

PRINCIPLES FOR RELATIONS WITH INDUSTRY

Advertising/Marketing and Promotional Activities

FSA Code

The members of the *Verein "Freiwillige Selbstkontrolle für Arzneimittelindustrie"* of Germany have worked out the "**FSA-Kodex**", which addresses ethical relationships with healthcare professionals and concerns related to marketed and branded products distributed to health-care professionals. All giveaways in the **ACUTE LEUKEMIAS XVII** exhibit hall must be provided in a manner consistent with all laws and guidance, including the FSA Kodex as it applies to exhibitors, as well as the **ACUTE LEUKEMIAS XVII** Corporate Policy. Details about rules and regulations of the **FSA Codex** can be found at www.fs-arzneimittelindustrie.de/verhaltenskodex/

Promotional Activities

ACUTE LEUKEMIAS XVII recognizes that promotional activities cause a constant flow of traffic to the exhibit booths. It is, therefore, an imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must take place within or directly in front of the exhibitor's booth. Distributing promotional materials outside the exhibitor's rented booth space is not permitted. No literature may be distributed in the public areas of **KLINIKUM GROSSHADERN**.

Scientific and educational presentations and activities that provide continuing medical education credit (CME) are only allowed during the officially approved **Satellite Symposia** and **Meet-the-Professor Sessions**, integrated in the scientific program of **ACUTE LEUKEMIAS XVII**. However, presentations that promote a company's products and services are allowed within the company's exhibit booth. Demonstrations must be located in an area which do not block or impair the neighboring exhibits.

Advertising/Marketing Activities

The only appropriate and acceptable venue for the distribution of advertising or marketing materials is the booths in the exhibit hall. Commercial companies and other organizations may not, for example, engage in marketing activities through the use of hotel television channels, or distribution of marketing materials in the public hotel area (e.g., giveaways, flyers, or door drops) etc. At the meeting venue, marketing materials may not be offered, distributed, or displayed anywhere other than the exhibit hall.

The use of any name, logo, or trademark of **ACUTE LEUKEMIAS XVII** in any exhibitor advertising is strictly prohibited without advance written consent. For prior written consent address your request to the **Organizing Office** at info@acute-leukemias.de.

Audio/Visual Equipment

Exhibitors are prohibited from using the following audio/visual devices in the exhibit hall:

- Microphones
- Flashlights
- Excessive audio/visual devices and offensive displays are not permitted, and sound effects are not allowed because of the potential to disturb and impair other exhibitors, detract from the professional atmosphere of the exhibit hall or interfere with the presentations.

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of the neighboring exhibitors. No microphones may be used during presentations. Electrical or other mechanical apparatus must be muffled so that the noise does not interfere with other exhibitors and speakers; other sound devices must be positioned to direct sound into the booth rather than into the aisle.

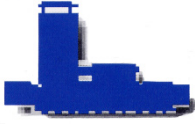
Those exhibitors violating noise regulations will be warned only once. Any booth activity may be prohibited if this rule is not followed.

Book Sales

Only publishing companies are permitted to sell or take orders of hematology related books during the official exhibiting hours. All other companies/organizations are only allowed to hand out free copies.

Giveaways of Non-profit Exhibitors

All giveaways by non-profit exhibitors are subject to the same restrictions as the giveaways by commercial exhibitors (restrictions see below, page 5).



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Giveaways of Commercial Exhibitors

All items distributed in the exhibit hall must be useful to the participants at the meeting and/or in their professional activities. Items must be small in size and made available to all **ACUTE LEUKEMIAS XVII** attendees, regardless of registration type or demographics, as long as the supplies last. Please also note that all giveaways by commercial exhibitors in the **ACUTE LEUKEMIAS XVII** exhibit hall meet the giveaway standards of the FSA Code. Such giveaways must therefore be of modest value and available to all registered attendees immediately upon request.

Media-Related Activities

Companies and institutions issuing press releases about the presentations given during the **ACUTE LEUKEMIAS XVII** are requested to hold press briefings and other media-related in accordance with the regulations given by **ACUTE LEUKEMIAS XVII** about press releases, either outside or inside the symposium venue **KLINIKUM GROSSHADERN** but **on no account parallel** to any session of the scientific program. To obtain approval and reserve meeting space for press events at the symposium venue or to inquire about further details of **ACUTE LEUKEMIAS XVII** media policies, please contact the **Organizing Office** at info@acute-leukemias.de.

Audiovisual Documentation

All main sessions of **ACUTE LEUKEMIAS XVII - Munich February 24-27, 2019** will be again **audio-visually documented** by the same experienced and highly professional Multimedia Company which has already documented the **Main Sessions** and **Satellite Symposia** of **ACUTE LEUKEMIAS XVI 2015**, **ACUTE LEUKEMIAS XV 2013** and **ACUTE LEUKEMIAS XIV 2011**.

The organizers of **ACUTE LEUKEMIAS XVII** therefore offer all corporate partners who are interested in audio-visually documenting their **Satellite Symposia** or **Meet-the-Professor Sessions** to make use of the already existing effective organizational structures by also working with just this company who do have already obtained first-hand experience with the complex local and technical requirements of the venue at **KLINIKUM GROSSHADERN**.

In case of interest please get in touch with the organizing office info@acute-leukemias.de for further details and contact data.

Posters/Handouts

Handouts, containing information about abstracts presented at **ACUTE LEUKEMIAS XVII** (such as poster numbers, time/location of presentations, etc.) and which are displayed or given away within the exhibit booth is regarded as a 'below-the-line-advertising' and must be approved by the organizers of **ACUTE LEUKEMIAS XVII**. Please contact the Organizing Office at info@acute-leukemias.de.

Use of Name and Logo of ACUTE LEUKEMIAS XVII

The **official symposium** logo must not be used on any materials produced by organizations **without prior approval** by the organizers of **ACUTE LEUKEMIAS XVII**.

Inquiries for prior approval should be directed to the Organizing Office at info@acute-leukemias.de.

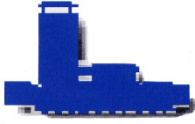
Insurance, Limitations, and Liability Issues

Insurance

Exhibitors must acknowledge that neither the organizers of **ACUTE LEUKEMIAS XVII**, nor **KLINIKUM GROSSHADERN** shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at the exhibiting company's own expense. The insurance policy must cover the time period from move-in through move-out.

Limitations and Liability

Exhibitors agree to protect, save, and keep the symposium **ACUTE LEUKEMIAS XVII** and its organizers and the symposium venue **KLINIKUM GROSSHADERN** harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, its employees, or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreements between **ACUTE LEUKEMIAS XVII** and **KLINIKUM GROSSHADERN** regarding the exhibition premises.



PRINCIPLES FOR RELATIONS WITH INDUSTRY

Further, the exhibitors commit themselves to protect, indemnify, save, and keep harmless at all times the symposium **ACUTE LEUKEMIAS XVII** and symposium venue **KLINIKUM GROSSHADERN** against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of the exhibitor, its employees, or its agents.

Security

Any security measures offered for the exhibit hall during the entire exhibit period are the responsibility of **KLINIKUM GROSSHADERN**. Neither **ACUTE LEUKEMIAS XVII**, nor **KLINIKUM GROSSHADERN** is liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy as protection against loss, theft, fire, damage, etc.

Copyright – Restrictions and Permissions

The symposium abstracts published by Springer in a special issue of *ANNALS OF HEMATOLOGY* are covered by copyright. All rights are reserved. The organizers of **ACUTE LEUKEMIAS XVII** expect that you will respect their intellectual property rights and use their material solely as permitted German Copyright Law.

Republication and Purchase Requests for Symposium Abstracts published in *ANNALS OF HEMATOLOGY*:

The permission to republish symposium abstracts in a new work (e.g., a book or journal) will only be given for abstracts of talks given in one of the Satellite Symposia or Meet-the-Professor Sessions as part of the official scientific program of **ACUTE LEUKEMIAS XVII** and the related companies.

In case of republication following rules have to be observed:

1. Meeting abstracts may not be adapted; they must be republished in their entirety.
2. Commentary or explanatory notes on the abstract page are not permitted.
3. A full citation must be included with each meeting abstract.
4. Meeting abstracts may not be bound with product advertising or other marketing materials.
5. Meeting abstracts may be bound with another organization's published materials as long as no product advertising or other marketing materials are included.
6. The words "selected meeting abstracts" must be noted prominently on the cover along with information identifying the meeting from which the abstracts were taken. Mentioning a drug or a disease in the title (e.g. "Selected Meeting Abstracts on Leukemia" or "Selected Meeting Abstracts on *name of drug*") is permissible, but product logos may not be included either in the title or anywhere on the cover or in the document. The company producing the collection must be clearly identified on the cover.
7. The *ANNALS OF HEMATOLOGY* and **ACUTE LEUKEMIAS**' logos may not be used on the cover or anywhere within the collection. The cover from the *ANNALS OF HEMATOLOGY* Abstract Book may not be used as a cover for a custom abstract publication.
8. The following disclaimer must be included with each meeting abstract: "Copyright **ACUTE LEUKEMIAS XVII**. "Reprinted with permission from the International Symposium **ACUTE LEUKEMIAS XVII**", which does not endorse any particular uses of this document. The International Symposium **ACUTE LEUKEMIAS XVII** is not responsible for the completeness or the accuracy of the transcribed materials in this document."
9. If any abstract collections beside the official abstracts are distributed at the symposium **ACUTE LEUKEMIAS XVII**, beside the officially published abstracts in a special issue of *ANNALS OF HEMATOLOGY*, such distribution must be limited to the exhibit hall. Distribution in the public areas of the hotel is not permitted, except at for invitation-only events.

Terms and conditions for the purchase of extra-copies of the Symposium Abstracts published in *ANNALS OF HEMATOLOGY*

It is possible to acquire extra copies of all published abstracts in *ANNALS OF HEMATOLOGY* at a preferential price. In case of interest please contact the Organizing Office: info@acute-leukemias.de

Music Licensing

ACUTE LEUKEMIAS XVII does not obtain any music licensing that will allow the use of copyrighted recorded music in the booths. Exhibitors interested in playing copyrighted music must obtain the proper licensing.