



66th ASH® Annual Meeting and Exposition



**THINK
BEYOND
THE
BOOTH**

SUPPORT OPPORTUNITIES

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

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

IN-PERSON OPPORTUNITIES

RETARGETING

DIRECTORIES

VIRTUAL OPPORTUNITIES

COMPANY FOCUSED POSTERS

In-Person Opportunities

In-person support opportunities are available only to in-person exhibitors.

Digital

Connectivity Bundle ^{CS} (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. 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 may also use these stations to search the ASH Job Center.



Mobile App ^{CS} **SOLD**

Exclusive (Corporate only)

Gain exposure with attendees before, during, and after the meeting through company recognition on the 2024 ASH Annual Meeting Mobile App. Your company logo will be displayed on the mobile app splash screen that appears each time the app is launched by meeting attendees.

Registration/Housing Confirmations Bundle

Exclusive (Product or Corporate) **SOLD**

Build awareness and gain exposure by placing an ad on pre-meeting communications to attendees. The Registration/Housing Confirmations 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 (25,000)
- registration confirmation email (25,000)
- online housing confirmation page (13,000)
- housing confirmation email (13,000)
- badge preview email (10,000)

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

PosterCast ^{CS}

Non-Exclusive (Corporate only)

Attendees in the poster hall can enhance their experience by listening to three-minute audio presentations recorded by the authors of ASH posters on the free PosterCast app. 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 included in the CME program of the meeting.

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

Non-Exclusive (Product or Corporate)

Broadcast your message with your rotating 15-second ad played on three (3) screens in the main lobby outside of the exhibit hall. Your ad will be displayed multiple times per hour Friday, December 6 through Monday, December 9. Ads may be animated or static, no audio.

Digital Signage at the Lobby D Entrance to Exhibit Hall **SOLD**

Non-Exclusive (Product or Corporate)

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. Supporters will receive a 15-second animated or static advertisement that will be played on three (3) 58.5" wide x 97.5" high screens, rotated in a five-minute loop.

LEARN MORE

Offerings and pricing are subject to change.

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.



CORPORATE SUPPORT OPPORTUNITY

ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.

Convention Center

ASH Food Guide

Non-Exclusive (Corporate only)

Attendees have expressed feedback that finding food at the large meeting can be difficult. ASH will make it easier with its new ASH Food Guide. If you are providing attendees with a tasty snack or beverage from your booth, be sure to secure a listing that will include what is being served (specifically) and where to find it. Remember that more creative ideas are likely to generate more booth traffic! The ASH Food Guide will be included in the printed ASH Campus Map booklet, the Mobile App, and in on-site kiosks. The ASH Food Guide will also contain other concession areas where food may be purchased within the ASH campus.

ASH Park @ The Plaza

ASH Park @ The Plaza offers attendees the opportunity to connect with their colleagues in a casual environment and will include games, seating, charging stations, Wi-Fi, live entertainment, and yoga. 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 Bundle

Exclusive (Product or Corporate)

ASH Park @ The Plaza Ping Pong

Exclusive (Product or Corporate)

Support Ping Pong in the ASH Park @ The Plaza and receive your corporate or product branding on the paddles, signage, and table clings in the game area.

ASH Park @ The Plaza Jenga **SOLD**

Exclusive (Product or Corporate)

Support Jenga in the ASH Park @ The Plaza and receive your corporate or product branding on the seating cubes, signage, and table clings in the game area.

ASH Park @ The Plaza Cornhole

Exclusive (Product or Corporate)

Support Cornhole in the ASH Park @ The Plaza and receive your corporate or product branding on the cornhole boards, signage, and table clings in the game area.

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 Checkers

Exclusive (Product or Corporate)

Support Checkers in the ASH Park @ The Plaza and receive your corporate or product branding on the seating cubes, signage, and table clings in the game area.

ASH Park @ The Plaza Table Clings

Exclusive (Product or Corporate)

Attendees will be sure to notice your clings while they stop to take a break and network with their colleagues in the ASH Park @ The Plaza.

ASH Park @ The Plaza Stage

Exclusive (Product or Corporate)

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.

Ask Red **NOT AVAILABLE**

Exclusive (Corporate only)

"Hey, Red, what time do the exhibits open?" When attendees need help finding session times, locations, or other information, they can ask Red at any of the stations strategically positioned throughout the convention center, each with prominent sponsor recognition.

Carpet Inlays **SOLD**

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 the exhibit hall.



Convention Center

Coat and Bag Check ^{CS}

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 signage at each location.

Convention Center Mobile Device Charging Stations ^{CS}

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.

Exhibit Hall Aisle Signs ^{CS} **SOLD**

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.

Hand Sanitizing Stations ^{CS} **SOLD**

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.

To secure your opportunity contact:

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

Exhibitors will earn one priority point per \$2,500 in support opportunity spend. The deadline to earn priority points is October 1, 2024.

CS CORPORATE SUPPORT OPPORTUNITY
ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.



Headshot Alley ^{CS} **SOLD**

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.

Hydration Stations ^{CS}

Exclusive | Non-Exclusive (Corporate only)

Help attendees stay refreshed by supporting Hydration Stations where they can refill their water bottles.

Corporate Presentations

Non-Exclusive

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. Corporate Presentations will be promoted by ASH via the official meeting website, mobile app, *ASH News Daily*, door drop insert, attendee tote bag insert, "walk-in" slides in session rooms, and social media posts.

Please note, speakers for all Corporate Presentations must be a staff representative of exhibiting company. Presentation date and time will be assigned by ASH. Presentation times are subject to change.

LEARN MORE

Convention Center

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 heavy-traffic locations throughout the exhibit hall. Includes messaging on bench backs and floor decals.

Pedicabs

Non-Exclusive (Corporate only)

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

Recruitment Listing Upgrade

Non-Exclusive (Corporate only)

Advertise that you're hiring! Your company name will be listed under the "Recruiting" section of the exhibitor listings on the mobile app, on signage in the Trainee Lounge, and on signage at ASH-a-Palooza. Additionally, your company name, logo, and booth number will appear on digital signage at the Lobby D entrance to the exhibit hall. To participate, you must have a job listing on the ASH Job Center.

smASH! **CS**

Exclusive (Corporate only)

As an add-on component near the ASH Wellness Studio," attendees will be excited to play a quick game of pickleball in ASH Central. Be a part of the fun with your corporate logo on the pony walls surrounding the court, the pickleball net, one side of the paddles, and on the back of smASH! staff shirts. Note that either the ASH or smASH logo will appear along with the supporter's logo.



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.



Social Media Bundle **SOLD** (Photo Zone and Social Media Wall) **CS**

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. 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 X and Instagram channels. Supporter will receive its corporate logo on the surround of each wall and an eight-second digital ad rotating with the feed.

Sponsored Lounges

Non-Exclusive (Product or Corporate)

Provide attendees a place to sit and relax or to connect with others while viewing your messaging. Sponsored Lounges will include a graphics wall, two (2) branded coffee table clings, two (2) cubes with branded covers, and four (4) branded pillows.



CORPORATE SUPPORT OPPORTUNITY

ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.

Hotel

Hotel Door Hangers

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

Display a door hanger with your customized message on guest room doors at the official ASH hotels. 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.

Hotel Key Cards **SOLD**

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. 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 – **SOLD** ASH Exhibitor Bag Advertising **CS**

Exclusive (Corporate only)

A high-visibility opportunity with prime advertising space on the official 2024 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 \$9,550.

Hotel Room Door Drop – ASH Exhibitor Bag Inserts

Non-Exclusive (Product or Corporate)

Heighten brand awareness, drive booth traffic, or promote your corporate presentation by including print material in the 2024 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.



CORPORATE SUPPORT OPPORTUNITY

ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.

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

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 2024 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.

Manchester Grand Hyatt Mobile Device Charging Stations **CS**

Exclusive (Corporate only)

Marriott Marquis Mobile Device **CS** Charging Stations

Exclusive (Corporate only)

Charging stations will allow attendees to conveniently power up their devices and stay connected before and after attending sessions at the Marriott or Hyatt. The Hyatt includes a bundle of four (4) stations and the Marriott includes a bundle of five (5) stations. Charging stations will be placed in highly visible locations at each hotel and offer opportunities for both static and digital messaging.

Manchester Grand Hyatt Hand Sanitizing Stations **CS**

Exclusive (Corporate only)

Marriott Marquis Hand Sanitizing Stations **CS**

Exclusive (Corporate only)

Increase awareness with your corporate branding on the hand sanitizing stations at the Hyatt or Marriott. Located near the session rooms, each station includes an 8.5"x11" and 29.5"x11" area for branding. The Hyatt includes a bundle of seven (7) stations and the Marriott includes a bundle of six (6) stations.

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.

ASH-a-Palooza

ASH-a-Palooza ^{CS}

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. Packages include corporate recognition online and on site, depending upon level of support.



ASH-a-Palooza Photo Zone ^{CS}

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
703-631-6200

Exhibitors will earn one priority point per \$2,500 in support opportunity spend. The deadline to earn priority points is October 1, 2024.

Offerings and pricing are subject to change.



CORPORATE SUPPORT OPPORTUNITY

ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.



Wellness

ASH Foundation Run/Walk

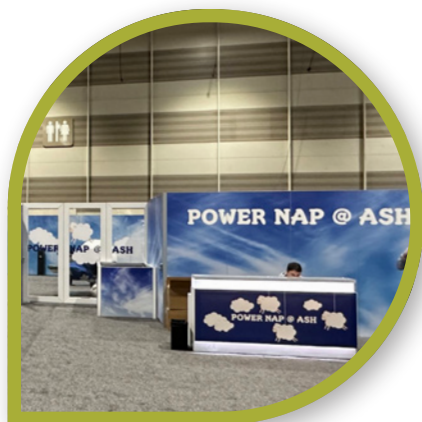
Non-Exclusive (Corporate only)

The popular 2024 ASH Foundation Run/Walk will take place on Sunday, December 8. 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. Support of the Run/Walk does not include registrations to participate; these are purchased separately.

ASH Wellness Studio – Bundle (Theater + Yoga + Nap Pods) ^{CS}

Exclusive (Product or Corporate)

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 yoga mats and branding on the yoga hydration stations.



ASH Wellness Studio – Theater ^{CS}

Non-Exclusive (Product or Corporate)

The ASH Wellness Studio is part of ASH's ongoing effort to address the topic of resilience and clinical well-being through education. 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 the studio 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 included in the CME program of the meeting.

Power Nap @ ASH

Non-Exclusive (Product or Corporate)

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 ^{CS}

Non-Exclusive (Product or Corporate)

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.

^{CS} CORPORATE SUPPORT OPPORTUNITY

ASH will acknowledge Corporate Supporters on meeting signage and in the printed annual meeting program.

To secure your opportunity contact:

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

Exhibitors will earn one priority point per \$2,500 in support opportunity spend. The deadline to earn priority points is October 1, 2024.

Exhibitor Meeting Room Branding

Exhibitor Meeting Room Branding

Non-Exclusive (Corporate only)

Draw attention to your Meeting Room and expand your branding from the exhibit hall. Exhibitors with Meeting Rooms in Hall A and the Hilton Bayfront Indigo Ballroom may take advantage of the opportunity to stand out by branding the front-facing wall of their Meeting Room.

Deadlines:

- Monday, September 30, 2024 – Deadline to submit Application and Contract
- Friday, October 18, 2024 – Deadline to submit artwork for ASH review
- Friday, October 25, 2024 – Deadline to submit production ready artwork files
- Friday, November 1, 2024 – Deadline to approve artwork proof and send to production (Failure to meet this deadline will result in production late fees. Exhibitor will be responsible for all production late fees.)

To learn more or to secure your branding contact
ashexhibits@spargoinc.com or 703-631-6200.



Interested in purchasing a Meeting Room? Email us at ashexhibits@spargoinc.com for availability.

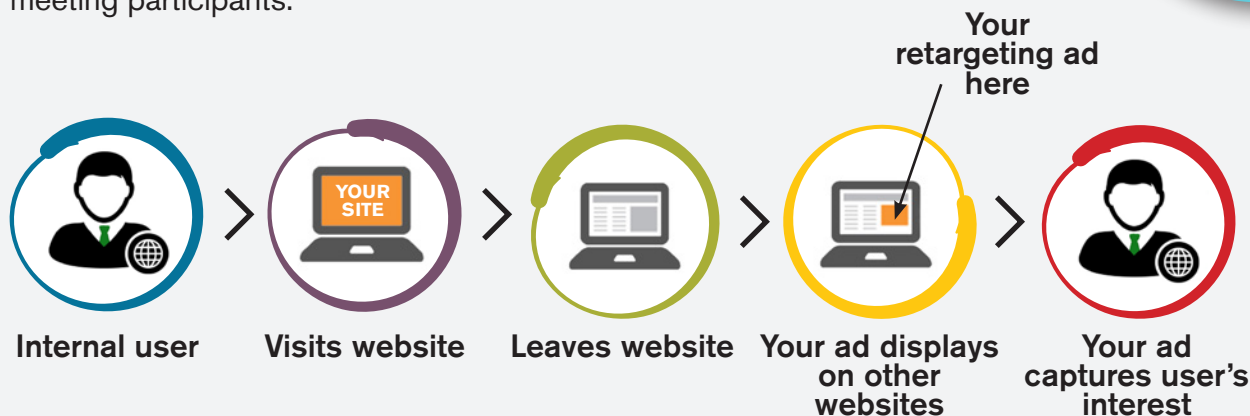
Ad Retargeting

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 exhibits, registration, and housing websites of the ASH annual meeting by serving your digital ad on other sites across the web.

This opportunity is only available to current 2024 ASH Annual Meeting exhibitors and provides exclusive access to both in-person and virtual meeting participants.

**Retargeting
ad campaigns
will run from
August 1 to
December 31.**



How it works

- Select your package and submit your graphics.
- Once the retargeting campaign begins, visitors of the exhibits, 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 may appear on popular websites such as *cnn.com*, *cnbc.com*, *espn.com*, *weather.com*, and thousands of other websites.

PACKAGES

Ad packages are available in 50,000 or 100,000 impression increments during August-September or October-December until purchase quantity is met. Contact ashexhibits@spargoinc.com for package pricing.



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

**Ready to secure your retargeting ad campaign or have questions?
800-564-4220 | 703-631-6200 | ashexhibits@spargoinc.com**

Ad Retargeting

After securing your retargeting package, take the next steps!

Submit your graphics to our digital marketing implementation team.

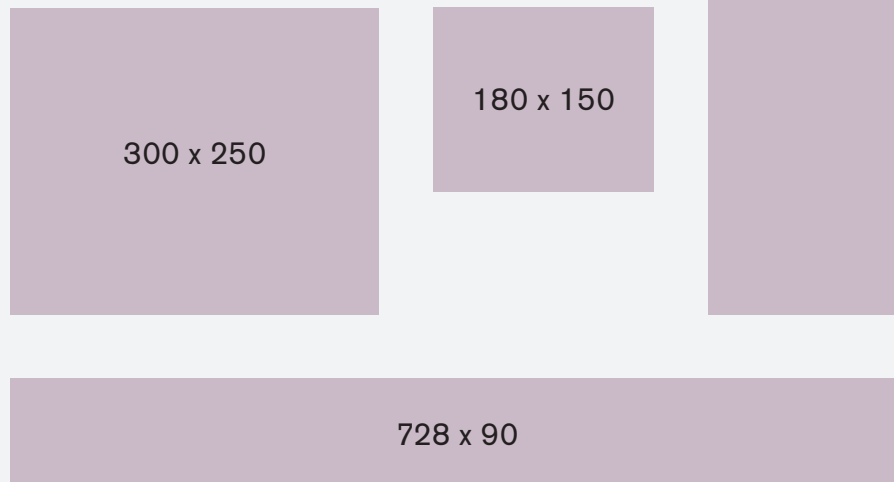
BANNER AD FORMATS

- 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:



DESIGN YOUR ADS TO:

- Drive attendee traffic to your booth
- Promote a featured product you will be showcasing
- Highlight an event you are supporting at the meeting

OPTIONAL:

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

Keep your brand in front of your target audience!

Supporters will earn one priority point per \$2,500 in support opportunity spend. The deadline to earn priority points is October 1, 2024.

Ready to secure your retargeting ad campaign or have questions?

800-564-4220 | 703-631-6200 | ashexhibits@spargoinc.com

Pipeline Directory

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 and ASH Meeting on Hematologic Malignancies.

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

Non-Exclusive

The directory will serve as a resource providing health care providers with current information on the status of hematologic pharmaceuticals and medical devices in development. This repository is searchable by hematologic disease pathway, phase, keyword, and company name. Listings will include compound or medical device name, indication, and phase with a link to 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 Pipeline Directory will be accessible November 1, 2024 through October 31, 2025. Listings may be updated at any time throughout this period.

The screenshot shows the Pipeline Directory website. At the top is the ASH logo and the title 'Pipeline 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 listings. Each listing has a table with columns: Compound (Drug)/Device Name, Disease Pathway, Indication, Phase, Company Name, and Clinical Trial. 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, 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 schedule meeting' points to the 'Meet With Our Representative' button; and 'Link to the URL of your choice' points to the 'Email Our Representative' button.

Compound (Drug)/Device Name	Disease Pathway	Indication	Phase	Company Name	Clinical Trial
Drug A	Lymphoid Malignancies	Indication A	Phase 3	ABC Company	
				Meet With Our Representative	Email Our Representative

Compound (Drug)/Device Name	Disease Pathway	Indication	Phase	Company Name	Clinical Trial
Drug B	Lymphoid Malignancies	Indication B	Phase 2	XYZ Company	
				Meet With Our Representative	Email Our Representative

Search by disease pathway

Search by phase, keyword, or company name

Link to Clinical Trials Directory if participating

Link to schedule meeting

Link to the URL of your choice

Renderings are for sample purposes.

Secure your listing! Contact 800-564-4220 / 703-631-6200 or ashexhibits@spargoinc.com.

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

The deadline to earn priority points is October 1, 2024.

Clinical Trials Directory

ASH is pleased to offer exhibitors the opportunity to participate in the ASH Pipeline and Clinical Trials Directories. Since its debut in 2020, the ASH Directories have had nearly 26,000 views. Be a part of these valuable resources and share the details on your most promising drugs and medical devices in development.

Directory listings may only be secured by exhibitors of the 66th ASH Annual Meeting and Exposition.

Non-Exclusive

The Clinical Trials Directory will be searchable by hematologic disease pathway, phase, location, company name, and keyword. Listings will include compound or medical device name, study title, NCT number with link to clinicaltrials.gov, study type, trial locations, and contact information. Listings will be linked to the URL of your choice. The Clinical Trials Directory will be accessible November 1, 2024 through October 31, 2025. 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 study listings. Each listing includes a table with columns: Compound (Drug)/Device 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 various 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 'Study Title' link in the second listing; 'Displays study description and criteria' points to the first listing table; 'Link to listing on clinicaltrials.gov' points to the 'NCT Number' link in the second listing; 'Link to schedule meeting' points to the 'Meet With Our Representative' button in the second listing.

Compound (Drug)/Device 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 (Drug)/Device 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

Search by disease pathway

Search by phase, location, company name, or keyword

Link to your virtual exhibit or the URL of your choice

Displays study description and criteria

Link to listing on clinicaltrials.gov

Link to schedule meeting

Renderings are for sample purposes.

Secure your listing! Contact 800-564-4220 / 703-631-6200 or ashexhibits@spargoinc.com.

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

The deadline to earn priority points is October 1, 2024.

Virtual Opportunities

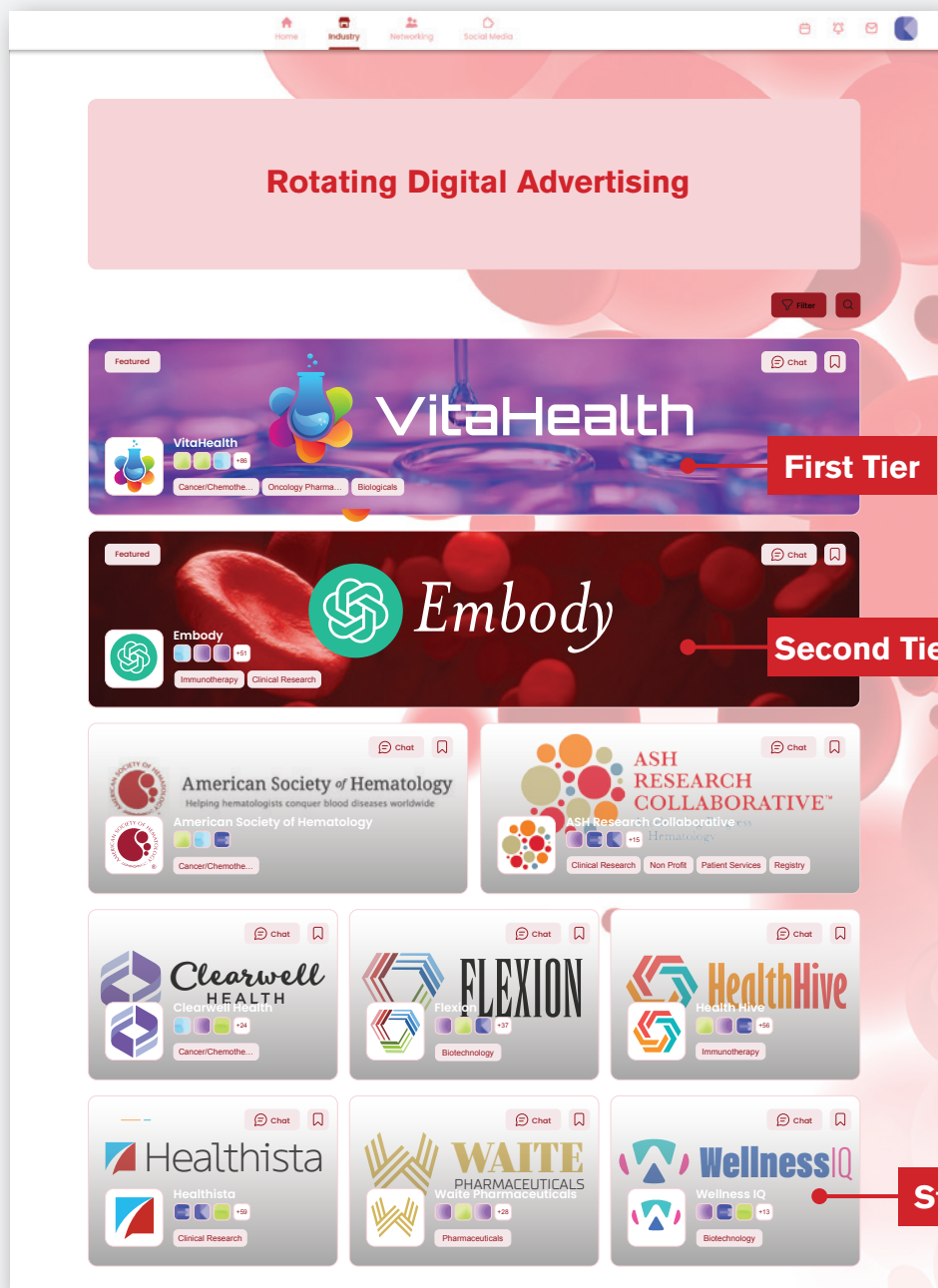


Image is for sample purposes only.

Rotating Digital Advertising

In-Person Only Exhibitor: –

Non-Exclusive

Virtual Exhibitor –

Non-Exclusive

(Product or Corporate)

All attendees, including in-person participants, will have access to the virtual meeting platform. Your 1200 x 240 rotating digital ad will appear on the virtual exhibit hall landing page and on the Networking page. The ad may be hyperlinked to your virtual exhibit or the URL of your choice. Opportunity is limited to five advertisers.

Featured Virtual Exhibit Placement

First Tier – *Exclusive*

Second Tier – *Exclusive*

Stand out in the virtual exhibit hall through featured placement of your large tile and logo at the top of the exhibitor listings. Only two placements available.

Ready to secure your virtual opportunity or have questions?

800-564-4220 | 703-631-6200 | ashexhibits@spargoinc.com

SUPPORTERS WILL EARN ONE PRIORITY POINT PER \$2,500 SPEND.

The deadline to earn priority points for 2025 space selection is October 1, 2024.

Corporate Poster Walks

ASH is excited to offer exhibitors the opportunity to feature a curated group of poster presentations, selected by the hosting company, of research funded by your organization.

These non-CME poster sessions 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 are 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 on Wednesday, December 11 and Thursday, December 12. Session times will not compete with ASH Poster Walks.

Take advantage of this unique opportunity available to all exhibitors.



TO LEARN MORE AND SECURE YOUR CORPORATE POSTER WALK CONTACT:

ASH Exposition and Support Sales

SPARGO, Inc.

ashexhibits@spargoinc.com

703-631-6200

Supporters will earn one priority point per \$2,500 spend.

The deadline to earn priority points for 2025 space selection is October 1, 2024.