



GEST 2024

GLOBAL
EMBOLIZATION
ONCOLOGY
SYMPOSIUM
TECHNOLOGIES

Ancillary Meeting Guidelines

Meeting Dates: May 16-19, 2024

Sheraton New York Times Square Hotel

Introduction

The annual Global Embolization Symposium and Technologies 2024 (GEST 2024) is one of the largest embolization-focused educational meetings in the world. Considered the ultimate source of information regarding embolotherapy, GEST is recognized for distinctive live and interactive teaching and the frequent presentation of new technologies and original research.

GEST 2024 presents a prime opportunity for affiliates – exhibitors, corporate supporters and nonprofit organizations – to hold meetings and events in connection with the four-day workshop. GEST encourages affiliates to take advantage of this opportunity and has established a set of guidelines to be followed when planning and hosting ancillary meetings. All ancillary meetings held in conjunction with the GEST 2024, from Wednesday, May 15, 2024 through Sunday, May 19, 2024, must adhere to these guidelines, regardless of the meeting location.

Ancillary Meeting Examples

GEST will be the sole provider of all educational and scientific programming from Wednesday, May 15, 2024 through Sunday, May 19, 2024. Consequently, **any ancillary meetings with an educational or scientific focus or intent are strictly prohibited during these five days.** Examples of permissible ancillary meetings include:

- **Private food and beverage functions** that are by “invitation only.” Corporate/executive staff may speak about their products and services, but educational speakers are prohibited. An educational speaker is a non-corporate/executive staff member who is considered a subject matter expert in the field and may or may not receive a fee for their speaking services.
- **Investigator Meetings/Industry Updates** that are by “invitation only.” Investigators involved in conducting research for the company and individuals who have provided consultation for the company are appropriate speakers; prospective investigators and consultants are not appropriate.
- **Press briefings** provided that: (a) content must be pre-approved; (b) the briefing must comply with any applicable embargo dates/times regarding GEST abstracts; and (c) briefings may not be held at the Sheraton or conflict with any GEST-sponsored events.
space at the Sheraton
- **Patient advocate groups or nonprofit organization meetings** that do not involve commercial-interest companies.
- **Advisory Board Meeting** that only involve corporate board members, which may also include some related experts in the field for general company-related discussion.
- **Investor Meetings** that only involve corporate investors; physicians that are considered Key Opinion Leaders (KOLs) are prohibited from attending.
- **Sponsor/Exhibitor pre-conference meetings** that are designed to prepare exhibit staff for exhibit participation. These meetings can be held at any time.
- **Internal sales, business, or staff meetings** for sponsors or exhibitors at GEST 2024, provided that such meetings are closed to other meeting attendees. These meetings can be held at any time.



Please note: Webinars and virtual conferences in conjunction with GEST 2024 are subject to these guidelines, even if they are hosted outside of the annual meeting location.

Approved Dates and Times of Ancillary Meetings

Ancillary meetings are only permitted during hours that do not conflict with the GEST 2024 programming and/or other official GEST events as outlined below. Meetings must start and end within the approved times listed below. **The following table provides approved dates and times during which ancillary meetings are permitted.**

Date	Morning	Lunch	Evening
Wed, May 15	Events can be held at any time before 6:00 pm. After 6:00 pm, physicians in training cannot be invited to participate.		
Thurs, May 16	6:00 – 7:00 a.m.	Not available	Any time after 8:00 p.m.
Fri, May 17	6:00 – 7:00 a.m.	Not available	Any time after 8:00 p.m.
Sat, May 18	6:00 – 7:30 a.m.	Not available	Any time after 7:30 p.m.
Sun, May 19	6:00 – 8:30 a.m.	Any time after 12:00 p.m.	

Promotion of Ancillary Meetings

All promotional materials for ancillary meetings must include the following statement: *This meeting is NOT an official program of GEST 2024.* The use of any GEST logo or likeness on promotional materials is strictly prohibited. Brochures, posters, or marketing materials of any kind that contain a schedule of official GEST events such as the Education Program, Scientific Program, and oral/poster sessions are also prohibited. Promotion of meetings is not permitted in/around the Sheraton or through “room drops.” This includes individuals walking or standing with signage. Limited, modest, on-site directional signage for ancillary meeting attendees is allowed. Signage must be specific; signs should clearly state the name and location of the event and should be professional in nature.

On Site Setup & Signage

Roll up signage is permitted outside of the meeting room. Signage may not exceed a roll up. Large exhibit style pop-up signs are prohibited. Companies will not be permitted to post promotional signs or literature in the Sheraton lobby.

Sandwich boards and/or persons holding small signage or handing out promotional materials are prohibited. Standing in the public areas of the hotel lobby and hallway to promote your meeting is strictly prohibited. Companies found violating these guidelines risk penalties from GEST and GEST also reserves the right to remove signage in violation of the above guidelines without notice.

Important Note: GEST reserves the right to attend/monitor all ancillary meetings without notice. Violators will jeopardize participation in future GEST meetings.