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ASTRO

ANNUAL



MEETING



ASTRO'S 63RD ANNUAL MEETING

October 24-27, 2021 • McCormick Place West • Chicago

**NON-CME INFORMATIONAL /
EDUCATIONAL PROGRAM**

Application Deadline: June 9, 2021

PROGRAM OVERVIEW

Overview

These guidelines, based on policies approved by ASTRO's Board of Directors, are designed to assist you in preparing your application to present a Non-CME Informational/Educational Program in conjunction with the ASTRO Annual Meeting. These rules and regulations are in addition to policies outlined in the 2021 ASTRO Exhibitor Prospectus regarding use of the ASTRO name and/or logo and mailing lists.



Important dates

Application Deadline
June 9, 2021

Approval Notification Sent
June 30, 2021

Late Application Deadline*
June 30, 2021

Marketing Materials Due
July 28, 2021

Balance of Fees Due
September 26, 2021

Label Requests Due
September 29, 2021

Evaluation Summary Due
December 29, 2021

*Applications received after June 9, 2021, 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.



NON-CME GUIDELINES

Definition

Non-CME Informational/Educational Program ("Program") refers to any educational activity that is independently organized, held in conjunction with ASTRO's Annual Meeting and does not carry Continuing Medical Education (CME) credit.

Application Process

The organization interested in holding a Program shall submit a written application (Appendix A) and a completed Letter of Agreement (Appendix B) to ASTRO's Education Department by June 9, 2021. Applications will be reviewed by members of ASTRO's Annual Meeting planning committees. Time and space constraints may limit the number of opportunities available.*

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

Please send your application to:

American Society for Radiation Oncology (ASTRO)
c/o Education Department
251 18th Street South, 8th Floor
Arlington, VA 22202
Phone: 703-502-1550
Email: annualmeeting@astro.org

Eligibility Criteria

The organization must adhere to the following criteria:

- Fulfill any funding obligations (see Appendix D).
- Be an ASTRO Corporate Member (see Appendix E).
- 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.

Program Content

- Program content must be developed independently, free of bias and cannot overlap with content currently being presented at the 2021 ASTRO Annual Meeting.
- Program title must be indicative of the Program content.
- Objectives must clearly meet the educational needs of the target audience.
- Program must be presented in an objective, balanced and scientifically rigorous manner, and cannot commercially promote a specific drug, product or service.
- 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.
- The Program 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.

**ASTRO has determined that no more than three concurrent symposia are permitted per allocated time frame.*



NON-CME GUIDELINES (continued)

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 programs are prohibited from participation in Non-CME Informational/Educational Programs, except as attendees who receive 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. The following dates and times are available:

Saturday, October 23, 2021, After 6:00 p.m.
Sunday, October 24, 2021, After 6:00 p.m.
Monday, October 25, 2021, After 5:30 p.m.
Tuesday, October 26, 2021, After 6:00 p.m.
Wednesday, October 27, 2021, After 4:00 p.m.

The times provided are subject to change.

Promotion/Marketing

ASTRO encourages independent promotion of the approved Program. 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 July 28, 2021. Invitations and announcements addressed to ASTRO registrants should clearly indicate the name(s) of the organization(s) funding the program 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 Non-CME Informational/Educational Program Guidelines, use of the aforementioned in conjunction with the promotion, marketing and/or advertising of the Program is prohibited. Further, the name American Society for Radiation Oncology or the acronym ASTRO may not be used in any website address promoting the Program.

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

"The American Society for Radiation Oncology (ASTRO) has reviewed and approved this Program as appropriate for presentation as a Non-CME Informational/Educational Program. The Program constitutes the content and views of the provider and is not part of the official ASTRO Annual Meeting program."

In addition, if the Program is adhering to deadlines and ASTRO approves the ISS and relevant text 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.
- 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.
- 2021 Annual Meeting pre-show attendee list.

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

NON-CME GUIDELINES (continued)

The list request deadline is September 29, 2021. List request forms will be sent to the Program provider and should be emailed to ASTRO's Education Department at annualmeeting@astro.org no later than September 29, 2021. 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:

- Program will be an "invitation" event. Provider has the option to welcome walk-ins.
- No commercial displays will be allowed in the meeting room at any time.
- No sales or product promotion to attendees are allowed before, during or after the Program as an adjunct to the meeting program.
- Satellite activities are not acceptable substitutes for activities that are designed to occur during ASTRO's exhibit program.
- Signage promoting the event can be displayed at the host hotel, along with two signs (no larger than 22 in x 28 in), in the public areas of the convention center, on the day of the Program only. Staff recruitment of attendees to the event, outside of the booth, is not permitted.
- Signage and distribution of Program flyers and invitations are permitted at the presenter's booth in the Exhibit Hall.
- Signage set up and dismantling is the provider's responsibility.

Site Selection

Programs approved by ASTRO may be held at ASTRO-approved hotels. If you are working with an ASTRO-approved hotel, the hotel will not assign space prior to receiving confirmation of ASTRO preliminary approval. ASTRO will not reserve meeting space and cannot guarantee your preferred choice. It is the responsibility of the provider to send their preferred hotel a copy of the ASTRO-approved Application to Hold a Non-CME Informational/Educational Program.

(See Appendix F for listing of ASTRO-approved hotels.)

Evaluation Summary

All Program providers must send ASTRO a summary report of attendees' evaluations of the program. Attendees must be asked to evaluate the program for objectivity and evidence-based content.

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 29, 2021.



APPENDIX A

Application to Hold a Non-CME Informational/Educational Program

DEADLINE FOR SUBMISSION: JUNE 9, 2021

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

- **Copy of program in both printed and electronic format (Microsoft Word, either by CD-ROM or as an email attachment) 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 E).**

NAME OF PROGRAM: _____

Please indicate where and when you propose to hold your event.

DATE: _____ START TIME: _____ END TIME: _____

WHICH HOTEL(S) ARE YOU CONSIDERING? _____

MEETING/EVENT SPECIFICATIONS

- ☐ Breakfast ☐ Luncheon ☐ Dinner ☐ Reception
☐ Meeting ☐ Workshop/Seminar ☐ Office ☐ Other

MEETING/EVENT SETUP

- ☐ Conference ☐ U-shape ☐ Classroom ☐ Cocktail tables (reception)
☐ Hollow square ☐ Theatre ☐ Round tables ☐ Other _____

ANTICIPATED ATTENDANCE: _____

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 E).

THIRD PARTY COMPANY (if applicable): _____

(Under contract to supporting company)

This application must be received by ASTRO no later than 5:00 p.m. Eastern time on June 9, 2021. Send your completed application to:
ASTRO Education Department, 251 18th Street South, 8th Floor, Arlington, VA 22202.

Phone: 703-502-1550 Email: annualmeeting@astro.org

Preliminary approval of this application authorizes the applicant to proceed with making arrangements for the proposed activity. Hotels will not assign space until this application has received approval.

FOR ASTRO USE

Preliminary Approval; Pending Payment

By: _____ Date: _____

☐ Application Payment ☐ Complete Application

RCVD _____ RCVD _____

Final Approval

By: _____ Date: _____

Not Approved

By: _____ Date: _____

Program Fee

RCVD _____

APPENDIX A (continued)

NOTE: Once the Program 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 Program is completed, please forward a copy of your final evaluation summary report to ASTRO by **December 29, 2021**.

PLEASE COMPLETE THE FOLLOWING:

Offer a statement of educational need that will be met by the Program 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 Program. _____

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 program planning committee members and presentation faculty.

Include specific details regarding intent to re-purpose content presented during the Program, 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, if applicable. 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 _____ (Third Party Company) and the

Commercial Supporter (company name) _____

Address _____

City, State, Zip _____ Telephone _____

ne _____

Fax _____ Contact Person _____

Program Title _____ Location _____ Date(s) _____

The above commercial supporter wishes to provide support for the named Program by means of an educational grant for support of the 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 room or oblique path as the educational activity. No product advertisements will be permitted in the 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 _____ (Third Party Company).
 - b. No other funds from the commercial company will be paid to the program director, faculty or others involved with the activity (additional honoraria, extra social events, etc.).
11. Hold ASTRO harmless from any and all claims that may result from the program.

AGREED

Commercial Company Representative (name) _____

Signature _____ Date _____

Third Party Company _____

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 Non-CME Informational/Educational Programs, 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 Program 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.

PROGRAM FEE

Upon ASTRO approval of the Program, the Program provider will be invoiced depending on the day selected.

Saturday, October 23, 2021	\$25,000
Sunday, October 24, 2021	\$35,000*
Monday, October 25, 2021	\$35,000*
Tuesday, October 26, 2021	\$35,000*
Wednesday, October 27, 2021	\$25,000

Payment must be received by September 6, 2021.

**ASTRO Corporate Ambassadors are entitled to a \$10,000 discount 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 a Non-CME Informational/Educational Program. If the program provider is not a Corporate Member, a membership application and dues payment must accompany this application (Appendix E).

CANCELLATION

The cancellation policy is as follows:

Prior to September 26, 2021	Full refund
Prior to October 10, 2021	50 percent refund
After October 10, 2021	No refund**

APPENDIX E

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="checkbox"/> Ancillary Products and Devices | <input type="checkbox"/> Liquid Biopsy |
| <input type="checkbox"/> Artificial Intelligence | <input type="checkbox"/> Patient Handling/Positioning |
| <input type="checkbox"/> Brachytherapy | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> External Beam RT | <input type="checkbox"/> Practice Management |
| <input type="checkbox"/> Imaging | <input type="checkbox"/> Quality Assurance |
| <input type="checkbox"/> Immunotherapy | <input type="checkbox"/> Treatment Delivery |
| <input type="checkbox"/> Information/Technology | <input type="checkbox"/> 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 CORPORATE MEMBER

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

APPENDIX F



HOTELS

1	Blackstone, The 636 South Michigan Avenue Chicago, IL 60605	\$291
2	Fairmont Chicago, Millennium Park 200 North Columbus Drive Chicago, IL 60601	\$319
3	Hampton Inn Chicago McCormick Place 123 East Cermak Street, Suite 100 Chicago, IL 60616	\$304
4	Hilton Chicago 720 South Michigan Avenue Chicago, IL 60605	\$297
5	Hilton Garden Inn Chicago McCormick Place 123 East Cermak Street, Suite 300 Chicago, IL 60616	\$301
6	Home2Suites Chicago McCormick Place 123 East Cermak Street, Suite 200 Chicago, IL 60616	\$304
7	Hyatt Regency McCormick Place (HQ) 2233 South Dr. Martin Luther King, Jr. Drive Chicago, IL 60616	\$309
8	Marriott Marquis Chicago 2121 South Prairie Avenue Chicago, IL 60603	\$347
9	Swissôtel Chicago 323 East Upper Wacker Drive Chicago, IL 60601	\$285