



## Satellite Event Space Guidelines

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## I. Introduction

The San Antonio Breast Cancer Symposium® (SABCS®) recognizes that satellite events are often arranged in conjunction with its scheduled Symposium dates as a convenience to the target audience in attendance. All events must comply with SABCS policies. Failure to comply will result in the organizing and sponsoring companies and/or institutions being barred from holding satellite events and/or exhibiting during SABCS for a minimum of 1 year.

## II. Satellite Event Definition

A satellite event is any function held adjunct to SABCS by an organization other than SABCS. All satellite events must receive SABCS authorization.

## III. Submitting a Satellite Event Request

SABCS requires ALL organizations (commercial and non-profit) that wish to hold **functions of any size or nature in ANY location during SABCS** to complete a Satellite Event Request.

Submissions for a Satellite Event (using or not using SABCS space) must be made by completing the appropriate application at [www.sabcs.org](http://www.sabcs.org) and abide by these Guidelines and the Policies.

## IV. Types of Satellite Events

- *Open Events* – Events open to all Symposium attendees. SABCS review committee will select the best applications up to a maximum of 10. A maximum of 2 events will be scheduled per day. Please indicate on the application form your desired date in order of preference. Events will be scheduled using the score received on the application and date preference. (If a tie, events will be scheduled on a first come, first served basis on receipt of application.) Applicants will be notified of selection in August. Must be CME accredited. Deadline for applications is July 7. No applications will be considered after the deadline. If supported by industry educational grants, letters of agreement from at least 2 funders are required. If industry support is involved, only those events sponsored by SABCS exhibitors will be considered. A \$25,000 fee will be assessed for each approved open event. Fee includes: one free use of the SABCS domestic mailing list, listing on the SABCS website and in print materials, one free sign placement regarding approved satellite event posted at the convention center. All approved open satellite events will take place at the Marriott Rivercenter/Riverwalk, the SABCS Headquarters Hotel. Applications will be scored according to the following criteria: Proposed content and speaker quality, educational need, timeliness of topic, no overlap with SABCS program content, lower score will be given if program content was covered in last year's SABCS
- *Closed Events* – Those events which are closed to all except the members of a pre-determined group. Limited to events organized by SABCS exhibitors and supporters, select established academic or medical institutions and non-profit organizations. Promotional events will not be approved. Companies who are not supporting SABCS with an exhibit or corporate sponsorship but wish to hold a closed satellite event may do so by becoming a supporter at a minimum level of \$5,000.
  - *Advisory Board Meetings* – A small gathering of corporate board members, which may also include some related experts in the field of discussion.
  - *Hospitality Suites* (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.
  - *Hospitality Desks* – A desk in a hotel lobby used to greet attendees.
  - *Internal Corporate Business Meetings* – A meeting of corporate board members and/or staff. Internal Corporate Business meetings are allowed during blackout times but may not include meeting attendees.
  - *Investigator Meetings* – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.
  - *Investor Meetings* – A small gathering for corporate investors.
  - *Offices* – A room used by corporate staff to conduct business during the meeting. Planned meetings in offices that include meeting attendees are prohibited during the blackout times.
  - *Press Events* – Gatherings such as press briefings, news conferences, press receptions, satellite media tours, etc.
  - *Social Events* – A networking function that is not educational in nature.

## V. Satellite Event Content and Use of SABCS Function Space

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

SABCS, at its sole discretion, will determine whether the proposed activity complies with SABCS standards, applicable policies and requirements and will make every effort to notify the applicant of such decision, via email, within seven (7) business days of receiving the Satellite Event Request. Upon authorization, SABCS will notify applicant and contact at the venue for the requested event designated on the application form. From this point forward the organization will work directly with the venue to plan the event.

### FUNCTION SPACE

- Event organizers are responsible for contracting and payment for function space and support services. If a satellite event application is not approved, SABCS is not responsible for contractual agreements made by event organizers.
- For open events, the Marriott Rivercenter-Riverwalk is the official headquarters hotel of SABCS. Arrangements should be made directly with Debi Hamilton, Senior Event Manager, tel. 210-228-4337, email [Debra.D.Hamilton@marriott.com](mailto:Debra.D.Hamilton@marriott.com).
- For closed events, the Symposium office will be pleased to provide you with the contact information at our other fine Symposium hotels. Phone 210-450-1550, email [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu).
- For function space for closed events at the Henry B. Gonzalez Convention Center, please contact Grace Hernandez, Booking and Services Coordinator, phone 210-207-2221, email [Grace.Hernandez@sanantonio.gov](mailto:Grace.Hernandez@sanantonio.gov).

## VI. Deadlines and Blackout Times

Satellite event requests must be made within seven (7) business days of SABCS to be reviewed.

Organizations may not hold functions that are open to all attendees during the defined “blackout” times. SABCS strictly enforces the blackout times.

Satellite events must be scheduled only during December 7-12, 2020.					
Events are approved only for the following dates & times.					
Monday 12/7/20	Tuesday 12/8/20	Wednesday 12/9/20	Thursday 12/10/20	Friday 12/11/20	Saturday 12/12/20
Any time	End before 11 am Start 7:30 pm	Start 7:30 pm	Start 7:30 pm	Start 7:30 pm	Start 11:30 am

## VII. Marketing, Door drops, and Signage for a Satellite Event

Commercial firms and other organizations wishing to conduct activities during the dates of, immediately prior to, or following SABCS must notify SABCS of such activities *in advance* by submitting a Satellite Event Request to SABCS. SABCS, in its sole discretion, will determine whether the proposed activity appears to meet SABCS standards and requirements and will notify the applicant if the Satellite Event Request is approved. Such approval is conditioned on the event being held in compliance with these Guidelines and the Policies.

Satellite activities, including media events, should not compete with the agenda or events of the SABCS meeting. The nature of any satellite activities should be in keeping with the educational focus of SABCS. Venues, agendas, and media coverage for satellite activities should be conducive to clinical and scientific interchange; even for social functions, promotional trappings should be minimized and clinical and scientific themes, not entertainment activities, should predominate. Promotional activities should be tasteful, appropriate, and professional in nature and must comply with these Guidelines and the Policies.

SABCS representatives may attend any satellite activity (including investigator and corporate board meetings) held within space held by SABCS, to monitor whether the activity complies with applicable SABCS policies and requirements. Any confidential information that is obtained by SABCS representatives in any satellite event or activity will be kept confidential if it is identified as confidential during the satellite event or activity.

Satellite activities, including Open Satellite Events, must meet the criteria outlined in these Guidelines and the Policies. If SABCS develops specific requirements applicable for one or more limited categories of satellite activities, then those specific requirements will apply to those satellite activities.

No participant may present a paper scheduled for presentation during the SABCS meeting and under embargo at the time of the event. The activity or event must comply with SABCS's Abstract Embargo Policy.

No participant may be identified by any applicable SABCS title.

No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the SABCS name or logo, or otherwise suggest or imply that SABCS has endorsed, sponsored or accredited the event, unless otherwise expressly permitted by SABCS. SABCS slide templates, color schemes, and other means of confusing the event with an SABCS-sponsored event may not be used without SABCS's prior written permission in each case. The name of the SABCS meeting or symposia may be mentioned one (1) time only in each marketing piece (not including stationary advertising such as billboards and airport signage) for identification purposes, in a reasonably-sized, neutral font.

The information that may be included on stationary advertising is subject to the restrictions set forth in Section III.B of the Policies. None of San Antonio Breast Cancer Symposium or SABCS may be part of a title or heading of the satellite event, be prominently featured, or listed first in print or electronic materials.

"SABCS" and "San Antonio Breast Cancer Symposium" and other trademarks of SABCS may not be used in the URL, links, or Google Ads or similar online functionality in connection with the event.

The following disclaimer must be prominently displayed and included on all advertisements, marketing pieces, invitations, meeting materials, meeting signage, websites, derivative products, etc. for the event (not including stationary advertising):

"Not an official event of the 2020 SABCS. Not sponsored, endorsed, or accredited by SABCS."  
[Where applicable: Not CME-accredited.]

Meeting signage may NOT include the SABCS name, logo, or name except in the above required disclaimer, which must be prominently displayed and included on all signs (not including stationary advertising), unless otherwise expressly permitted under Section VI of the Policies.

Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to SABCS meeting. Materials must not in any capacity identify SABCS as the sponsor or CME provider.

No event marketing, including for transportation purposes, may be done at the SABCS meeting venue or shuttle busses except within the confines of an individual exhibit booth or table. If the event is being held at the Henry B. Gonzalez Convention Center, directional signage may be displayed but may not be inside or directly outside the rooms where the SABCS event is being held. SABCS must approve the location of the directional sign(s) when placed on site.

#### **Room Drops**

- Approval and distribution of room drops at SABCS hotels is managed exclusively by Convention Communications. Please contact Tom Marshall, phone 513-934-3700, email [tom@doordrop.com](mailto:tom@doordrop.com).

#### **Signs**

- An area will be designated in the convention center lobby for display of signs regarding approved open satellite events.
- No additional display of such signs will be allowed within the Symposium except within an exhibit.
- Approval and placement of signs at SABCS hotels is managed exclusively by Convention Communications. Please contact Tom Marshall at 513-934-3700, email [tom@doordrop.com](mailto:tom@doordrop.com).
- Approval and placement of signs at Henry B. Gonzalez Convention Center is managed exclusively by SABCS. Please contact SABCS at 210-450-1550, email [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu).

Event names, invitations, communications, and marketing may not include the phrase "Satellite Symposium."

### **VIII. Fundraising**

SABCS does not permit commercial firms or other organizations to engage in fundraising activities of any kind in SABCS space. SABCS may, on a case-by-case basis, make a limited exception to this policy for the fundraising activities of or for certain not-for-profit organizations. Any organization seeking such an exception must obtain the prior written approval of SABCS. For approval, please submit your request to [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu).

## **IX. Mailing List and Notices**

SABCS allows exhibitors and other organizations the opportunity to rent attendee mailing lists for pre- and post-marketing for each meeting. Only mailing information will be provided; phone and fax numbers and email addresses are not available for purchase. The lists are sold for a one-time use only. Samples of the mailing (including invitations to satellite events) must be submitted and approved by SABCS prior to an organization receiving the list. SABCS strongly encourages organizations to submit their samples early to allow for adequate production and mail time.

Notices and fliers may be distributed in the sponsoring or organizing company's exhibit and posted on the SABCS message boards. Distribution of notices and fliers within the Symposium, in the convention center lobbies and exterior walkways, as well as on SABCS shuttle buses, is strictly prohibited. All notices must be submitted to the SABCS office for review and approval. Size of each notice to be posted on the message boards must not exceed 8 ½" x 14".

For more information on notices and/or to purchase a SABCS mailing list, please contact SABCS at [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu) or 210-450-1550.

## **X. Press Events**

Organizations planning media events during any SABCS meeting are required to coordinate with SABCS's designated Communications Department. Companies may submit requests for space to hold press events on meeting days; however, events must not conflict with the SABCS meeting, specified blackout times, or SABCS policies.

For more information please contact SABCS's designated Communications Department at [julia.gunther@aacr.org](mailto:julia.gunther@aacr.org) or 215-446-6896.

## **XI. Onsite Information**

Lead retrieval may be used to check in attendees at your event. Contact SABCS for lead retrieval information at [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu) or 210-450-1550.

Registration tables are permitted. They may be set up 30 minutes prior to your event.

Directional signs for your event must abide by the guidelines outlined above in the Section VII of these Guidelines. Only two directional signs are permitted and allowed to be set immediately before the start of your event.

## **XII. Cancellation Policy**

### Open Satellite Events

- Refund less 10% if cancelled by September 1
- Refund less 75% if cancelled by September 30
- No refund for cancellations thereafter

### Closed Satellite Events

- Please notify the Symposia office when cancelling an event by email to [sabcs@uthscsa.edu](mailto:sabcs@uthscsa.edu) or call 210-450-1550.

Please note that SABCS is not responsible for contractual agreements made by event organizers

## **XIII. Contact Information**

Email: [SABCS@uthscsa.edu](mailto:SABCS@uthscsa.edu)

Phone: 210-450-1550

## 2020 Closed Satellite Event Application

**NOTE: ONLY ONE EVENT PER APPLICATION. PLEASE SUBMIT ADDITIONAL APPLICATIONS FOR SEPARATE EVENTS.**

A new application must be submitted for any changes made to an approved event. Submit new application with a copy of the approved application.

Type of event (please check one of the following)

- |   |   |                                      |
|---|---|--------------------------------------|
| <input type="checkbox"/> Business Office        | <input type="checkbox"/> Committee Meeting          | <input type="checkbox"/> Hospitality |
| <input type="checkbox"/> Investigators' Meeting | <input type="checkbox"/> Media                      | <input type="checkbox"/> Social      |
| <input type="checkbox"/> Staff Meeting          | <input type="checkbox"/> Internal Exhibitor Meeting | <input type="checkbox"/> Other _____ |

Name of event (topic if media event): \_\_\_\_\_

Name of group: \_\_\_\_\_

Description of group (who will be attending): \_\_\_\_\_

**Satellite events must be scheduled only during December 7-12, 2020. Events are approved only for the following dates & times.**

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Any time	End before 11:00 am Start 7:30 pm	Start 7:30 pm	Start 7:30 pm	Start 7:30 pm	Start 11:30 am

Date of event: \_\_\_\_\_

Start / end times: \_\_\_\_\_ Estimated attendance: \_\_\_\_\_

Preferred venue: \_\_\_\_\_

Brief description of event (If Media Event, include overview of news to be released): \_\_\_\_\_

Company, institution or organization submitting this application: \_\_\_\_\_

Name and title of person submitting this application: \_\_\_\_\_

Mailing address: \_\_\_\_\_  
STREET CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Company website: \_\_\_\_\_

Client, if application is submitted by meeting management company: \_\_\_\_\_

**Send completed application and attachments via email, fax or postal service to:**

SABCS  
UT Health San Antonio  
7979 Wurzbach Road, MC 8224  
San Antonio, TX 78229  
Fax 210-450-1560  
sabcs@uthscsa.edu

FOR OFFICE USE ONLY	
Date received _____	
Date reviewed _____	
<input type="checkbox"/> Approved	<input type="checkbox"/> Denied



December 8-12, 2020

Henry B. Gonzalez Convention Center  
San Antonio, Texas USA



# 2020 Open Satellite Event Application

SUBMISSION DEADLINE: JULY 7, 2020

Title of proposed event: \_\_\_\_\_

Please number 1–3 to indicate preferred date of event. Time slots are not necessarily exclusive.  
More than one event may be scheduled on a single night.

\_\_\_ Tuesday, December 8, 7:30 PM    \_\_\_ Wednesday, December 9, 7:30 PM    \_\_\_ Thursday, December 10, 7:30 PM

\_\_\_ Friday, December 11, 7:30 PM    \_\_\_ Saturday, December 12, 12:00 PM

Start / end times: \_\_\_\_\_ Estimated attendance: \_\_\_\_\_

Program objective: \_\_\_\_\_

Target audience: \_\_\_\_\_

CME provider: \_\_\_\_\_

Sponsors (funding sources): \_\_\_\_\_

Event organizer (company or organization name): \_\_\_\_\_

Check here if a non-profit organization

Company website: \_\_\_\_\_

Contact name and title: \_\_\_\_\_

Mailing address: \_\_\_\_\_  
STREET CITY STATE/PROVINCE ZIP/POSTAL CODE COUNTRY

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

On-site contact name (if different): \_\_\_\_\_

**Please attach:**

- Brief description of the program (75 words or less)
- Faculty under consideration
- Proposed topics
- Confirmation of or applications for educational grants in support of event

**Send completed application and attachments via email, fax or postal service to:**

SABCS  
UT Health San Antonio  
7979 Wurzbach Road, MC 8224  
San Antonio, TX 78229  
Fax 210-450-1560  
sabcs@uthscsa.edu

FOR OFFICE USE ONLY	
Date received _____	
Date reviewed _____	
<input type="checkbox"/> Approved	<input type="checkbox"/> Denied