67th ASH® Annual Meeting and Exposition

DECEMBER 6–9, 2025 | ORLANDO, FLORIDA

DATA & INSIGHTS REPORT SERIES PROSPECTUS

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#ASH25

Introduction

ASH is evolving its approach to collecting and leveraging event data used for decision making and continuous improvement of the annual meeting. ASH is also seeking new ways to help companies measure and grow their results from their participation in the ASH annual meeting. With these complementary objectives in mind, ASH has developed. *The ASH Annual Meeting Data and Insights Report.*

The three-report customized series aims to provide a deep profile of the hematology community attending the ASH annual meeting, explores what motivates them to attend, defines how they participate in the meeting, and highlights actions they may take after the meeting.

The report content can help shape your resource plans and engagement strategy prior to the meeting, provide easily transferable information you can share with your staff as they prepare to interact with the ASH audience, and attendee profiles along with engagement and intentions data that can inform and communicate your ROI measurements and influence your post-meeting engagement plan.

The data and insights are gathered from attendee surveys as well as past and current meeting demographic and behavioral data.

Guidance that Drives Stronger Performance

THE REPORT SERIES WILL FEATURE

- A three-part, customized report series
  - *Prepare Your Team* in early November
  - *It's Go Time* in early December
  - *Measuring Your Success* in early January

- A debrief meeting with ASH representatives to review data presented in your reports

- Email support at ASH available to your key stakeholders to ask clarifying questions (available November 2025 – March 2026)

- Option to purchase an additional session category (by taxonomy, co-author company, drug or product name)

- ***Exclusive Bonus for Virtual Exhibitors.*** A supplemental report in March 2026, after the virtual platform closes, featuring final viewer impressions and audience profiles for each session on your custom session list

Create

Prepare

Measure

Unlocking Deeper Insights

The ASH annual meeting generates a wealth of data from various sources including attendee surveys, session attendance, exhibit hall interactions, and networking activities. This data, when blended together and analyzed, offers deeper insights into attendee preferences, popular topics of interest, and possible actions they may take after attending the meeting.

Combining the vast data collected by ASH can generate greater understanding of trends and patterns which can lead to better decisions and innovative ways to attract, connect and engage with attendees.

By leveraging the rich data contained in the report series, you can refine and elevate how your organization interactions with the ASH annual meeting attendees and tailor your post-meeting campaigns.

Data & Insight Sources

- 2024 Registration Demographic Questionnaire
- 2024 RFID Session Attendance
- 2024 Virtual Platform Viewership
- 2024 Post-meeting Satisfaction Surveys
- 2025 Registration Demographic Questionnaire
- 2025 Pre-meeting Attendee Intentions Survey
- 2025 Pre-meeting Patient Advocate Survey
- 2024 & 2025 Abstract Submissions
- 2025 RFID Session Attendance
- 2025 Virtual Platform Viewership
- 2025 Exhibitor Lead Management Data
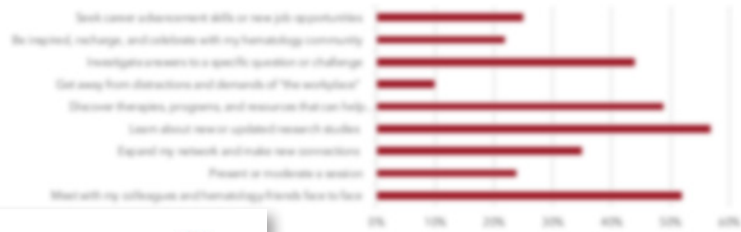- 2025 Post-meeting Satisfaction Surveys

Audience Priorities and Interests

- Programming: What's New and Hot
- Attendee Personas & Cohorts
- Audience Priorities at the ASH annual meeting

Audience Engagement

- Hybrid Meeting Behavioral Data
- Audience Post-meeting Intentions
- Benchmarking Insights

Session Schedule & Audience Profiles

A key component of the report series is the custom session schedules – designed to focus your onsite team's attention during the meeting. Additionally, the reports provide insights on who attended each sessions, supporting your post-meeting success measurement reporting and follow-up activities.

The custom session schedule and audience profiles are curated using a category your organization selects from a list of three options. The selection can be as specific as a generic drug or product name.

Audience demographic profiles will also be provided for any corporate presentations you host.

**67th ASH® Annual Meeting and Exposition
Data & Insights Report Series**

- Three-report series $45,000
- Additional category for custom session schedule and audience profiles $25,000

Frequently Asked Questions

What is the overall value of the reports? How will they help me do my job better?

The reports deliver insights and decision-making data at three-time intervals throughout your ASH annual meeting planning process. The first report can inform your in-person meeting staffing strategy and can be used as part of your staff orientation materials. The second report, sent a few days prior to the start of the meeting, provides insight into key attendee cohorts and up-to-date registrant data which can also influence your team's interaction with attendees. The third report features attendee profiles and engagement data you can use to supplement your post-meeting MQL reporting and other reports - plus inform your future meeting strategy. These are just a few of the high-level ways the reports can help you support your organization's successful participation in the ASH annual meeting.

What data sources are used to create the report series?

The reports are created using several data sources. From attendee surveys designed exclusively for the report series to 2024 meeting demographic and behavioral data; as well as 2025 programming information, registrant demographics and in-person and virtual platform engagement data. In many instances, multiple data sources have been merged to create deeper insights than what can be gleaned from a single source. ASH uses RFID technology to aggregate session attendance data and the virtual platform has robust reporting. Attendee demographic data is collected through the registration process.

Will the reports include a list of individual attendees and their email addresses?

The reports will feature aggregate attendee data only. ASH will not provide any personal identifiable information or specific attendee data including email addresses.

What information is featured in the reports?

Report 1 – the first report contains insights on attendee attributes, their motivation for attending the meeting, the topics they are interested in, and past annual meeting engagement data to predict future behavior. The report will also contain a schedule of oral abstract sessions, posters and corporate presentations based on criteria your organization selects. The schedule can be used to direct your team to sessions where they may interact with your target attendees.

Report 2 – this report will include up-to-date registration data and spotlight key attendee cohort attributes and past behaviors. These profiles can help inform your strategy for connecting with these attendees during – as well as after – the meeting.

Report 3 – the cornerstone of the third report will be attendee counts and audience profiles for the sessions in your custom list. The session audience profiles will feature aggregate demographic data collected during the registration process. If available, the report will also highlight an aggregate profile for the leads you collect using lead management technology managed by ASH's preferred supplier.

Data sources used to compile the report and information and graphs presented in the reports are subject to change as ASH evolves the report series.

Can I share the reports within my organization?

Yes, you can share the reports with other members of your team. The reports are formatted in PowerPoint, and ASH encourages you to use the data to support presentations you create to prepare your onsite team and during post-meeting debriefs as well as to support your success metrics and future engagement strategy.

Can I share the contents of the reports with media and external parties not directly associated with our participation in the ASH annual meeting?

The contents of the reports are provided exclusively for your organization's internal use and should not be shared with media or organizations not specifically supporting your participation in the ASH annual meeting. Should the information be inappropriately shared beyond your organization, ASH reserves the right to deny your organization's participation in future ASH meetings.

Customization

A key component of the report series are the custom session schedules in report one and corresponding audience profiles in report three. The oral abstract sessions and poster sessions included in your custom reports are determined by the category and criteria you select. There are three categories–

- Sessions by a taxonomy category (you'll select one taxonomy from a list of twelve disease states)
- Sessions with abstract co-authors whose primary institutional affiliation is your organization
- Session titles containing a generic drug or product produced by your organization

Soon after ASH receives your report series contract, ASH will ask you to identify which category you prefer. ASH cannot test and share the resulting number of sessions by category prior to signing the contract, but will be as accommodating as possible after it is signed. Category selection must be received by the deadlines specified in the custom report form; missed deadlines may result in delayed reporting. Changes to category selection cannot be accommodated after you submit your preference.

Can our organization select more than one category for our custom session schedule and corresponding audience profiles?

There are two possible scenarios.

And – ASH can refine the session list by applying two categories or criteria when ASH builds the list. Sessions included in the custom list would meet both criteria. There will be no additional fee for this request.

Or – If you would like to extend your custom session list – for an additional fee - you can select the list be built using more than one category or criteria. Sessions would meet one or more of the categories – but they would not have to meet both criteria.

Can we request additional charts or graphs?

Though ASH cannot accommodate requests for custom charts and graphs in 2025, ASH is interested in learning what additional information and insights would be valuable to your organization. ASH intends to evolve the report series and therefore, any feedback or ideas for future reports could help shape the contents of future reports.

The virtual platform closes in March, will final viewership data be shared?

The virtual platform will remain open until March 1, 2026, allowing attendees access to session recordings and virtual exhibits. In mid-March, ASH will compile and share a bonus report with organizations that have a virtual exhibit. It will contain a final summary of the total attendee impressions for your custom session list.