61st ASH® Annual Meeting and Exposition

Meeting: December 7-10, 2019 • Exhibits: December 7-9, 2019
Orange County Convention Center • Orlando, Florida

Exhibitor Prospectus

Experience the Premier Event in Malignant and Non-Malignant Hematology!
Why Exhibit?

The field of hematology continues to evolve, and new discoveries are emerging at a rapid pace. Take advantage of the opportunity to become an exhibitor at the 61st ASH Annual Meeting and Exposition, the world's most comprehensive hematology event of the year.

Over 25,000 hematology professionals from every subspecialty attend the ASH annual meeting for the invaluable educational experience, the opportunity to review thousands of scientific abstracts highlighting updates in the hottest topics, and to explore the exhibition hall that is second to none.

Whether you are a pharmaceutical company, medical supplier, clinical diagnostic and research-based company, publisher, or non-profit organization, an exhibit allows you to showcase the latest technology, research and products and services to the top minds in the field of hematology.

EXHIBIT SPACE FOR THE 2018 ASH ANNUAL MEETING WAS SOLD OUT. DON’T MISS THIS OPPORTUNITY. SECURE YOUR 2019 SPACE TODAY!

For more information on exhibiting contact:
SPARGO, Inc. | 800-564-4220 | 703-631-6200
ashexhibits@spargoinc.com | www.hematology.org

“Takeda considers the ASH annual meeting to be one of the most important meetings we attend all year. We are able to engage with physicians as well as access and share the latest information with the oncology and hematology/bleeding disorder community that impacts patient care.”

GROUNDBREAKING RESEARCH WILL BE PRESENTED AT THE 2019 ASH ANNUAL MEETING.
Attendees will be excited about these scientific themes and more:

- Leveraging genome editing and single cell technologies to identify undruggable targets and treat disease
- Understanding immune regulation and the role of the microenvironment on immunotherapy application
- Applying machine learning in treatment of hematologic diseases
Gain Direct Access to the Largest Audience of Hematology Professionals in the World

**GEOGRAPHIC BREAKDOWN**

- **United States**: 14,090
- **Canada**: 931
- **Mexico**: 265
- **Europe**: 5,867
- **Middle East**: 452
- **Africa**: 115
- **South America, Central America and Caribbean**: 1,246
- **Asia**: 2,430
- **Australia/Oceania**: 391
- **Canada**: 931
- **International**: 11,697

**Ratio of professional attendees to exhibiting companies is more than 90:1**

“**As a new single-cell genomics business, ASH has provided Mission Bio with exciting access to key scientific leaders in the field of leukemia, cancer and translational research. We have developed a number of qualified leads with the ASH audience and consider the annual meeting to be highly important in our marketing plans.**”

**PRIMARY SUBSPECIALTY AREA**

- Pathology 5%
- Pediatrics 11%
- Research Scientist 36%
- Internal Medicine 48%

**PRIMARY INSTITUTIONAL AFFILIATION**

- Other 8%
- Federal Health System Entity 1%
- Private Practice 2%
- Nonprofit Research Institute 7%
- Hospital or Clinical Facility 21%
- Medical School/Academic Center 30%
- Corporate 31%

**JOB RESPONSIBILITIES**

- Other 36%
- Direct Lab-Based Patient Care 34%
- Direct Patient Care 41%
- Administration 44%

*Attendees identified up to six categories*
Attendees Can’t Say Enough

“Excellent meeting, congratulations”
“The exhibition was well balanced”
“Very positive experience, exciting new research/treatment options”
“Had an amazing time”
“Very productive meeting”
“Beautiful exposition”
“Great meeting with excellent practical practice information”
“I would like to attend every year”
“Good speakers, good discussion, and good exhibition”
“Happy and grateful for having the opportunity to participate”
“Enjoyed the meeting thoroughly”
“The experience was phenomenal”
“Marvelous, as usual”
“Looking forward to future meetings”

ABOUT ASH

With more than 17,000 members from nearly 100 countries, the American Society of Hematology (ASH) is the world’s largest professional society serving both clinicians and scientists around the world who are working to conquer blood diseases.

The Society’s mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

Become an Exhibitor

VENUE
Orange County Convention Center
9800 International Dr.
Orlando, FL 32819

EXHIBIT SPACE RATES

<table>
<thead>
<tr>
<th>Space Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Space Rate</td>
<td>$60.00 per square foot</td>
</tr>
<tr>
<td>Island Space Rate</td>
<td>$72.00 per square foot</td>
</tr>
<tr>
<td>Corner Premium</td>
<td>$600 per open corner</td>
</tr>
<tr>
<td>Non-profit Rates</td>
<td>Contact us</td>
</tr>
</tbody>
</table>

are Available

EXPOSITION DATES AND HOURS*:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, December 7</td>
<td>11:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Sunday, December 8</td>
<td>10:00 a.m. - 5:00 p.m.</td>
</tr>
<tr>
<td>Monday, December 9</td>
<td>10:00 a.m. - 2:00 p.m.</td>
</tr>
</tbody>
</table>

*Hours subject to change

DID YOU KNOW?

According to the Center for Exhibition Industry Research, the most popular objectives for exhibiting are:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach/identify new customers/sales leads</td>
<td>95%</td>
</tr>
<tr>
<td>Build product/company awareness</td>
<td>94%</td>
</tr>
<tr>
<td>Meet with existing customers</td>
<td>89%</td>
</tr>
<tr>
<td>Need to be there—have presence</td>
<td>82%</td>
</tr>
<tr>
<td>Network with colleagues/professionals</td>
<td>78%</td>
</tr>
<tr>
<td>Launch/promote new products and services</td>
<td>76%</td>
</tr>
<tr>
<td>Demonstrate thought leadership in industry</td>
<td>70%</td>
</tr>
<tr>
<td>Product interaction/experience promotions</td>
<td>69%</td>
</tr>
</tbody>
</table>

SOURCE: CEIR
Expand Your Presence Beyond the Booth

**MEETING ROOMS**
Take advantage of these modular meeting rooms located in the convention center. These private rooms enable you to schedule meetings with attendees, hold staff meetings or set up a staff lounge. The Meeting Room package includes a permanent walled meeting room with lockable door, carpet, standard electric, and a company identification sign. Meeting Rooms will be available Saturday, December 7 through Monday, December 9.

LEARN MORE

**PRODUCT THEATER**
Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations to an intimate group of professionals attending the annual meeting. The product theater sessions are solely promotional in nature and continuing medical education credits may not be offered. Each theater will accommodate up to 150 attendees.

LEARN MORE

**HOTEL ROOM DOOR DROP**
Have your literature distributed directly to the hotel rooms of ASH meeting attendees. The hotel room door drop is an ideal way to gain exposure and visibility for your company, exhibit booth, Product Theater or Satellite Symposium. No other door drops of any kind will be permitted in any hotels that are part of the ASH housing block.

LEARN MORE

**MAILING LIST**
Facilitate your company’s marketing effort by obtaining a 2018 post-show or 2019 pre-show attendee mailing list. The 2018 final post-show list contains approximately 23,000 records. The 2019 pre-show list contains approximately 15,000 records.

LEARN MORE

**UPGRADED LISTING**
Premium exhibitor listings are available to increase your exposure with longer company and product descriptions, logos, press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth. Let attendees know what you have to offer and where you are located online, in-print, and on mobile devices!

LEARN MORE

---

2018 exhibitors with an Upgraded Listing gathered an average of 60% more leads than the total average.

2018 exhibitors purchasing a Mailing List gathered an average of 54% more leads than the total average.

2018 exhibitors with a Hotel Room Door Drop gathered an average of 73% more leads than the total average.

---

BE WHERE YOUR CUSTOMERS WILL BE!
CHANCES ARE YOUR COMPETITORS HAVE ALREADY RESERVED THEIR SPACE.

For more information on exhibiting contact:
SPARGO, Inc. | 800-564-4220 | 703-631-6200
ashexhibits@spargoinc.com | www.hematology.org