



Policies for Industry Expert Sessions

INDUSTRY EXPERT SESSION GUIDELINES

SOHO is committed to providing the highest quality annual meeting possible. It is agreed and understood that these policies for exhibitors/sponsors are part of a contract between the exhibitor/sponsor and SOHO, and that submission of the application for an Industry Expert Session constitutes the exhibitor's/sponsor's agreement to abide by these regulations. The following rules and regulations form a binding contract between the exhibitor/sponsor and SOHO.

SOHO reserves the right to interpret, amend, and enforce these contract conditions, rules, and regulations at any time as it deems proper to ensure the success of the meeting. Written notice of any amendments or interpretations shall be given to all contracted exhibitors/sponsors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.

Eligibility for Session

Only Exhibitors with contracted and fully paid 2025 Annual Meeting exhibit space are eligible to secure a Session slot.

Session slot applicants must be in good standing with SOHO. Any applicants with outstanding balances with SOHO must settle their balances for their Session slot applications to be considered.

If an accepted Session applicant cancels or defaults on Exhibit space at the SOHO 2025 Annual Meeting, the contracted Session slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.

Session Slot Assignment

SOHO anticipates accepting applications for Session slots on a first come, first-served basis, in the order received by SOHO. Although SOHO will attempt to accommodate requests for specific Session slots, no guarantees can be made that an approved applicant will be assigned the specific slot requested. SOHO reserves the right to reject any application for reasons that it solely determines and applies.

Any accepted Session applicant that desires a slot other than the assigned slot may submit a written request to bmelder@jwccllc.org to be placed on a waiting list for possible reassignment. SOHO will consider requests for reassignment on a first come, first-served basis. No guarantees can be made that another Session time slot will be available.

Session Presentation Guidelines

Session presentations are to highlight a new service or present information on the development of a particular product, such as data on a product. Session presentations should be tasteful, appropriate, professional, and educational in nature.



Session presentations should be focused on the science relating to the development of a particular product or of a service of the Session Participant not just the product or service itself.

Session presentations must be live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be permitted.

Session Participants are not permitted to present any CME/CE educational symposia, sessions, or activities in the Session.

Session Participants shall submit speakers and topics to SOHO for approval prior to being publicized.

Session activities shall not include information, papers, or abstracts scheduled for presentation during the SOHO meeting and under embargo at the time of the Session presentation.

Session Participants and all activities in the Session must comply with all applicable laws and guidance, including U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Opinion on Gifts to Physicians; the PhRMA Code on Interactions with Healthcare Professionals; the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers; and all intellectual property laws and legal requirements.

Each Session Participant is solely responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

Session Dates and Times

The tentative Session slots for the SOHO Annual Meeting are:

- Thursday, September 4 Breakfast
- Thursday, September 4 Lunch
- Thursday, September 4 Lunch
- Friday, September 5 Breakfast
- Friday, September 5 Dinner
- Friday, September 5 Dinner
- Friday, September 5 Dessert
- Friday, September 5 Dessert
- Saturday, September 6 Breakfast

SOHO reserves the right to alter the Session times at its discretion. Sponsors will be notified in a timely manner.



Location of Session

The Session will be located in the Grand Ballroom A&C on the 3rd Level of the George R Brown Convention Center which is easily accessible from the General Session and Exhibit Areas.

Session Configuration

The Session will include seating for SOHO attendees. SOHO will provide a standing lectern with microphone, projector, confidence monitor and screens at the center of the stage, a wireless microphone on a stand in the center of the room for audience questions. Room set, including seating and stage, cannot be modified. Any additional A/V needs should be ordered in advance and the costs are the responsibility of the exhibitor.

- SOHO requires all Session organizers to use Staging Solutions, SOHO's official audio/visual (A/V) company, for all programs. Once your application is accepted, contact information will be sent to all organizers.

Set-Up & Breakdown

Set-up and breakdown will take place on the day of the Symposium. Access times need to be set up with the meeting organizer. Session Participants must remove all literature, materials, handouts, etc., from the Session immediately after the end of their assigned Session slot.

Speakers

The sponsoring company must cover speakers' (SOHO Faculty or Company Faculty) registration fees, accommodation, and flights for the SOHO 2025 Meeting. Registration is made through the meeting website at: <https://soho.click/2025>

Speaker Slide Review

Speaker Slide Review rooms are available. Please indicate whether you require a room on your application. These rooms are set with conference tables for eight (8), and are typically shared between multiple groups, so requests for access to the room are on a first come, first served basis, in 2-hour increments.

Food & Beverage

Food and beverage will be provided solely by SOHO for each Symposia. All food will be placed inside the room. Any Symposia sponsor who is required to or seeks to limit and/or track consumption is responsible for informing attendees and enforcing this policy. For your reference, SOHO provides complimentary breakfast, lunch, dinner and dessert to all registered attendees daily.

Photography & Video Recorders

Session Participants must obtain written approval from SOHO to photograph, videotape, and/or audiotape their own presentations. For approval, please contact bmelder@jwccllc.org.



- The exhibitor is responsible for the registration and costs related to providing the Exhibit Appointed Contractor with official meeting badges to access the hall.
- Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own Session. Any additional fees incurred will be the responsibility of the exhibitor.

Responsibility for Property

Each Session Participant must make provisions for safeguarding its own goods, materials, equipment, display, and giveaways in the Session and those of attendees during its assigned time slot, including during installation and dismantling.

Registration & Admission of Attendees

All attendees of Session presentations must have an official SOHO supplied badge. Session presentations shall be open to all eligible Session presentation attendees.

SOHO shall have sole authority over admission policies to the Session at all times and may limit attendance at its discretion, including to comply with applicable laws and regulations and to address reasonable limits on capacity and available food and beverage.

Promotion of the Session and Promotional Materials

All promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters and flyers) relating to the Session must be approved by SOHO prior to printing or use. Final versions of materials shall be submitted by the Session Participant for review and approval by SOHO before use. Submissions should be sent via email to bmelder@jwccllc.org. Please allow a minimum of five business days for review and approval.

The following statement must be prominently displayed and included on all promotional materials (including announcements, advertisements, signage, invitations, emails, websites, posters, and flyers) and all derivative products for the Session presentation:

“Not an official event of the SOHO 2025 Annual Meeting. Not sponsored or endorsed by the Society of Hematologic Oncology.” [Where applicable: Not CME-accredited.]

No Session presenter or other Session participant may be identified by any applicable SOHO title.

All materials promoting a Session presentation must clearly indicate the name of the Session Participant for the presentation.

No marketing materials or communications of any kind, advertising, or other written or spoken descriptions of the Session presentation may use the SOHO name or logo, or otherwise suggest or imply that SOHO has endorsed or sponsored the presentation. The name of the SOHO meeting may be mentioned one time in each communication for identification purposes, in a reasonably sized, neutral font. SOHO or the name of the SOHO meeting may not be part of a title or heading of the Session presentation, be prominently featured, or listed first in print materials. SOHO slide



templates, color schemes, or other means of confusing the Session presentation with a SOHO-sponsored event may not be used.

Repurposed or post-Session materials developed as a result of content from the Session must NOT include any reference to SOHO or the SOHO Annual Meeting.

Distribution of materials by a Session Participant from the Session during the Participant's contracted slot only, is permitted. Distribution of materials shall be consistent with the Exhibitor Policy.

Promotional materials may be sent to the Session Participant's in-house mailing list. For approval, contact bmelder@jwccllc.org.

SOHO will offer a one-time complimentary use of the SOHO 2025 Annual Meeting advance registration list to each Session Participant, to be used solely for promotion of the Participant's Session presentation. Prior to receiving the list, the Session Participant must submit its promotional material for approval and execute SOHO's One-time Use Agreement. For approval, contact bmelder@jwccllc.org.

Signage

Session Participants are permitted to have the following:

- One (1) 38"x87" meter panel easel back, poster, banner with an affixed box of program handouts per ISS program is permitted directly outside of the symposium room. The sign may be placed during session set-up. Signage posted prior to this time will be removed and discarded by SOHO.
- Four (4) 22x28 signs/directionals are permitted at approved locations.
- Companies will not be permitted to post promotional signs or literature in hotel lobbies. Sandwich boards and/or persons handing out promotional materials are prohibited. Standing in the public areas of the convention center or hotel lobby and hallway to promote your symposium is strictly prohibited.

This will be closely monitored during ISS times, and companies found violating these guidelines risk penalties from SOHO. Management companies handling logistics are responsible for following these guidelines as well. The signs of the Session must be professionally printed and may be ordered through TexasXpo or a contractor of the Participant's choosing. Proposed copy for signage must be approved by the SOHO planning committee prior to printing (see "Promotional Materials," above, for more information). For approval, contact bmelder@jwccllc.org.

All promotional activities relating to the Session shall be in compliance with SOHO policies, including the Exhibitor Policy. SOHO does not allow inserts in meeting tote bag, or distribution or display of advertising and marketing materials, etc. at the SOHO meeting site (i.e., at the Convention Center for the Annual Meeting).



Promotion of Session by SOHO

The Session will be promoted by SOHO in the following ways:

- Featured in the SOHO Online & printed Meeting Program for the SOHO 2025 Annual Meeting;
- Schedule will be listed on the SOHO 2025 Annual Meeting website, <https://soho.click/2025>
- Signage directing attendees to the Session
- One email blast the day before your program to all SOHO attendees which will list the IES title, time and location

Additionally, SOHO will provide each Session Participant with the SOHO 2025 Annual Meeting registration list as specified above.

Session Slot Cancellation Policy

Since only contracted Exhibitors in good standing are eligible for participation in the Session, cancellation of exhibit space automatically results in cancellation of an Exhibitor's Session slot(s). The following cancellation terms apply, regardless of how a Session slot is cancelled:

A Session Participant that desires to cancel a Session slot must submit a notification in writing via email to bmelder@jwccllc.org.

The date of receipt will be the official cancellation date. Session Participants that cancel a Session slot will be subject to fees based on the date of receipt, as follows:

- On or Before March 1, 2025.....0% cancellation penalty
- March 2, 2025 – April 1, 2025.....50% cancellation penalty
- On or After May 1, 2025.....100% cancellation penalty. The Session Participant will pay as liquidated damages 100% of the total Session fee.

SOHO retains the right to utilize cancelled Session slots at its discretion. If a Session Participant cancels or defaults on Exhibit space, the contracted Session slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.

SOHO may terminate a Session Participant's Contract for Industry Expert Session in the same manner as it may terminate an Exhibitor Agreement.

If SOHO determines an in-person meeting is not possible, all sponsorships will be converted to the virtual platform.

Disciplinary Action

SOHO may take disciplinary action for any violation of these Guidelines or the terms and conditions of the Application and Contract for Industry Expert Session in the same manner as any violation of other provisions of the Exhibitor Policy. Violations of these Guidelines may result in disciplinary action relating to all exhibiting activities of an Exhibitor or relating solely to the Exhibitor's Session activities, in SOHO's discretion.

Questions regarding this and other SOHO guidelines may be directed to bmelder@jwccllc.org.