



Policies for Industry Expert Sessions

INDUSTRY EXPERT SESSION GUIDELINES

The Society of Hematologic Oncology (SOHO) is committed to providing the highest-quality Annual Meeting possible. These Policies for Industry Expert Sessions (the "Guidelines") govern participation by exhibitors and sponsors ("Session Participants"). By submitting an application for an Industry Expert Session ("Session"), the exhibitor/sponsor acknowledges and accepts these terms and agrees that they form a binding contract between the Session Participant and SOHO.

SOHO reserves the right to interpret, amend, and enforce these Guidelines at any time in a manner it deems necessary to protect the integrity and success of the Annual Meeting. Written notice of such amendments will be provided to all contracted Session Participants. All amendments shall be equally binding upon publication as if included in the original Guidelines.

ELIGIBILITY FOR SESSION

- Only exhibitors with contracted and fully paid 2026 Annual Meeting exhibit space are eligible to apply for a Session slot.
- Applicants must be in good standing with SOHO. Any applicant with outstanding financial obligations to SOHO must resolve such obligations before a Session application will be considered.
- If an accepted Session applicant cancels or defaults on their exhibit space, the contracted Session slot will be revoked, and applicable cancellation fees will apply.

SESSION SLOT ASSIGNMENT

- Session slots will be assigned on a first-come, first-served basis, in the order applications are received.
- SOHO will make reasonable efforts to accommodate specific requests but cannot guarantee assignment of any particular slot.
- SOHO reserves the right to reject any application at its sole discretion.
- Requests for reassignment of Session slots may be submitted in writing to jvalentine@sohoonline.org. Such requests will be considered on a first-come, first-served basis, but no reassignment is guaranteed.

SESSION PRESENTATION GUIDELINES

- Session presentations must highlight scientific or clinical information such as the development of a product or service and must be professional, appropriate, tasteful, and educational.
- Focus should be on science related to the product or service, not solely on promotion.
- All Sessions must be live; no prerecorded, satellite, or simulcast formats will be permitted.



- Continuing medical education (CME/CE) activities may not be conducted in these Sessions.
- Presenters, topics, and content must be submitted to SOHO for approval prior to publication or promotion.
- Sessions shall not include materials or data under embargo for presentation at the SOHO Annual Meeting.
- Content must comply with all applicable laws, regulations, and industry codes, including but not limited to FDA regulations, CMSS Code for Interactions with Companies, AMA Ethical Opinions, PhRMA Code, OIG Compliance Guidance, and relevant intellectual property laws.
- Session Participants are responsible for securing all necessary copyright permissions and licenses.

SESSION DATES AND TIMES

Tentative Session slots for the 2026 Annual Meeting are as follows:

- Wednesday, September 9 - Dinner
- Thursday, September 10 - Breakfast
- Thursday, September 10 – Lunch (3 slots)
- Friday, September 11 - Breakfast
- Friday, September 11 – Dinner (2 slots)
- Friday, September 11 – Dessert (2 slots)
- Saturday, September 12 - Breakfast

SOHO reserves the right to modify Session dates and times. Participants will be notified of changes in advance.

LOCATION AND CONFIGURATION

- Sessions will be held in Grand Ballroom A&C, 3rd Level, George R. Brown Convention Center.
- Standard setup includes seating for attendees, a stage with lectern and microphones, projector, confidence monitor, screen, one skirted 6' table with chairs and tabletop microphone, and a technician.
- All audiovisual services must be arranged through Paradigm Productions Group, SOHO's official A/V provider.
- Additional equipment and services must be ordered in advance and will be billed directly to the Session Participant.

SET-UP AND BREAKDOWN

- Set-up and dismantling must occur on the day of the Session at times coordinated with the Meeting Organizer.
- All Session-related materials must be removed immediately after the Session concludes.



SPEAKERS

- Session sponsors are responsible for all costs associated with their speakers, including registration, travel, and accommodations.
- Speaker registration must be completed through <https://soho.click/2026>

FOOD AND BEVERAGE

- SOHO will provide food and beverage service for Sessions.
- Sponsors seeking to monitor or restrict consumption must communicate and enforce such policies independently.

PHOTOGRAPHY, VIDEOGRAPHY, AND RECORDING

- Written approval from SOHO is required before photographing, videotaping, or audiotaping any Session.
- Exhibitors are responsible for related costs and must provide their contractors with official meeting badges for access.
- Recording is limited to the exhibitor's own Session.

RESPONSIBILITY FOR PROPERTY

- Each exhibitor is solely responsible for safeguarding their property, equipment, and materials during Session time, including installation and dismantling periods.

REGISTRATION AND ATTENDANCE

- All Session attendees must display an official SOHO badge.
- Admission remains subject to SOHO's sole discretion, including legal compliance and capacity limitations.
- SOHO is not responsible for tracking or providing attendance.

PROMOTION AND USE OF SOHO NAME

- All promotional materials must be approved by SOHO before printing or distribution. Allow at least five business days for review.
- Required disclaimer:

"Not an official event of the SOHO 2026 Annual Meeting. Not sponsored or endorsed by the Society of Hematologic Oncology." [Where applicable: Not CME accredited.]
- SOHO's name and logo may not be used in Session titles, headings, or prominently displayed in marketing materials. Limited reference to the SOHO 2026 Annual Meeting is permitted only once in a descriptive, neutral format.
- Post Session materials must not reference SOHO or the Annual Meeting.



- SOHO will provide one-time complimentary use of the advance attendee registration list, upon execution of the One-Time Use Agreement.

SESSION SIGNAGE

Permitted signage includes:

- One (1) 38" x 87" poster or banner with handout box outside the Session room (to be placed during Session setup only).
- Four (4) 22" x 28" directional signs at approved locations.

Signs must be professionally printed and pre-approved by the SOHO planning committee. Unauthorized distribution of signs or handouts in lobbies, public areas, or hotels is prohibited.

PROMOTION BY SOHO

- SOHO will promote Industry Expert Sessions through:
- Listing in the Annual Meeting program (print and online)
- Posting on the SOHO website
- Directional signage
- One attendee-wide email blast the day prior to the Session

CANCELLATION POLICY

- Cancellation of exhibit space automatically cancels the Session slot.
- Written cancellation requests must be submitted to jvalentine@sohoonline.org. Cancellation fees apply as follows:
 - On or before March 1, 2026: 0% penalty
 - March 2, 2026 – April 1, 2026: 50% penalty
 - On or after May 1, 2026: 100% penalty (treated as liquidated damages)

SOHO reserves the right to reassign canceled Session slots. If the Annual Meeting cannot be held in-person, sponsorships will be transferred to the virtual platform.

DISCIPLINARY ACTION

SOHO may impose disciplinary measures for violations of these Guidelines or the Session contract, up to and including revocation of Session privileges, in accordance with the Exhibitor Policy.

Questions may be directed to jvalentine@sohoonline.org.