2010 Annual Scientific Meeting
Policies and Guidelines - For Industry and Others' Participation

CONTACT INFORMATION

American Society of Cytopathology
100 West 10th Street, Suite 605
Wilmington, DE 19801

Website: www.cytopathology.org
Phone: (302) 543-6583
Fax: (302) 543-6597

ASC Meetings Manager: Christy Myers
ASC Executive Director: Elizabeth Jenkins

I. General Information

A. Principles Guiding ASC Policies and Guidelines for Industry Participation in the Annual Scientific Meeting

1. The American Society of Cytopathology (ASC) recognizes industry's vital role in the success of its Annual Scientific Meeting and the need to work closely together to assure a well-coordinated and productive meeting for all concerned.

2. ASC members and meeting participants are highly respected and fundamental to the ASC and medical community at large.

3. Continuing medical education (CME) is one of the most significant and highly regarded member services provided by the ASC.

4. As an accredited provider of CME, the ASC complies with all essentials, guidelines, policies, opinions, and statements of the Accreditation Council for Continuing Medical Education (ACCME), American Medical Association (AMA), Food and Drug Administration (FDA), and ASC.

5. It is the ASC's policy to avoid even the appearance of a conflict of interest between the ASC and industry.

B. Annual Scientific Meeting Dates, Times, and Location

1. The official and inclusive dates of the 2010 ASC Annual Scientific Meeting are 8:00 a.m., Friday, November 12, 2010, through 3:30 p.m., Tuesday, November 16, 2010.

2. The location of the Annual Scientific Meeting – Scientific Session and Lectures will be at the *Sheraton Boston Hotel*. The ASC Exhibit Hall and Poster Presentations will be located at the *connected Hynes Convention Center, Boston, MA.*

C. Responsibility/Agreement

1. It is the responsibility of industry representatives involved with the ASC Annual Scientific Meeting to understand fully and abide by all ASC policies and guidelines outlined in this publication.

2. If an industry representative is unclear about ASC policies or guidelines, it is the responsibility of the industry representative to seek clarification from the ASC prior to promotion or implementation of any activity offered during or in relation to the ASC Annual Scientific Meeting.

3. As a condition of participation, every industry representative agrees to observe all ASC policies and guidelines. Violation of ASC policies and guidelines will be reviewed and sanctions may be applied (see Section VI for sanction details).

D. Definitions

1. "Industry representative" means an employee, agent, or contractor of a company or organization that is a sponsor, supporter, or exhibitor at the ASC Annual Scientific Meeting.

2. "Supporter" means a person or organization providing financial support for programs in Education, Research and Advocacy or materials at the Annual Scientific Meeting.

E. References

1. OIG Compliance Program Guidance for Pharmaceutical Manufacturers, Office of Inspector General, U.S. Department of Health and Human Services (68 Federal Register 23731-23743; May 5, 2003), http://www.oig.hhs.gov/authorities/docs/050503FRCPGPharmac.pdf.

2. Opinion 8.061, "Gifts to physicians from industry" (along with Addendum II, "Clarification of gifts to physicians from industry"), Code of Medical Ethics of the American Medical Association Council on Ethical and Judicial Affairs, http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.shtml
   and
   http://www.ama-assn.org/ama/pub/category/8309.html

3. PhRMA Code on Interactions with Healthcare Professionals, http://www.phrma.org/code_on_interactions_with_healthcare_professionals/

4. Standards for commercial support accreditation Council for Continuing Medical Education (ACCME), http://www.accme.org/dir_docs/doc_upload/68b2902a-fb73-44d1-8725-80a1504e520c_uploaddocument.pdf.

II. SUPPORT AND SPONSORSHIP OPPORTUNITIES

1. Companies interested in supporting ASC Annual Scientific Meeting programs and activities must understand the following guidelines:

2. Support must be confirmed in writing to the ASC Executive Director, Elizabeth Jenkins (bjenkins@cytopathology.org).

3. Support is granted on a first-come, first-served basis with the Right of First Refusal reserved for supporters from the prior year.

4. Industry representatives are required to sign the ASC Letter of Agreement (or company's letter of agreement that has been approved by the ASC) which outlines the details and responsibilities of all parties.

5. Although many companies may have long-standing relationships with ASC faculty, industry supporters must observe ACCME, AMA, and FDA guidelines and may not attempt to direct or influence the faculty or content of ASC Educational Programs.

III. EXHIBITS

A. General

1. The ASC is driven by its vision of defining and promoting excellence in cytopathology, striving for the highest quality of patient care, and is guided by its Strategic Plan and Executive Board.

2. The Exhibit Hall is an integral part of the Annual Scientific Meeting. Exhibitors are encouraged to plan their exhibits accordingly. For more information, contact the ASC Meetings Manager, Christy Myers.

B. Guidelines

Exhibitors participating in the ASC Annual Scientific Meeting exhibition must understand the following:

- The ASC reserves the right to decline applications of organizations whose products and services are not of interest to physicians, scientists, cytotechnologist, and other related field professionals.

- Exhibitor representatives are required to conduct themselves professionally.

- All ASC Annual Scientific Meeting registrants must be accorded equal treatment.

- Exhibitors are required to abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.

- All exhibit booths must be staffed while the Exhibit Hall is open.

- Breaking down or packing up materials earlier than 12:00 p.m., November 15, 2010, is prohibited (without prior written approval from the ASC). Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions may be incurred.

- Exhibitors not utilizing the official show decorator, GES Exposition Services, must notify the ASC on the form provided in the Exhibitor Service Manual.

C. Fire Regulations

All materials used in the exhibit area must be flame proof and fire-resistant in order to conform to local fire ordinances and be in accordance with regulations established by the National Association of Fire Underwriters.

Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations or fire extinguisher equipment are not to be covered or obstructed.

D. Food and Drug Administration Regulations

Products that require promotion approval by the FDA must receive this approval prior to promotion at the ASC exhibition. Information regarding FDA regulations may be obtained directly from the FDA.

E. Liability/Insurance

The Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel/Convention Center, its owners, its operators, American Society of Cytopathology, 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 Hotel/Convention Center and its employees and agents.

Exhibitor acknowledges that neither the Hotel/Convention Center, its owners, 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.

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims deriving out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel/convention center and shall indemnify and hold harmless the hotel/convention center agents, servants and employees from any and all such losses, damages and claims. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligation hereunder and for its own protection.

F. Sales/Solicitation

Sales are permitted on the exhibit floor within assigned booths, provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and may not be conducted in the aisles or any other area of the Exhibit Hall, foyers or meeting space. Exhibitors are responsible for filing the appropriate state sales tax documents. For additional information, contact your tax advisor.

G. Exhibition Cancellation

The Annual Scientific Meeting is subject to cancellation. In the event that this meeting/exhibition is cancellation, the ASC is not responsible for any incurred costs.

H. Use of Society's Name, Insignia Logo, or Acronym (ASC)

The use of the Society's name, logo or acronym is forbidden on signs inside or outside the exhibit area and on descriptive product literature. Reference may be made to the meeting as the American Society of Cytopathology Annual Scientific Meeting (with place and dates) or with the ASC Annual Meeting logo on the exhibitor's advertising piece provided it is first approved by the Society. This rule applies before, after, and/or during the meeting.

I. Subletting

The subletting, reassignment, or apportionment of any part of any exhibitor's space is prohibited.

J. Food and Beverage Distribution

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must have written authorization from the ASC and hotel or convention center' catering department. Contact the ASC for more information.

- Exhibitors may not use imprinted containers and supplies (such as napkins, plates or cups).
- Alcoholic beverages will not be permitted.

K. Sanctions

The ASC reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the ASC Policies and Guidelines for Industry and Others' Participation in the Annual Scientific Meeting. The ASC Policies and Guidelines for Industry and Others' Participation in the Annual Scientific Meeting will be enforced without exception.

IV. INDUSTRY AFFILIATE MEETINGS AND EVENTS

(Outside of Annual Scientific Meeting Support and Exhibit Opportunities at the ASC Annual Scientific Meeting)

A. General

The ASC encourages industry involvement at the ASC Annual Scientific Meeting through the support, sponsorship, and exhibit opportunities outlined in Sections II and III of this document. However, the ASC recognizes that there may be a need for industry to meet and/or offer activities in addition to the corporate support and exhibit opportunities. The ASC allows meetings and activities to be held during the inclusive dates and location of the Annual Scientific Meeting according to the following paragraphs, B and C.

B. Affiliate Meetings and Events

The ASC must review and approve ANY event affecting ASC meeting attendees during the inclusive dates of the Annual Scientific Meeting before promotion and implementation of the event can occur, whether they are being held at ASC contracted facilities or otherwise. Industry representatives should submit an Affiliate Event Form and a copy of all printed materials (invitation, brochure, agenda, etc.) to Christy Myers, ASC Meetings Manager (cmyers@cytopathology.com).

Failure to seek approval prior to promotion and/or implementation of the event may result in the cancellation of the event. The affiliate event form is an online application available at www.cytopathology.org under the Annual Scientific Meeting. (Note: to avoid confusion, if an industry or any third-party representative is planning a function, a letter of authorization must accompany the form.)

All affiliate events are reviewed by the ASC and must fall within the letter and spirit of the following ASC guidelines:

1. Affiliate meetings involving Annual Scientific Meeting attendees are allowed during the following times:
   - Friday, November 12, 2010 — 5:30 pm – 11:00 pm
   - Saturday, November 13, 2010 — 6:00 am – 8:45 am *and* after 7:30 pm
   - Sunday, November 14, 2010 — 6:00 am – 7:00 am *and* after 7:00 pm
   - Monday, November 15, 2010 — 6:00 am – 7:00 am *and* after 7:30 pm
   - Tuesday, November 16, 2010 — 6:00 am - 7:30 am and after 3:30 pm

2. ASC contracted space is only available through the ASC affiliate event process, i.e., submission of the Affiliate Event Form and ASC review.

3. The ASC does not permit industry-sponsored or any external educational/scientific programs, satellite symposia, and/or any non-ASC CME programs (without prior approval from the ASC National Office and Scientific Program Committee.

4. Sales presentations and equipment demonstrations are permitted only in the Exhibit Hall (unless special permission is received by the ASC).

5. Exhibit personnel meetings may be held at any time if attendance is limited to industry representatives.

6. Industry not exhibiting at the ASC Annual Scientific Meeting but wishing to conduct meetings or events involving ASC Annual Scientific Meeting attendees must submit a written request and Affiliate Event Form to Christy Myers, ASC Meetings Manager (cmyers@cytopathology.org).

C. Promotion and Signs

Announcements, invitations, and promotional materials for approved events planned by industry and/or agents must indicate the name(s) of the sponsor(s) and must NOT imply, directly or indirectly, that the programs are part of official ASC activities. All materials must have written approval by the ASC. These printed items must be handed out from Exhibit Booths or by authorized Hotel Door Drops. Companies are not permitted to solicit attendance of ASC meeting attendees in foyers, hallways, meeting space, or any other area the ASC is using space. Companies are permitted to have one 22" x 28" sign in the Main Registration foyer. Placement of the sign will be decided by ASC personnel.

Since the ASC does not joint sponsor or co-sponsor activities held at the ASC Annual Scientific Meeting, the terms "preceding" or "following" ASC's Annual Scientific Meeting are to be used rather than "in conjunction with" (or similar language) in publicity and on-site materials. The ASC must receive page proofs of all publicity materials regarding such events prior to printing. A copy of the final printed announcement or invitation must be sent to the ASC for review and approval. Should the final printed version not conform to ASC requirements, the ASC will require that it be withdrawn and reprinted at the industry representative's expense.

Distribution of signs or promotional materials in official ASC venues is limited to the following:

- Contracted booth space within the Exhibit Hall
- At the entrance of the affiliate event
- Authorized Hotel Door Drops
- No printed materials or solicitation is permitted in hotel foyers, hallways, meeting space, or any other area the ASC is using space, without written approval from Christy Myers, ASC Meetings Manager
- No signs may be placed in hotel or convention center lobbies, without prior written approval from Christy Myers, ASC Meetings Manager.
- The ASC reserves the right to remove any signs that do not meet ASC guidelines or are located in unauthorized areas.

VI. SANCTIONS

A. Sanctions for Noncompliance with Guidelines

As a condition of participation, industry and organization representatives agree to observe all ASC policies and guidelines outlined in this document and other ASC publications. Violations of ASC policies and guidelines will be reviewed and sanctions may be applied.

Sanctions include, but are not limited to, the following:
The company or organization…

- May be denied the opportunity to advertise in ASC publications
- Exhibitor priority points will be reduced
- May be denied a future ASC support opportunity
- May be denied to exhibit at an ASC Annual Scientific Meeting

VII. ACCME AND AMA INFORMATION

As an accredited provider of CME, the ASC complies with all ACCME and AMA policies and guidelines. Industry and organization representatives must understand these policies and guidelines. Contact the following organizations for further details:

Accreditation Council for Continuing Medical Education
Website: www.accme.org
Phone: (312) 755-7401

American Medical Association
Physician Recognition Award and Ethical Considerations
Website: www.ama-assn.org
Phone: (800) 621-8335

These policies and guidelines were last updated on March 4, 2010.