



Malaysian
Society of
Haematology

SPONSORSHIP PROSPECTUS



2026 Highlights of ASH® in Asia-Pacific
10 - 11 April, 2026
Kuala Lumpur, Malaysia

Invitation

Dear Valued Sponsors and Exhibitors

On behalf of The American Society of Hematology (ASH) and The Malaysian Society of Haematology (MSH), we hope to confirm your support for the 2026 Highlights of ASH® in Asia-Pacific.

The meeting will take place in Kuala Lumpur, Malaysia on April 10th to 11th 2026, and will attract over 400 clinicians, scientists, and/or nurses from throughout the region.

This prospectus outlines the sponsorship and exhibit opportunities available for the meeting.

Please review the various package options, determine what your organization can contribute, and contact us with any questions.

We look forward to welcoming you as a valued supporter of the 2026 Highlights of ASH® in Asia-Pacific.

About Highlights of ASH® in Asia Pacific

Attend Highlights of ASH® in Kuala Lumpur, Malaysia to hear internationally recognized experts analyze the latest updates in hematology research from the 2025 ASH® Annual Meeting. This is your chance to evaluate and discuss with leading hematology experts and colleagues how new research and clinical updates can be translated into new patient care strategies.

It is anticipated that more than 400 delegates from the Asia-Pacific region will attend the 2026 Highlights of ASH® in Asia-Pacific from the following professions:

- Hematologists
- Oncologists
- Fellows/Trainees
- Allied Health Professionals
- Hematopathologists
- Those who prefer a smaller intimate meeting which allows opportunities for attendees to discuss real patient cases with leaders in the field.
- Anyone who may have missed the 2025 ASH® Annual Meeting but wants a recap of the top abstracts.

About ASH®

With more than 18,000 members from nearly 100 countries, the American Society of Hematology (ASH) is the world's largest professional society serving both clinicians and scientists around the world who are working to conquer blood diseases.

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

About MSH

The Malaysian Society of Haematology (MSH) is an independent, non-governmental organization which promotes advancement of science in the field of haematology and its allied sciences since 1993. With over 340 members, our membership includes haematologists, haemato-pathologists, haematology trainees and research scientists.

Our mission is to facilitate communication and promote good practice amongst clinicians and pathologists practising haematology throughout Malaysia. We act as an authoritative body for the purpose of consultations in matters of professional and public interest concerning haematology. In addition, we promote lifelong learning through educational programs such as workshops and annual scientific meetings.



Sponsorship Overview

All pricing in \$USD

Category	Platinum	Gold	Exhibitor
Investment in USD	\$17,000	\$10,000	\$6,000
Exhibition Space			
Complimentary Exhibition Space	24sqm (6mx4m)	12sqm (6mx2m)	7.5sqm (3mx2.5m)
Registrations			
Complimentary Delegate Registrations - includes access to sessions and attendance in exhibition.	5	2	-
Complimentary Exhibitor Registrations (for company personnel only and no access to sessions)	4	2	2
Acknowledgement of the sponsors during the Opening and Closing remarks	✓	✓	-
Recognition on the HOA Asia Pacific attendee mobile app	✓	✓	✓
Sponsor profile in the mobile app	200 words	150 words	100 words
Logo acknowledgement on signage in the exhibition foyer and other applicable signage at the venue	✓	✓	-
Opportunity to purchase a Satellite Symposium Slot	✓	✓	

Additional Support Opportunities

Satellite Symposia			
45-min corporate symposia (ASH to provide room and standard AV) Speaker honoraria, catering and additional AV will be at sponsors expense. Opportunities to purchase Satellite Symposia are exclusively available to companies that have secured Platinum or Gold packages.	Morning Symposia \$8,000	Lunch Symposia \$10,000	Evening Symposia \$12,000

Ancillary Opportunities

Packages	Pricing
Meeting Mobile App Sponsor	\$12,000
Lounge Sponsor	\$10,000
Email Registration Confirmation Bundle	\$8,000
Coffee Break Sponsor	\$5,000
General Lunch Session Sponsor	\$12,000
Water Station Sponsor	\$8,000

Meeting Mobile App Sponsor- \$12,000 USD

- Logo presence on the dashboard of the App (featured as the Meeting App Sponsor)
- Opportunity to send one push notification during the Meeting via the app (content to be provided by sponsor and subject to approval from committee)
- Company details included on the App sponsorship page (this page will also contain other sponsor details)
- 150 word Company profile in the Meeting App
- Acknowledgement as the Meeting App Sponsor on the Meeting App
- Add-on Exhibition booth at special discounted rate of \$5000

Lounge Sponsor - \$10,000 USD

- Opportunity to brand one of the lounge areas within the exhibition hall. This is a space for delegates to come and relax during the Meeting. Some furniture will be provided but we would encourage the sponsor to make the space their own (branding and additional furniture at the cost of the sponsor and needs to be approved)
- Four (4) complimentary delegate registrations and two (2) exhibitor staff passes
- The lounge area cannot be used as an exhibition stand. Should you wish to demonstrate or promote products, this needs to be done from your exhibition stand
- Acknowledgement as a sponsor on the Meeting App
- Company logo and details in the sponsor section of the Meeting App.

Ancillary Opportunities

Email Registration Confirmation Bundle (Exclusive Opportunity) - \$8,000 USD

- Company logo on the email confirming Registration to all attending delegates
- Company details in the sponsor section of the Meeting App

Coffee Break Sponsor (1 Break per sponsor available) - \$5,000 USD per break

- Opportunity to place company roll up banners (no more than 3 banners) next to the coffee and food stations in the Exhibition Foyer during the selected sponsored coffee break
- Company details in the sponsor section of the Meeting App
- One (1) exhibitor staff pass

General Lunch Session Sponsor (1 Break per sponsor available) - \$12,000 USD per lunch session

- Opportunity to place company roll up banners (no more than 3 banners) next to the food stations in the Exhibition Foyer during the selected sponsored General Lunch Session
- Company details in the sponsor section of the Meeting App
- Four (4) complimentary delegate registrations and two (2) exhibitor staff passes

Water Station Sponsor - \$8,000 USD

- Two (2) exhibitor staff passes
- Opportunity to place free-standing banners at water stations in the exhibition hall
- Company details in the sponsor section of the Meeting App



Exhibitor Information

Stands

Platinum exhibition allocation:

- Space only 24 sqm (6m x 4m)

Gold exhibition allocation:

- Space only 12 sqm (6m x 2m)

Exhibitor's exhibition allocation:

- Space only 7.5 sqm (3m x 2.5m)

Sponsors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Sponsorship and Exhibition Manager no later than 15 February 2026.

Furniture hire, audio visual equipment and provision of internet connections is not included for any of the above packages. These items may be hired from the official Meeting contractors. Contact details will be provided in the Sponsorship and Exhibition Manual.

Preliminary Exhibition Timetable

9 April 2026

Build and dressing of stands

10 April 2026

Exhibition open

11 April 2026

Exhibition open

Dismantling (early evening)

Please Note: this is a preliminary schedule. Final timings will be published in the Sponsorship and Exhibition Manual

Additional Exhibitor Staff Passes

An allocation of exhibitor staff passes is included in each sponsorship package. These passes include morning tea and lunch as indicated in the program and attendance to any of the scientific sessions. Additional passes may be purchased at USD\$625 per person for the entire Meeting.

Sponsors will receive access to an online form to register attendees for the sponsor registrations which include catering as indicated in the program and access to scientific sessions.

Sponsorship and Exhibition Manual

A manual will be distributed to all sponsors three months prior to the exhibition. The manual will contain details of the online registration process for staff, the pack-in / pack-out schedule, supplier contact details and information required for the exhibition app listing.

Terms and Conditions

Booking and Payment

Sponsorship packages and exhibition space will be allocated upon receipt of the completed application.

Confirmation will be sent together with an invoice for the required amount. The full amount is payable within 30 days of date of tax invoice. If your payment is not received within this time frame, you relinquish your right to the requested sponsorship package and exhibition space.

All payments should be made in American Dollars by bank transfer or credit card (Please note there is a credit card fee of 4%). All payments due must be received prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Disclosure of Information: We agree that sponsors disclose their contributions

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 30 September 2025, your payment will be refunded less a 20% administration fee
- between 1 October and 30 November 2025, you are liable for 50% of the selected package
- from 1 December 2025, you are liable for 100% of the package selected.

ASH® reserves the right to cancel the Meeting incase of circumstances beyond its control. In such a case, all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.



We invite your support

Booking and Payment

Thank you for taking the time to consider the possibilities the 2026 Highlights of ASH® in Asia-Pacific Meeting has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form. If we can assist with further information, or discussing other opportunities, please contact the Meeting managers.

We hope that you are as enthusiastic about the opportunities that are available and look forward to welcoming you to Kuala Lumpur, Malaysia in April 2026.

Nihal Fernandez

Sponsorship and Exhibition Manager

on behalf of the 2026 Highlights of ASH® in Asia-Pacific



**THE
CONFERENCE
COMPANY**

Email: ash@theconferencecompany.com

Phone: 1800 193 405 (within Australia) or
+64 9 360 1240



2026 Highlights of ASH® in Asia-Pacific Meeting Application for Sponsorship

We (company name) _____ apply for
sponsorship in accordance with the terms and conditions as set out in this prospectus.

Signed: _____ Date: _____

Print Name: _____

Please complete and forward this form to ash@theconferencecompany.com

Company Details

Company Name (for invoice purposes): _____

Company Name (for exhibition / promotion): _____

Postal Address: _____

Telephone: _____

Email: _____

Contact Person: _____

Sponsorship Requirements

Platinum	USD\$
Gold	USD\$
Exhibitor	USD\$
Satellite Symposia	USD\$
Ancillary Sponsorships (Meeting App, Lounge, Registration Confirmation Bundle, Coffee Break, General Lunch Session, Water Station)	USD\$

Space Preferences

Stand space is allocated to companies in order of level of sponsorship based on the date the signed application is received. A final floorplan will be forwarded to your company representative to select from available spaces.