

G L O B A L O N C O L O G Y :
RADIATION THERAPY IN A CHANGING WORLD

ASTRO
ANNUAL MEETING


ASTRO'S 62ND ANNUAL MEETING
October 25-28, 2020

INDUSTRY
SATELLITE SYMPOSIUM

Application Deadline: August 3, 2020

ASTRO
TARGETING CANCER CARE

Industry Satellite Symposium

Overview

These guidelines, based on policies approved by ASTRO's Board of Directors, are designed to assist you in preparing your application to present an Industry Satellite Symposium (ISS) in conjunction with the ASTRO Virtual Annual Meeting. These rules and regulations are in addition to policies outlined in the 2020 ASTRO Exhibitor Prospectus regarding use of the ASTRO name and/or logo and mailing lists.

Important dates

Application Deadline
August 3, 2020

Approval Notification Sent
August 21, 2020

Late Application Deadline*
August 17, 2020

Marketing Materials Due
September 21, 2020

Balance of Fees Due
September 14, 2020

Label Requests Due
September 25, 2020

Evaluation Summary Due
December 28, 2020

*Applications received after August 3, 2020, will incur a \$5,000 late application fee. Please note that late applications and any other materials submitted past their stated deadlines will be delayed in processing and approval by ASTRO.



Guidelines

Definition

Industry Satellite Symposium (ISS) refers to any educational activity that is independently organized and held in conjunction with ASTRO Virtual Annual Meeting. This includes any educational activity that carries Continuing Medical Education (CME) credit and is not sponsored by ASTRO.

Application Process

The organization interested in holding an ISS shall submit an application (Appendix A) and a completed Letter of Agreement (Appendix B) to ASTRO's Education Department by August 3, 2020. Applications will be reviewed by members of ASTRO's Annual Meeting planning committees. Time and space constraints may limit the number of opportunities available.

Compliance

Upon approval, the ISS CME provider will be invoiced based on the fee schedule outlined in Appendix D. The supporter will be invited to participate with the expectation that the educational activity is held in accordance with the standards established by the Accreditation Council for Continuing Medical Education (ACCME), the AdvaMed Code of Ethics on Interactions with Health Care Professionals, the American Medical Association (AMA)'s Code of Ethics Opinion relating to Continuing Medical Education and Gifts to Physicians from Industry, the Food and Drug Administration (FDA) regulations regarding Industry Supported Scientific and Educational Activities, the Medical Imaging and Technology Alliance (MITA) Code of Ethics on Interactions with Health Care Providers, the National Electronic Manufacturers Association (NEMA) Code of Ethics on Interactions with Health Care Providers, the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Health Care Professional and the Department of Health and Human Services' Office of Inspector General (OIG) Compliance Program Guidance for Pharmaceutical Manufacturers.

It is strongly recommended that appropriate source and reference citations accompany all data presented in slides and program materials.

Programs must be final upon submission. Incomplete applications will not be reviewed.

Please send your application to:

Email: annualmeeting@astro.org

Phone: 703-502-1550

Eligibility Criteria

The organization must adhere to the following criteria:

- Fulfill any funding obligations (see Appendix D).
- Be an ASTRO Corporate Member (see Appendix F).
- Hold ASTRO harmless from any and all claims that may result from the program.

ASTRO reserves the right to:

- Reject any proposal that does not meet the criteria set forth in these guidelines.
- Reject any proposal for reasons solely determined by ASTRO, including a decision to limit the number of industry-organized activities at the Annual Meeting.
- Consult with the organization to assure appropriateness of activity outcome.

Guidelines (continued)

Program Content

- Program must be a CME-accredited educational activity.
- Program content must be developed independently, free of bias and cannot overlap with content currently being presented at the 2020 ASTRO Virtual Annual Meeting.
- Program title must be indicative of the ISS content.
- Objectives must clearly meet the educational needs of the target audience.
- Program must be presented in an objective, balanced and scientifically rigorous manner, cannot commercially promote a specific drug, product or service and must meet the policies and guidelines of the ACCME.
- Content and related materials must promote evidence-based learning for optimum patient outcomes and patient safety.
- Content cannot promote a specific proprietary business interest of a commercial entity.
- Presentation must be fair and balanced when discussing specific products. If trade names are included in your presentation, trade names for several companies must be used where available.
- The symposium provider must provide ASTRO with an evaluation summary once the program is complete.

Audit

To ensure compliance, your program will be reviewed and may be audited by members of ASTRO's Annual Meeting planning committees.

Role of Faculty

- Participating faculty must disclose all relevant relationships/interests to the review committee and attendees to determine any conflicts of interest.
- Faculty must be independent subject matter experts, scientists and/or clinicians.
- Faculty must present an evidence-based, balanced presentation with a rigorous scientific review.
- Product-specific promotional material or advertisement of any type is prohibited during the presentation.

Leadership Participation

ASTRO elected officials and chairs of committees and subcommittees directly and currently involved in ASTRO Annual Meeting CME programs are prohibited from participation in Industry Satellite Symposia, except as an attendee who receives no honorarium or reimbursement. See Appendix C for a complete listing. ASTRO reserves the right to reject any proposed faculty member or planner that it deems may have a conflict of interest with ASTRO-organized activities. If you have questions on a speaker's eligibility to participate, please contact ASTRO's Education Department at 703-502-1550.

Scheduling

ASTRO policy prohibits competing activities with the ASTRO educational program. This year in our virtual format, ASTRO is offering two options for ISS, Simulive or OnDemand.

OnDemand

An OnDemand virtual session format will include prerecorded presentations that can be recorded with webcam and slides or just slides alone and will not include any live Q&A. Faculty must prerecord their presentations. The session will be released on a specific day. After the session occurs, your recording will be available to view onDemand within 24 hours for the remainder of the meeting on ASTRO's virtual meeting platform. The recording will remain available on the platform until November 30, 2020.

Simulive

The Simulive virtual session format will include prerecorded presentations with polling and live text Q&A with faculty. Faculty must prerecord their presentations and also be available for the entire scheduled session time in order to moderate and participate in polling and Q&A. The session will be scheduled for a specific day and time. After the session occurs, your recording will be available to view onDemand within 24 hours for the remainder of the meeting on ASTRO's virtual meeting platform. The recording will remain available on the platform until November 30, 2020. The following dates and times are available if you select the Simulive format:

Saturday, October 24, 2020 between 5:00 p.m. - 7:00 p.m.

Sunday, October 25, 2020 between 5:00 p.m. - 7:00 p.m.

Monday, October 26, 2020 between 5:00 p.m. - 7:00 p.m.

Tuesday, October 27, 2020 between 5:00 p.m. - 7:00 p.m.

Wednesday, October 28, 2020 between 5:00 p.m. - 7:00 p.m.

The times provided are subject to change.

Guidelines (continued)

Promotion/Marketing

ASTRO encourages independent promotion of approved symposia. ASTRO must approve the content of all such material prior to printing, distribution or posting on the Internet. All marketing materials should be sent for review to ASTRO's Education Department at annualmeeting@astro.org no later than September 21, 2020. Invitations and announcements addressed to ASTRO registrants should clearly indicate the name(s) of the organization(s) funding the program and the CME provider and must adhere to the following ASTRO logo use:

The name American Society for Radiation Oncology, the acronym ASTRO and the ASTRO logo are registered trademarks of the American Society for Radiation Oncology. Except as explicitly indicated in these ISS Guidelines, use of the aforementioned in conjunction with the promotion, marketing and/or advertising of the ISS is prohibited. Further, the name American Society for Radiation Oncology or the acronym ASTRO may not be used in any website address promoting the ISS.

Promotional and marketing materials for the ISS must contain the following statement:

"The American Society for Radiation Oncology (ASTRO) has reviewed and approved this symposium as appropriate for presentation as an Industry Satellite Symposium. The symposium constitutes the content and views of the provider and is not part of the official ASTRO Annual Meeting program."

In addition, if the ISS is adhering to the deadlines and ASTRO is able to approve relevant materials on time, ASTRO will promote the program in the following methods:

- Listing on the ASTRO website (www.astro.org).
- Listing in the *ASTRONews* Annual Meeting Special Edition and ASTRO Daily News.
- Listing in the ASTRO Annual Meeting Conference Planner.
- Listing in the ASTRO Mobile Meeting App.
- ASTRO Social Media.
- Pre-show email from ASTRO to meeting attendees.

To assist with your marketing efforts, ASTRO will provide the following complimentary labels at your request once marketing materials are approved by ASTRO:

- ASTRO membership mailing list.
- 2020 Annual Meeting pre-show attendee list.

Lists are for one-time use only. Email addresses are not included.

The list request deadline is September 28, 2020. List request forms will be sent to the approved ISS provider and should be emailed to ASTRO's Education Department at annualmeeting@astro.org no later than September 28, 2020. Please allow 10 business days for processing from the time of order placement. The following requirements must be observed prior to, during and following the event:

- ISS will be an "invitation" event. Provider has the option to welcome walk-ins.
- No commercial displays will be allowed in the virtual meeting room at anytime.
- No sales or product promotion to attendees are allowed before, during or after the symposium as an adjunct to the meeting program.
- Signage and distribution of symposium flyers and invitations are permitted at the presenter's booth in the Virtual Exhibit Hall.

Evaluation Summary

All Industry Satellite Symposia providers must send ASTRO a summary report of attendees' evaluations of the program collected in conformance with ACCME requirements. Attendees must be asked to evaluate the program for objectivity and the presence of commercial bias.

Evaluation results are to be included in a summary report that must be provided to ASTRO's Education Department at annualmeeting@astro.org by December 28, 2020.



Appendix A

Application to Hold an Industry Satellite Symposium

DEADLINE FOR SUBMISSION: AUGUST 3, 2020

In addition to this form, applicants must include the following information:

- **Copy of program in electronic format (Microsoft Word or PDF) containing title of program, title of presentations and confirmed speaker names.**
- **Program learning objectives.**
- **\$1,000 nonrefundable application fee.**
- **If company is not a Corporate Member, please submit attached application and dues payment (Appendix F).**

NAME OF ISS: _____

Please indicate where and when you propose to hold your event. Time and space may limit the availability of symposia scheduled.

DATE: _____ START TIME: _____ END TIME: _____

VIRTUAL MEETING/EVENT SPECIFICATIONS

Simulive OnDemand

ATTENDEE AND SESSION INTERACTION (IF SELECTED SIMULIVE)

Chat Box Q&A Polling

ANTICIPATED CME CREDITS: _____

SUPPORTING COMPANY/CORPORATE MEMBER: _____

MAILING ADDRESS: _____

CITY/STATE/ZIP: _____

CONTACT PERSON: _____

EMAIL: _____ PHONE: _____ FAX: _____ CORPORATE WEBSITE: _____

IS THE SUPPORTING COMPANY AN ASTRO CORPORATE MEMBER? YES NO

If no, please note eligibility requirements for hosting symposia and complete and attach a Corporate Member application and payment (Appendix F).

THIRD PARTY COMPANY/CME PROVIDER (if applicable): _____

(Under contract to supporting company)

This application must be received by ASTRO no later than 5:00 p.m. Eastern time on August 3, 2020. Send your completed application to: annualmeeting@astro.org.

Preliminary approval of this application authorizes the applicant to proceed with making arrangements for the proposed activity.

FOR ASTRO USE

Preliminary Approval; Pending Payment

By: _____ Date: _____

Application Payment Complete Application

RCVD _____ RCVD _____

Final Approval

By: _____ Date: _____

Not Approved

By: _____ Date: _____

ISS Program Fee

RCVD _____

Appendix A (continued)

NOTE: Once the symposium is approved by ASTRO, please expect to forward us any materials to be used by presenters as well as a confirmed faculty listing, curriculum vitae and conflict of interest disclosures. If that information is available now, please include it with your application. In addition, once the symposium is completed, please forward a copy of your final evaluation summary report to ASTRO by **December 28, 2020**

PLEASE COMPLETE THE FOLLOWING:

Offer a statement of educational need that will be met by the ISS with backup documentation of the determination of that need. Please include a program agenda with your application. A tentative list of faculty is appreciated at this time.

List the learning objectives of the ISS. _____

List titles of all topics and topic descriptions. _____

Please provide a description of the evaluation process (with sample evaluation forms and how results will be reported in a summary report to ASTRO).

Provide a description of the program's target audience, invitation process and verification plan for attendance.

Summarize how faculty and planning committee disclosure information will be communicated to attendees.

Summarize how conflicts of interest are to be managed among symposium planning committee members and presentation faculty.

Include specific details regarding intent to re-purpose content presented during the ISS, including the format (DVD, etc.) of re-purposed content and the plan for distribution of re-purposed content. _____

Appendix B

Letter of Agreement

NOTE: Applicants must provide to ASTRO a Letter of Agreement between the Commercial Supporter and Third Party Company (CME Provider). The example provided here in Appendix B may be used, or the applicant may submit a Letter of Agreement that is in a different format.

Between _____ (CME provider) and the
Commercial Supporter (company name) _____
Address (CME provider) _____
City, State, Zip (CME provider) _____ Telephone (CME provider) _____
Fax (CME provider) _____ Contact Person (CME provider) _____
Title of CME Activity _____ Location _____ Date(s) _____

The above commercial supporter wishes to provide support for the named continuing medical education activity by means of an educational grant for support of the CME activity in the amount of \$ _____.

CONDITIONS

1. STATEMENT OF PURPOSE: Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.
2. CONTROL OF CONTENT AND SELECTION OF PRESENTERS AND MODERATORS: Provider is responsible for control of content and selection of presenters and moderators. The company agrees not to direct the content of the program. The company, or its agents, will respond only to provider-initiated requests for suggestions of presenters or sources of possible presenters. The company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between company and speaker; and will provide this information in writing. Provider will record role of company, or its agents, in suggesting presenter(s); will seek suggestions from other sources; and will make selection of presenter(s) based on balance and independence.
3. DISCLOSURE OF FINANCIAL RELATIONSHIPS: Provider will ensure meaningful disclosure to the audience, at the time of the program, of (a) company funding and (b) any significant relationship between the provider and the company (e.g., grant recipient) or between individual speakers or moderators and the company.
4. INVOLVEMENT IN CONTENT: There will be no "scripting," emphasis or direction of content by the company or its agents.
5. ANCILLARY PROMOTIONAL ACTIVITIES: No promotional activities will be permitted in the same online room or obligate path as the educational activity. No product advertisements will be permitted in the online program room.
6. OBJECTIVITY AND BALANCE: Provider will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
7. LIMITATIONS OF DATA: Provider will ensure, to the extent possible, meaningful disclosure of limitations on data (e.g., ongoing research, interim analyses, preliminary data or unsupported opinion).
8. DISCUSSION OF UNAPPROVED USES: Provider will require that presenters disclose when a product is not approved in the United States for the use under discussion.
9. OPPORTUNITIES FOR DEBATE: Provider will ensure meaningful opportunities for questioning or scientific debate.
10. INDEPENDENCE OF PROVIDER IN THE USE OF CONTRIBUTED FUNDS:
 - a. Funds should be in the form of an educational grant made payable to the _____ (CME Provider).
 - b. No other funds from the commercial company will be paid to the program director, faculty or others involved with the CME activity (additional honoraria, extra social events, etc.).
11. Hold ASTRO harmless from any and all claims that may result from the program.

The commercial supporter agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.

THE ACCREDITED PROVIDER AGREES TO: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education; 2) acknowledge educational support from the commercial company in program brochures, syllabi and other program materials; and 3) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

AGREED

CME Provider _____

Signature _____ Date _____

Commercial Company Representative (name) _____

Signature _____ Date _____

Appendix C and D

Appendix C: Regulations Regarding Leadership Participation

ASTRO-elected leadership and chairs of committees and subcommittees directly and currently involved in ASTRO Annual Meeting CME programs are prohibited from participation in Industry Satellite Symposia, except as attendees who receive no honoraria or reimbursement. ASTRO leadership includes the following:

- ◆ ASTRO Board of Directors.
- ◆ ASTRO Education Committee.
- ◆ Annual Meeting Steering Committee.
- ◆ Annual Meeting Scientific Committee.
- ◆ Annual Meeting Education Committee.

ASTRO reserves the right to reject any proposal that it deems necessary based on conflict of interest. If you have questions regarding a speaker's eligibility to participate, please contact ASTRO's Education Department at 703-502-1550 or annualmeeting@astro.org.

Appendix D: Financial Considerations

APPLICATION FEE

A \$1,000 nonrefundable application fee must accompany your application. This fee covers ASTRO administrative costs associated with processing the application.

DIRECT COSTS

The ISS provider will be responsible for the management of their event's logistics and for payment of direct costs associated with event promotion, presenters, catering and audiovisual equipment.

ISS PROGRAM FEE

Upon ASTRO approval of the symposium, the ISS provider will be invoiced the same fee for both OnDemand or SimuLive Virtual Formats..

Saturday, October 24, 2020	\$25,000*
Sunday, October 25, 2020	\$25,000*
Monday, October 26, 2020	\$25,000*
Tuesday, October 27, 2020	\$25,000*
Wednesday, October 28, 2020	\$25,000*

Payment must be received in full by September 14, 2020.

**ASTRO Corporate Ambassadors are entitled to a \$5,000 discount only upon approval of the program. For more information on ASTRO Ambassadorship, contact corporaterelations@astro.org.*

***ASTRO will consider rescheduling at a future time.*

CORPORATE MEMBERSHIP

ASTRO Corporate Membership is a requirement to conduct an ISS. If the ISS provider is not a Corporate Member, a membership application and dues payment must accompany this application (Appendix F).

CANCELLATION

The cancellation policy is as follows:

Prior to September 4, 2020	Full refund
Prior to September 14, 2020	50 percent refund
After September 14, 2020	No refund**

Appendix F: AMERICAN SOCIETY FOR RADIATION ONCOLOGY APPLICATION FOR CORPORATE MEMBERSHIP



Company Name _____

Address _____

Telephone _____ Main Email _____

Company Website _____

Company Description _____

Social Media Handle(s) _____

Primary Contact Name/Title _____ Email _____

Secondary Contact Name/Title _____ Email _____

Other Corporate Contact/Title _____ Email _____

Company type (please check all that apply):

- | | |
|--|--|
| <input type="radio"/> Ancillary Products and Devices | <input type="radio"/> Liquid Biopsy |
| <input type="radio"/> Artificial Intelligence | <input type="radio"/> Patient Handling/Positioning |
| <input type="radio"/> Brachytherapy | <input type="radio"/> Pharmaceuticals |
| <input type="radio"/> External Beam RT | <input type="radio"/> Practice Management |
| <input type="radio"/> Imaging | <input type="radio"/> Quality Assurance |
| <input type="radio"/> Immunotherapy | <input type="radio"/> Treatment Delivery |
| <input type="radio"/> Information/Technology | <input type="radio"/> Other, please specify: _____ |

Principle product/service (for radiation oncology): _____

Please provide two names of active ASTRO members as references (you will be notified if we need to contact your references).

1.) Dr. _____

2.) Dr. _____

Financial Commitment (based on annual sales volume in radiation oncology)*:

- Up to \$10 million = \$2,750
- \$10 million - \$100 million = \$3,750
- \$100 million+ = \$4,750

**Please do not send payment with your application. ASTRO will invoice once application is approved for membership by the Board of Directors. Payment must be received within 120 days of membership approval to avoid cancellation. Rates are not pro-rated throughout the year.*

The undersigned understands that participation in the ASTRO Corporate Member program requires the corporation to be generally acceptable to the ASTRO membership; consistent with ASTRO goals and objectives committed to the aims of the radiation oncology profession; and accessible to a broad segment of the profession. Participation in the ASTRO Corporate Membership Program is at ASTRO's sole discretion.

Signature _____ Date _____

Print Name _____

For more information on the ASTRO Corporate Membership Program, please contact Corporate Relations department at corporaterelations@astro.org or 703-502-1550.

ASTRO's Corporate Relations effort provides opportunities for ASTRO and Industry to collaborate and form long-term, quality relationships. Through the development of meaningful partnerships, industry and ASTRO stand better prepared to meet the challenges of today's health care marketplace and positively shape the future of radiation oncology.

YEAR-ROUND RECOGNITION:

- Active listing linked to your company's website.
- Upgraded Social Media outreach to include a new Twitter list dedicated to ASTRO Corporate Members on @ASTRO_org.

ANNUAL MEETING:

- One hundred (100) priority points credit toward following year's booth selection.
- Discount on exhibit space: \$2 per square foot.
- Member-rate registration for two company representatives.
- Access to virtual corporate press room.
- Corporate Member recognition sign for booth and ribbons for company representatives.
- Recognition in Annual Meeting Exhibitor Directory.
- Invitation to exclusive event with ASTRO Leadership.

ACCESS/INVOLVEMENT:

- Access to ASTRO's online membership directory.
- Member-rate job postings on the ASTRO Career Center.
- One-time use complimentary ASTRO member mailing list per year and twenty (20) percent off additional copies.
- Corporate Member logo use (with ASTRO's approval).
- Corporate Member updates and other special announcements throughout the year.
- Eligibility to serve on ASTRO's Corporate Advisory Council.
- First opportunity to partner on high-profile ASTRO activities.
- Complimentary subscription to ASTROnews (Society magazine) and ASTROgram (weekly e-newsletter).
- Member-rate discount for up to two (2) print only subscriptions to the Red Journal. This includes fifteen (15) issues per year.
- Obtain access to resources to address payer denials including: Form letters associated with specific issues, coding guidance and copies of ASTRO letters to payers. Access these resources on www.astro.org/pmresources.

PLEASE REMIT APPLICATION TO:

corporaterelations@astro.org

or

ASTRO

Corporate Relations Department
251 18th Street South, 8th Floor
Arlington, VA 22202