



62nd ASH® Annual Meeting and Exposition

DECEMBER 5-8, 2020



Support Opportunities

The new ASH Pharmaceutical Pipelines and Clinical Trials Directories will be prominently positioned on the ASH virtual meeting platform. The directories will provide health care professionals access to current information on the status of hematologic pharmaceuticals in development and clinical trials to encourage and stimulate meaningful dialogue with industry. Directories will be accessible during and after the virtual program.

Directory listings may be secured only by exhibitors participating in the virtual meeting.

Pharmaceutical Pipelines Directory

Non-Exclusive

The directory will serve as a resource providing health care providers with current information on the status of hematologic pharmaceuticals in development. This repository is searchable by hematologic disease state, phase, keyword, and company name. Listings will include compound name, indication, and phase with a link to your virtual exhibit or the URL of your choice. An additional link will be provided to companies with listings in the Clinical Trials Directory bridging the pipeline information to details about associated trials. The Pharmaceutical Pipelines Directory will remain accessible through March 5, 2021. [LEARN MORE](#)

Clinical Trials Directory

Non-Exclusive

The Clinical Trials Directory will be searchable by hematologic disease state, phase, location, company name, and keyword. Listings will include compound name, study title, NCT number with link to clinicaltrials.gov, study type, trial locations, and contact information. Listings will be linked to your virtual exhibit or the URL of your choice. The Clinical Trials Directory will be accessible to attendees through March 5, 2021. [LEARN MORE](#)

Virtual Exhibit Premier Placement

Non-Exclusive **SOLD**

Premier placement will put your tile and logo at the top of the Platinum or Gold level exhibitor listings. Two placements are available for the Platinum level and three placements are available for the Gold level.

Virtual Product Theater

Non-Exclusive

Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations. Posted in the industry section of the meeting, product theaters are solely promotional in nature and continuing medical education credits may not be offered.

Platinum level theaters will be available December 5, 2020 – March 5, 2021. Gold and Silver level theaters will be available December 5, 2020 – January 4, 2021.

Rotating Digital Ads

Non-Exclusive (Product or Corporate) **SOLD**

- Industry Landing Page Top Rotating Banner Ad
- Industry Landing Page Side Rotating Tower Ad
- Industry Landing Page Bottom Rotating Banner Ad
- Secondary Industry Landing Page Top Rotating Banner Ad
- Exhibit Landing Page Top Rotating Banner Ad

To secure your opportunity contact:

ASH Exposition and Support Sales
SPARGO, Inc.
ashexhibits@spargo.com
703-631-6200

Exhibitors will earn two bonus Priority Points per \$2,500 in Support Opportunity spend.

Offerings and pricing are subject to change.

ASH Digital Exhibitor Bag Advertising

Exclusive (Corporate only) **SOLD**

A high-visibility opportunity with prime advertising space on the official 2020 ASH Digital Bag. This opportunity includes your insert placed prominently at the top of digital bag landing page and your branding on the “bag” wallpaper.

ASH Digital Exhibitor Bag Inserts

Non-Exclusive (Product or Corporate)

Heighten brand awareness, drive traffic to your exhibit, or promote your product theater presentation with your insert in the 2020 ASH Digital Exhibitor Bag.

ASH Digital Friday Satellite Symposia Inserts

Non-Exclusive (Friday Satellite Symposia only)

Promote your Friday Satellite Symposia by including an insert in the 2020 Digital Friday Satellite Symposia Bag.

Mailing Lists

ASH’s mailing list provides an outstanding opportunity to reach attendees and generate awareness for your exhibit. 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.

Registration Confirmation Bundle

Exclusive (Product or Corporate) **SOLD**

The Registration Confirmation Bundle gives you the exclusive right to include your hyperlinked display ad on the registration confirmation page and the registration confirmation emails.

Mobile App

Exclusive (Corporate only) **SOLD**

Gain exposure with attendees before, during, and after the meeting through the 2020 ASH Annual Meeting Mobile App. You will be recognized with your company name displayed on the splash screen that appears each time the app is launched. Enjoy additional visibility with a splash page screenshot displayed in all app stores.

Offerings and pricing are subject to change.

PosterCast

Exclusive (Corporate only) **SOLD**

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.

Daily Zen Sessions

Exclusive (Corporate only) **SOLD**

Morning yoga and afternoon brain breaks will be available to attendees Saturday-Tuesday morning. Supporter will receive recognition on the zen session landing page and in remarks at the beginning and end of each session.

Post-Meeting Podcasts

Non-Exclusive

Extend the reach of your research and bring the latest developments to attendees. Available to Platinum and Gold level exhibitors, your post-meeting podcast will be available in the industry section of the annual meeting.

Platinum level exhibitor podcasts will be available December 9, 2020 – March 5, 2021. Gold level exhibitor podcasts will be available December 9, 2020 - January 4, 2021.

Post-Meeting White Papers

Non-Exclusive

Continue to educate and inform attendees after the meeting by providing in-depth and insightful information with a post-meeting white paper on a topic or specialty area of your choosing. Attendees will have the ability to download each white paper.

White papers will be available December 9, 2020 – March 5, 2021.

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Introducing a New Poster Presentation Opportunity

Based on the success of the inaugural ASH Poster Walk sessions in 2019, ASH is excited to introduce an opportunity to feature a curated group of poster presentations, selected by the hosting company, of research funded by your organization.

To differentiate from the ASH Poster Walk sessions, these non-CME poster sessions will be known as **“COMPANY” Focus on “DISEASE” Posters** and will showcase a maximum of six highlighted annual meeting posters presented as follows:

- Introductory remarks made by your company representative (moderator).
- Five-minute poster presentations, pre-recorded for the annual meeting, played consecutively up to 30 minutes.
- A pre-recorded panel discussion with poster presenters (invitations to be extended to the lead poster presenter by hosting company) and up to two company representatives where the moderator can interact and answer questions directly from attendees in the chat box adjacent to the presentation window (20-25 minutes). An upgrade to a live panel discussion is available. Poster presenters will not be mandated to participate by ASH.

Sessions will be scheduled as a one-hour session between 8:00 a.m. and 1:00 p.m. Pacific time on Wednesday, December 9, Thursday, December 10, or Friday, December 11 as to not compete with the ASH Poster Walks.

Take advantage of this unique opportunity only available to 2020 ASH Annual Meeting Platinum and Gold level exhibitors.



To learn more and secure your poster session contact:

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ashexhibits@spargo.com
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