



ASH Exhibitor Rules and Regulations

Effective: September 1, 2025

Meeting Dates: December 12–15, 2026

In-Person Exhibit Dates: December 12–14, 2026

Ernest N. Morial Convention Center – New Orleans, LA

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Introduction

The American Society of Hematology is committed to providing the highest quality annual meeting as possible. The abbreviation “ASH” shall mean the American Society of Hematology, a not-for-profit corporation, and as the context may require, its directors, officers, agents, and/or employees duly acting for ASH in the management of the annual meeting and exhibition. It is agreed and understood that these policies for exhibitors are part of a contract between the exhibitor and ASH, and that submission of the application for in-person exhibit space and/or a virtual exhibit constitutes the exhibitor’s agreement to abide by these regulations. The following rules and regulations are taken from the [ASH Corporate Policies](#) and form a binding contract between the exhibitor and ASH. All exhibit participants are strongly encouraged to read and be familiar with [ASH Principles for Relations With Industry](#).

ASH reserves the right to interpret, amend, and enforce these contract conditions, rules, and regulations at any time as it deems proper to ensure the success of the meeting and exposition. Written notice of any amendments or interpretations shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation. All exhibit matters and questions not covered by these rules and regulations are subject to the decision of ASH.

It is the responsibility of the official exhibitor representative to ensure all exhibit staff, company personnel, product teams, contractors and agencies are made aware of and adhere to all rules and regulations, and conduct themselves in a professional manner. Exhibitor personnel may not enter the exhibit space and/or meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed area of another exhibitor.

Eligibility to Exhibit

All exhibit activities and content must be professional in nature and provide educational information directly related to the field of hematology and approved by ASH. Eligible exhibitors may exhibit commercially available hematologic products and services whose marketing, safety, and efficacy have been determined as required by applicable law, provided that the specific products or services have been approved for exhibition by ASH.

Products eligible for exhibition are hematologic products, equipment, and services that, upon review by ASH and at the sole and absolute discretion of ASH reviewers, are marketed for the labeled indication or promoted for a use in accordance with applicable legal requirements, including as required by the Food, Drug, and Cosmetic Act and FDA guidelines. Character of the exhibits is subject to the approval of ASH. ASH reserves the right to curtail exhibits or parts thereof that do not reflect the character of the meeting. This reservation applies without limitation to persons, conduct, or any other items that affect the character of the exhibit. Eligibility and/or approval of an application to exhibit does not indicate an endorsement of a product or service by ASH. Any indication of such by an exhibitor will constitute removal from the exhibit hall. All decisions by ASH are final.

Exhibits with a primary purpose of conducting market research, gathering business intelligence, identifying key opinion leaders, identifying data sources, or similar activities not consistent with the purpose of the exhibit hall, are not eligible.

Only an organization identified on a signed Application and Contract for an in-person exhibit space or virtual exhibit, submitted either by hard copy or online, that has been approved by ASH may exhibit. The name of the company or organization whose name appears at the top of the Application and Contract for an in-person exhibit space or a virtual exhibit is eligible to be placed in the booth or be listed in print, online, and in the mobile app. If exhibiting company requires a Letter of Agreement, please contact Kristin Hudson at ASHexhibits@spargoinc.com to request an ASH-approved template. ASH does not accept external LOAs. Exhibitors are responsible for a timely submission of an LOA and are still responsible for adhering to the payment deadlines.

Wholly owned subsidiaries of the exhibiting company may, however, be identified as long as the principal identification is the parent company name and logo. If both the wholly owned subsidiary and parent company wish to be listed separately in print, online, mobile app, and/or the virtual listings, ASH will require both to contract for a separate in-person booth space and/or virtual exhibit packages. ASH retains the exclusive right to determine which companies and organizations may exhibit at ASH meetings.

Please note that while all meeting attendees are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles or other public spaces, including another company's booth, will be asked to leave immediately and their badge may be revoked. Additional penalties may be applied. Please report any violations you may observe to ASH Show Management.

ASH reserves the right to restrict exhibits that are objectionable for any reason, and to remove any exhibit that in the opinion of ASH, detracts from the general character of the exhibits. This includes noise, glaring or flashing lights, or method of operation. In the event of such restriction or eviction, ASH is not liable for any refund to the exhibitor.

Nonprofit Exhibitors

Nonprofits must meet all exhibitor eligibility requirements stated above, and must be government entities or organizations that have been granted tax-exempt status by the IRS. To purchase exhibit space at the nonprofit rate, the organization must be located within the nonprofit pavilion in the exhibit hall. Proof of nonprofit status may be requested by ASH. If a nonprofit wishes to have a booth within the exhibit hall located outside of the nonprofit pavilion, they must pay the commercial rate for exhibit space.

Priority Point System

2026 Recognition Points

ASH greatly values its corporate partners. In exchange for your company's support, ASH ensures appropriate acknowledgment of contributions and assigns exhibitor priority points according to the scale below. The combination of three years of support comprise your company's ranking. This ranking determines future exhibit booth placement and group housing block placement for the 69th ASH Annual Meeting and Exposition in 2027.

Priority point standings are calculated based on the company's prior three years of participation in ASH programs and initiatives. The 69th ASH Annual Meeting and Exposition standings will be determined by the points accumulated during 2024–2026. Points earned after October 1, 2026 will be included in the calculations the following year.

Tier One Three points for every \$2,500	Tier Two Two points for every \$2,500	Tier Three One point for every \$2,500	
Highlights of ASH in Asia-Pacific <ul style="list-style-type: none"> ➤ Commercial sponsorship ➤ Education grant ➤ Exhibit space ➤ Satellite Symposia Highlights of ASH in Latin America <ul style="list-style-type: none"> ➤ Commercial sponsorship ➤ Education grant ➤ Exhibit space ➤ Satellite Symposia Highlights of ASH in the Mediterranean, Middle East, and North Africa (MMENA) <ul style="list-style-type: none"> ➤ Commercial sponsorship ➤ Education grant ➤ Exhibit space ➤ Satellite Symposia 	ASH Awards <ul style="list-style-type: none"> ➤ Award for Research Careers in Hematology (ARCH), the success to Bridge Grant Awards starting in 2026 ➤ Bridge Grant Awards (prior to 2026) ➤ Hematology Inclusion Pathway (HIP) Awards ➤ Scholar Awards ➤ Treating Fairly Research Awards ASH Annual Meeting (In-person and Virtual) <ul style="list-style-type: none"> ➤ Education grants Corporate Friends Program Enduring Materials <ul style="list-style-type: none"> ➤ <i>ASH Self-Assessment Program (ASH-SAP)</i> ➤ <i>Hematology 2026, the ASH Education Program</i> Highlights of ASH in North America <ul style="list-style-type: none"> ➤ Education grants 	ASH Annual Meeting (In-person) <ul style="list-style-type: none"> ➤ Advertising in annual meeting publications ➤ ASH Foundation booth activity donation ➤ ASH Foundation Run/Walk sponsorship ➤ ASH-a-Palooza sponsorship ➤ Exhibitor Support Opportunities ➤ Exhibit space ➤ Exhibitor meeting rooms ➤ Friday Satellite Symposia ➤ Product Theaters ➤ Industry Theaters ➤ Industry Forums ➤ Company and Clinical Trial Showcases ASH Annual Meeting (Virtual) <ul style="list-style-type: none"> ➤ Advertising in annual meeting publications ➤ ASH Foundation booth activity donation ➤ Exhibitor Support Opportunities ➤ Virtual exhibit ➤ Friday Satellite Symposia ➤ Product Theaters ➤ Industry Theaters ➤ Company and Clinical Trial Showcases ➤ Corporate Poster Walks 	Advertising <ul style="list-style-type: none"> ➤ <i>ASH Clinical News</i> ➤ <i>ASH News Daily</i> ➤ ASH News TV ➤ <i>Blood</i> ➤ <i>Blood Advances</i> ➤ <i>Blood Global Hematology</i> ➤ <i>Blood Immunology & Cellular Therapy</i> ➤ <i>Blood Neoplasia</i> ➤ <i>Blood Red Cells & Iron</i> ➤ <i>Blood Vessels, Thrombosis & Hemostasis</i> ➤ <i>The Hematologist</i> ASH Initiatives <ul style="list-style-type: none"> ➤ Clinical Trials Initiative ➤ Fight4Hematology Donation ➤ Health Impact Collective ASH Foundation Initiatives <ul style="list-style-type: none"> ➤ Annual Meeting support (see annual meeting in-person listing) ➤ General charitable donations Highlights of ASH in North America <ul style="list-style-type: none"> ➤ Exhibit space ➤ Exhibitor Support Opportunities ➤ Satellite Symposia Independent Medical Education Grants

Products and programs subject to change. To receive priority points, all contracts and payments must be received by October 1, 2026

Priority–Point Reduction

Any corporations/organizations found to be in violation of ASH’s rules and regulations will be subject to a priority point reduction and other possible actions deemed necessary by ASH. Please see the “Violations” box below for details. The reduction in priority points will affect the priority point standings in future years. The ASH Principles for Relations with Industry can be viewed [online](#).

Violations

Violation or failure to adhere to the ASH Exhibit Rules and Regulations by exhibitors, their employees, contractors, or agents will result in immediate penalties. ASH strictly enforces the rules and regulations and will make all parties responsible for upholding them.

Violations of ASH’s rules and regulations may result in the following penalties or other possible actions deemed necessary by ASH:

- 1st violation: loss of current–year priority points
- 2nd violation: loss of one–half of all accrued priority points (and suspension from Corporate Forum for a second violation in any three–year span)
- 3rd violation: loss of the remainder of all accrued priority points
- 4th violation: one–year suspension of exhibiting privilege

Payments, Cancellations, and Refunds

All exhibits, exhibitor meeting rooms, in–person and virtual support opportunities, printed or digital advertising, corporate presentations, hotel room door drops, and attendee mailing lists must be paid in full prior to the start of the meeting.

Exhibitors with outstanding balances will not be permitted access to the in–person or virtual meeting, exhibit hall, meeting space, or freight docks, or begin the installation of their exhibits. Registrations will also be withheld until full payment has been received.

Payment Policy:

- 50 percent deposit payment due:
 - On January 28, 2026, for applications submitted prior to January 28, 2026
 - With application when submitted between January 28, 2026 and June 2, 2026
- 100 percent payment due with application after June 2, 2026

ASH requires full payment no later than June 3, 2026. Failure to make payments does not release the contracted or financial obligation of Exhibitor. A late fee of 5% will be assessed on amounts past due by over 30 days.

Cancellation Penalties:

- Any cancellations received in writing prior to January 28, 2026, will not incur a cancellation penalty and the exhibitor will be issued a 100 percent refund of any monies received by ASH for said cancellation.
- Any cancellations received in writing from January 28, 2026 through June 2, 2026, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after June 2, 2026, will incur a 100 percent cancellation penalty and the exhibitor will NOT be issued a refund of any monies received by ASH for cancellation.

In addition to the above cancellation penalties, should an exhibitor cancel or downsize exhibit space within 60 days prior to the first move-in day, the exhibitor may be assessed additional fees incurred by ASH to carpet the booth area and convert it to a lounge area. Cancellation of in-person exhibit space or virtual exhibit includes cancellation of registrations allotted with the in-person exhibit space or virtual exhibit. Note that any exhibiting company that cancels the in-person exhibit space or virtual exhibit BEFORE it has made full payment is liable for full payment of the original cost of the total exhibit space less any applicable refunds as explained herein.

The ASH annual meeting is being planned as both an in-person and virtual event for 2026. If it is determined that the in-person meeting cannot be held as planned, the meeting will be held as an all-virtual meeting; in-person opportunities will no longer be available. Exhibitors can transfer committed in-person spend to virtual opportunities, however a 25% assessment fee will apply to any in-person spend not used for virtual opportunities.

Late Payment Penalties

If the exhibitor fails to make payment within thirty (30) days from the invoice date ("Due Date") for any invoice issued by ASH under a signed Application and Contract, the exhibitor shall be considered in breach of agreement.

In the event of a late payment, the exhibitor shall be liable to pay a late payment penalty equal to five percent (5%) of the total outstanding amount. The late payment penalty will be added to the original invoice and shall be due and payable immediately upon receipt.

Right to Suspend or Terminate

In the event that the exhibitor's payment remains overdue for a period of sixty (60) days from the due date, ASH reserves the right to suspend or terminate the provision of services under Application and Contract, including cancellation of exhibit booth, cancellation of support opportunities or corporate presentations, and/or loss of Priority Points.

Mergers and Acquisitions

Priority points will be calculated for the company name stated on the exhibitor contract or corporate support contract. If companies have since merged with, been acquired, or have purchased another company, the resulting company will receive the points earned by the company that had the highest

points total; company totals will not be combined. When merging, point requests must be submitted in writing to Kristin Hudson at ashexhibits@spargoinc.com.

Companies belonging to a parent company with other divisions participating at ASH cannot reserve exhibit space under the parent company's points unless they are participating under the parent company's name. For example, if XYZ Pharmaceuticals owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Pharmaceuticals' points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space.

Joint Venture/Co-Marketing

ASH defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Each co-marketing company is responsible for submitting the following to ASH:

- An application and contract for an exhibit, indicating that the exhibit is for a co-marketed product. This must be done at the time of the initial application and contract submission. Applications and contracts cannot be revised after submission and acceptance by ASH.
- A request on company letterhead that explains the nature of the product and indicates a copy has been forwarded to the representative of each co-marketing company listed on the application.

The company remitting payment for the application and contract will receive the priority points for co-marketed exhibits.

Ancillary Meetings and Meeting Room Requests

Companies and nonprofit organizations that are supporters of ASH may apply to hold in-person ancillary meetings during the 68th ASH® Annual Meeting and Exposition. ASH will assign meeting space on a first-come, first-served basis. Entertainment, meetings, or similar activities will not be permitted in hotel rooms or other private or public facilities during hours that conflict with ASH-sponsored events. Contracted hotels in New Orleans will not reserve meeting rooms or function space for anyone during the meeting dates without prior ASH approval.

All in-person ancillary meeting requests must be submitted online. A link to the Ancillary Meeting Room Request form will be available at the end of July 2026. Questions about meeting room requests may be directed to Casey Baden, Meeting Specialist, at asheventrequests@spargoinc.com.

- ASH will not allow any companies or organizations to schedule educational symposia before or during the meeting. Only ASH-approved Friday Satellite Symposia are permitted before the meeting.
- ASH will require additional information for social events and meal function requests.
- Only corporate or executive staff will be allowed to speak about their products and services at events that are identified as "social events/meal functions." Educational or scientific speakers will not be permitted.
- Ancillary meetings may not conflict with any of the official ASH sessions, including poster sessions.

Please note that careful review of the Guidelines for Ancillary Meetings is necessary prior to requesting ancillary meeting space.

Relocation of In-Person Exhibits and Other Floor Plan Revisions

ASH retains the exclusive right to revise the in-person exhibit hall floor plan(s) and/or relocate any assigned exhibitors as determined solely by ASH. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by ASH.

Subleasing of Exhibit Space

Exhibitors may not sublet their exhibit, or any part thereof. No exhibit, offer for sale, or advertised articles not manufactured or sold by the contracted exhibitor, except where said articles are necessary for proper demonstration or operation of the contracted exhibitor's display, are allowed. In such cases, any manufacturer identification on said article(s) shall be limited to the manufacturer's article nameplate. Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Parent or wholly owned subsidiary companies are the exception.

Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Further, the company submitting the Application and Contract for Exhibit Space will be the exhibitor on record and promoted on the ASH website, mobile app, in the printed program, on the booth ID sign and in other show-related materials.

Booth Installation and Dismantling

Booth Configurations

All booths must conform to the standards set by the Healthcare Convention Exhibitors Association as follows:

Inline Booth (linear 10'x10' booths)

No side rails, counters, or structure may exceed 4 feet in height, or be within 5 feet of the front of the exhibit space. Backgrounds are limited to 8 feet in height (12 feet for perimeter booths) and must not protrude more than 5 feet from the back wall. Exhibit construction may not exceed 4 feet in height except in the back half of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be finished or draped to avoid raw exposure to a neighboring booth. Branding on the reverse facing into an adjoining booth is not permitted. If the exhibitor does not comply, ASH Exhibits Management will instruct the general services contractor to drape the area at the exhibitor's expense. Corner booths will not have the outside 3-foot side rail installed. Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the

exhibitor does not comply, ASH will have the items stored and removed at the exhibitor's expense.

Additional pipe and drape will be required at the exhibitor's expense for those booths that have exposed areas between the back wall of their structure and the back wall of the booth. Please note that, in order to provide a harmonious environment to all exhibiting companies' sightlines, rules will be strictly enforced.

Island Booth

An island booth is a 400-square-foot (20'x20') or larger exhibit space exposed to aisles on all four sides.

Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs and/or structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. Variances will not be granted. Island booths must be constructed to allow access from all sides. Exhibit spaces may not be wider than they are deep. Exceptions may be made at ASH's discretion.

Exhibitors who wish to construct an island booth that will be 400 square feet or larger are required to submit a digital drawing, rendering, or architectural plans to ASH Exposition Management, through the online ASH Exhibitor Resource Center, for approval by Friday, October 16, 2026. Any changes that occur after initial submission must be resubmitted to ASH Exposition Management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, ASH Exposition Management reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. Please contact Eileen McGill, ASH Exposition Management at 703-631-6200 or ashexhibits@spargoinc.com with any questions.

Multi-Level Booths

Multi-level booths must follow the same rules as an island booth and must have a booth rendering with a stamp of a qualified structural engineer attesting to its construction standards. A multi-level booth application must be submitted to the Ernest N. Morial Convention Center. Detailed plans of multiple-story or enclosed booths must be submitted 60 days prior to move-in. Any company constructing a multi-level/two-story booth must comply with the **Ernest N. Morial Convention Center, Fire Marshal** and/or State of Louisiana codes and guidelines. All island booths must complete and submit booth renderings including elevations for ASH approval. Booth renderings must be submitted via the online booth rendering submission process in the Exhibitor Resource Center by Friday, October 16, 2026.

Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum occupant load capacity. Certain booths may require a Fire Watch, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials. Prior written approval and Fire Watch will be required. A Special Event Application for Enclosed Multi-Level Exhibits must be submitted and approved. Fees will be based on

net square footage of the exhibit displayed.

The top of the booth must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of ASH signs. **An additional fee will be assessed at the island rate for the total square footage used on the second level.**

Please contact Eileen McGill, ASH Exhibits Management at 703-631-6200 or ashexhibits@spargoinc.com for detailed instructions.

Hanging Signs

For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the booth must not exceed 20 feet from the exhibit hall floor and cannot block visibility of ASH signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisles. It is the responsibility of the exhibiting company's contact person to notify the exhibitor's contractors and agents of the height restrictions for hanging signs.

ASH may grant an exhibitor's request to allow a sign to hang over an aisle to conjoin with another portion of that exhibitor's booth. An additional fee for the incorporated aisle space will apply.

No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

Lighting

All island booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles.

Overhead lighting may be dimmed or turned off at the exhibitor's expense with on-site approval from ASH. Requests may be made on site at the Exhibitor Service Desk.

For after hours photography, lighting arrangements must be made with the electrical department of the Ernest N. Morial Convention Center, at the exhibitor's expense. ASH is not responsible for arranging special booth lighting for photography.

Booth Carpet

ASH will carpet all visible aisle space within the exhibit area and will supply linear exhibitors with pipe and drape. Exhibitors must completely cover the entire area of the exhibit space with carpeting or an approved material (bare floors are not permitted). The order form for carpeting will be provided in the online Exhibitor Service Manual. At the discretion of ASH, the decorator will carpet exhibit booths that are not appropriately carpeted at the expense of the exhibitor.

Clean Floor Policy

Exhibitors must have all crates, cardboard, fiber cases and access storage items appropriated labeled with "EMPTY" or "ACCESSIBLE STORAGE" for removal by 4:30 PM on Friday, December 11, 2026. All aisles must be 100% clean of product, ladders, gang boxes and all other items that may impede the final aisle clean up and installation of carpet by 4:30 PM on Friday, December 11, 2026.

Labeled and unlabeled exhibit materials and/or equipment will be removed no later than 4:30 PM on Friday, December 11, 2026. Requests to bring items back from storage to the exhibit hall floor are contingent upon ASH Exhibits Management approval and are not guaranteed. Additional fees may apply and will be at the expense of the exhibitor.

Helium Balloons/Drones/Lighter-Than-Air Objects

The use of helium balloons, drones and/or lighter-than-air objects is prohibited in the exhibit hall.

Shipping

All shipments to the ASH Exposition must be received and processed through Freeman, the official general services contractor. Information on shipping methods, targeted move-in schedules, and rates will be included in the Exhibitor Service Manual, which will be available in mid-June. To ensure proper handling and receiving, advance freight and other shipments should not be sent directly to the Ernest N. Morial Convention Center prior to the assigned target date.

Targeted Freight Move-In

All confirmed exhibitors will receive a target date and time for freight delivery, which will be identified in the Exhibitor Service Manual. Please keep in mind that the target date/time is for freight delivery only, not for booth installation. A minimum of four hours between the target freight delivery time and installation of the booth must be allowed.

Installing, Exhibiting, and Dismantling Labor Policy

Exhibitors shall utilize proper authorized labor for exhibit installation services during move-in, exhibitor services during open hours, and exhibit dismantling during move-out according to the official policies and union agreements of ASH, facility management, official general services contractor, and all applicable state and local laws. Exhibitors planning to build special displays on site should employ union display companies in their fabrication, carpentry, and electrical work. Information on union rules and jurisdictions will be available in the Exhibitor Service Manual.

Exhibitor-Appointed Contractors (EACs)

Exhibitors planning to use ANY contractors other than the official contractors for any services within the exhibit areas must complete and submit an Exhibitor-Appointed Contractor Form for each exhibitor-appointed contractor (EAC) firm/organization. The exhibiting company appointing the EAC is solely responsible for the behavior and adherence to all ASH rules and regulations by all employees and

representatives of the EAC. EAC employees and representatives who violate any of the ASH rules and regulations or exhibit any unacceptable behavior as determined by ASH or any authorized representative of ASH, are subject to immediate revocation of ASH badges and/or admittance wristbands and immediate eviction from the facility and exhibit areas.

If an exhibitor is utilizing an EAC, it is the exhibitor's responsibility to submit the Exhibitor–Appointed Contractor Form and valid certificate of liability insurance through the online ASH Exhibitor Resource Center by Friday, October 16, 2026, that includes:

- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of liability of not less than \$1 million per occurrence.
- The certificate must also include coverage for workers' compensation and employers' liability within commercially reasonable limits as otherwise required by the laws of the state of Louisiana.
- The certificate of liability insurance must name the American Society of Hematology, SPARGO, Inc., Freeman, and the Ernest N. Morial Convention Center as additional insured.
- Certificates of liability insurance for EACs must indicate the name of the exhibiting company/organization and booth number that they are representing in the description area of the certificate of insurance. If said information is not included, the certificate of liability insurance will NOT be accepted by ASH.

Electrical Safety

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate state, county, city and **Ernest N. Morial Convention Center policies**. This applies to construction, not pre-wired equipment.

Fire and Safety Regulations

All combustible materials used in exhibit construction must be treated with an effective flame-retardant. Only non-combustible materials or fire-retardant wood may be used for exhibits, scenery, or props. All curtains, drapes, carpet, carpet padding, and decorative materials must be treated with a flame-retardant. The Ernest N. Morial Convention Center rigorously enforces this regulation and may field flame test any questionable materials.

No emergency exits, phones, fire extinguishers, defibrillators, alarms, sprinkler valves, or hose connections may be obstructed by booths, drapes, stands, signs, displays, or any other items of decoration. Additional flame retardant treatments shall be applied in accordance with the appropriate product direction.

All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.

Storage

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Manual.

Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways and providing food and beverage/hospitality in their booth must order porter service through Freeman. Porter service is exclusive to Freeman and includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes during show hours. Standard wastebasket emptying does not include removal of empty boxes. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall during show hours. If an exhibitor does not properly handle empty boxes, Freeman will remove the boxes at the exhibitor's expense. To be approved for food and beverage, exhibitors must submit the Giveaway Approval Form through the online ASH Exhibitor Resource Center by Friday, October 16, 2026.

A/V Equipment

Exhibitors are prohibited from using the following devices in the exhibit hall:

- Microphones
- Flashing lights
- Audio/visual devices that display anything other than exhibiting company products and services; prohibited displays include, but are not limited to, sporting events and news broadcasting

Excessive audio/visual devices and offensive displays are not permitted, and sound effects are discouraged because of the potential to interfere with other exhibitors and detract from the professional atmosphere of the exhibit hall.

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of the neighboring exhibitors. No microphones may be used during presentations. Electrical or other mechanical apparatus must be muffled so that the noise does not interfere with other exhibitors; other sound devices must be positioned to direct sound into the booth rather than into the aisle.

At the request of ASH, objectionable sound levels must be remedied, or use of the sound-producing device will be forbidden for the remainder of the show. Those exhibitors violating noise regulations will be warned only once. Priority points will be deducted and other possible action deemed necessary by ASH if this rule is not followed.

Wireless Internet Guidelines

Complimentary wireless internet access supplied by ASH will be available only to meeting attendees within session rooms and the ASH Café areas.

Attendees have expressed that easy access to a well-functioning wireless network is a highly valued meeting benefit. Therefore, to ensure attendees' access to the Wi-Fi network, exhibitors should adhere to the following guidelines if their booth will have its own Wi-Fi or MiFi network:

1. limit the broadcast power of your network to cover only your immediate booth area;
2. if at all possible, please refrain from broadcasting 2.4ghz wireless networks;
3. no hidden SSIDs are permitted;
4. use a minimum number of access points in your booth; and
5. please cooperate with ASH staff and official vendors as they attempt to coordinate wireless channels and power levels throughout the exhibit hall. If you don't have 5ghz equipment, ASH can provide you with a contact who will lend you equipment for the duration of the show (as supplies last).

ASH will be monitoring the wireless usage throughout the Ernest N. Morial Convention Center to ensure that everyone has a positive wireless experience and appreciates your cooperation.

Early Dismantling

Early dismantling is expressly prohibited by ASH. In-person exhibits officially close on Monday, December 14, 2026, at 2:00 p.m. All booths must be staffed until that time. Exhibitors that dismantle before closing will be subject to priority-point reduction, suspension of exhibiting privileges, or other possible action deemed necessary by ASH.

Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, floors, walls, or columns, standard booth equipment, and other exhibitors' property.

Review and/or Expulsion of Exhibitors

ASH may review the activities of exhibitors at any time. If an exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the exhibitor agreement, as determined solely by ASH, ASH may deny an exhibitor access to or expel an exhibitor from the event without refund of any fees.

Children Admittance Regulations

For safety and liability reasons, ASH does not permit any children 12 years of age or younger at any time in the exhibit areas. During move-in or move-out, NO ONE under the age of 18 will be permitted within the exhibit areas. Children who are an appropriate age and permitted into the exhibit area must be registered as a guest and must wear their meeting badge in order to be allowed access to the hall.

Failure to Occupy In-Person Exhibit Space

Any in-person exhibit space not occupied by Friday, December 11, 2026, at 4:30 p.m. will be forfeited by the exhibitor. The space may be reassigned or used by ASH without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval by Friday, October 30, 2026, from ASH Exposition Management for late installation.

Requests may be submitted to Eileen McGill, Exposition Management at ashexhibits@spargoinc.com. All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by ASH to carpet the booth area and convert it to a lounge area.

Exhibitor Meeting Rooms

ASH has dedicated areas within ASH Central, located in Hall D, for attendee meeting rooms known as Collaboration Rooms. These Collaboration Rooms are designed for hematology community engagement among attendees and are not for use by exhibitors. Exhibit staff should limit their use of meeting space to their exhibit space or exhibitor meeting room. To secure an exhibitor meeting room or receive more information on exhibitor meeting rooms, please contact Kristin Hudson at ashexhibits@spargoinc.com or 703-631-6200.

Exhibitor meeting rooms may be used to hold private meetings, staff meetings, or set up as a staff lounge. Exhibitor meeting rooms may not be utilized to hold workshops, group presentations, or other similar events. Exhibitor meeting rooms will be available for use Friday, December 11, through Monday, December 14, 2026. The final schedule of access hours will be available in late August. Please contact Andrew Cusick, ASH Exposition Management at ashexhibits@spargoinc.com or 703-631-6200 with questions pertaining to access hours or use of exhibitor meeting rooms.

Promotional Activities

ASH recognizes that promotional activities encourage a steady flow of traffic to the exhibits. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must take place within the exhibitor's booth. Queuing in the aisles will not be permitted; please allow for queuing to take place in your exhibit booth space. Canvassing or distributing promotional materials outside the exhibitor's rented booth space is not permitted. No literature may be distributed in the convention center, hotels, or any public area. Those exhibitors violating promotional material regulations will be warned only once. Priority points will be deducted and other possible action deemed necessary by ASH if this policy is not followed.

Scientific and educational presentations are prohibited within the exhibit hall and exhibitor meeting rooms, and exhibitors are prohibited from offering activities that provide continuing medical education (CME) credit. However, presentations promoting a company's products and services are allowed within that company's exhibit booth. Formal presentations with Health care personnel (HCP) and key opinion leaders (KOL) are not permitted. Demonstrations must be located in an area such that any crowd that gathers will be contained within that exhibitor's space and will not block the aisles or neighboring exhibits. Theater-style seating or any seating arranged for formal presentations is not permitted within the exhibit space.

Advance Approval for Booth Activities

Exhibitors must submit the Booth Activity Approval Form through the online ASH Exhibitor Resource Center by Friday, October 16, 2026. Handing out exhibitor materials and/or talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors' approval requests.

All booth activities and content must be professional in nature and provide educational information related to the field of hematology. Please contact Eileen McGill, ASH Exposition Management at ashexhibits@spargoinc.com or 703-631-6200 with any questions.

Advertising/Marketing

Printed or digital advertising, marketing materials or publications may not be offered, distributed, or displayed at any ASH annual meeting venue or hotel, other than the exhibit hall, unless a specific prior exception has been granted by ASH. The only appropriate and acceptable venues for the distribution of advertising, publications, or marketing materials are the booths in the exhibit hall and the official ASH hotel door drop program.

Commercial firms and other organizations may not, for example, engage in marketing activities through the use of hotel television channels or distribute marketing materials in the convention center or hotels (e.g., giveaways, flyers, or door drops) unless through the official ASH Support Opportunities program. Examples of items not permitted to be featured in an exhibitor's booth include, but are not limited to, internet/email stations and mobile device charging stations. If you are interested in learning about available support opportunities please contact Kristin Hudson at ashexhibits@spargoinc.com or 703-631-6200.

Exhibiting companies will be restricted from advertising and marketing activities within a **five-mile radius** of the Ernest N. Morial Convention Center including official ASH hotels. The display of printed or digital advertisements or marketing tactics outside of the exhibit hall and targeted to attendees of the ASH annual meeting is prohibited during the period beginning three days before and continuing until three days after. Exempted activities can be only be arranged through the official vendors for the ASH annual meeting. All other activities or using other vendors are considered prohibited activities.

Official Vendor Contractors:

- Out-of-home advertising (airport, Uber/Lyft, etc.) – TriStar Event Media
- ASH News TV and publication advertising – Pharmaceutical Media, Inc. (PMI)
- Sponsored items and advertising at the convention center or hotels – SPARGO, Inc.

Activities that will not be allowed in this zone include but are not limited to:

- Advertising in the poster hall
- Hanging banners
- Static and mobile billboards
- Building facades
- Window or street decals
- Advertising installations
- Motor vehicle branding (buses, taxis, boats, planes, street cars, ride shares, etc.)
- Segways
- Street teams
- Literature distribution
- Geofencing and geotargeting activities

**This is a partial list of activities. Be sure to check with show management for approval before planning ANY marketing activities at the 2026 ASH Annual Meeting.*

Eligibility for Additional Opportunities

Support opportunities, Corporate Presentations, and Exhibitor Meeting Rooms are available exclusively to confirmed exhibitors in good standing.

ASH reserves the right to halt any unapproved marketing activity and require the removal of any unapproved advertising materials. Companies or organizations found in violation of this policy will be required to immediately cease the unapproved activity, remove any advertising materials at exhibitor's expense, and subject to a priority point reduction and other possible actions deemed necessary by ASH.

All purchased advertisements must be reviewed and approved by ASH prior to deployment. The use of any name, logo, or trademark of ASH in any advertising is strictly prohibited without ASH's advance written consent. Failure to adhere to these guidelines will result in immediate removal of the advertisement and enforcement of penalties as outlined in the "Violations" section of these rules and regulations. If you are interested in learning about out-of-home advertising, please contact Angie Marino at amarino@tristarpub.com or 610-507-9186. If you are interested in learning about advertising in ASH publications, please contact Joe Schuldner at jschuldner@pminy.com.

Prohibition of Sales

Only publishing companies are permitted to sell hematology-related books during show hours. All other companies/organizations will be limited to taking orders. Those publishers selling items on the show floor are required to collect and remit city and state sales taxes.

Contests, Lotteries, Raffles, and Games of Chance

Contests, lotteries, raffles, and games of chance must comply with the guidelines of the **American Medical Association (AMA)**. The contest must be open to all meeting attendees and be conducted in a professional manner. Prizes must be educational in nature and moderate in value (under \$10), and any giveaways should also be consistent with the **PhRMA Code**. Notification of winners, semi-finalists, and runners-up, etc., must take place after the conclusion of the ASH annual meeting.

Contests of any kind must first be approved by ASH Exposition Management. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Booth Activity Form through the online ASH Exhibitor Resource Center by Friday, October 16, 2026.

Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and approved by ASH Exposition Management. All food and beverage must be purchased through Sodexo Live!, the exclusive provider of food and beverage at the Ernest N. Morial Convention Center. An exhibitor may distribute food and beverage if it is the legal manufacturer and/or distributor of the product. ASH prohibits the distribution of alcoholic beverages and popcorn, or the distribution of branded cups, napkins, bottled water, etc. Companies wishing to serve food and beverages must complete the Request for Approval of Giveaway Form available through the online ASH Exhibitor Resource Center by Friday, October 16, 2026.

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be providing food and beverage/hospitality in their booth must order porter service. Porter service is provided exclusively by Freeman.

Fundraisers

Fundraisers, auctions, or activities held by exhibitors that involve donations to organizations other than the ASH Foundation are not permitted. Activities designed to provide donations to the ASH Foundation must be pre-approved with a Booth Activity Approval Form submitted through the online ASH Exhibitor Resource Center by Friday, October 16, 2026. In order to be considered, a minimum donation of \$10,000 (or higher) is required and will be designated for the ASH Greatest Needs Fund. Please contact Eileen McGill, ASH Exposition Management at ashexhibits@spargoinc.com or 703-631-6200 with any questions.

Giveaways

All items provided to attendees must be useful to the participants at the meeting and/or in their professional activities. Items must be small in size and made available to all ASH attendees, as long as supplies last, regardless of registration type or demographics. Please also note the following restrictions:

Commercial Exhibitors

All giveaways by commercial exhibitors in the exhibit hall should meet the giveaway standards of the **PhRMA Code**, whether or not the companies have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial exhibitors must be designed primarily for education and provide educational content focused on hematology to health care professionals or patients. Such giveaways must also be of modest value (under \$10) and available to all registered attendees immediately upon request.

Nonprofit Exhibitors

All giveaways by nonprofit exhibitors who are not subject to the PhRMA Code must be of modest value (under \$10) and available to all registered attendees immediately upon request. Giveaways by nonprofit exhibitors who are subject to the PhRMA Code must meet the standards listed above for giveaways by commercial exhibitors. Use this link for more information on the **PhRMA Code**.

The Patient Protection and Affordable Health Care Act, signed into law in March 2010, includes the Physician Payment Sunshine Act which requires pharmaceutical, medical device, biological, and medical supply manufacturers to report to the Department of Health and Human Services (HHS) any "payment or other transfer of value" to physicians and teaching hospitals that exceeds \$10 in value. Regarding giveaways and in-booth hospitality approved by ASH, it is the responsibility of the exhibiting organization to comply with the aforementioned act and record or report as required by law.

Exhibitors intending to provide giveaways must complete the Request for Approval of Giveaway Form through the online ASH Exhibitor Resource Center by Friday, October 16, 2026. Any exhibitors found distributing materials that have not been officially approved will be required to cease distribution immediately and may have priority points reduced and other possible actions deemed necessary by ASH.

Media-Related Activities

Companies and institutions issuing press releases about the scientific research presented during the ASH annual meeting are required to abide by the Society's **embargo policy**. This policy, as well as detailed guidelines about the types of press materials that may be distributed, is available **online**. Press briefings and other media-related events are permitted but may not be held at the convention center or at any time during ASH-sponsored events. To obtain approval and reserve meeting space for press events, please refer to the **Guidelines for Ancillary Meetings** for further instructions.

Posters/Handouts/Signage

Posters, handouts, or signage with information about ASH annual meeting abstracts (such as poster numbers, time/location of presentations, etc.) that are displayed or given away within the exhibit must be approved by ASH. Please contact Alison Beale at abeale@hematology.org for approval.

Use of ASH Name and Logo

The ASH logo may not be used on any materials produced by outside organizations without written permission from ASH. Permission may be granted only when there is an official partnership with or

endorsement by ASH. Please email marketing@hematology.org to request permission and/or artwork files.

When referencing the ASH annual meeting in printed and digital materials, exhibitors should only use the following terms to refer to the meeting:

- 68th ASH® Annual Meeting and Exposition (no superscript or ampersand)
- 2026 ASH® Annual Meeting (“annual” and “meeting” are capitalized when preceded by year)
- #ASH26 (not #ASH2026 or ASH 2026)
- ASH annual meeting (“annual” and “meeting” are not capitalized without a year)

If an exhibiting company intends to create an event microsite, ASH should not be included in the website’s primary domain name but may be referenced in the website subdirectory after the backslash. For example, www.companyxyz-ASH.com would not be allowed; however, www.companyxyz.com/ASH26 would be acceptable. Please contact ASH Exposition Management at ashexhibits@spargoinc.com with questions.

Social Media

ASH posts frequent updates to the Society’s official social media profiles throughout the annual meeting:

- Facebook: facebook.com/americansocietyofhematology
- Instagram: [@ASH_Hematology](https://www.instagram.com/ASH_Hematology)
- LinkedIn: linkedin.com/americansociety-of-hematology
- X (formerly known as Twitter): [@ASH_Hematology](https://twitter.com/ASH_Hematology)
- Bluesky: [@ash.hematology.org](https://bluesky.com/ash.hematology.org)
- YouTube: [@AmericanSocietyofHematology](https://www.youtube.com/@AmericanSocietyofHematology)

Exhibiting companies may use social media to generate interest in their exhibit as long as they are not disruptive and adhere to the photography/recording policy listed in the [ASH Annual Meeting Policies](#). Exhibitors are encouraged to follow the Society’s social media updates throughout the meeting, use designated meeting hashtags (the 2026 annual meeting hashtag is #ASH26), and tag ASH in posts. Social media posts should be kept to a reasonable volume; posts including the meeting hashtag that could be perceived by attendees as spam may be blocked from social media feeds projected throughout the convention center, on the ASH website, and in the mobile app.

Exhibitors planning to engage with attendees in social media campaigns should note that ASH reserves the right to restrict campaigns that are objectionable because of noise, glaring or flashing lights, disruptive costumes, method of operation, or any other reason. All activities and content must be professional in nature and provide educational information related to the field of hematology. Exhibitors must receive permission from attendees and/or other exhibitors when using names or photos as a part of a social media campaign. See “Contests, Lotteries, Raffles, and Games of Chance” for guidelines on offering prizes.

Exposition Photography/Recording Policy

Exhibiting companies/organizations must obtain written approval from ASH Exposition Management to photograph, videotape, and/or audiotape in the exhibit hall and will only be permitted to photograph, videotape, and/or audiotape in their contracted exhibit space. Exhibitors may not photograph, videotape, and/or audiotape other exhibits and/or attendees. Requests may be submitted to Eileen McGill, ASH Exposition Management at ashexhibits@spargo.com.

Exhibitors that choose not to use the **official photographer/videographer** listed in the Exhibitor Service Manual must submit an Exhibitor Appointed Contractor Form and valid certificate of liability insurance through the online ASH Exhibitor Resource Center by Friday, October 16, 2026. The exhibiting company/organization may be required to make arrangements for a security escort through the official security service company at their own expense. It is recommended to arrange electrical services for show-level lighting and power during the photo shoot if this occurs when the hall is closed.

Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth, provided that written permission/authorization is obtained from any distinguishable individuals if the photograph or recording will be used for promotional or commercial purposes (including use in printed materials, websites, and/or social media). ASH is not liable for the failure of any exhibitor to obtain such permission.

These activities must be conducted without disruption to exhibition activities or limiting the accessibility of exhibitions. Exhibitors may not photograph other booths or record within booths of other exhibitors, including the ASH booth, without express written permission of the exhibiting organization.

Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, but they are required to obtain permission from the exhibiting company before engaging in photography or audio/video recording of or within said booth.

All participants of the ASH annual meeting, including exhibitors, are required to adhere to the **ASH Annual Meeting Policies** including the photography/recording policy. Attendees may take photographs of meeting materials and posters for personal, non-commercial use only. Video recording of in-person or virtual presentations, posters, etc. and/or usage of photographs for commercial use is strictly prohibited.

Failure to Adhere to Policy

Exhibiting companies that violate these policies could face a loss of accrued priority points, suspension of exhibiting privileges, and other possible actions deemed necessary by ASH. ASH strictly enforces the rules and regulations and will hold all parties responsible for upholding them.

Industry, Federal, and State Regulations

Each company is responsible for understanding and following the specific requirements of any code to which they have signed, the policies within the CMSS Code, and any local, state, and federal laws pertaining to pharmaceutical and medical device manufacturer conduct.

AdvaMed Code of Ethics on Interactions with Health Care Professionals
American Medical Association (AMA) Ethical Opinion on Gifts to Physicians
CMSS Code for Interactions with Companies
PhRMA Code on Interactions with Healthcare Professionals
Physicians Payments Sunshine Act
U.S. Food and Drug Administration (FDA)

All products marketed and promoted in the exhibit hall are regulated by the U.S. Food and Drug Administration (FDA), must meet FDA guidelines, and be FDA-approved. It is the responsibility of the exhibiting company to ensure adherence to FDA regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the 68th ASH Annual Meeting and Exposition. In addition, ASH encourages participants to verify with their companies' own medical affairs/compliance staff for guidelines required by their own companies.

Information regarding FDA guidelines should be obtained directly from the FDA.

Attention International Exhibitors: The FDA requires exhibitors to comply with all current FDA guidelines that pertain to the promotion of prescription drugs that are not commercially available within the United States but may be promoted in the exhibit hall for the benefit of non-U.S. attendees. Exhibitors should ensure that any depiction of an investigational product in a commercial exhibit remains within the limitations of the host country's governing regulations regarding display of investigational products. Exhibitors that have chosen to promote products to non-U.S. attendees should incorporate international areas within their booths that are not accessible to U.S. attendees in order to comply with **FDA guidelines**.

Investigational Products

Exhibiting companies are reminded of the **FDA guidelines** on the promotion of investigational and pre-approved drugs, devices and procedures. To remain within the expectations and limitations of the FDA's guidelines on notices of availability, any investigational product that is graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness, or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of responsibilities
- Contain the statement: "Caution: Investigational Device - Limited to Investigational Use" (or a similar statement) in a prominent size and placement. Signage must be clearly visible, easily readable, and placed near the product and on any graphics depicting the product.

If the FDA or a court of competent jurisdiction determines a company's exhibit is in violation of any **FDA guidelines**, including but not limited to, the promotional restrictions and rules stated above, the company may be subject to penalties as determined by ASH.

For more information, please contact the FDA.

Americans With Disabilities Act

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities and compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their exhibit space. Exhibitors shall hold ASH harmless from any consequences of an exhibitor's failure in this regard.

Insurance and Liability Issues

Insurance

Exhibitors must acknowledge that neither the American Society of Hematology, nor SPARGO, Inc., nor Freeman, nor the Ernest N. Morial Convention Center shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at the exhibiting company's own expense. Proof of such insurance, including a certificate of insurance, shall be provided to ASH Exposition Management, its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

- The certificate must include commercial general liability, product liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and \$2 million aggregate limit.
- Commercial general liability shall name the American Society of Hematology as an additional insured and provide a certificate of insurance evidencing the same.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage.
- The insurance policy must cover the time period from move-in through move-out.

Limitations and Liability

The exhibitor shall, at its sole cost and expense, procure and maintain, through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1 million per occurrence/\$2 million aggregate coverage. Such insurance shall name the American Society of Hematology, SPARGO, Inc., Freeman, and Ernest N. Morial Convention Center as additional insured. During the term hereof, the exhibitor shall maintain workers' compensation and occupational disease insurance in full compliance with all federal and state laws, covering all of

exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall. Proof of such insurance, including a certificate of insurance, shall be provided to ASH, its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

Attorneys' Fees, Governing Law, Jurisdiction

The Agreement between the exhibitor and ASH, of which these policies are a part, shall be governed by the laws of the District of Columbia, without regard to choice of law provisions. The exhibitor and ASH consent to the exclusive subject matter and personal jurisdiction of the courts of the District of Columbia, over any dispute arising under the Exhibitor Agreement or enforcement of ASH policies and standards. In the event that ASH litigates to enforce its rights, it shall be entitled to reasonable attorneys' fees incurred in connection with a judgment obtained by it.

Security

ASH will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ASH, nor SPARGO, Inc., nor Freeman, nor the Ernest N. Morial Convention Center shall be liable for any of the exhibitors' property. It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy as protection against loss, theft, fire, damage, etc.

Exhibitors must wear the official ASH supplied badge at all times in the exhibit hall. All badges are non-transferable and are the sole property of ASH. ASH, SPARGO, Inc., and ASH Security reserve the right to revoke any badge at any time. Access to the exhibit hall during set-up and dismantle times for booths is restricted to the published hours unless special arrangements have been made with ASH Exhibits Management.

Cancellation of Exposition

It is mutually agreed that, in the event of cancellation of the ASH annual meeting as a result of strikes, acts of God, war, terrorism, disaster, pandemic, curtailment of transportation facilities, governmental regulations, power or internet outages, technology disruptions or other causes that would prevent its scheduled opening or continuance, this agreement will be terminated immediately. ASH shall determine an equitable basis for the refund of a portion of the exhibit, exhibitor meeting room rentals and/or support opportunity fees after due consideration of expenditures and commitments already made.

Abstract Rights and Permissions

The annual meeting abstracts published by the American Society of Hematology are covered by copyright. All rights reserved. ASH expects that all (commercial and individual) annual meeting participants will respect its intellectual property rights and use its material solely as permitted by Sections 107 and 108 of U.S. Copyright Law (Fair Use). Detailed information on ASH annual meeting

copyright and reuse policy can be accessed at this link: [ASH Annual Meeting Copyright and Reuse Policy for Abstracts, Presentations, and Presentation Materials](#)

To request permission to use an ASH annual meeting abstract or abstract-related material beyond what is permitted by Sections 107 or 108 of U.S. Copyright Law, please visit the [Copyright Clearance Center](#).

Ownership of Presentation Materials

All other materials presented at the ASH annual meeting, including but not limited to materials used in oral presentations, posters, on-screen presentations (e.g., PowerPoint slides, pre-recorded presentations) and handouts, are the intellectual property of such individual authors and/or presenters or entities other than ASH. Although ASH is not the copyright holder of such other presentation materials, presenters grant an exclusive license to ASH to use such materials displayed in connection with the presentation and presenters acknowledge and agree that any reuse of such presentation materials requires prior written permission from ASH for its reuse by the presenter or third parties. Authors acknowledge and agree that if they are employed by commercial entities or their studies were sponsored by commercial entities, the author may not license or permit their works to be used by these entities without permission from ASH. Requests for commercial use of presentation materials should be sent to Springer Healthcare at ash@springer.com.

Republication Requests

These are requests to republish meeting abstracts in a new work (e.g., a book or journal). There are three categories of requests: single-use/photocopy, custom, and commercial. Written permission to republish any parts of works owned by ASH must be obtained prior to usage.

- **Single-use** (one-time use of the requested materials)

Permission requests may be processed through the Copyright Clearance Center online via this [link](#), by phone at 978-750-8400, or by mail at 222 Rosewood Drive, Danvers, MA 01923.

- **Custom** (a compilation or collection of abstracts produced in a standalone publication)

For custom abstract publications in English or another language, contact Elsevier at medprints@elsevier.com.

Custom publications, whether in English or another language, are subject to the following terms and conditions:

1. Meeting abstracts may not be adapted; they must be republished in their entirety.
2. Commentary or explanatory notes on the abstract page are not permitted.
3. A full citation must be included with each meeting abstract.
4. Meeting abstracts may not be bound with product advertising or other marketing materials.
5. Meeting abstracts may be bound with another organization's published materials as long as no product advertising or other marketing materials are included.

6. The words “selected meeting abstracts” must be noted prominently on the cover along with information identifying the meeting from which the abstracts were taken. Mentioning a drug or a disease in the title (e.g., “Selected Meeting Abstracts on Leukemia” or “Selected Meeting Abstracts on *name of drug*”) is permissible, but product logos may not be included either in the title or anywhere on the cover or in the document. The company producing the collection must be clearly identified on the cover.
7. The *Blood* and ASH logos may not be used on the cover or anywhere within the collection. The cover from the *Blood* Abstracts issue may not be used as a cover for a custom abstract publication.
8. The following disclaimer must be included with each meeting abstract: “Copyright American Society of Hematology. Reprinted with permission from the American Society of Hematology, which does not endorse any particular uses of this document. The American Society of Hematology is not responsible for the completeness or the accuracy of the transcribed materials in this document.”
9. If abstract collections are distributed at the ASH annual meeting, such distribution must be limited to the exhibit hall. Distribution in the convention center or in any hotel is not permitted, except for invitation-only events.

The final document must be reviewed by ASH for approval prior to printing. Please submit final documents to Alison Beale at abeale@hematology.org. Five samples of the printed document must be forwarded to ASH upon publication. Please send to: ASH Permissions, 2021 L Street, NW, Suite 900, Washington, DC 20036.

- **Commercial Reprint Requests** (100 copies or more)

To place orders for commercial reprints of selected annual meeting abstracts, please contact Elsevier at medprints@elsevier.com

Commercial reprints are subject to the same guidelines as custom abstract requests.

Promotion of Abstract Sessions

Companies and institutions promoting abstract sessions presented during the ASH annual meeting are required to abide by the Society’s **embargo policy**.

Use of QR Codes

- A QR code may link to the ASH meeting website, the URL to the abstract on the ASH webpage when abstracts are released in early November, and the ASH virtual meeting platform where registered attendees can access the abstract and poster.
- A QR code may link to supporting documentation. Supporting documentation is defined as supplemental data that enhances the understanding of the science discussed in the abstract.
 - QR codes linked to supplemental/supporting documentation cannot be publicized, displayed, or go live until the start of the session time (Eastern Time), on the date of the presentation, for poster and oral presentations.

- It is prohibited for QR codes to include:
 - A link to a downloadable version of the poster
 - Links to any commercial site or advertisements
 - Audio or video of the abstract, poster, or presentation

ASH Meetings Code of Conduct

ASH is committed to providing a welcoming meeting environment for all attendees. **The ASH Meetings Code of Conduct** applies to all in-person and virtual participants, including members, volunteers, guests, exhibitors, vendors, staff, and any other attendee.

All attendees will conduct themselves in a collegial and respectful manner, free from any form of discrimination, harassment, or retaliation. Attendees will commit to creating a safe, inclusive, and professional atmosphere. Inappropriate conduct, including but not limited to harassment; threatening physical or verbal actions; or disorderly or disruptive conduct, will not be tolerated.

If you or anyone you know is being treated inappropriately, feels unsafe, and/or witnesses any unacceptable behavior, please contact customerservice@hematology.org as soon as possible. ASH will do its best to respond in a timely manner and determine the appropriate next steps.

ASH reserves the right to amend these Code of Conduct requirements at any point in time.