



**IASLC | ASCO 2025**  
**North America Conference**  
**on Lung Cancer**

**DECEMBER 5-7, 2025**  
**CHICAGO, ILLINOIS**

# Satellite CME Symposia Policies and Guidelines

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# Overview

## Thank you!

Thank you for sponsoring a Satellite CME Symposium in conjunction with the 2025 North America Conference on Lung Cancer (NACLC25). We truly appreciate your support and partnership.

This document is intended to help you prepare for your symposium. Please review it carefully, and don't hesitate to reach out to the IASLC Corporate Development Team with any questions.

Sincerely,  
IASLC Corporate Development Team



# Contact Information



## IASLC Contacts

### Development Program Manager

Tessa Baxter

[Tessa.Baxter@iaslc.org](mailto:Tessa.Baxter@iaslc.org)

### Sponsorship and Exhibits Coordinator

Maggie Lilac

[Maggie.Lilac@iaslc.org](mailto:Maggie.Lilac@iaslc.org)

## Marriott Contacts

### Venue (Cleaning & Catering)

Alexander Marr

Conference Services Manager

[alexander.marr@marriott.com](mailto:alexander.marr@marriott.com)

### Audio Visual, Electricity, Internet

Brittany Champion

Encore Global

[Brittany.Champion@encoreglobal.com](mailto:Brittany.Champion@encoreglobal.com)

### Marriott Onsite FedEx

Rebecca Kellner

Store Manager

[rebecca.kellner@fedex.com](mailto:rebecca.kellner@fedex.com)

# Important Dates



**Important dates for NACLC25 Symposia are listed below.**

<b>Symposium Program Draft Due</b>	September 15, 2025
<b>Program Approval Deadline</b>	September 22, 2025
<b>Symposium Marketing &amp; Promotional Materials Due</b>	October 15, 2025
<b>Lead Retrieval Orders Due</b>	November 7, 2025
<b>1st e-Blast Announcing all Symposia</b>	November 18, 2025
<b>Virtual Pre-Con Meetings</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> weeks of November
<b>2nd e-Blast Announcing all Symposia</b>	November 30, 2025
<b>Deadline to Submit F&amp;B Orders and a method of payment on file</b>	November 10, 2025
<b>Deadline to sign BEO and payment charged</b>	November 27, 2025
<b>Deadline to Submit Additional AV Requirements</b>	November 14, 2025
<b>Earliest date shipment</b>	November 28, 2025
<b>Onsite Pre-Con Meetings</b>	December 4 and 5, 2025

# Program Draft Submission



## How to Submit:

The Program Draft for your symposium must be submitted on the [IASLC's Online Symposia Program Form](#).

## Program Draft Requirements:

- Proposed title, description, agenda, learning objectives, and faculty (chairs and speakers)
- CME/CE accreditor information
- Number of credit hours
- Overall project management lead information, if different from the accreditor
- Marketing information, if additional marketing will be done outside of what is supplied by the IASLC
- Details regarding any enduring material created from the content

## Important Notes:

- You will need to login via IASLC's Member Portal to complete the online form. If you don't have an account, you will need to create one.
- Symposia titles should accurately reflect program topic(s) and should not include promotional language.
- The content and format of the program or its related materials must promote improvements or quality in healthcare and not a just specific proprietary business interest or a commercial interest.

**Program Draft Submission Deadline is Monday, September 15, 2025.**

# Program Content & Approval Process



## Program Content

The content of your symposium must adhere to the following:

- All treatment recommendations must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients.
- All scientific research referred to, reported, or used in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
- Content presented must not promote recommendations, treatment, or manners of practicing medicine that are not within the definition of CME or known to have risks or dangers that outweigh the benefits or known to be ineffective in the treatment of patients.
- Content presented must not advocate for or promote unscientific modalities of diagnosis or therapy outside the generally accepted standards of care.
- Content must be presented in an objective, balanced, and scientifically rigorous manner, and must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest/ineligible company.
- Content is allowed to be streamed to the symposia sponsors platform.

## Approval Process

Once your online form is submitted, it will be routed to the IASLC's Education Committee and the NACLC 2025 Conference Chairs for their review and approval. This ensures that:

- The scientific quality and scope are appropriate for NACLC 2025.
- The information is presented in an objective, balanced, and scientifically rigorous manner.

Please allow up to ten (10) business days to receive a response indicating whether the proposed activity has been approved. Once the program has been approved, any changes need to be resubmitted to the IASLC for re-approval.

# Symposium Faculty Guidelines



## Faculty Disclosures

Disclosure of all financial relationships with commercial interests must be included at the start of presentations. This may be done in written (slides, handout) or verbal form.

## Recording & Archiving Consent

Sponsors are responsible for obtaining consent from each speaker for recording their presentation and archiving the footage post-conference.

## Faculty Selection Guidelines

Symposia sponsors/providers must adhere to the following guidelines when selecting the faculty for their session(s):

- NACLC Conference Chairs are prohibited from serving as faculty for any symposia.
- Faculty may participate in one symposium only, regardless of their role in the symposia.
- Symposium organizers must ensure that faculty have agreed to participate exclusively in their symposium before including their names in the program draft.
- Faculty are not allowed to participate in a symposium on the same topic as that of their official NACLC 2025 presentation.
- Faculty are required to be registered delegates of NACLC 2025.

## Faculty Expenses

Symposia sponsors/providers are responsible for covering the following faculty expenses:

- Conference registration fees (if faculty is attending the conference)
- Symposia-only pass (if faculty is not attending the conference)
- Travel expenses (including flights)
- Accommodation for two nights

**When an individual who is symposium faculty is also conference faculty, IASLC will bill the sponsor/provider for any of that individual's expenses that were paid by IASLC.**

# IASLC-Provided Marketing & Promotion Opportunities



The IASLC is committed to assisting symposia sponsors with marketing and promotions for their session(s). For each symposium, the IASLC provides the marketing/promotion opportunities detailed below.

## **Pre-Conference Opportunities:**

1. Symposia listed on conference website and mobile app
2. Email blast to conference registrants (2x)
3. Social Media post (1x)

## **Onsite Opportunities:**

1. Symposia details sign at registration (Printed and provided by IASLC)
2. Listing in virtual program book
3. Mobile App Push Notification

Details on each opportunity, including specifications and due dates, are listed in the pages that follow.

# Pre-Conference Opportunities




## Symposia listed on conference website and mobile app

- Approved symposia listing includes:
  - Full program title
  - Date and time
  - Speaker name(s) and title(s)
  - Brief description
  - URL to registration page

Example of Symposium description in mobile app:

← CME Symposium



Date: Saturday, February 22





Time: 13:00 - 14:00

Location: Mariner's Ballroom

Faculty: Jonathan W. Goldman, MD, Kristin Higgins, and Marina Chiara Garassino, MD

**Mastering Advances in Managing Unresectable and Metastatic NSCLC—Immunotherapy, Targeted Therapies, and Emerging Strategies**

This educational program aims to equip oncologists, multidisciplinary care teams, and other healthcare professionals with the latest evidence and clinical insights to optimize the care of patients with NSCLC.

 Home  Industry Supporters  Live Support  Program

Example of Symposium description after clicking on the title in the Program Agenda:

**SCS04: Lung Cancer Tumor Board®: Mastering Advances in Managing Unresectable and Metastatic NSCLC—Immunotherapy, Targeted Therapies, and Emerging Strategies (Lunch Included)**

📅 Saturday, February 22, 2025  
🕒 1:00 PM - 2:00 PM  
📍 Mariner's Ballroom (lower level)

**Details**

The management of non-small cell lung cancer (NSCLC) is rapidly evolving, driven by significant advances in targeted therapies, immunotherapy, and combination regimens. Despite these advancements, critical challenges remain, particularly in the treatment of EGFR-mutant NSCLC and patients with resistance to first-line therapies such as osimertinib. The emergence of resistance mechanisms, including MET-driven resistance, highlights the need for innovative approaches to sustain clinical benefits and improve long-term outcomes for this patient population. Recent developments underscore the transformative potential of antibody-drug conjugates (ADCs) and bispecific antibodies in overcoming resistance in EGFR-mutant NSCLC. Trials such as TROPION-Lung05 and TROPION-Lung15 have showcased the efficacy of datopotamab deruxtecan (Dato-DXd) as monotherapy and in combination with osimertinib, offering promising therapeutic options for patients who have progressed on prior EGFR inhibitors. Concurrently, the use of bispecific antibodies such as MCLA-129, targeting both EGFR and MET, exemplifies the expanding role of dual-targeted therapies in addressing complex resistance profiles. The integration of immunotherapy into NSCLC treatment, particularly in unresectable stage III disease and advanced/metastatic settings, represents another critical frontier. Trials such as PACIFIC and PACIFIC-R have established durvalumab as a cornerstone of consolidation therapy following concurrent chemoradiotherapy (CRT), while ongoing studies like PACIFIC-9 and KEYLYNK-012 explore combination strategies to enhance outcomes. For patients with advanced or metastatic disease, the combination of osimertinib and chemotherapy, validated in the FLAURA2 trial, marks a significant step forward, improving both progression-free survival and central nervous system (CNS) control. This educational program aims to equip oncologists, multidisciplinary care teams, and other healthcare professionals with the latest evidence and clinical insights to optimize the care of patients with NSCLC.

# Pre-Conference Opportunities



## Email Blast to Conference Registrants

- Two promotional emails as part of the campaign—one sent three weeks before the event and one during the week of the event.
- Size: 700px W x 175px H, static image
- Format: JPEG/PNG
- Link to registration page to attach to banner ad

Example of Email Blast:

Happening This Week: Industry Symposia at TTLC 2025!



♥ 1

### Top Industry Leaders to Speak at SCLC 2025

We're thrilled to welcome you to the **IASLC 2025 Small Cell Lung Cancer Meeting!** Be sure to attend the **Industry Satellite Symposia**, where leading experts will share insights on the latest advancements in treatment.

*These sessions are not sponsored or endorsed by the IASLC, and are not part of the official IASLC program.*

**FRIDAY, APRIL 4, 2025**



# Pre-Conference Opportunities



## Social Media Post

- One dedicated social media post per sponsor on IASLC's LinkedIn and X (formerly Twitter), with each sponsor assigned a specific day depending on the total number of symposia.
- Use official hashtags: #IASLC #NACLC25
- Size: 1080px W x 1080px H, static image
- Format: JPEG/PNG
- Link to registration page to attach image

### Example of LinkedIn Post:

**IASLC** International Association for the Study of Lung Cancer  
11,537 followers  
1mo •

Calling all thoracic oncologists, medical oncologists, and advanced practitioners!


Join **PVI, PeerView Institute for Medical Education**, for a high-impact virtual CME event on EGFR-mutated NSCLC featuring:

- Dr. Natasha B. Leigh
- Dr. Joshua Sabari

This interactive session will highlight the latest data, guideline updates, and real-world case strategies for EGFR-targeted care.

Thursday, May 15 | 7:00 PM ET  
Reserve your spot: <https://bit.ly/L-EGFR>

#LungCancerCare #PrecisionMedicine #IASLC

 Mastering the Evidence and Establishing Best Practices for Making Well-Informed Precision Decisions in EGFR-...  
[lm.peerview.com](http://lm.peerview.com)

### Example of X Post that will be similar for Symposium:

**IASLC** @IASLC · Jun 10  
Save the date!

The IASLC | @ASCO North America Conference on Lung Cancer (#NACLC25) will take place December 5-7 in Chicago.

Don't miss cutting-edge research on early detection, breakthrough therapies, and more at this premier event.

Learn more [bit.ly/43QO4qb](https://bit.ly/43QO4qb)



# Onsite Opportunities



## Symposia details sign at registration

IASLC will create one (1) sign for all approved symposia, displayed near the registration area. Each listing will include the event title, time, and location.

Example of symposia details sign:





2025 Targeted Therapies  
of Lung Cancer Meeting

FEBRUARY 19-22, 2025 | HUNTINGTON BEACH, CA

#TTL25

## SYMPOSIA

**Treatment of Adults With ALK-Positive or BRAF V600E-Mutated Metastatic Non-Small Cell Lung Cancer (NSCLC)**  
Wednesday, February 19 | 16:00 - 17:00 | Vista Ballroom

**Advancing Outcomes in Limited-Stage Small Cell Lung Cancer: From Evidence to Practice**  
Thursday, February 20 | 7:00 - 8:00 | Mariner's Ballroom

**Advancing Care for Patients with HER2-Mutant mNSCLC After Prior Therapy**  
Thursday, February 20 | 12:45 - 13:45 | Huntington South

**Experts vs AI ADC Challenge—Lung Cancer Edition: Interpreting the Evidence, Exploring Practicalities**  
Thursday, February 20 | 18:45 - 19:45 | Mariner's Ballroom

**Combined Power to Change the Game: RYBREVANT(R) + LAZCLU;E in First-Line Treatment of EGFR+ Locally Advanced or mNSCLC**  
Friday, February 21 | 12:30 - 13:30 | Huntington South

**Educating, Empowering, and Engaging: A Focus on HER2-Activating Mutations in NSCLC**  
Saturday, February 22 | 7:00 - 8:00 | Mariner's Ballroom

**Lung Cancer Tumor Board: Mastering Advances in Managing Unresectable and Metastatic NSCLC—Immunotherapy, Targeted Therapies, and Emerging Strategies**  
Saturday, February 22 | 13:00 - 14:00 | Mariner's Ballroom

CONQUERING LUNG & THORACIC CANCERS  
WORLDWIDE IN THE 21ST CENTURY

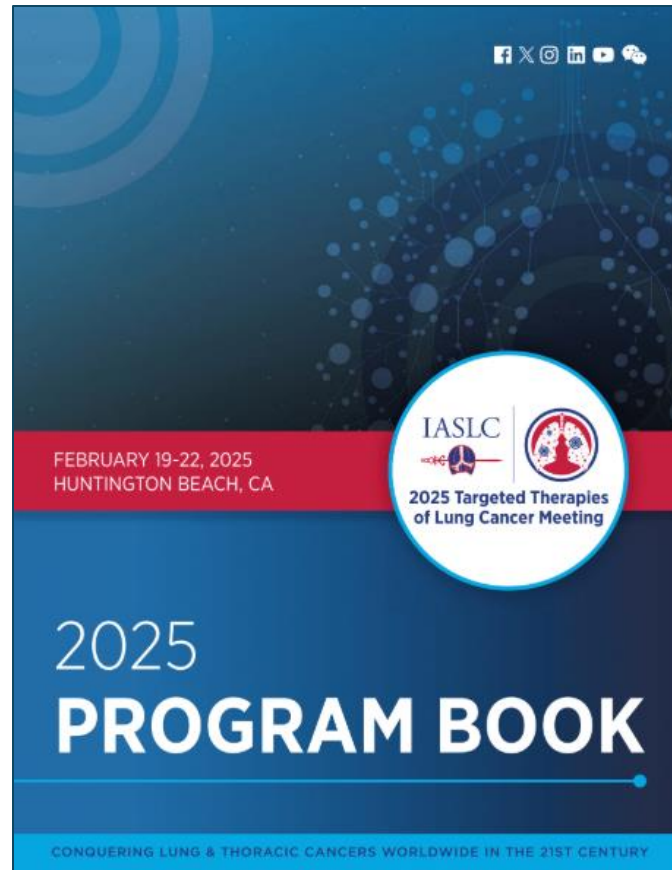
# Onsite Opportunities



## Listing in Virtual Program Book

Approved symposium programs will be included in the Virtual Program Book. The listing will include title, date, and location.

First page of Virtual Program Book:



Example of Symposium Page in Virtual Program Book:



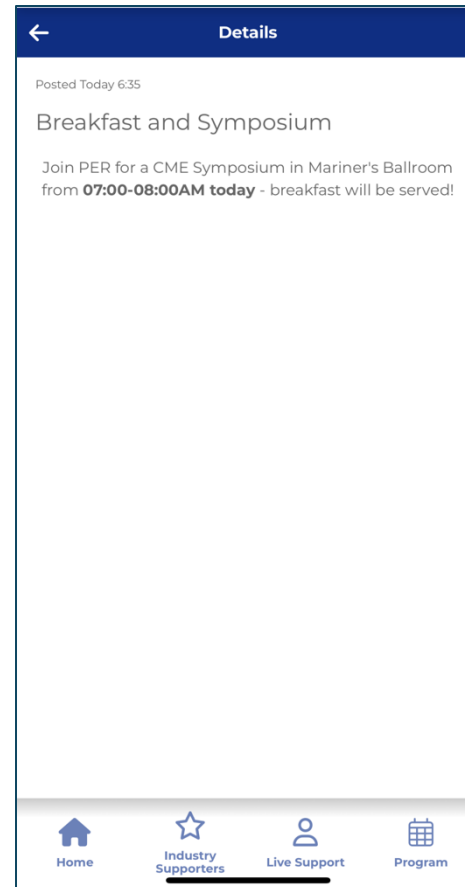
# Onsite Opportunities



## Mobile App Push Notification

- One (1) push notification will be sent per approved symposium before the event, with limited information and a link to more information.
- IASLC staff will create and send app push notifications.

Example of mobile app push notification:



# Satellite Symposium Marketing Timeline & Deadlines



Please submit all materials and content by the stated deadlines to respect the time and efforts of the IASLC marketing team. We can't guarantee that submissions received after the deadline will be included in promotions for the Satellite CME symposia. Symposia signed after key deadlines will receive a shortened timeline for submissions.

## Marketing Timeline:

- **Within 1 week of signing the symposium sponsor agreement**
  - Submit a high-resolution logo, sponsor website URL, and marketing contact information (up to 3 contacts).
- **Within 1 week of submitting contact information and logo**
  - Receive marketing benefits email from primary marketing contact
- **90 days before the event**
  - The sponsor submits onsite signage for approval by IASLC.
- **60 days before the event**
  - Submit finished email, social media, and invitation flyer assets to IASLC for approval and usage.
- **45 days before the event**
  - IASLC will send sponsors the detailed marketing timeline, including email schedule and social media plans.
- **30 days before the event**
  - Sponsors receive draft emails for review and feedback.
- **3 weeks before the event**
  - IASLC sends the first promotional email to the audience.
- **Week of the event**
  - IASLC sends the final promotional email to maximize last-minute engagement.

# Sponsor Deliverables



## Conference Website

- A list of approved symposia will be on the Conference website, and the title can link to your symposium invitation (in a PDF low-resolution version) or a website.
- Company Logo: High-resolution PNG or JPG
- Company Website: Full URL
- Invitation Graphic
  - Purpose: Visual asset for website and email
  - Design: Clean and simple to keep it versatile and eye-catching
  - Format: Sized appropriately for a flyer
  - Website Use
    - Content of the graphic should include:
      - Full program title
      - Date and time
      - Speaker name(s) and title(s)
      - Call to action (e.g., “Register now” or “Learn more”)
      - Brief description, if needed
    - Graphic Specifications: Due 60 Days Out from the Event

## Other Graphic Needs:

- Accompanying copy:
  - Program title (repeated for clarity)
  - Date and time
  - Speaker(s) name and brief intro
  - Call to action (e.g., “Register now” or “Learn more”)
  - Graphic Specifications: **Due 60 Days Out from the Event**

## Sizes:

- Social Media Square | Size: 1080px W x 1080px H, static image | Format: JPEG/PNG
- Flyer | Maximum Size: Two pages, 5 MB max | Dimensions: 210mm x 297mm or 8.27” x 11.69” | Format: PDF low-resolution version

# Signage & Distribution



IASLC expects all symposia sponsors to adhere to established guidelines. Future participation opportunities may be contingent upon meeting these expectations.

## Onsite Signage

You are entitled to place three (3) pieces of promotional signage as per the specifications below.

- Dimensions: Each piece must be self-standing and maximum 1m x 2m (3 feet wide x 7 feet high).
- Deadline: Please send a draft PDF before [insert date] for review and approval for production.
- Placement: Promotional signage can only be placed as follows:
  - Outside your symposium area
- Display Times:
  - Your promotional signage may be on display no longer than 30 minutes before the start of your symposium and until your symposium finishes.
- All signage related to your symposium must then be removed promptly after your symposium.
- Moving any conference signage or any other one that has already been placed is prohibited when placing your signage.
- All signage left on display after this time will be removed by Conference management.
  - Additional labor charges may apply.

## IASLC Signage

IASLC will create one (1) sign for all approved symposia, displayed near the registration area. Each listing will include the event title, time, and location.

## Onsite Distribution

Your personnel or agents may **NOT** distribute any Sponsored Symposia literature directly to event delegates at the conference venue or hotels. You may distribute from your exhibit booth in the Conference Exhibition Hall (if applicable) or via approved door drop (available at an extra charge).

# Sponsor-Created Marketing Materials



## Review & Approval of Materials

All sponsor-created marketing/promotional graphics and materials must be uploaded to IASLC for review and approval prior to release. This includes, but is not limited to, online registration pages, flyers, invitations, e-mail blasts, banner ads, and social media posts.

## Required Disclaimer

All promotional and enduring materials associated with your symposium must include the following statement:

*“This program was approved by the IASLC as an independent activity in conjunction with the North American Conference on Lung Cancer. This program is not sponsored or endorsed by IASLC nor part of the official IASLC North American Conference on Lung Cancer program.”*

Failure to include this statement will result in your materials being rejected.

## Use of Logos

Use of the official conference logo or the IASLC logo on any materials referring to symposia is strictly prohibited.

# AV and On-site Information



## Symposia Location

Symposia space at Marriott Downtown Chicago Magnificent Mile. Symposia will be in Chicago Ballroom ABCD (5th floor – same room as General Session/Track 1) and Marriott Ballroom (4th floor – same room as Track 2)

## A/V Package

Conference AV set up, including screens, projectors, stage, panel table with microphones, podium with laptop, and floor microphones. Any additional AV is at the sponsor's expense.

## Additional AV

If additional AV is needed, the symposia sponsor is responsible for coordinating directly with the venue and the onsite AV provider to arrange and contract any extra room setup or AV requirements. Please refer to [page 4](#) of the guidelines for contact information.

## Response Recording

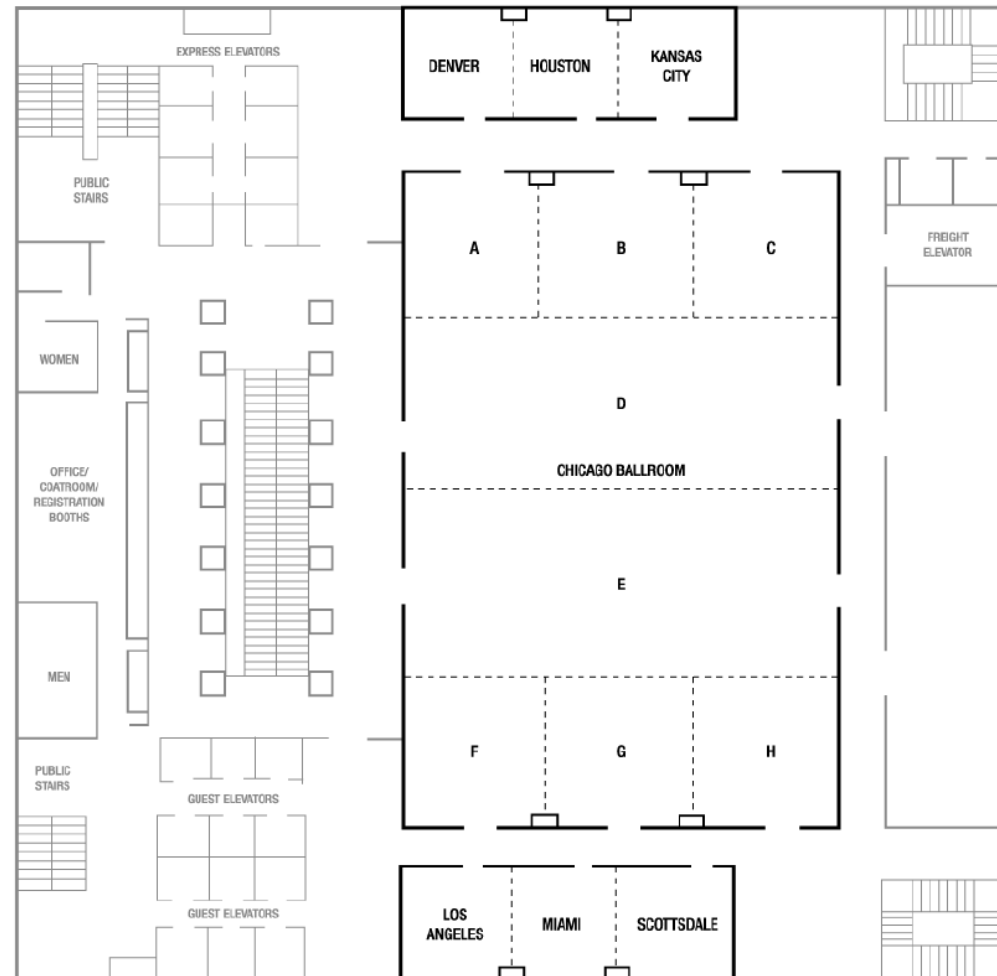
Devices such as iPads, are allowed to be provided by the sponsor to record responses from the audience. Chargers will not be provided by AV.

# On-Site Storage



## Storage

- Complimentary on-site storage will be available for symposia materials not in use
- Kansas City Room, 5th Floor (near the freight elevator and Chicago ABCD)
- No additional charge



# Registration and Badge Information

## Each symposia sponsor receives:

- 6 complimentary “Symposia Only” badges.
  - These may be used for staff or faculty and distributed at the sponsor’s discretion.
- Additional badges may be purchased for \$50 each (code to be provided).
- All badges must be registered by name via the registration link.

**A separate email will be sent soon with registration codes, instructions, and further details.**

