



Society for Immunotherapy of Cancer 2012 Ancillary Event Policy

The SITC leadership requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature at the SITC meeting venue during a SITC meeting, educational event or SITC sponsored activity to submit an Ancillary Event Request Form.

Applicable Dates

The policy shall be in effect for the day prior to the start of the first educational event through the last SITC programmed activity. For SITC 2012, this is Tuesday, October 23 through Sunday, October 28 at 12:00 pm.

Black Out Times

Designated SITC Leadership Activities, Plenary Sessions, Keynote Addresses, SITC Membership Business Meeting, Awards Ceremony, Presidential Reception and other times as needed for the business of the Society.

Available Meeting Times

Scheduled breaks (including breakfast, lunch and longer session breaks of 30 minutes or more), concurrent session and/or breakout session times, after the conclusion of the last educational session of the day (some restrictions apply), or two or more days prior to the start of the first educational session.

SITC 2012 Available Ancillary Event Times

Tuesday, October 23	6:00 am – 1:00 pm
Wednesday, October 24	6:00 am – 7:45 am 10:00 am – 10:30 am 12:00 pm – 1:30 pm 4:30 pm – 10:00 pm
Thursday, October 25	6:00 am – 7:45 am 12:30 pm – 1:30 pm 5:00 pm – 10:00 pm
Friday, October 26	6:00 am – 7:45 am 12:00 pm – 3:15 pm 6:15 pm – 10:00 pm
Saturday, October 27	6:00 am – 7:45 am 12:00 pm – 3:30 pm 8:00 pm – 10:00 pm
Sunday, October 28	6:00 am – 7:45 am 12:00 pm or after

Frequently Asked Questions

What is an Ancillary Event?

An ancillary event is any function held adjunct to a SITC meeting by a party other than SITC. All ancillary events must receive SITC authorization. Ancillary events include:

- Advisory Board Meeting – A small gathering of corporate board members, which may also include some related experts in the field of discussion
- Educational Event – A meeting that includes educational content. The meeting can, but does not have to, include the option for participants to earn CME credit for attending
- Focus Group – A small meeting designed to evaluate services or test new ideas
- Hospitality Suite (in a meeting room) – A room/lounge for attendees to come and go as desired. Planned meetings in hospitality suites that include meeting attendees are prohibited during the blackout times
- Investigator Meeting – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed
- Investor Meeting – A small gathering for corporate investors
- Press Event – press briefings, news conferences, press receptions, satellite media tours, etc.
- Social Event – A networking function that is non-educational in nature

How do I submit an Ancillary Event Request?

Please contact the SITC office for an event request form (education@sitcancer.org).

Do I have to complete an Ancillary Event Request if I am not using SITC function space?

Yes, SITC leadership requests that ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature at the Headquarters Hotel/meeting venue during a SITC meeting to complete an Ancillary Event Request form.

What are the deadlines for submitting an Ancillary Event Request?

Applications are accepted at any time. However, function space will be allocated on a first come, first served basis.

What are the guidelines for activities held during an SITC meeting or symposium?

Ancillary activities, including media events, should not compete with the agenda or events of the SITC meeting or symposium. The nature of activity should be in keeping with the educational focus of an SITC meeting or symposium. Venues, agendas, and media coverage for ancillary activities should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature.

What are the procedures for activities and events held at the SITC meeting venue?

An Ancillary Event Request must be submitted by the corresponding deadline by contacting the office for the appropriate form. SITC will determine whether the proposed activity appears to meet SITC standards and requirements, and will make every effort to notify the applicant via e-mail within seven business days if the event has been authorized. Upon authorization, SITC will release and assign hotel space for the requested event. From this point forward the organization will work directly with the assigned hotel to plan the event.

What are the guidelines for use of the SITC name and other trademarks?

All names, marks, brands, logos, designs, trade dress, slogans, and other designations of SITC are the sole and exclusive property of SITC. Use of any SITC branding without SITC's prior written permission is strictly prohibited, except for use of SITC's name as required in the disclaimer for signage and in other materials associated with ancillary events.

Can I market products and services at an SITC meeting or symposium?

Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, individual company distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops), or the branding of beverage napkins, hotel keys, etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibits unless a specific prior exception has been granted by SITC.

What is the process for sending a pre-meeting mailing to registered attendees?

SITC allows exhibitors and other organizations the opportunity to purchase membership and attendee mailing lists for pre and post marketing for each meeting. Only mailing information will be provided; phone and fax numbers and e-mail addresses are not available for purchase. The lists are sold for a one-time use only. Samples of the mailing (including invitations to ancillary events) must be submitted and approved by SITC prior to an organization receiving the list. SITC strongly encourages organizations to submit their samples early to allow for adequate production and mail time. For more information on membership and attendee mailing lists and/or to purchase a mailing list, please contact the SITC office or e-mail info@sitcancer.org.

What are SITC's policies for holding press events?

Organizations planning media events during any SITC meeting are required to coordinate with SITC's Marketing and Communications Department. With the exception of events sponsored by SITC, press events such as media briefings, news conferences, press receptions, etc. are not permitted onsite at SITC meetings. Companies may submit requests for hotel space to hold press events on meeting days; however, events must not conflict with the SITC meeting, specified blackout times, or SITC policies.

What are the guidelines for signage and other written descriptions of ancillary events?

Signage for ancillary events is not permitted at the meeting venue or in public space except for immediately outside of the designated room that the event is to occur. Meeting signage may NOT include the SITC name, logo, or name of SITC meeting. In addition, no marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the SITC name or logo, or otherwise suggest or imply that SITC has endorsed or sponsored the event.

- The name of the SITC meeting or symposia may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font
- SITC or the name of the SITC meeting may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials
- SITC slide templates, color schemes, logos, meeting graphics or other means of confusing the event with an SITC-sponsored event may not be used
- The following statement must be included on all advertisements, marketing pieces, invitations, meeting materials, etc. for the event: *"Not an official event of the Society for Immunotherapy of Cancer."*

Who do I contact with questions about Ancillary Events and the release of SITC function space?

Please contact Nadine Couto or Angela Kilbert by telephone at 414-271-2456 or e-mail education@sitcancer.org.