ENHANCING VALUE
IMPROVING OUTCOMES
ASTRO 58TH ANNUAL MEETING

EXHIBIT DATES: SEPTEMBER 25 – 27, 2016
BOSTON CONVENTION AND EXHIBITION CENTER | BOSTON

INDUSTRY SATELLITE SYMPOSIUM
APPLICATION DEADLINE | MAY 31, 2016
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 Annual Meeting. These rules and regulations are in addition to policies outlined in the 2016 ASTRO Exhibitor Prospectus regarding use of the ASTRO name and/or logo and mailing lists.

Important dates

Application Deadline
May 31, 2016

Approval Notification Sent
June 20, 2016

Late Application Deadline*
June 20, 2016

Marketing Materials Due
July 15, 2016

Balance of Fees Due
August 26, 2016

Label Requests Due
August 26, 2016

Evaluation Summary Due
December 9, 2016

*Applications received after May 31, 2016, 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’s 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 a written application (Appendix A) and a completed Letter of Agreement (Appendix B) to ASTRO’s Education Department by May 31, 2016. 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:
American Society for Radiation Oncology (ASTRO)
c/o Education Department
8280 Willow Oaks Corporate Dr., Suite 500
Fairfax, VA 22031
Phone: 1-800-962-7876
Email: education@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 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.

*ASTRO has determined that no more than three concurrent symposia are permitted per allocated time frame.
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 2016 ASTRO 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.
• Proposals must be for live programs only; no simultaneous broadcasts or otherwise non-live programming will be considered.
• 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.

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 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 1-800-962-7876.

Scheduling

ASTRO policy prohibits competing activities, including shuttle service, with the ASTRO educational program. The following dates and times are available:

- Saturday, September 24, 2016, (Pre-show) Anytime
- Sunday, September 25, 2016, After 6:15 p.m.
- Monday, September 26, 2016, After 6:45 p.m.
- Tuesday, September 27, 2016, After 6:45 p.m.
- Wednesday, September 28, 2016, After 4:30 p.m.

The times provided are current as of September 25, 2015, and are subject to change.

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 education@astro.org no later than July 15, 2016. 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.
Site Selection
ISS 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 does not reserve meeting space for symposia 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 an Industry Satellite Symposium. (See Appendix E for listing of ASTRO-approved hotels.)

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 education@astro.org by December 9, 2016.

Guidelines (continued)

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 sponsor 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 in the ASTRO Annual Meeting Final Program.

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.
- 2016 Annual Meeting pre-show attendee list.

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

The list request deadline is August 26, 2016. List request forms will be sent to the approved ISS provider and should be emailed to ASTRO’s Education Department at education@astro.org no later than August 26, 2016. 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 meeting room at any time.
- No sales or product promotion to attendees are allowed before, during or after the symposium 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 in the public areas of the convention center, on the day of the symposium only. Staff recruitment of attendees to the event, outside of the booth, is not permitted.
- Signage and distribution of symposium flyers and invitations are permitted at the presenter’s booth in the Exhibit Hall.
- Signage set up and dismantling is the provider’s responsibility.
Application to Hold an Industry Satellite Symposium

DEADLINE FOR SUBMISSION: MAY 31, 2016

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 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: ___________________

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: ____________________________ 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 May 31, 2016. Send your completed application to:
ASTRO Education Department, 8280 Willow Oaks Corporate Dr., Suite 500, Fairfax, VA 22031.
Phone: 1-800-962-7876 Email: education@astro.org

Preliminary approval of this application authorizes the applicant to proceed with making arrangements for the proposed activity. Hotels will not assign space for symposium 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: __________

ISS Program Fee
RCVD ____________
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

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. ANCELLARY PROMOTIONAL ACTIVITIES: No promotional activities will be permitted in the same room or obligate 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 __________________________ (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.).

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: 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.
- 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 1-800-962-7876 or education@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 depending on the day selected.

<table>
<thead>
<tr>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, September 24, 2016</td>
<td>$25,000</td>
</tr>
<tr>
<td>Sunday, September 25, 2016</td>
<td>$35,000*</td>
</tr>
<tr>
<td>Monday, September 26, 2016</td>
<td>$35,000*</td>
</tr>
<tr>
<td>Tuesday, September 27, 2016</td>
<td>$35,000*</td>
</tr>
</tbody>
</table>

Payment must be received by August 26, 2016.

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).

CANCELATION
The cancellation policy is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Refund</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to August 26, 2016</td>
<td>Full refund</td>
</tr>
<tr>
<td>Prior to September 16, 2016</td>
<td>50 percent refund</td>
</tr>
<tr>
<td>After September 16, 2016</td>
<td>No refund**</td>
</tr>
</tbody>
</table>

*ASTRO Corporate Ambassadors are entitled to a discounted rate only upon approval of the program. For more information on ASTRO Ambassadorship, contact corporaterelations@astro.org.

**ASTRO will consider rescheduling at a future time.
Developing strong relations with industry is essential to our success. 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. By becoming a Corporate Member of ASTRO, you will have access to a comprehensive range of benefits that will offer you increased recognition and a “voice” in radiation oncology.

GENERAL MEMBER BENEFITS:
- Access to ASTRO’s online membership directory.
- Profile listing in ASTRO’s online corporate directory.
- Access to Members Only section of ASTRO website.
- Member rate job postings on the ASTRO Career Center website.
- Complimentary set of ASTRO member labels.
- Complimentary subscription to ASTROnews (society magazine) and ASTROgram (weekly e-newsletter).
- Corporate Member emblem use (upon ASTRO’s approval).
- Corporate Member Update email communications.
- Eligible to serve on Corporate Advisory Council.
- First opportunity to partner on high-profile ASTRO activities.
- Member-rate registration for two company representatives at all ASTRO solely-supported educational meetings.

ASTRO ANNUAL MEETING BENEFITS:
- Access to virtual corporate press room.
- Exhibit booth marker and Corporate Member ribbons.
- Member-rate registration for two company representatives.
- Recognition in Annual Meeting Final Program.
- Special invitation to event with ASTRO leadership.
- Fifty priority points credit toward booth selection.
- Discount on exhibit space: $2 per square foot.

For more information on the ASTRO Corporate Membership Program, please contact Joanne DiCesare at joanne.dicesare@astro.org or 703-839-7398.