



66th ASH® Annual Meeting and Exposition



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

EXHIBITOR PROSPECTUS

December 7 – 10, 2024 • Exhibits: December 7 – 9, 2024 • San Diego, California

703-631-6200 / 800-564-4220 • ashexhibits@spargoinc.com • www.hematology.org

Join the Experience

The field of hematology continues to evolve, and new discoveries are emerging at a rapid pace. Take advantage of the opportunity to become an exhibitor in person or virtually at the 66th ASH Annual Meeting and Exposition, the world's most comprehensive hematology event of the year.

Nearly 28,000 hematology professionals from every subspecialty attend the ASH annual meeting for the invaluable educational experience, the opportunity to review thousands of scientific abstracts highlighting updates in the hottest topics in hematology, and to explore the exhibition hall that is second to none.

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

The 2023 ASH Annual Meeting was sold out with over 300 total in-person and virtual exhibits. Don't miss this opportunity and secure your 2024 exhibit today!



78% of exhibitors feel the meeting was very to highly valuable in supporting their exhibit or sponsorship objectives.



For more information on exhibiting contact:

SPARGO, Inc. | 800-564-4220 | 703-631-6200
ashexhibits@spargoinc.com | www.hematology.org

WEBSITE

RESERVE A BOOTH

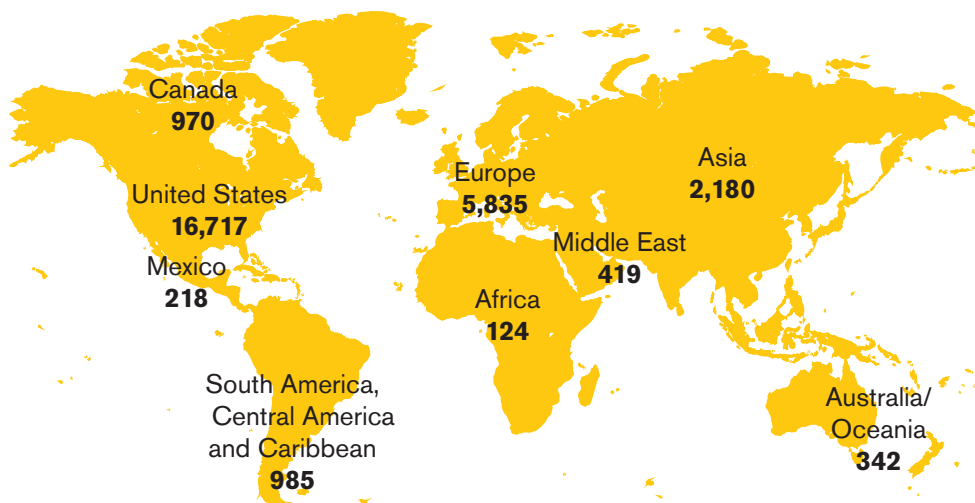
FLOOR PLAN

SUPPORT OPPORTUNITIES

Gain Direct Access to the Largest Audience of Hematology Professionals in the World



Geographic Breakdown



[VIEW THE FULL 2023 ATTENDEE DEMOGRAPHICS](#)

What are Exhibitors Saying?

“Loved the diversity of attendees.”

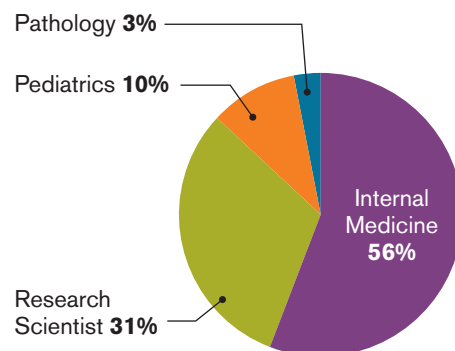
“We were extremely pleased with the attendee participation and that they visited the smaller booths.”

“Enjoyed the attendee engagement the most.”

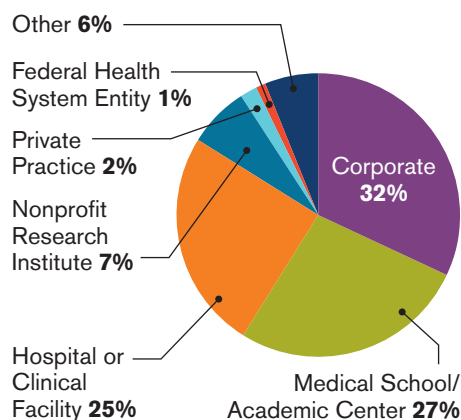
“Appreciated that there are plenty of reasons for attendees to come to the hall to engage.”

“We so much appreciated the opportunity to exhibit as a small non-profit.”

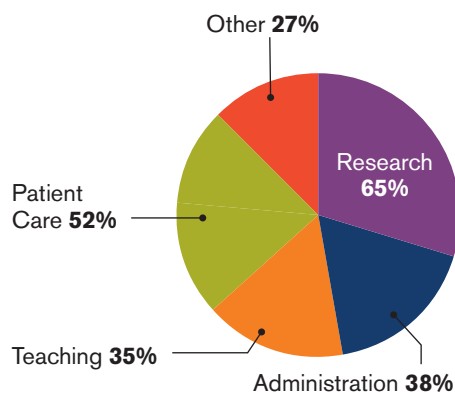
Primary Subspecialty Area



Primary Institutional Affiliation



Job Responsibilities



(Attendees identified up to 6 categories)

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Attendees Express Their Appreciation

“Thank you for putting on another fantastic conference, it is always the scientific highlight of the year.”

“This was my first time at ASH and I was blown away! Everything was incredible.”

“Best ASH ever!!!”

“An excellent meeting and am so excited to come again in the future!”

“Incredible exhibit hall.”

“The exhibition was well balanced with a variety of organizations.”

“Very positive experience, exciting new research and treatment options.”

“Beautiful exposition!”

“FANTASTIC MEETING as always!”

“The experience was phenomenal!”

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 foster high-quality, equitable care, transformative research, and innovative education to improve the lives of patients with blood and bone marrow disorders.



Exhibitor Information

VENUE

San Diego Convention Center
111 Harbor Drive
San Diego, CA 92101

IN-PERSON EXHIBIT AND MEETING ROOM RATES

Inline Space	\$102.00 per square foot
Island Space	\$114.00 per square foot
Corner Premium	\$650 per open corner
Non-profit	Contact us
Meeting Room	\$50,000 each

IN-PERSON EXPOSITION DATES AND HOURS*:

Saturday, December 7	11:00 a.m. - 5:00 p.m.
Sunday, December 8	10:00 a.m. - 5:00 p.m.
Monday, December 9	10:00 a.m. - 2:00 p.m.

**Hours subject to change*

IN-PERSON EXHIBIT PACKAGE

- 8' high back drape and 3' high side drape booth dividers (subject to change)
- Booth identification sign with company name and booth number
- 24-hour security in the exhibit hall
- One Full Meeting badge and two Exhibitor Booth Personnel badges per 100 sq. ft. of exhibit space purchased
- Listing of company name, booth number, and company description on the ASH website and mobile app
- Listing of company name and booth number in the Program Book

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Secure Your Virtual Exhibit

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 67th ASH Annual Meeting and Exposition in 2025.

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

16,000

Unique Users of Virtual Meeting

PREVIEW DAYS:

An average of 6,000 unique users visit the virtual meeting platform prior to the start of the in-person meeting.

POST-MEETING:

An average of 9,500 unique users visit the virtual meeting platform after the in-person exhibit hall closes.

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

The 2024 ASH Annual Meeting virtual exhibits will be live December 4, 2024 through March 1, 2025.

Virtual Meeting Platform

The screenshot shows a virtual booth for 'Design & Creative'. It features a large banner at the top (1) with the company name and logo (2). Below the banner are social media links (3), contact information (4), and an 'About' section (5). A call-to-action box (6) asks for feedback. There are two video thumbnails (7) and a section for 'Our Products and Services' (8) with four images. Below that are two representative profiles (9) and a 'More Resources' section (10) with two PDF brochures.

Banner or Video

Call to Action or promote your Corporate Presentation

Features include:

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

PRICE: \$25,000

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

Take your Participation to the Next Level

ASH offers a wide range of in-person and virtual opportunities to help you reach the nearly 28,000 hematologists and other health care professionals. Stand out from the crowd and reach influential attendees by securing your support opportunities today. Following are just some of the opportunities to choose from.

[LEARN MORE](#)

Corporate Presentations

Corporate Presentations provide exhibitors with the opportunity to present non-accredited educational sessions both in person and virtually. Product Theaters, Industry Theaters, Company Showcases, and Clinical Trial Showcases allow industry to share news of their research and capabilities with ASH attendees.



The overall Corporate Presentation program will be promoted by ASH via the official meeting website, mobile app, Program-at-a-Glance, *ASH News Daily*, door drop insert, attendee tote bag insert, "walk-in" slides in session rooms, and social media posts.

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ASH Pipeline and Clinical Trials Directories

The ASH Pipeline and Clinical Trials Directories will be accessible and promoted year-round to attendees of the 66th 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.



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

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Pedicabs

Pedicabs will provide attendees a fun and relaxing option for moving around the ASH Campus. Brand 10 pedicabs and outfit the drivers with shirts and hats bearing your corporate logo.



Ad Retargeting

Website ad retargeting allows you to digitally interact with meeting participants before, during, and after the meeting. Visitors of the registration, housing, and exhibits websites will see your advertisements as they browse commercial websites.



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Digital Signage at the Lobby D Entrance to Exhibit Hall

Broadcast your message at the Lobby D entrance to the exhibit hall! As one of the main entrances to the exhibits, this is an ideal location to advertise your company or product and encourage attendees to visit your booth.



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Hotel Room Door Drop

Promote your company, exhibit, Corporate Presentation, or Satellite Symposia through the only door drop permitted to a selection of over 4,400 attendee hotel rooms within the housing block.



[LEARN MORE](#)

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View the entire selection of available opportunities at the [Support Opportunities](#) button below.

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