



# 63rd ASH® Annual Meeting and Exposition

ATLANTA, GEORGIA • IN-PERSON/VIRTUAL

DECEMBER 11-14, 2021 (MEETING) • DECEMBER 11-13, 2021 (EXPOSITION)

## Support Opportunities



## Enhance Your Presence

703-631-6200/800-564-4220  
[ASHEXHIBITS@SPARGOINC.COM](mailto:ASHEXHIBITS@SPARGOINC.COM)

[WWW.HEMATOLOGY.ORG/  
ANNUAL-MEETING](http://WWW.HEMATOLOGY.ORG/ANNUAL-MEETING)



IN-PERSON OPPORTUNITIES

RETARGETING

DIRECTORIES

VIRTUAL OPPORTUNITIES

COMPANY FOCUSED POSTERS

# In-Person Opportunities

*In-person Support Opportunities are available only to exhibitors participating in the in-person meeting.*

## DIGITAL

### Connectivity Bundle (Wi-Fi and Internet Stations)

**SOLD**

*Exclusive (Corporate only)*

With your highly visible sponsorship, attendees will enjoy free wireless internet in the Georgia World Congress Center and meeting rooms at the headquarters hotel. 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 Georgia World Congress Center

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

Broadcast your message by securing advertising space in high-traffic areas, with your rotating 15-second ad played on either four (4) screens throughout the convention center or three (3) screens at the exhibit hall entrances. Your ad will be displayed multiple times per hour for four (4) days on the convention center screens and for three (3) days on the exhibit hall entrance screens.

### Mobile App Splash Page

**SOLD**

*Exclusive (Corporate only)*

Gain exposure with attendees before, during, and after the meeting through company recognition on the 2021 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.

*Offerings and pricing are subject to change.*

*Support opportunities are offered on a right of first refusal basis to 2020 supporters through March 19, 2021.*

*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.*



### Email Confirmations Communications Bundle

**SOLD**

*Exclusive (Product or Corporate)*

Before attendees arrive in Atlanta or prepare for the virtual meeting, 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 (10,000)
- housing confirmation email (10,000)

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

### PosterCast

**SOLD**

*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.*

# CONVENTION CENTER

## ASH Park @ The Plaza

ASH Park @ The Plaza offers attendees the opportunity to connect with their colleagues in a casual environment. ASH Park @ The Plaza will include games, seating, charging stations, Wi-Fi, live entertainment, yoga, and refreshments. Various opportunities for support are available. *Please note, ASH is offering an opportunity for exclusive rights to ASH Park @ The Plaza. If an exclusive sponsor is not confirmed, the individual opportunities will be offered.*

### 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 **SOLD**

*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.

*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 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 **SOLD**

*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.



# CONVENTION CENTER

## 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.

## 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 Georgia World Congress Center and offer opportunities for both static and digital messaging.

*Please note, ASH is offering an opportunity for exclusive rights to ALL 20 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.*

## Escalator Runners

*Non-Exclusive (Product or Corporate)*

Attendees will take notice of your product or corporate branded escalator runners as they continue their journey down to the exhibit hall. Each escalator contains two (2) runners.

## 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.

### To secure your opportunity contact:

ASH Exposition and Support Sales  
SPARGO, Inc.  
[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
703-631-6200

**Exhibitors will earn one Priority Point per \$2,500 in Support Opportunity spend.**



## Hand Sanitizing Stations

*Non-Exclusive (Corporate only)*

Display your corporate branding on 25 hand sanitizing stations located throughout the convention center. Each station includes an 8.5"x11" and 29.5"x11" area for branding. Two opportunities available.

## 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 opportunity 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.

*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

## Hydration Stations

**SOLD**

*Exclusive, Non-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. Each opportunity includes a bundle of five (5) stations, with two (2) bundles available. Stations will be located throughout the Georgia World Congress Center. All stations will be replenished not to exceed 65 gallons per day.

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

## Industry Presentations

*Non-Exclusive*

Industry Presentations provide 2021 ASH Annual Meeting exhibitors with the opportunity to present non-accredited educational sessions both in person and virtually.

[LEARN MORE](#)

## Networking Area Table Clings

**SOLD**

*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

*Non-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.

## PPE Stations

*Non-Exclusive (Corporate only)*

Attendees will appreciate your support of the PPE stations where upon entering the convention center they will be able to pick up a kit containing a mask, gloves, and hand sanitizer. Supporters will receive their branding on three (3) bins.

## 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.*



# HOTEL

## Hotel Door Hangers

*Exclusive per day / Rights only  
(Product or Corporate)*

**SOLD**

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)*

**SOLD**

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 Atlanta. 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)*

**SOLD**

A high-visibility opportunity with prime advertising space on the official 2021 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 \$8,650.

## 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 2021 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 2021 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.

## Omni Hand Sanitizing Stations

*Exclusive (Corporate only)*

**SOLD**

Display your corporate branding on five (5) hand sanitizing stations located in the Omni.

## Omni 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 Omni. This opportunity includes a bundle of four (4) charging stations. Charging stations will be placed in highly visible locations at the hotel and offer opportunities for both static and digital messaging.

## The Wall Street Journal Door Drop

*Exclusive / Rights only (Product or Corporate)*

**SOLD**

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.*

# ASH-A-PALOOZA

## ASH-a-Palooza

*Non-Exclusive (Corporate only)*

ASH-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 ASH Talks, "speed mentoring," food, and more. Support includes corporate recognition online and on site depending upon level of support.

*Offerings and pricing are subject to change.*

*Support opportunities are offered on a right of first refusal basis to 2020 supporters through March 19, 2021.*

## ASH-a-Palooza Photo Zone

*Exclusive (Product or Corporate)*

Support the ASH-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.

### To secure your opportunity contact:

ASH Exposition and Support Sales  
SPARGO, Inc.  
[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
703-631-6200

**Exhibitors will earn one Priority Point per \$2,500 in Support Opportunity spend.**



# WELLNESS

## ASH Foundation Run/Walk

*Non-Exclusive (Corporate only)*

The popular 2021 ASH Foundation Run/Walk will take place on Sunday, December 12. 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 run/walk sponsorship donations to help support the cost of administering the event.

## ASH Wellness Studio – Bundle (Theater + Yoga + Nap Pods)

*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 ASH Wellness Studio Bundle, which includes the ASH Wellness Studio Theater, five (5) Power Nap @ ASH pods, and two (2) yoga sessions. Supporter receives the benefits associated with each item listed below plus branded furnishings at the ASH Wellness Studio Theater, branded yoga mats, and branding on the yoga hydration stations.

## ASH Wellness Studio – Theater

*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 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.

## ASH Wellness Studio – Yoga

*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 2020 supporters through March 19, 2021.*

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[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
703-631-6200

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# Ad Retargeting

## ASH OFFERS A NEW WAY TO ACCESS ANNUAL MEETING ATTENDEES.

Website ad retargeting allows you to digitally interact with meeting participants before, during, and after the meeting.

Retargeting campaigns direct your message to visitors of the ASH annual meeting exposition, registration, and housing websites by serving your digital ad on other sites across the web.

This opportunity is only available to current 2021 ASH Annual Meeting exhibitors. This opportunity provides exclusive access to both in-person and virtual meeting participants.



### How it works

- Select your package and submit your graphics.
- Once the retargeting campaign begins, visitors of the ASH exposition, registration, and housing websites are cookie'd and served your graphics and messaging as they browse commercial websites online.
- Your ad will appear repeatedly and detailed campaign analytics will be provided.
- Retargeting campaigns access 95% of the consumer traffic on the internet.
- Ads will appear on popular websites including *cnn.com*, *cnbc.com*, *espn.com*, *weather.com*, and thousands of other websites.

### PACKAGES

Ad packages are available in 50,000, 100,000, or 200,000 impression increments during July-September or October-December until purchased quantity is met. Contact [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com) for package pricing.

**Retargeting  
ad campaigns  
will run from  
July 21 to  
December 31.**



**More than  
100,000 unique  
visitors are  
expected to view the  
meeting exposition,  
registration,  
and housing  
websites.**

IN-PERSON OPPORTUNITIES

RETARGETING

DIRECTORIES

VIRTUAL OPPORTUNITIES

COMPANY FOCUSED POSTERS

# You've secured your retargeting package...now what?

**Submit your graphics to our digital marketing implementation team.**

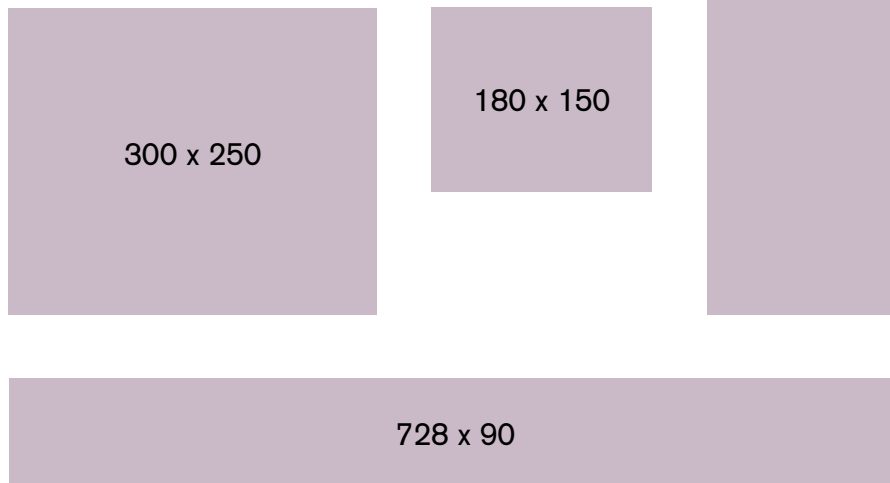
## BANNER AD FORMATS

- Acceptable file types are .png, .jpeg, and .gif.
- The recommended file size is < 30KB. A maximum file size of 200KB is permitted per file.

## BANNER AD SIZES

(in pixels, width x height)

### REQUIRED:



### OPTIONAL:

970 x 250  
300 x 600  
300 x 1050  
970 x 90  
320 x 100  
320 x 50

## DESIGN YOUR ADS TO:

- Drive attendee traffic to your booth
- Promote a featured product you'll be showcasing at the meeting
- Highlight an event at ASH you're supporting or participating in

## QUESTIONS?

**ASH Exhibits & Support Sales Team c/o SPARGO, Inc.**  
**800-564-4220 | 703-631-6200 | [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)**



# Pharmaceutical Pipelines Directory

The ASH Pharmaceutical Pipelines and Clinical Trials Directories will be accessible and promoted year-round to attendees of the 63rd ASH Annual Meeting and Exposition via pre-show communications, on the virtual meeting platform, and at the in-person meeting. Directory listings will also remain available throughout the year for attendees of other ASH meetings including Highlights of ASH, ASH Meeting on Hematologic Malignancies, and ASH Summit on Immunotherapies for Hematologic Diseases.

The directories provide clinicians insight on the status of hematologic pharmaceuticals in development and clinical trials that can lead to improved patient care and outcomes.

**\$7,500 per listing (Platinum and Gold virtual exhibitors will receive discounted pricing based on level of virtual exhibit) — 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 pathway, 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 be accessible November 1, 2021 through October 31, 2022. Listings may be updated at any time throughout this period.

The screenshot shows the website's header with the ASH logo and the title 'Pharmaceutical Pipelines Directory'. Below the header is a 'Filter By Category' section with buttons for various disease pathways: Anemias, Bleeding and Clotting, Bone Marrow Failure, Genetic Disorders, Hemoglobinopathies, Immune Disorders, Infectious Diseases, Lymphoid Malignancies, and Myeloid Malignancies. A search bar with a 'Search' button is also present. The main content area displays two sample listings. Each listing includes a table with columns for Compound Name (Drug Name), Disease Pathway, Indication, Phase, Company Name, and Clinical Trial. Below each table are buttons for 'Meet With Our Representative' and 'Email Our Representative'. Callouts point to specific features: 'Search by disease pathway' points to the filter buttons; 'Search by phase, keyword, or company name' points to the search bar; 'Link to Clinical Trials Directory if participating' points to the 'Clinical Trial' column header; 'Link to chat room within virtual meeting platform or to your own external chat room' points to the 'Meet With Our Representative' button; and 'Link to your virtual exhibit or the URL of your choice' points to the 'Email Our Representative' button.

Compound Name (Drug Name)	Disease Pathway	Indication	Phase	Company Name	Clinical Trial
Drug A	Lymphoid Malignancies	Indication A	Phase 3	ABC Company	

Compound Name (Drug Name)	Disease Pathway	Indication	Phase	Company Name	Clinical Trial
Drug B	Lymphoid Malignancies	Indication B	Phase 2	XYZ Company	

**Secure your listing!** Contact 800-564-4220 / 703-631-6200 or [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com).

**PARTICIPANTS WILL EARN ONE PRIORITY POINT PER \$2,500 SPEND IN THE PHARMACEUTICAL PIPELINES DIRECTORY.**

Renderings are for sample purposes.

# Clinical Trials Directory

ASH is excited to once again offer 2021 exhibitors the opportunity to participate in the ASH Pharmaceutical Pipelines and Clinical Trials Directories. Introduced in 2020 for the all-virtual ASH annual meeting, the directories met much success with over 100 listings submitted. Be a part of these valuable resources and share the details on your most promising drugs in development.

*Directory listings may only be secured by exhibitors of the 63rd ASH Annual Meeting and Exposition.*

**\$7,500 per listing (Platinum and Gold level virtual exhibitors will receive discounted pricing based on level of virtual exhibit) — Non-Exclusive**

The Clinical Trials Directory will be searchable by hematologic disease pathway, phase, location, company name, and keyword. Listings will include compound name, study title, NCT number with link to [clinicaltrials.gov](https://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 November 1, 2021 through October 31, 2022. Listings may be updated at any time throughout this period.

The screenshot shows the Clinical Trials Directory website. At the top is the ASH logo and the title 'Clinical Trials Directory'. Below this is a 'Filter By Category' section with buttons for various disease pathways: Anemias, Bleeding and Clotting, Bone Marrow Failure, Genetic Disorders, Hemoglobinopathies, Immune Disorders, Infectious Diseases, Lymphoid Malignancies, and Myeloid Malignancies. A search bar is located below the filters. The main content area displays two sample listings. Each listing includes a table with columns: Compound Name (Drug Name), Disease Pathway, Study Title, Phase, NCT Number, Study Type, Trial Locations, and Company Name. Below each table are two buttons: 'Meet With Our Representative' and 'Email Our Representative'. Callouts point to specific features: 'Search by disease pathway' points to the filter buttons; 'Search by phase, location, company name, or keyword' points to the search bar; 'Link to your virtual exhibit or the URL of your choice' points to the 'Meet With Our Representative' button; 'Displays study description and criteria' points to the 'Study Title' column; 'Link to listing on clinicaltrials.gov' points to the 'NCT Number' column; and 'Link to chat room within virtual meeting platform or to your own external chat room' points to the 'Meet With Our Representative' button.

Compound Name (Drug Name)	Disease Pathway	Study Title	Phase	NCT Number	Study Type	Trial Locations	Company Name
Drug A	Lymphoid Malignancies	Study Title A	Phase 3	Number A	Observational	China, Germany, United Kingdom	ABC Company

Compound Name (Drug Name)	Disease Pathway	Study Title	Phase	NCT Number	Study Type	Trial Locations	Company Name
Drug B	Lymphoid Malignancies	Study Title B	Phase 2	Number B	Interventional	United States, Canada	XYZ Company

**Secure your listing!** Contact 800-564-4220 / 703-631-6200 or [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com).

**PARTICIPANTS WILL EARN ONE PRIORITY POINT PER \$2,500 SPEND IN THE CLINICAL TRIALS DIRECTORY.**



# Virtual Opportunities

*Virtual Support Opportunities are available only to exhibitors participating in the virtual meeting.*

## Virtual Exhibit Premier Placement

*Non-Exclusive*

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 Industry Presentations

*Non-Exclusive*

Industry Presentations provide 2021 ASH Annual Meeting exhibitors with the opportunity to present non-accredited educational sessions both in person and virtually.

*Duration of Industry Presentation availability varies upon level of virtual exhibit.*

[LEARN MORE](#)

## Rotating Digital Ads

*Non-Exclusive*

*(Product or Corporate)*

All attendees, including in-person participants, will have access to the virtual meeting platform. Rotating digital ad packages are available by day on multiple non-CME pages. Ads may be hyperlinked to your virtual exhibit or the URL of your choice. Packages are limited to five advertisers per location per day.

[LEARN MORE](#)

## ASH Digital Exhibitor Bag Advertising

**SOLD**

*Exclusive (Corporate only)*

A high-visibility opportunity with prime advertising space on the official 2021 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.

*Offerings and pricing are subject to change.*

*Support opportunities are offered on a right of first refusal basis to 2020 supporters through March 19, 2021.*

### To secure your opportunity contact:

ASH Exposition and  
Support Sales  
SPARGO, Inc.  
[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
703-631-6200

**Exhibitors will earn one Priority Point per \$2,500 in Support Opportunity spend.**

# Virtual Opportunities

## 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 2021 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 2021 Digital Friday Satellite Symposia Bag.

## ASH Wellness Studio - Virtual

*Exclusive (Corporate only)*

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

## Podcasts

*Non-Exclusive*

Extend the reach of your research and bring the latest developments to attendees. Your podcast will be available in the industry section of the annual meeting.

*Duration of podcast availability varies upon level of virtual exhibit.*

## White Papers

*Non-Exclusive*

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

*Duration of white paper availability varies upon level of virtual exhibit.*

**Exhibitors will earn one Priority Point per \$2,500 in Support Opportunity spend.**

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*Support opportunities are offered on a right of first refusal basis to 2020 supporters through March 19, 2021.*

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703-631-6200



# “COMPANY” Focus on “DISEASE” Posters

Based on the success of the ASH Poster Walk sessions, ASH is excited to once again offer virtual exhibitors the 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 are known as **“COMPANY” Focus on “DISEASE” Posters** and will showcase a maximum of six highlighted annual meeting posters on the virtual meeting platform, presented as follows:

- Introductory remarks made by your company representative (moderator).
- Five-minute poster presentations, pre-recorded for the virtual 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 2:00 p.m. Eastern time on Wednesday, December 15 and 11:00 a.m. and 2:00 p.m. Eastern time on Thursday, December 16 as to not compete with the ASH Poster Walks.

Take advantage of this unique opportunity available to virtual 2021 ASH Annual Meeting Platinum and Gold level exhibitors.



**TO LEARN MORE AND SECURE YOUR POSTER SESSION CONTACT:**

**ASH Exposition and Support Sales**  
SPARGO, Inc.  
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