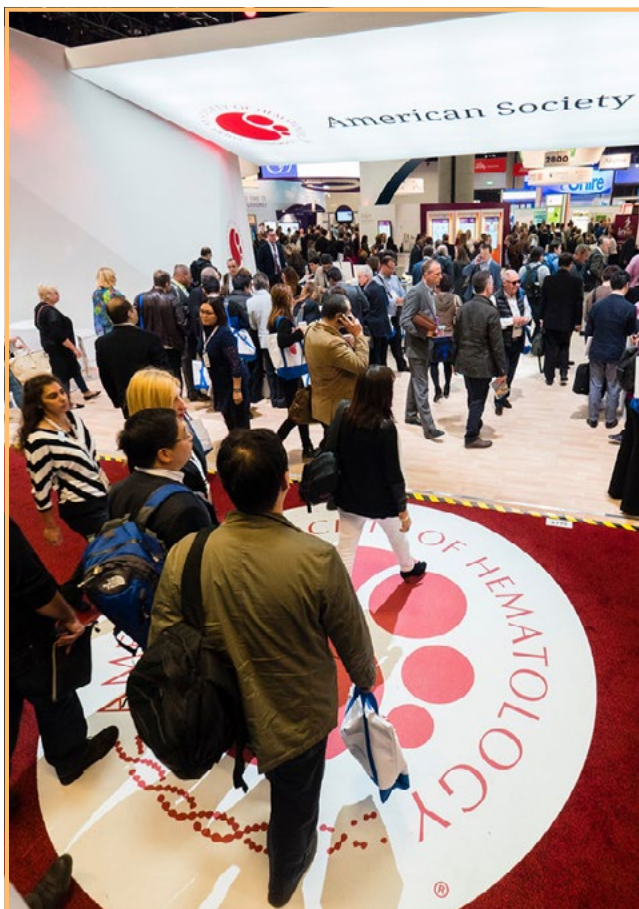




59th ASH[®] Annual Meeting and Exposition

Meeting: December 9-12, 2017
Exhibits: December 9-11, 2017
Georgia World Congress Center • Atlanta, Georgia



Exhibitor Prospectus

Experience the Premier
Event in Malignant and
Non-Malignant Hematology!

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

Why Exhibit?

Hematology is a constantly changing field! Take advantage of the opportunity to become an exhibitor at the 59th ASH Annual Meeting and Exposition, the world's most comprehensive hematology event of the year.

Over 20,000 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, 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 the latest technology, research and products and services to the top minds in the field of hematology.

Your Presence at this Global Event Allows you to:

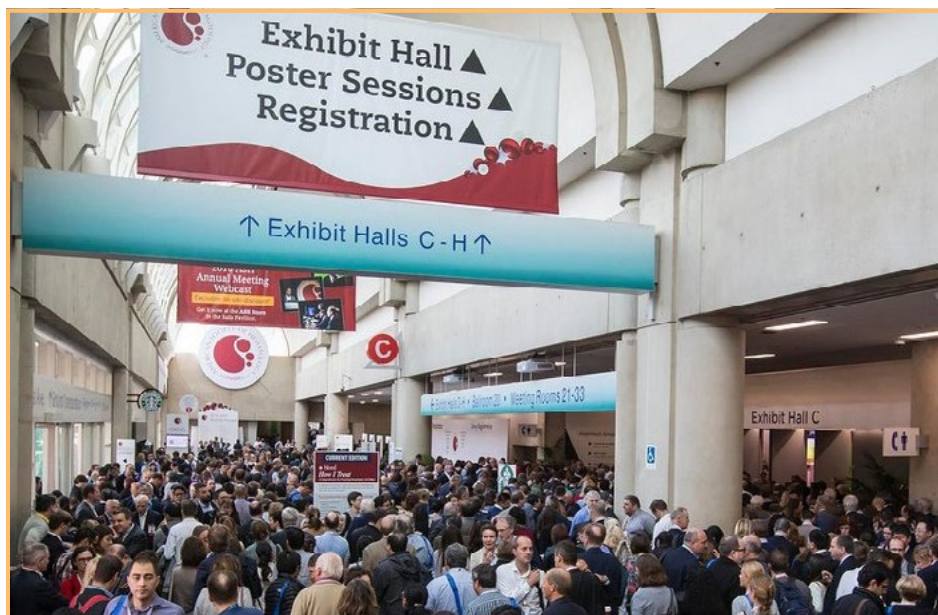
- Target influential decision makers
- Interact face-to-face with hematology professionals from all over the world
- Build visibility for your company in a competitive marketplace
- Develop lasting customer relationships and strengthen existing ones
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research

Exhibit space for the 2016 ASH Annual Meeting was sold out.

Don't miss this opportunity. Secure your 2017 space today!

For more information on exhibiting contact:

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



"DAVA Oncology has exhibited at the ASH annual meeting since our inception 10 years ago. We continue to exhibit as we have found the interaction with customers and physicians invaluable. Investing in the ASH annual meeting represents for us, the opportunity to finalize plans for the coming year as well as to uncover new opportunities."

GREGORY PYNES, MPA

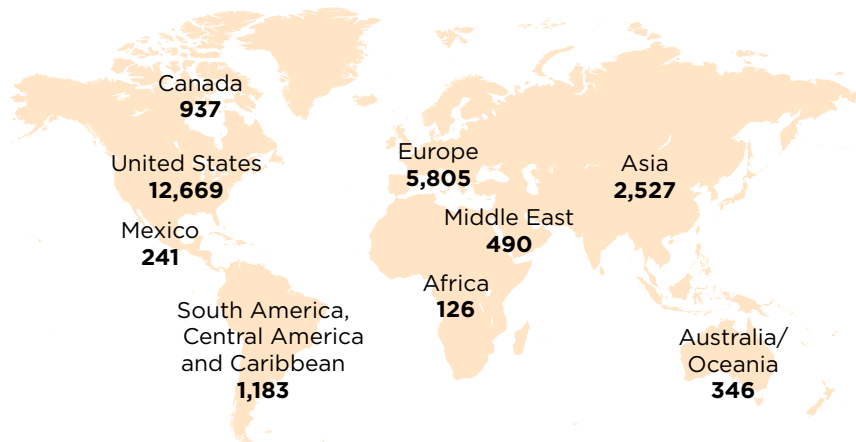
Executive Director, Meetings, Oncology Meeting Innovations, DAVA Oncology

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

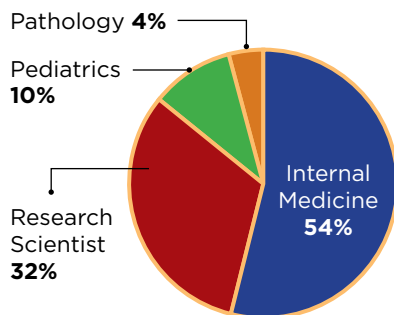
PROFESSIONAL ATTENDANCE



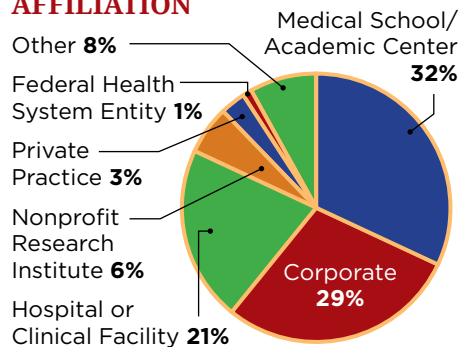
GEOGRAPHIC BREAKDOWN



PRIMARY SUBSPECIALTY AREA



PRIMARY INSTITUTIONAL AFFILIATION



"IntelliCyt, A Sartorius Company considers the ASH annual meeting to be one of the most strategic and important meetings to achieve our marketing goals. As a small company, the meeting provides us with crucial face-to-face access to influential decision makers and levels the playing field with some of our larger competitors. ASH has been a key component of our product launch strategy to achieve awareness and generate quality sales leads."

ANGELA SCHULTZ

Vice President, Marketing, IntelliCyt, A SARTORIUS COMPANY

Did You Know?

Attendees Regularly Attend an Exhibition to:



SOURCE: CEIR

Attendees Can't Say Enough

- "Excellent meeting, congratulations"
- "The exhibition was well balanced"
- "Very positive experience, exciting new research/treatment options"
- "Had an amazing time"
- "Very productive meeting"
- "Beautiful exposition"
- "Enjoyed the meeting thoroughly"
- "Great meeting with excellent practical practice information"
- "I would like to attend every year"
- "Good speakers, good discussion, and good exhibition"
- "The experience was phenomenal"
- "Happy and grateful for having the opportunity to participate"
- "Marvelous, as usual"
- "Looking forward to future meetings"

Become an Exhibitor

EXHIBIT SPACE RATES

Inline Space Rate –
\$47.50 per square foot

Island Space Rate –
\$59.50 per square foot

Inline Corner Premium –
\$600 per open corner

“Invivoscribe has participated as an exhibitor at ASH for many years. We continue to return and have increased our participation year after year since the meeting repeatedly offers access to the latest research and contributors in the fields of hematology and oncology. As a result, we’re able to acquire a wide breadth of qualified leads among industry leaders.”

KEVIN DOBYNS

Marketing Communications Coordinator
Invivoscribe

Be where your
customers will be!
Chances are your
competitors have
already reserved
their space.

For more information on exhibiting contact:

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About ASH

With more than 17,000 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 further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

Expand Your Presence Beyond the Booth

MEETING ROOMS - \$59.50 per square foot

Take advantage of these modular meeting rooms located in the convention center. These private rooms enable you to schedule meetings with attendees, hold staff meetings or set up a staff lounge. The Meeting Room package includes a permanent walled meeting room with lockable door, carpet, standard electric, and a company identification sign. Meeting Rooms will be available Friday, December 8 through Monday, December 11.

PRODUCT THEATER - \$55,000

Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations to an intimate group of professionals attending the annual meeting within the exhibit hall. The product theater sessions are solely promotional in nature and continuing medical education credits may not be offered. Each theater will accommodate up to 150 attendees.

UPGRADED LISTING - \$1,850

Premium exhibitor listings are available to increase your exposure with longer company and product descriptions, logos, press releases, product photos, and corporate videos designed to draw attention to your listing and help drive traffic to your booth. Let attendees know what you have to offer and where you are located online, in-print, and on mobile devices!

HOTEL ROOM DOOR DROP - \$7,500

Have your literature distributed directly to the hotel rooms of ASH meeting attendees. The hotel room door drop is an ideal way to gain exposure and visibility for your company, exhibit booth, Product Theater or Satellite Symposium. No other door drops of any kind will be permitted in any hotels that are part of the ASH housing block.