



67th ASH[®] Annual Meeting and Exposition

DECEMBER 6-9, 2025 | ORLANDO, FLORIDA

EXHIBITS: DECEMBER 6-8, 2025

EXHIBITOR PROSPECTUS

703-631-6200 / 800-564-4220

ashexhibits@spargoinc.com

www.hematology.org

**CREATE VALUABLE
CONNECTIONS
AT THE PREMIER
EVENT IN CLASSICAL
AND MALIGNANT
HEMATOLOGY!**

#ASH25



Be a Part of the Path Forward

Hematology is progressing at a fast pace, with innovative discoveries coming to the forefront. Take advantage of the opportunity to become an exhibitor in person or virtually at the 67th ASH Annual Meeting and Exposition, the world's most comprehensive hematology event of the year.

Nearly 27,000 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.

Secure your 2025 exhibit today and benefit from this incredible opportunity!

**For more information
on exhibiting contact:**

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

**The 2024 ASH
Annual Meeting
was sold out with
nearly 300 total
in-person and
virtual exhibits.**

WEBSITE

RESERVE A BOOTH

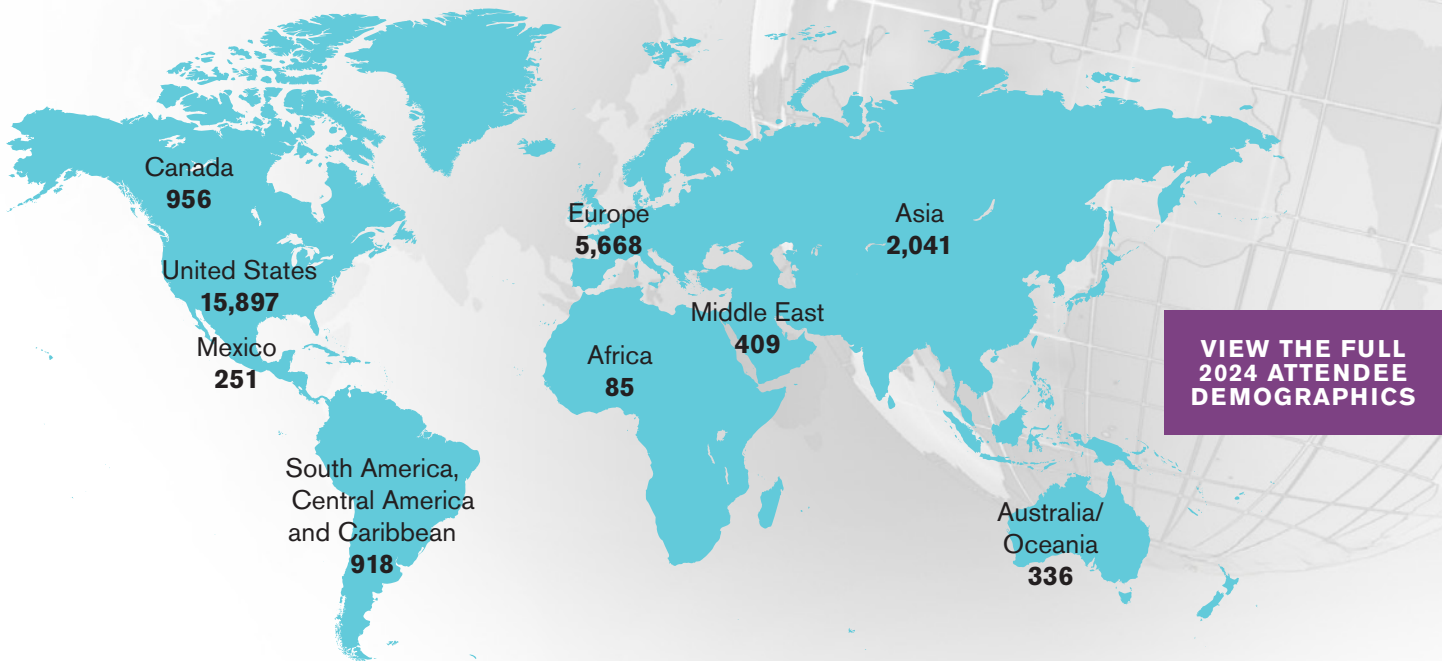
FLOOR PLAN

SUPPORT
OPPORTUNITIES



Connect with the Largest Assembly of Hematology Professionals Across the Globe

Geographic Breakdown



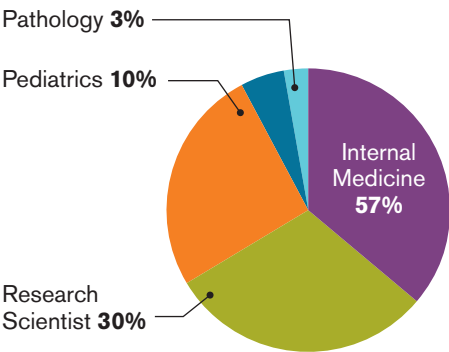
27,000
Professional Attendees

Domestic
60%

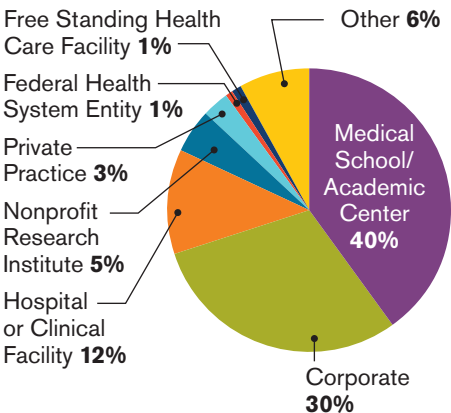
International
40%

Ratio of professional attendees to exhibiting companies
92:1

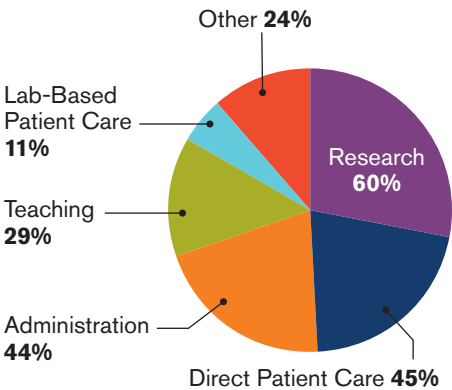
Primary Subspecialty Area



Primary Institutional Affiliation



Job Responsibilities



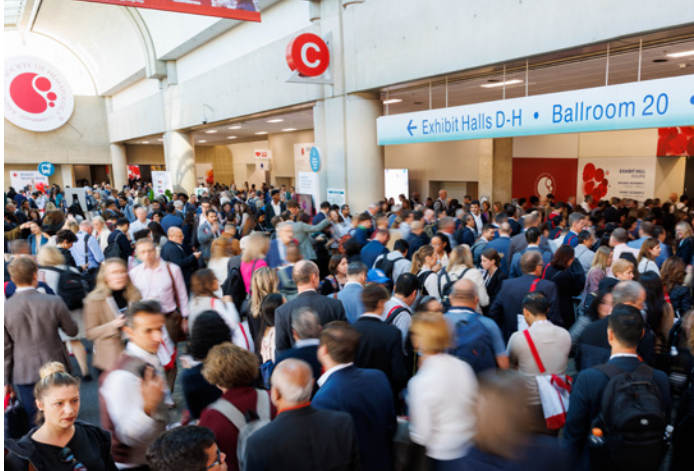
(Attendees identified up to 6 categories)

WEBSITE

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SUPPORT OPPORTUNITIES



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."

"We like that it's a big show that allows us to connect with a unique niche of our membership."

"The experience was fantastic!"

"It was great to finally exhibit, this was our first time."

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 worldwide.

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

Orange County Convention Center

9800 International Dr.
Orlando, FL 32819



Credit: Orange County Convention Center

IN-PERSON EXHIBIT AND MEETING ROOM RATES

Inline Space	\$122.00 per square foot
Island Space	\$110.00 per square foot
Corner Premium	\$700 per open corner
Non-profit	Contact us
Meeting Room	\$52,500 each

IN-PERSON EXPOSITION DATES AND HOURS*:

Saturday, December 6	11:00 a.m. - 5:00 p.m.
Sunday, December 7	10:00 a.m. - 5:00 p.m.
Monday, December 8	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

WEBSITE

RESERVE A BOOTH

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Enhance your Participation and Make a Bigger Impact

ASH offers a wide range of in-person and virtual opportunities to help you stand out from the crowd and reach the nearly 27,000 hematologists and other health care professionals. 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, Clinical Trial Showcases, and Industry Forums allow industry to share news of their research and capabilities with ASH attendees.

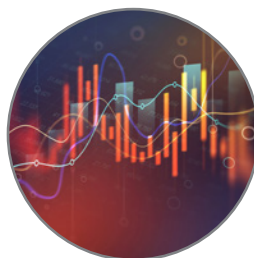


The overall Corporate Presentation program will be promoted by ASH via the official meeting website, mobile app, Program-at-a-Glance, *ASH News Daily*, door drop insert, attendee tote bag insert, and “walk-in” slides in session rooms.

[LEARN MORE](#)

Data & Insights Report Series

The ASH Annual Meeting Data & Insights Report provides access to customized data — available only from ASH — that unlocks deep insight into the hematology community.



- Enhance Focus: Understand specific interests and predict behavioral patterns for your target audience
- Smarter Connections: Use data-driven insights to purposefully identify and connect with key attendee cohorts
- Measure Success: Refine your future engagement and meeting strategies with clear vision of the ASH annual meeting audience

[LEARN MORE](#)

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smASH!

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. The ASH or smASH logo will appear along with the supporter's 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.



[LEARN MORE](#)

ASH Food Guide

If you are providing attendees with a tasty snack or beverage from your booth, secure a listing in the ASH Food Guide that will include what is being served (specifically) and where to find it. The ASH Food Guide will be included in the printed ASH Campus Map booklet, the Mobile App, and in on-site kiosks. The guide will also contain other concession areas where food may be purchased within the ASH campus.



[LEARN MORE](#)

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](#)

The entire menu of available Support Opportunities may be found online.

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