



65th ASH[®] Annual Meeting and Exposition



VIRTUAL EXHIBITOR PROSPECTUS

Virtual Exhibits:
December 6, 2023 - March 1, 2024

**MAKE CONNECTIONS AT THE
PREMIER EVENT IN HEMATOLOGY!**

703-631-6200 / 800-564-4220

ashexhibits@spargoinc.com

www.hematology.org

Secure your virtual exhibit for the 2023 ASH Annual Meeting

The field of hematology continues to evolve, and new discoveries are emerging at a rapid pace. Take advantage of the opportunity to become a virtual exhibitor at the 65th ASH Annual Meeting and Exposition, the world's most comprehensive hematology event of the year.

Virtual exhibitors will benefit from the extended duration of the meeting, complimentary registrations, interacting with attendees via live text chat, and special pricing on virtual support opportunities. In addition, exhibitors participating in the virtual meeting will earn priority points to increase their ranking for booth space selection for the 66th ASH Annual Meeting and Exposition in 2024.

Whether you are a pharmaceutical company, medical supplier, clinical diagnostic and research-based company, publisher, or non-profit organization, a virtual exhibit allows you to showcase the latest technology, research, products and services to the top minds in the field of hematology.



WEBSITE

APPLICATION

SUPPORT
OPPORTUNITIES

PIPELINE AND CLINICAL
TRIALS DIRECTORIES

Reach attendees before, during, and after the in-person meeting!



PREVIEW DAYS: In 2022, almost 7,000 unique users visited the virtual meeting platform prior to the start of the in-person meeting.

Attendees use the virtual meeting to plan their schedule and in-person visits. Taking part in the virtual exhibit hall complements your in-person participation.

Create a dynamic hybrid experience.

The virtual exhibit hall opens three days prior to the in-person hall. Use your virtual exhibit to drive traffic to your in-person booth or promote your corporate presentations or Friday Satellite Symposia.

New, Improved, More Efficient and Convenient Platform!

The new virtual meeting platform allows exhibitors access to build, preview, and edit their own booths. The booth compliance review process will be streamlined where required edits may be made immediately, saving the exhibitor time.

- One all encompassing exhibit level for \$25,000
- User-friendly, simplified navigation
- Robust exhibits with logos, videos, ads, and images
- Virtual exhibit hall opens December 6, three days before the in-person meeting
- Use virtual exhibit to drive in-person engagement

POST-MEETING: After the in-person exhibit hall closed in 2022, 10,900 unique users visited the virtual meeting with 3.64 million interactions.

All attendees have access to the virtual meeting platform. The virtual exhibit hall will be an important post-meeting resource and provide additional avenues and opportunities to connect with industry.

Virtual exhibitors receive special pricing on:

- Virtual access to the pre-recorded version of your corporate presentation (\$25,000 for virtual exhibitors – \$50,000 for in-person only exhibitors)
- Digital advertising on the virtual meeting platform (\$20,000 for virtual exhibitors – \$35,000 for in-person only exhibitors)

Exhibit includes
allotment of
15 full virtual
meeting
registrations!

For more information on becoming a virtual exhibitor, contact Kristin Hudson at 703-631-6200 or ashexhibits@spargoinc.com.

2022 FULL ATTENDEE DEMOGRAPHICS

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Virtual Meeting Platform

Price:
\$25,000

Banner or Video

The screenshot shows a virtual booth for 'Design & Creative'. It includes a header banner, a logo, contact information, social links, an 'About' section, a 'Have feedback you'd like to share?' survey, a 'Videos' section, a 'Call to Action or promote your Corporate Presentation' box, 'Our Products and Services' section, 'People' section, and 'More Resources' section.

Features include:

1. Spotlight banner/video
2. Logo
3. Social links
4. Contact details
5. Company description
6. Call-to-action
7. Product videos
8. Product ads or images
9. Exhibit representatives
10. Downloadable resources and collateral

The 2023 ASH Annual Meeting virtual exhibits will be live December 6, 2023 through March 1, 2024.

Now is the time to secure your participation to gain nearly three months of exposure to hematology professionals from every subspecialty!

Deadlines and Key Dates:

- Application deadline October 20, 2023
- Upload digital assets and complete virtual booth by October 27, 2023
- Virtual exhibit hall / virtual meeting December 6, 2023 – March 1, 2024

“The virtual really enhances the in-person experience.”

- 2022 ATTENDEE

“Having both virtual and in-person options was great.”

- 2022 ATTENDEE

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SUPPORT OPPORTUNITIES

PIPELINE AND CLINICAL TRIALS DIRECTORIES