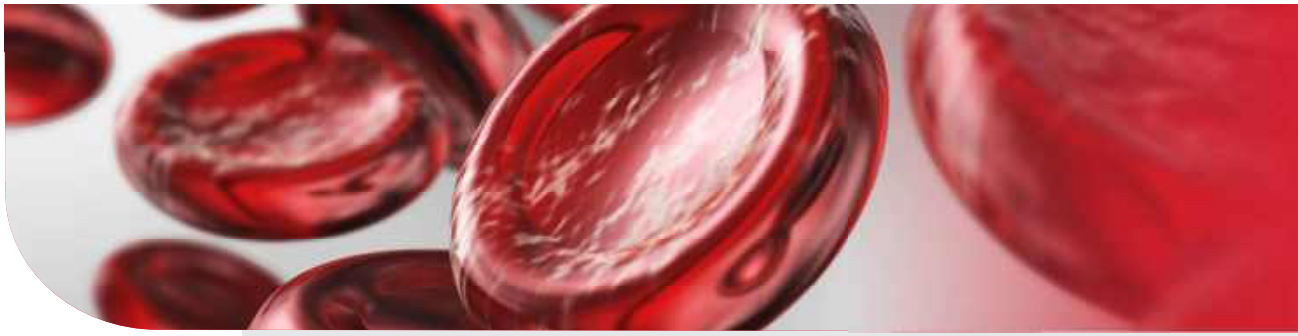
American Society of Hematology

Helping hematologists conquer blood diseases worldwide



ASH® Exhibitor Town Hall

Tuesday, July 14, 2026

1:00 p.m. – 2:30 p.m. Eastern time

Slides and recording will be shared following today's presentation

SAVE THE DATE

68th ASH®
Annual Meeting
and Exposition

DECEMBER 12-15, 2026 (EXHIBITS DECEMBER 12-14)

NEW ORLEANS, LOUISIANA

#ASH26

Bringing the Entire Global Hematology Community Together is Now More Important Than Ever

ASH's Inclusive Meeting Environment

- ASH's highest priority is always the health and safety of all participants
- All attendees should feel safe and comfortable at the ASH Annual Meeting
- Allow ASH to be a resource for your delegation
- Potential concerns from company staff or invited attendees
    - Accessibility or ability
    - Background or identity
    - Overall safety
    - Other
- All attendees have access to ASH's resources – including your delegation!

VISA APPLICATION
APPROVED
APPROVED
APPROVED
Legal Name
Female
Male
Former last name(s)

Greater Personalization to Support Full Participation

- Session Live Captions and Translation in 66 Languages

Personalized, Highly Engaged, Strongly Connected

Maximizing opportunities to interact with others

- Program Navigator: An AI Program Content Recommendation Platform Leveraging Personal Demographic and Behavioral Data
- Early morning session time slot is again eliminated so participants can schedule 1/1 meetings with industry and colleagues – first sessions will begin at 9:00 a.m. or 9:30 a.m.
- The ability to watch sessions on the virtual platform is increasing session content viewership while creating more time for networking.

When the Meeting Ends - Opportunities Continue

- Participants can't be in multiple places at once and often have interest in content being delivered at the same time.

The virtual platform enables attendees to:

- Watch missed content any time, any where
  - This includes industry content - product theaters, clinical trial showcases and satellite symposia
- 12,400+ participants (43%) accessed the virtual meeting platform after the in-person meeting ended.

What is your "after the meeting" strategy to reach ASH participants?

Personalized, Highly Engaged, Strongly Connected

Maximize opportunities to interact with others

- ASH surveyed registrants about their top three objectives for attending the meeting. 85% of the respondents prioritized meeting with peers and making new connections.
- Participants spent 54% of their time in sessions and 46% of their time meeting with colleagues, industry exhibitors, and participating in networking events.
- In 2025, 74% of the participants (22,000+) engaged in the exhibit hall

Engaging with Your Targeted Audience

- ASH continues to offer new products that help industry partners deliver content and connect with the audiences most relevant to your goals.
- Impact attendees through multiple touchpoints, creating deeper, more lasting connections beyond the meeting.
- Gain actionable intelligence for your stakeholders to measure impact, demonstrate value, and improve return on investment.

Targeted Messaging

- Targeted strategies to focus your messaging to specific cohorts
- Tremendous click-through and open rates

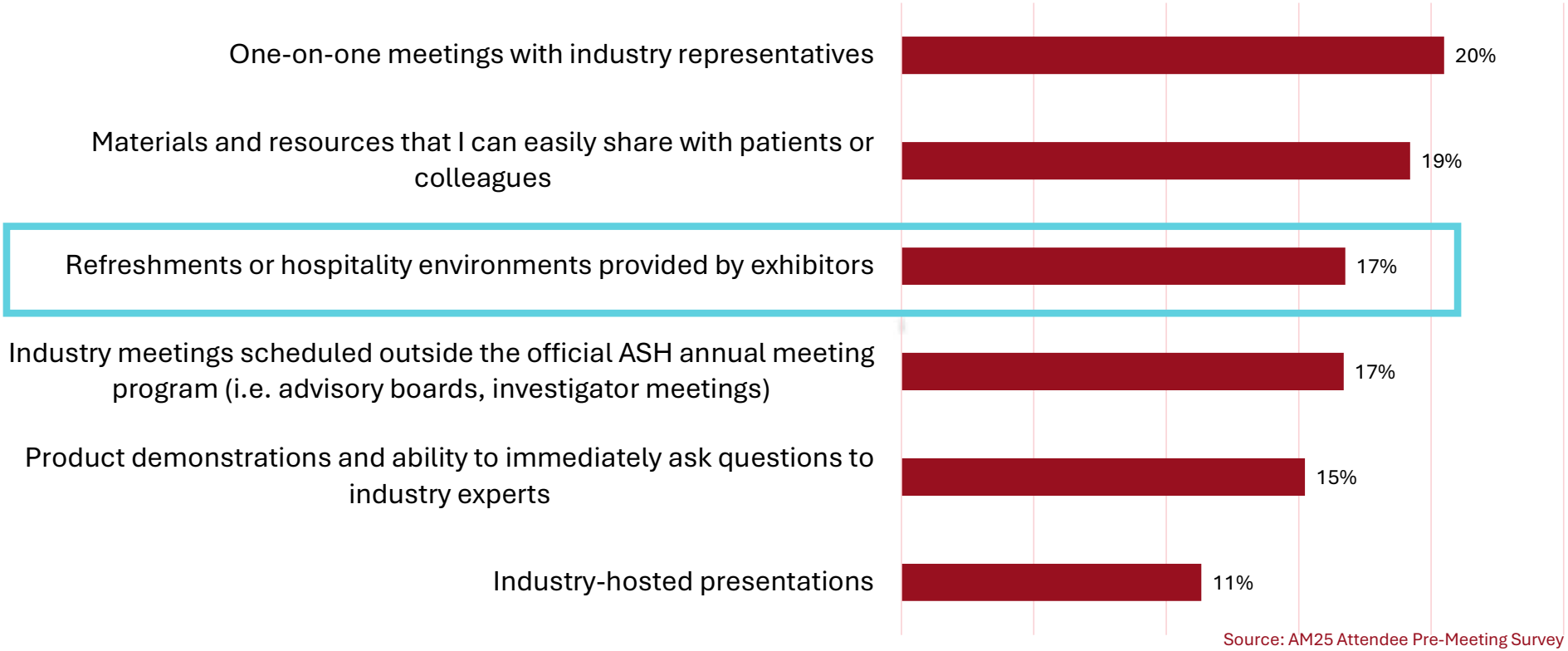
Data and Insights Report Series

ASH Data and Insights Report Series enhanced every year since 2023:

- New pre and post meeting attendee survey insights
- Evolving cohort demographics and behavioral observations
- Tailored program and science engagement trends
- Bonus: preview of pilot products

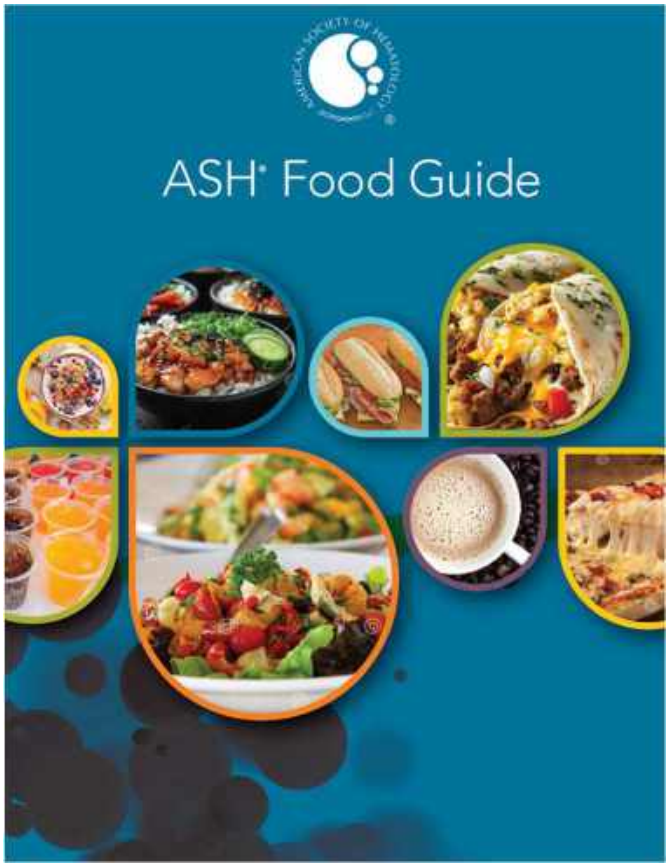
Attendee Survey

What types of exhibit hall activities, industry-interactions or resources do you find most valuable when attending the ASH annual meeting?



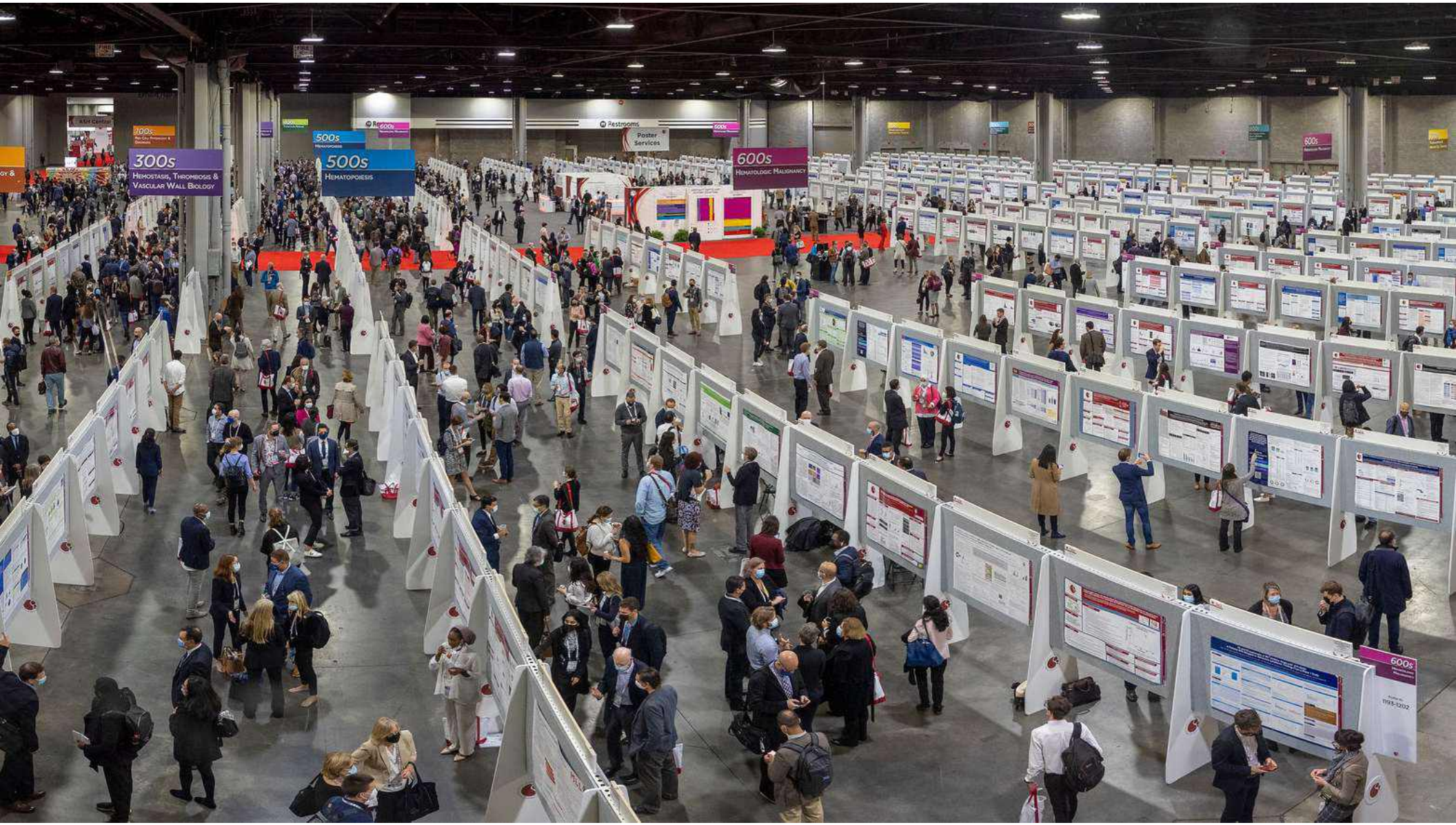
Source: AM25 Attendee Pre-Meeting Survey

ASH Food Guide – ASH Campus Map



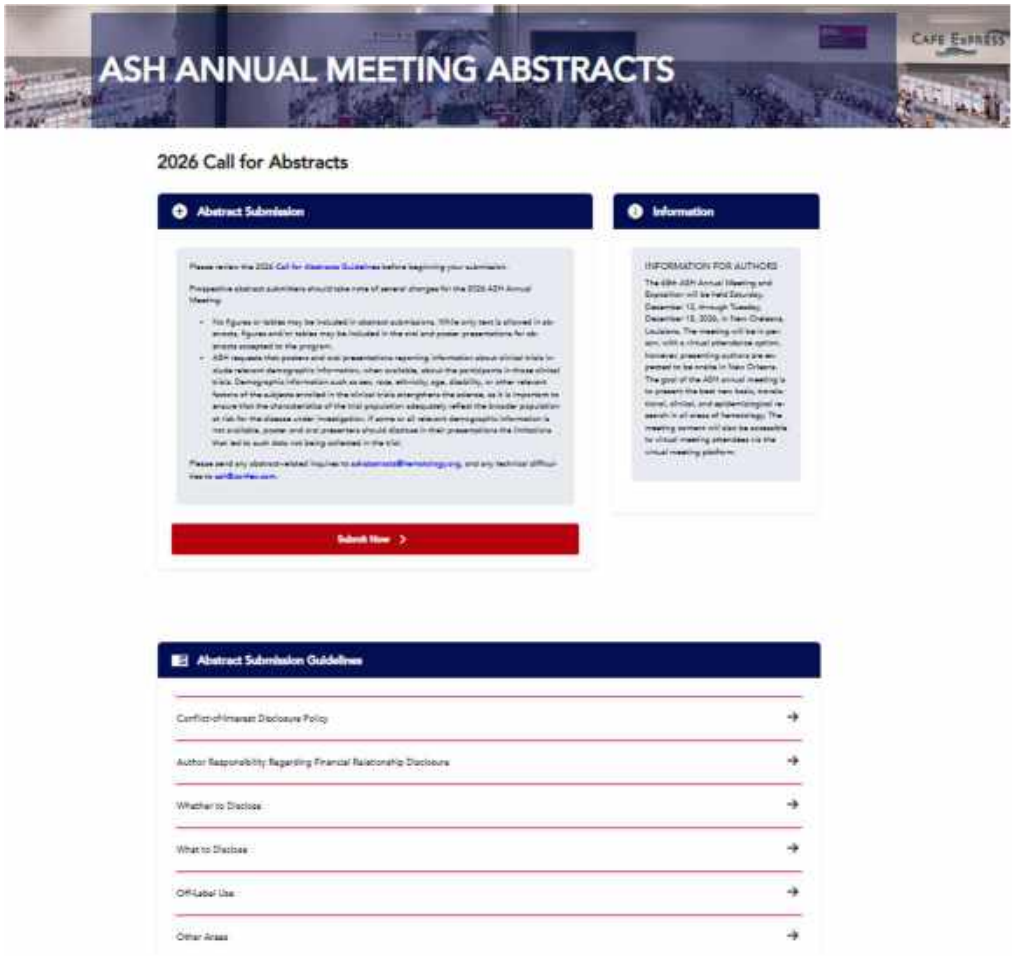
- Handy printed and digital resource to prevent hunger (or hangry!)
- Provided to all 30,000 participants
- Other medical meeting organizers are cutting back and driving participants to find food outside of the convention center
- Drive booth traffic by promoting your food or beverage offering in the ASH Food Guide

ASH FOUNDATION
RUN/WALK
IN-PERSON 3K | 5K SUNDAY • DECEMBER 13, 2026
VIRTUAL 3K | 5K • DECEMBER 6 – 20, 2026
NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER


300s
Hemostasis, Thrombosis & Vascular Wall Biology
500s
Hematopoiesis
500s
Hematopoiesis
Restrooms
Poster Services
600s
Hematologic Malignancy
600s

Abstract Submission Timeline

- Call for abstract submission period through August 4, 2026, at 11:59 p.m. Pacific time
- Abstract acceptance letters will be sent end of September/October
- Call for late-breaking abstract submission period is October 14-28, 2026
- Abstracts will be publicly released on November 4, 2026, at 9:00 a.m. Eastern time



ASH Campus

ASH-a-Palooza
Marriott Warehouse Arts District
Hampton Inn - EMRs
ASH Foundation Run/Walk
Hilton New Orleans Riverside - EMRs
Transportation Hub
ERNEST N. MORIAL CONVENTION CENTER
Great Hall
Hall B
Hall J
TCHOUPITOULAS ST
CONSTANCE ST
COMMERCE ST
S. PETERS ST
POE ST
CONVENTION CENTER BLVD
POYDRAS ST
JULIA ST
FRONT ST
PORT OF NEW ORLEANS PL
GAIENNIE ST
JOHN CHURCH
N. DIAMOND ST
NOTRE DAME ST
LAFAYETTE ST
INS DR
American Society of Hemato

New Orleans Ernest N. Morial Convention Center

Leveraging Power of Data

Targeted Messaging

Reach the hematology professionals who matter most to your business

High-Value, Tailored Email List

- Clinical and/or research focus
- Primary institutional affiliation
- Geography
- Post-meeting: Session attendees

Premium Timing and Visibility

- Deliver messages before or after meeting—aligned with your priorities
- Exclusivity: only one Targeted Message is sent per weekday, ensuring your message is not competing in a crowded inbox

Drive measurable results

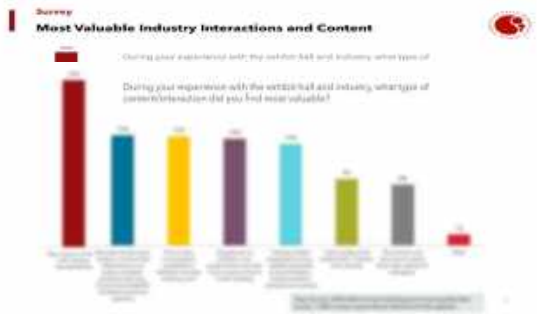
Promote corporate presentations, Friday Satellite Symposia, clinical trial update or recruitment, booth engagement, or new product launch

Book early – limited inventory

To learn more, contact Kristin Hudson at *ashexhibits@spargoinc.com*

ASH Data & Insights Report

- 3-Part Report Series
  - “Prepare Your Team” in November
  - “It’s Go Time” in December
  - “Measuring Your Success” in January
- Customized for your organization by taxonomy or disease
- Exclusive access to ASH data insights
  - Attendee Priorities and Interests
  - Attendee Survey Results
  - Audience Profiles
  - And more!



ASH members are asking for…

Recruitment

- ASH Recruitment Bundle = let them know you're hiring!
- To participate, must have a job listing on the ASH Job Center

Clinical Trials

- "Would like to ASH to facilitate connections between clinicians and pharma companies to express specific patient needs and focus on interactive sessions where pharma representatives present trial opportunities and encourage in direct dialogue with clinicians."
- Corporate Presentations: connect clinicians with pharma companies to identify pending trials and promote trial enrollment

ASH members are asking for…

Corporate Presentations

- Industry Forums (In-Person Only)
  - Interactive discussion format
  - Can include HCPs and KOLs

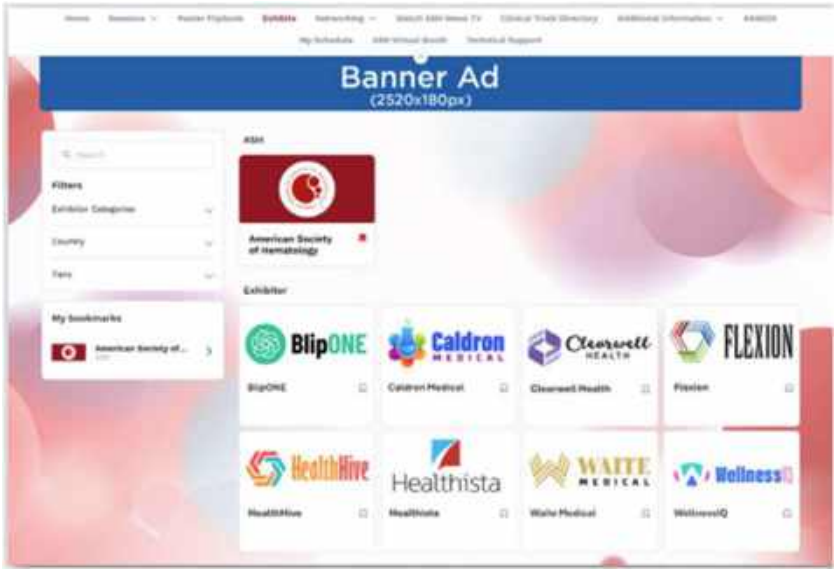
    **May not be on ASH Prohibited Speaker List (refer to guidelines for specifics)*
- Product Theaters and Industry Theaters (In-Person and Virtual)
- Clinical Trials and Company Showcases (In-Person and Virtual)

For Support Opportunity Sales, please contact:

Kristin Hudson
ashexhibits@spargoinc.com

Virtual Extends Your Presence

- Virtual platform extends attendee experience - before, during and after meeting
- Virtual exhibit to drive in-person engagement
  - Promote booth, corporate presentations, or Friday Satellite Symposia
- Virtual presentation add-on
  - Increase audience reach for product theaters, industry theaters, and clinical trial showcases



Advertising and Marketing Policy

- No advertising and marketing activities within a **five-mile radius of ASH campus** including New Orleans Ernest N. Morial Convention Center.
- Exempted activities can be arranged through ASH exclusive providers. All other activities or using other vendors are prohibited.
- This includes print and digital tactics – no geofencing, geotargeting
- Violation of policy could result in Priority Point reduction and other actions deemed necessary by ASH

Exclusive Providers

SPARGO

- Support Opportunities
- Corporate Presentations
- Data Reports and Targeted Messaging
- ASH Campus and Virtual Advertising
- Registration and Housing

PMI

- ASH News TV
- *ASH News Daily*
- *ASH Campus Map*
- *ASH Program-at-a-Glance*
- Journals

TriStar

- Out-of-Home Advertising
  - Airport and Riverwalk
  - Ride Share - Uber/Lyft
  - Programmatic Out-of-Home

Meeting Registration

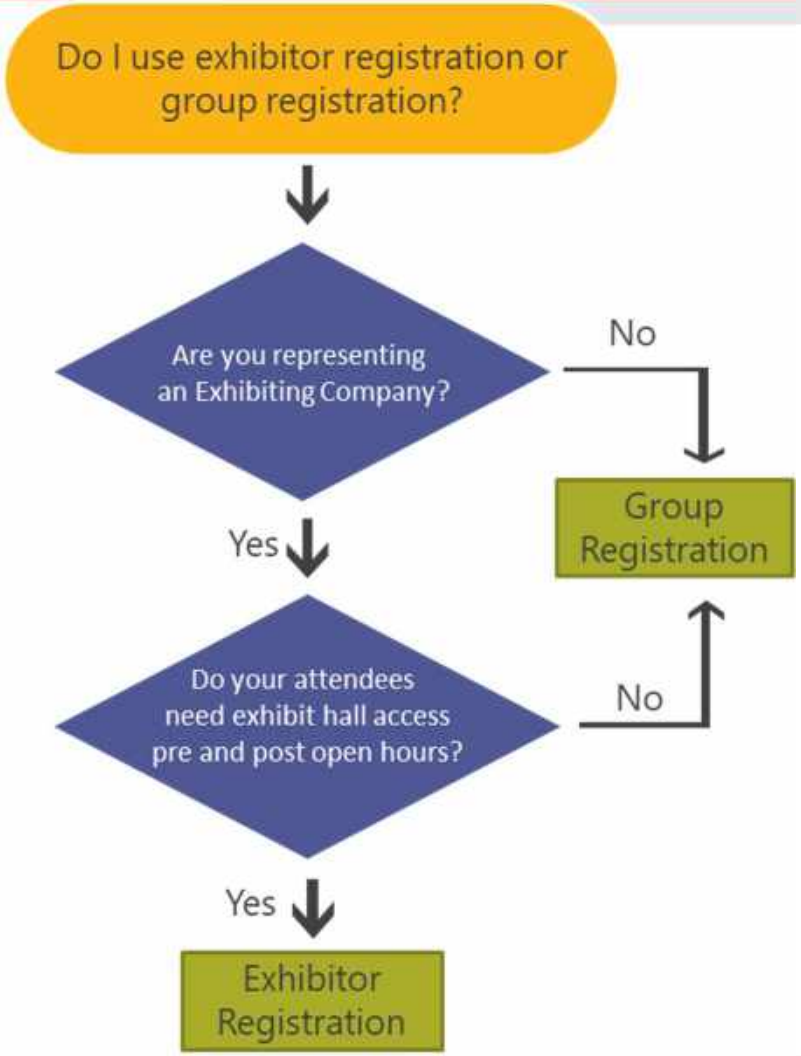
Goal: Receive a name badge with the correct access for each registrant

Available Registration Options	
	Exhibitor Booth Personnel • Access to Exhibit Hall including Pre and Post Hours • Does Not Allow Entry into annual meeting sessions • Register through the Exhibitor Registration Portal
	Exhibitor Full Meeting • Access to Exhibit Hall including Pre and Post Hours • Allows Entry into annual meeting sessions • Receives Complimentary Attendee Access to the Virtual Platform through January 1, 2027, with option to upgrade • Register through the Exhibitor Registration Portal
	Group Attendee • Access to Exhibit Hall during open hours only • Allows Entry into annual meeting sessions • Receives Complimentary Attendee Access to the Virtual Platform through January 1, 2027, with option to upgrade • Register through the Group Registration Portal

Registration Options

When to use Exhibitor Registration vs. Group Registration

Before you begin the registration process stop and think through these key questions to ensure you register your attendees in the correct category to get the access, they need prior to arriving onsite.



Items to Plan for:

Decide how you would like to manage badge pick-up on-site:

- Bulk Pick-Up
  - Book an appointment to pick up all badges
- Select Pick-Up
  - Book an appointment to pick up only a specific set of badges
- Individual Pick-Up
  - Allow registrants to pick-up their own badges

Appointments will be available on:

- Thursday, December 10: 12:00 p.m. - 6:00 p.m. Central time
- Friday, December 11: 7:00 a.m. - 5:00 p.m. Central time

On-Site Registration

Print Your Badge will be available in New Orleans in these locations:

- Louis Armstrong New Orleans International Airport Baggage Claim
- New Orleans Ernest N. Morial Convention Center, Great Hall Foyer
  - Badge Pick-Up Appointments will be held at the New Orleans Ernest N. Morial Convention Center, Great Hall Foyer
    - Registration changes can be made at this location only
  - Leaders with appointments will pick-up name badges and lanyards only
  - Registrants who are eligible to pick-up a meeting bag will do so at Materials Pick Up by individually scanning their name badge

Registration – Key Milestone Dates

Day/Date/Time	Registration Milestone
Wednesday, August 12 at 11:00 a.m. Eastern time	**Registration Opens**
Wednesday, October 21 at 11:59 p.m. Pacific time	• Advance Registration Pricing Ends • First Spreadsheet Due for Import
Thursday, October 22 at 12:00 a.m. Pacific time	Late Registration Pricing Begins
Friday, October 30 at 11:59 p.m. Pacific time	**Deadline to Convert Attendees Prior to Mailing**
Wednesday, November 4 at 11:59 p.m. Pacific time	Cancellation Deadline

Registration – Key Milestone Dates (continued)

Day/Date/Time	Registration Milestone
Friday, November 20 at 11:59 p.m. Pacific time	Final Spreadsheet Due for Import
Friday, November 27 at 11:59 p.m. Pacific time	Badge Appointment Deadline
Tuesday, December 8 at 11:59 p.m. Pacific time	• **Substitution Deadline** • **All Registrations Completed**

Registration questions? Please contact:

ASH Registration and Housing Center
Phone: 703-449-6418 or 888-788-1522 (U.S. Toll Free)
ashexhibitorreg@spargoinc.com

ASH Registration and Housing Webinar

Monday, August 10 at 1:00 p.m. – 2:30 p.m. Eastern time

Register now at:

https://attendee.gotowebinar.com/register/8032170391509753687

Housing

- **SPARGO, Inc.** is the only official housing provider for the 2026 ASH Annual Meeting and Exposition. Before you book, always look for the Official Contractor logo.
- Be sure to take advantage of ASH's discounted room rates and complimentary shuttle by booking through the ASH Housing Center.
- Exhibitors needing three or more rooms may secure a room block now.
- Individual hotel reservations starting Wednesday, August 12 at 11:00 a.m. Eastern time.

Housing - Exhibitor Room Blocks

- **Authorized Contacts:** Please notify us by Monday, August 10 of any authorized contacts who will need access to the Reservation Management Portal to manage your reservations.

- **Room Assignment & Payment Deadline:** Exhibitors who have reserved room blocks must assign rooms and submit payment for all rooms booked by Friday, October 2. Any unassigned and unpaid rooms will be released after 5:00 p.m. Eastern time.

- **Post-Deadline Changes:** After Friday, October 2, exhibitors may continue to make changes and add rooms through the portal (based on hotel availability) until 5:00 p.m. Eastern time on Wednesday, November 11.

- **Hotel Contacts & Shuttle Info:** The shuttle schedule and hotel contact list will be posted on the Reservation Management Portal on Tuesday, November 17 by 9:00 a.m. Eastern time.

Housing – Key Milestone Dates

Day/Date/Time	Housing Milestone
Wednesday, August 12 at 11:00 a.m. Eastern time	Exhibitor Reservation Management Portal and Individual Exhibitor Housing Opens
Friday, October 2 at 5:00 p.m. Eastern time	Exhibitor Reservation and Payment Deadline
Wednesday, November 11 at 5:00 p.m. Eastern time	Final Day for Online Changes and Pay for Outstanding Balances
Thursday, November 12 – Monday, November 16	***Black-Out Dates*** No Reservation Changes Allowed While Reservations are Transferred to Hotels
Tuesday, November 17	Contact Hotels Directly for Changes and Cancellations

Housing questions? Please contact:

ASH Registration and Housing Center
Phone: 703-449-6418 or 888-788-1522 (U.S. Toll Free)
ashexhibitorhousing@spargoinc.com

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https://attendee.gotowebinar.com/register/8032170391509753687

Ancillary Event Requests for Hotel Space

- Contact: *asheventrequests@spargoinc.com*
- An ancillary event is any affiliate event or meeting taking place between Thursday, December 10 and Tuesday, December 15.
- Any ancillary meetings with an educational or scientific focus or intent are **strictly prohibited** during these six days.
- Examples of our most common ancillary event types include:
  - Private food and beverage functions
  - Advisory Board Meetings
  - Investigator Meetings/Industry Updates
  - Internal sales, business, or staff meetings
- Please see the ASH Ancillary Meeting Guidelines for the full list of event types.

Ancillary Event Requests for Hotel Space

- Ancillary Request Portal:

  Opens: Wednesday, July 29 at 11:00 a.m. Eastern time

  Closes: Wednesday, December 9 at 11:59 p.m. Central time

- Approvals provided within 7-10 business days, barring the need for additional hotel options or unforeseen circumstances
- Requests are processed on a first come, first serve basis
- Limited availability at properties near the New Orleans Ernest N. Morial Convention Center
  - Limited Availability Remaining: Hilton New Orleans Riverside, Marriott New Orleans Warehouse Arts District, Renaissance New Orleans Arts Warehouse District
  - No Availability Remaining: Hampton Inn & Suites – Convention Center, The Riverfront Hotel New Orleans
  - Hotels nearest to the convention center fill their meeting space very quickly; we cannot guarantee meeting space at any walkable properties.

Ancillary Meeting Space vs. Exhibitor Meeting Rooms

Ancillary Space	Exhibitor Meeting Rooms
Submit Request through Ancillary Meeting Request Portal	Available as Exhibitor Opportunity
Subject to Ancillary Meeting Guidelines including Blackout Hours	Subject to Exhibitor Meeting Room Guidelines (Page 15)
No Space Available in New Orleans Ernest N. Morial Convention Center	Waitlist for Exhibitor Meeting Rooms
Limited Availability (consecutive 24-hour holds limited to Internal Use Only)	Exhibitor Meeting Rooms are available for Exclusive Use (Friday-Monday)
asheventrequests@spargoinc.com	*ashexhibits@spargoinc.com*

Ancillary Event questions? Please contact:

Casey Baden
asheventrequests@spargoinc.com

Adding a Registration Point of Contact

- Exhibiting Companies may designate a Registration contact in the portal
- A company's Registration contact will be able to register exhibitor staff on behalf of the exhibiting company.
- To add a contact, the current main point of contact must email the request to *ashexhibits@spargoinc.com*

Exhibitor Move-In

- First day of exhibit move-in is Wednesday, December 9
- Communicate with your staff and exhibitor appointed contractors so they are aware and can plan labor needs
- Full move in/move out information is included in the Exhibitor Service Manual.
- Freight should be sent to the advance warehouse whenever possible, including hanging signs.
- Move in ends at 4:30 p.m. on Friday, December 11. By 7:00 p.m. all cartons, crates, and other materials must be labeled with “empty” stickers and removed from the exhibit floor. Crates not tagged by this time will be removed and placed into storage at the exhibitor’s expense.
- Contact Eileen McGill at *ashexhibits@spargoinc.com* with further questions regarding move in

In-Person Exhibit – Key Deadlines

Day/Date	Deadline or Action
Friday, September 25	• Company Listing Due for Printed Materials • Artwork for Sponsored Items Due for ASH Review
Wednesday, October 14	Exterior Meeting Room Branding – Artwork Due for ASH Review
Friday, October 16	Deadline to Submit the Following: • Booth Rendering (Island Booths Only) • In-Booth Activities, Giveaways, Catering • Exhibitor Appointed Contractor Notification and Certificate of Insurance • **NEW FOR 2026** – Use of the ASH/Meeting Name Request
Monday, November 9	Freeman Advance Freight Warehouse Opens

In-Person Exhibit – Key Deadlines

Day/Date	Deadline or Action
Wednesday, November 11	Freeman and Vendor Advance Order Deadline
Wednesday, December 2	Last Day for Advance Freight to Freeman Warehouse
Wednesday, December 9	• Ancillary Meeting Room Request Deadline • Targeted Freight May Begin to Arrive at Show Site

Exhibitor related questions? Please contact:

ASH Exhibit Operations Team
ashexhibits@spargoinc.com

Corporate Presentations – Key Deadlines

(Product Theaters, Industry Theaters, Industry Forums, Clinical Trial Showcases, and Company Showcases)

Day/Date	Deadline or Action
Friday, August 21	Session Title, Description, Presenter Information Due for: • Industry Forums
Friday, August 28	Session Title, Description, Presenter Information Due for: • Product Theaters • Industry Theaters • Company Showcases • Clinical Trial Showcases
Wednesday, October 7	Deadline to: • Accept Assigned Timeslot • Make Any Changes to Presentation Details for Printed Materials
Friday, October 30	• Virtual Presentations (Pre-Recorded) mp4 Files Due

ASH Exhibitor Town Hall

Tuesday, October 13 at 1:00 p.m. – 2:30 p.m. Eastern time

Contacts

ASH Exhibitor Site

- **Exhibit Operations:**
  - Eileen McGill, SPARGO *eileen.mcgill@spargoinc.com*
- **Corporate Presentations and Sponsorship Fulfillment:**
  - Stephanie Houck, SPARGO *stephanie.houck@spargoinc.com*
- **Exhibitor Meeting Rooms:**
  - Andrew Cusick, SPARGO *andrew.cusick@spargoinc.com*
- **Registration:**
  - Anna Roscigno, SPARGO *ashexhibitorreg@spargoinc.com*
- **Housing:**
  - Leah Abdin, SPARGO *ashexhibitorhousing@spargoinc.com*
- **Ancillary Events:**
  - Casey Baden, SPARGO *asheventrequests@spargoinc.com*

Contacts

- **Sales of Exhibit, Support Opportunities, Ad Retargeting, Targeted Messaging, Data & Insight Series:**
  - Kristin Hudson, SPARGO *kristin.hudson@spargoinc.com*
- **Advertising in ASH News TV, *ASH News Daily, ASH Program-at-a-Glance, ASH Campus Map*:**
  - Joe Schuldner, PMI *jschuldner@pminy.com*
- **Out-of-Home and Airport Advertising:**
  - Angie Marino, TriStar *amarino@tristarpub.com*
- **Webcast Package Sales:**
  - Matthew Young, Springer Healthcare *ash@springer.com*

Upcoming ASH Meetings

- **2027 Highlights of ASH®**
  - **North America**
    - January 15-16, 2027, in Chicago, IL
    - January 22-23, 2027, in New York, NY and Seattle, WA
    - January 29-30, 2027, in Washington, DC
  - **Asia-Pacific**
    - February 12-13, 2027, in Bangkok, Thailand
  - **Mediterranean, Middle East and North Africa**
    - March 19-20, 2027, in Athens, Greece
  - **Latin America**
    - April 2-3, 2027, in Santiago, Chile