



# 67th ASH® Annual Meeting and Exposition

DECEMBER 6-9, 2025 | ORLANDO, FLORIDA



## Targeted Messaging

### Connect with ASH Annual Meeting Attendees in a Powerful New Way

Introducing *Targeted Messaging*—a high-impact opportunity to directly reach and connect effectively with the select audience most directly related to your company's products or services. Targeted Messaging is designed to enhance your visibility and support your engagement goals with strategic precision and personalized relevance.

Here's how it works:

- **Tailored cohort:** You customize your recipient cohort. Options include the attendees' geographical location, primary institutional affiliation, their chosen clinical and/or research interests, using session attendance data or any combination of these criteria. Your precise list ensures your message reaches the most relevant individuals.
- **You design the message:** Your team provides the text, branding, images, videos, and hyperlinks to develop your message within an ASH annual meeting email template.
- **ASH manages the delivery:** Based on your selected audience criteria, ASH will compile the targeted recipient cohort and manage the email distribution process. ASH will also provide high-level engagement analytics such as open and click through rates for your message.
- **Flexible, exclusive timing:** Messages can be sent before or after the annual meeting. To ensure maximum exposure, only one Targeted Message will be sent per day. ASH will schedule messages on a first-come, first-served basis. Order forms for pre-meeting messages must be received by Wednesday, October 1, 2025. For post-meeting messages, order forms should be submitted no later than 6 weeks from email distribution date.
- **Pricing and Availability:** Pre-meeting messages will be sent weekdays from November 10, 2025 through December 2, 2025. Post-meeting messages will be sent starting December 10, 2025 through March 6, 2026. Contact us today for pricing details and available dates.



#### CONTACT US TODAY!

800-564-4220 | 703-631-6200  
[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)

**Exhibitors will earn one priority point per \$2,500 in support opportunity spend.**

The deadline to earn priority points is October 1, 2025.

## SAMPLE TEMPLATE



**67th ASH® Annual Meeting and Exposition**  
DECEMBER 6-9, 2025 | ORLANDO, FLORIDA

#ASH25

**Sponsored communication from a featured  
2025 ASH Annual Meeting Exhibitor**

## Your Company's Message and Graphic Here

**VISIT US AT BOOTH 624**

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[LEARN MORE](#)

### Attend Our Industry Theater

**Monday, December 8, 2025 | 8:00 a.m. - 9:00 a.m. Eastern**

**Presentation Title Here**

Speaker: John Smith, Medical Science Liaison

### Partnering With Pharma to Streamline Clinical Development

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[WATCH VIDEO](#)

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