with the Association of Community Cancer Centers (ACCC) for the right to use exhibit space. In the event of fire, strike, or other uncontrollable circumstances rendering the exhibit space unfit or unavailable, or causing the exhibit show to be canceled 10 days or more prior to the exhibit date, the contract will not be binding and payment will be refunded. If cancellation occurs within 10 days of the opening date, 50% of the rental fee will be refunded.

### SPACE ASSIGNMENT

Exhibit booth locations will be assigned on a first-come, first served basis. Space will be reserved only after receipt of a completed application and the payment of the appropriate exhibit fee. ACCC will attempt to honor choice of space as noted on the contract in the order requested. In the event that preferred space has been assigned, ACCC reserves the right to assign alternative space. No exhibitor shall share, transfer, assign, sell or barter assigned space without the expressed written permission of ACCC. Any relationships between companies exhibiting in the same booth or adjoining booths must be submitted for approval by ACCC with the submission of the contract or no later than June 20, 2019.

### EXHIBIT REGULATIONS

All exhibitors are responsible for informing their personnel and their authorized representatives of these rules.

1. Tabletop displays must fit within the confines of your booth. Displays are placed against the back of the booth and are no more than two feet deep. Units and display materials may not obstruct exhibit space to the right or left of the booth.
2. Nothing may be glued, pasted, tacked, nailed, screwed or otherwise permanently attached to columns, walls, floors or other parts of the building or furniture. It is recommended that an easel be used for signage. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage that they may cause.
3. All demonstrations, discussions, or other activities such as distribution of descriptive literature of any kind must be confined to the exhibitor's booth.
4. All giveaway items must be distributed within the exhibitor's booth. Items that cannot be stored in sufficient quantities within this space are not appropriate.
5. No exhibitor shall hold or sponsor any type of contest, raffle, or drawing for prizes either in the exhibit hall or in connection with the meeting without advance approval by ACCC. E-mail your request to [ASCODirect2019@accc-cancer.org](mailto:ASCODirect2019@accc-cancer.org).

### GIVEAWAYS BY COMMERCIAL EXHIBITORS

It is ACCC policy that all giveaways by commercial exhibitors will meet the standards of the CMSS Code of Interaction with Companies and with the PhRMA Code, whether or not the exhibitors have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for the education of patients or healthcare professionals. Giveaways must not exceed \$10 in value and must be available to all registered attendees immediately upon request.

### LIABILITY

The exhibitor hereby assumes the entire responsibility and hereby agrees to protect, defend, indemnify and save ACCC and the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Association of Community Cancer Centers and the Hotel and its employees and agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

ACCC and the Hotel, its owners, and its operator, shall be included in such policies and additional named insured. In addition, the exhibitor acknowledges that neither ACCC nor the Hotel, its owners, or its operator, maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

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## Information for Exhibitors

### Assigning Your Exhibit Tabletop Space:

Exhibit space for ASCO Direct™ Highlights New York is assigned on a first-come, first-served basis. To receive the best location possible, we encourage exhibitors to register via the ASCO Direct™ Highlights Online Exhibitor Portal at [bit.ly/ADH2019NY](http://bit.ly/ADH2019NY).

Once an exhibit booth is selected, an invoice will be provided.

If necessary, you may download a signed letter of agreement and W-9 form at [bit.ly/ASCODirectNYExhibitors](http://bit.ly/ASCODirectNYExhibitors). Please submit both forms with your payment to [ASCODirect2019@acc-cancer.org](mailto:ASCODirect2019@acc-cancer.org).

### Payment Terms:

Please make check payable to the *Association of Community Cancer Centers*. ACCC Tax ID #51-0137807.

Mail checks to:

Association of Community Cancer Centers  
c/o Camille Walker  
1801 Research Blvd., Suite 400  
Rockville, MD 20850

### Please Direct any Inquiries to:

Camille Walker, Senior Manager, Corporate Sponsors  
Phone: 301.984.9496 ext. 218  
Email: [ASCODirect2019@acc-cancer.org](mailto:ASCODirect2019@acc-cancer.org)