Support Opportunities

www.hematology.org/annualmeeting
**Connectivity Bundle (Wi-Fi and Internet Stations)**

*Exclusive (Corporate only)*

With your highly visible sponsorship, attendees will enjoy free wireless internet in the San Diego Convention Center and meeting rooms at the headquarter hotels. In addition, you'll also offer attendees a convenient way to check email and stay connected with Internet Stations located throughout the convention center. Attendees can also use these stations to search the ASH Job Center.

**Digital Advertising at the San Diego Convention Center**

*Non-Exclusive (Product or Corporate)*

Broadcast your message by securing advertising space in two high-traffic areas outside of the exhibit hall, with your rotating 15-second ad played on the 16’ x 9’ screen outside of Hall C and the 40’ x 11’ screen outside of Hall E, the main exhibit hall entrances. Your ad will be displayed on both screens multiple times per hour for four (4) days.

**Mobile App Splash Page**

*Exclusive (Corporate only)*

Gain exposure with attendees before, during, and after the meeting through company placement on the 2020 ASH Annual Meeting Mobile App. Your company name will be displayed on the mobile app splash screen that appears each time the app is launched by meeting attendees.

**Email Confirmations Communications Bundle**

*Exclusive (Product or Corporate)*

Before attendees arrive in San Diego, build awareness and excitement with multiple opportunities to gain exposure through attendee communications. The Email Confirmations Communications Bundle gives you the exclusive right to include your hyperlinked display ad on each of the following, listed with approximate impressions:

- online registration confirmation page (19,000)
- registration confirmation email (19,000)
- badge and mailing address verification email (13,000)
- online housing confirmation page (12,000)
- housing confirmation email (12,000)

Please note, these impressions are based upon supporter providing all specs before registration and housing opens in July.

**PosterCast**

*Non-Exclusive (Corporate only)*

Attendees in the poster hall will take advantage of PosterCast, a free app letting users listen to three-minute audio presentations recorded by the authors of ASH scientific posters. Supporters of PosterCast will receive acknowledgement on the splash page of the app and their logo on the earbud pickup and discard bins. 

This activity is not part of the meeting’s CME offering.

Support opportunities are offered on a right of first refusal basis to 2019 supporters through March 1, 2020.
ASH Park @ The Plaza
ASH Park @ The Plaza offers attendees the opportunity to enjoy some fresh air while connecting with their colleagues in a covered, outdoor casual environment, located outside of Hall H. ASH Park @ The Plaza will include games, seating, charging stations, Wi-Fi, live entertainment, yoga and refreshments. Various opportunities for support are available; those are included below.

ASH Park @ The Plaza Ping Pong
Exclusive (Corporate only)
Support Ping Pong in the ASH Park @ The Plaza and receive your corporate logo on the paddles, signage, and table clings in the game area.

ASH Park @ The Plaza Jenga
Exclusive (Corporate only)
Support Jenga in the ASH Park @ The Plaza and receive your corporate logo on the seating cubes, signage, and table clings in the game area.

ASH Park @ The Plaza Cornhole
Exclusive (Corporate only)
Support Cornhole in the ASH Park @ The Plaza and receive your corporate logo on the cornhole boards, signage, and table clings in the game area.

ASH Park @ The Plaza Checkers
Exclusive (Corporate only)
Support Checkers in the ASH Park @ The Plaza and receive your corporate logo on the seating cubes, signage, and table clings in the game area.

ASH Park @ The Plaza Table Clings
Exclusive (Corporate only)
Attendees will be sure to notice your clings while they stop to take a break, enjoy refreshments, and network with their colleagues in the ASH Park @ The Plaza.

ASH Park @ The Plaza Stage
Exclusive (Corporate only)
Live entertainment will grab the attention of attendees visiting ASH Park @ The Plaza during lunch each day. Support the Plaza Stage and receive recognition on the schedule signage and your logo on the stage wrap.

ASH Alexa
Exclusive (Corporate only)
“Hey, Alexa, what time do the exhibits open?” When attendees need help finding session times, locations or other information, they can ask Alexa at any of the stations strategically positioned throughout the convention center, each with prominent sponsor recognition. On average, Alexa shares nearly 5,500 responses to attendees.

Carpet Inlays
Non-Exclusive (Product or Corporate)
Promote your company, product, or booth on an 8’ x 8’ carpet inlay that attendees will be sure to see while walking inside the exhibit hall.

Coat and Bag Check
Exclusive (Corporate only)
Make the first and last impression with attendees as they enter and leave the convention center each day by supporting the Coat and Bag Check. Opportunity includes two locations, with recognition on rotating digital informational signage and a meter board at each location.

Opportunities allow for either product-specific branding or corporate/company only branding as identified in each offering. All branding must be submitted to ASH for approval.
Convention Center

Convention Center Mobile Device Charging Stations

Exclusive | Non-Exclusive (Product or Corporate depending on location)

When attendees need to recharge, these charging stations will allow them to conveniently power up their devices and stay connected. Each promotional opportunity includes a bundle of five (5) charging stations, with four (4) bundles available. Charging stations will be placed in highly visible locations throughout the San Diego Convention Center and offer opportunities for both static and digital messaging.

Please note, ASH is offering an opportunity for exclusive rights to ALL twenty charging stations in the convention center. If an exclusive sponsor is not confirmed, charging stations will be available at the non-exclusive, per bundle rate.

Exhibit Hall Aisle Signs

Exclusive (Product or Corporate)

Get noticed, drive traffic to your booth, and ease the navigation of the exhibit hall with your product or corporate logo on all aisle signs.

Headshot Alley

Exclusive (Product or Corporate)

Located within ASH Central, Headshot Alley will be open Saturday-Monday for attendees to have their professional headshot taken. Support includes professional photographer, assistant, camera, lighting, and backdrop. In addition to recognition on signage, your corporate or product branding will be included in each headshot email sent to participants.

Hydration Stations

Exclusive (Corporate only)

Help attendees stay refreshed by supporting Hydration Stations where they can refill their water bottles. Your corporate logo will be placed on the cooler and on the floor sticker at each station. Ten (10) stations will be located throughout the San Diego Convention Center. All stations will be replenished not to exceed 65 gallons per day.

Networking Area Table Clings

Non-Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues in the exhibit hall. Includes ten (10) table clings.

Park Benches

Exclusive (Product or Corporate)

Stand out in the exhibit hall with your branding on five (5) park benches placed in heavily trafficked locations throughout the hall. Includes messaging on bench backs and floor decals.

Social Media Bundle (Photo Zone and Social Media Wall)

Exclusive | Non-Exclusive (Product or Corporate)

The Social Media Bundle includes support of the Photo Zone and the Social Media Wall. Located in ASH Central, the Photo Zone allows attendees to take photos with a selection of backdrops and props. Supporter will receive its logo and an eight-second digital ad on the entrance unit. Placed in two highly visible areas of the convention center, attendees will take a break at the Social Media Walls to watch the chatter across ASH’s Twitter and Instagram channels. Supporter will receive its logo on the surround of each wall and an eight-second digital ad rotating with the feed.

Please note, ASH is offering an opportunity for exclusive rights to the Social Media Bundle. If an exclusive sponsor is not confirmed, this opportunity will be offered at the non-exclusive rate.

Opportunities allow for either product-specific branding or corporate/company only branding as identified in each offering. All branding must be submitted to ASH for approval.

To secure your opportunity contact:
ASH Exposition and Support Sales
SPARGO, Inc.
ashexhibits@spargoinc.com
703-631-6200
Hotel Door Hangers
(Thursday) | (Fri/Sat/Sun) — Exclusive per day | Rights only (Product or Corporate)
Display a door hanger with your customized message on the doors of the official ASH hotel room blocks. This is a rights only opportunity and the sponsor is responsible for hotel distribution charges and the cost of producing the door hangers. Pricing is per day and includes the opportunity to sponsor multiple days with new artwork and messaging each day.

Hotel Key Cards
Exclusive | Rights only (Corporate)
Increase your visibility by branding the hotel key cards that attendees will use countless times to enter and exit their rooms. Get placement right in their hands, from the time they check in to the time they leave San Diego. This is a rights only opportunity and the sponsor is responsible for hotel distribution charges and the cost of producing and shipping the key cards.

Hotel Room Door Drop – ASH Exhibitor Bag Advertising
Exclusive (Corporate only)
A high-visibility opportunity with prime advertising space on the official 2020 ASH Exhibitor Bag. Your corporate logo will be placed prominently on one side of the bag with the ASH logo on the other. This opportunity includes a complimentary Hotel Room Door Drop Bag Insert valued at up to $8,250.

Hotel Room Door Drop – ASH Exhibitor Bag Inserts
Non-Exclusive (Product or Corporate)
Heighten brand awareness, drive booth traffic, or promote your product theater presentation by including print material in the 2020 ASH Exhibitor Bag. Approximately 4,400 bags per day will be delivered to attendee hotel room doors in the early morning on both Saturday and Sunday.

Hotel Room Door Drop – ASH Friday Satellite Symposia Inserts
Non-Exclusive (Friday Satellite Symposia only)
Promote your Friday Satellite Symposia by including an insert in the 2020 Friday Satellite Symposia Bag. Approximately 4,400 bags will be delivered to attendee hotel rooms early Friday morning. All inserts must reference Friday Satellite Symposia only.

Hyatt Mobile Device Charging Stations
Exclusive (Corporate only)
Marriott Mobile Device Charging Stations
Exclusive (Corporate only)
Charging stations will allow attendees to conveniently power up their devices and stay connected before and after attending ASH official sessions at the Hyatt or Marriott. This opportunity includes a bundle of five (5) charging stations. Charging stations will be placed in highly visible locations at each hotel and offer opportunities for both static and digital messaging.

Hyatt Photo Zone
Exclusive (Corporate only)
Marriott Photo Zone
Exclusive (Corporate only)
Before and after attending ASH official sessions at the Hyatt or Marriott, attendees will seek out the Photo Zone for a fun picture to remember their experience. The Photo Zone will include a camera kiosk with your corporate logo, a green screen, an attendant, and a personalized corporate email.

The Wall Street Journal Door Drop
Exclusive | Rights only (Product or Corporate)
Greet attendees in the morning with a complimentary copy of the The Wall Street Journal delivered to the doors of attendees staying at participating hotels in the official ASH hotel room blocks. This is a rights only opportunity and the sponsor is responsible for hotel distribution charges, the cost of providing the newspapers, producing branded wraps, and shipping.

Opportunities that are not indicated as rights only include the costs for production, installation, and removal.
ASU-a-Palooza

ASU-a-Palooza

Platinum | Gold | Silver — Non-Exclusive (Corporate only)

ASU-a-Palooza is an educational experience that will offer a relaxed, open learning environment for more than 900 trainees with multiple opportunities for micro learning. Trainees won't want to miss this fun, interactive, half-day event, complete with engaging ASU Talks, "speed mentoring," food, and more. Support includes corporate recognition online and on site depending upon level of support.

ASU-a-Palooza Photo Zone

Exclusive (Product or Corporate)

Support the ASU-a-Palooza Photo Zone and give attendees a fun picture to remember their experience. The Photo Zone will include a camera kiosk with your corporate logo, a green screen, an attendant, and a personalized corporate or product email.

Traffic Drivers

Registrant Mailing Lists

ASH’s official registrant mailing list provides an outstanding opportunity to reach attendees, generate awareness for your exhibit, and help drive traffic to your booth. Many resources purport to have mailing lists of annual meeting attendees, but these mailing lists are the only source of the official list of actual attendees available. Don’t be fooled by imposters! Design and mail your own direct mail piece and reach 2019 final post-show registrants or 2020 pre-show registrants. U.S. and International lists available.

Premium Exhibitor Listing

Non-Exclusive (Product or Corporate)

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

Opportunities allow for either product-specific branding or corporate/company only branding as identified in each offering. All branding must be submitted to ASH for approval.

To secure your opportunity contact:
ASH Exposition and Support Sales
SPARGO, Inc.
ashexhibits@spargoinc.com
703-631-6200
ASH Foundation Walk/Run

Premier | Lead | Supporting — Non-Exclusive (Corporate only)

More than 1,000 participants are expected to take part in the 2020 ASH Foundation Run/Walk on Sunday, December 6. Support includes corporate recognition online and on site depending on level of support. ASH may, at its own discretion, decide to use all or a portion of corporate walk/run sponsorship donations to help support the cost of administering the event.

Resilience Bundle

Exclusive (Corporate only)

ASH continues its focus on resilience and wellness for hematologists. Focusing on the themes of eating well, thinking well, sleeping well, moving well, and living well, gain maximum exposure through support of the Resilience Bundle, which includes the ASH Wellness Studio, five Power Nap @ ASH pods and two Yoga @ the Park sessions. Supporter receives the benefits associated with each item listed below plus branded furnishings at the ASH Wellness Studio, branded yoga mats, and branding on the yoga hydration stations.

Opportunities allow for either product-specific branding or corporate/company only branding as identified in each offering. All branding must be submitted to ASH for approval.

ASH Wellness Studio

Non-Exclusive (Corporate only)

The ASH Wellness Studio is part of ASH’s ongoing effort to address the topic of resilience and clinical well-being through education. Here, attendees may engage in short micro-bursts of education throughout the day on topics related to resilience and self-care. Attendees will be encouraged to visit in between sessions, during lunch breaks, and when their schedule permits. The Studio will offer an informal setting for learning with wellness-focused faculty. The final class schedule will be included in the mobile app. Supporters will receive their logo on a carpet overlay and on the structure within the Studio space, visible to all participants as well as other attendees.

(This activity is not part of the meeting’s CME offering.)

Power Nap @ ASH

Non-Exclusive (Corporate only)

Power naps are proven to improve mood, alertness and performance. Nap pods will be located in ASH Central where attendees can take a 20-minute power nap on a first-come, first-served basis. Each supporter will receive its logo on a pod along with recognition on the audio message greeting attendees before each nap.

Yoga @ The Park

Non-Exclusive (Corporate only)

To start their day on Saturday and Monday mornings, attendees will participate in all-level yoga sessions in ASH Park @ The Plaza. Supporters will receive recognition in pre-yoga remarks and on signage both days.

Support opportunities are offered on a right of first refusal basis to 2019 supporters through March 1, 2020.

To secure your opportunity contact:
ASH Exposition and Support Sales
SPARGO, Inc.
asheXhibits@spargoinc.com
703-631-6200
Annual Meeting Campus Map
Non-Exclusive (Product or Corporate)
The Annual Meeting Campus Map serves as a vital quick reference guide for attendees as sessions and events will be held throughout the San Diego Convention Center and other select venues. The guide will be distributed to 25,000+ attendees inside the official conference tote bags with another 5,000 copies distributed in the exhibit hall and at information kiosks. Advertising positions include front cover, interior ROB, and back cover.

ASH News Daily
Non-Exclusive (Product or Corporate)
ASH News Daily brings attendees daily coverage of meeting activities and a full schedule of events, offering direct access to 25,000+ attendees. A variety of ad placements, ranging from 1/8 to king page in 4-color and black and white, are available. In addition, premium positions include bellybands, Cover 2 and Cover 4.

ASH News Daily E-Newsletter
Non-Exclusive (Product or Corporate)
With a daily distribution of 25,000+, the official daily e-newsletter for ASH News Daily will be delivered each of the four mornings to all attendees. It features top stories, interviews and highlights from ASH News TV. A variety of ad placements (top, side, and bottom) are available.

ASH News Daily Online Edition
Non-Exclusive (Corporate only)
Support the mobile-friendly online version of ASH News Daily and allow meeting attendees to read about what is happening at the ASH annual meeting right on their phones! With more than 80,000 page views, the online edition of ASH News Daily has been critical reading for attendees who want to preview sessions or catch up on sessions they’ve missed. It is also the go-to source for those who want to learn about the latest developments at ASH but are unable to attend the meeting in person.

ASH News TV
Non-Exclusive (Product or Corporate)
ASH News TV provides daily coverage of the meeting as well as previews of the next day’s events. Attendees are able to access content from their hotel rooms, on shuttle buses, on monitors throughout the convention center, and online. Spots with a duration of 30 seconds are available.

ASH Meeting & Exposition Program
Non-Exclusive (Product or Corporate)
The official guide to the annual meeting, this is the only print publication with full meeting guide details including the master schedule of events, speakers, sessions, posters, and exhibitors. The program guide is distributed to all attendees at registration, providing a circulation of 25,000+. Advertising opportunities in the 7” x 9” spiral bound publication include single-page placements for Cover 2 and Cover 4, and five high-visibility section tabs.

For more information on advertising opportunities, please contact:
Joe Schuldner
Pharmaceutical Media, Inc.
212-904-0377
jschuldner@pminy.com
30 East 33rd Street, 4th floor
New York, NY 10016

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