



# 60th ASH® Annual Meeting & Exposition

San Diego, CA • December 1–4, 2018

## EXPAND YOUR PRESENCE BEFORE, DURING, AND AFTER THE ANNUAL MEETING!

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 by purchasing an upgrade today!

Exhibitor Listing Features		Basic Included	Premium \$2,000
online	Company Name	●	●
	Booth Number	●	●
	Address	●	●
	URL	●	●
	Product and Service Categories	Up to 5	Up to 10
	Links to Social Media Platforms	●	●
	500 Character Description	●	●
	Expanded Company Description of Additional 500 Characters		●
	Company Logo		●
	Up to 5 Press Releases		●
	Up to 3 Product Photos with Description		●
	Enhanced Listing Icon on Floor Plan Booth and Exhibitor List		●
	Multimedia Flash Video with Indicator Icon on Exhibitor List		●
	Rotating Logo on Home Page of Exposition Website		●
in-print	Company Name	●	●
	Booth Number	●	●
	URL	●	●
	Inclusion in Exhibitor Product/Service Directory	●	●
	500 Character Description	●	●
	Expanded Company Description of Additional 500 Characters		●
mobile app	Company Name	●	●
	Booth Number	●	●
	URL	●	●
	500 Character Description	●	●
	Expanded Company Description of Additional 500 Characters		●
	Company Logo		●

**Upgrade Your Listing and Upgrade Your Exposure!**

Contact 800-564-4220 / 703-631-6200 or [ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com).



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## Online Premium Listing Sample

Company Name,  
Address, Logo,  
and URL

Expanded  
Description

Multimedia Flash  
Video

Up to 5 Press  
Releases

Up to 3 Product  
Photos with  
Description



## 60th ASH® Annual Meeting & Exposition

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Sony USA

Park Ridge, NJ  
United States  
<http://www.sony.com/>



Booth: 621



Home Videos Press Releases Products

Sony Corporation of America is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo, Japan. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment and technology companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Computer Entertainment America LLC, Sony Pictures Entertainment Inc., and Sony Music Entertainment. Sony recorded consolidated annual sales of approximately \$78 billion for the fiscal year ended March 31, 2014, and it employs 167,900 people worldwide.

Brands: BRAVIA® 3D LCD HDTV, BRAVIA® LCD, XDCAM® HD, CineAlta™, SKRD™

Videos



FIRST LOOK- Sony RX100 III Camera with built-in EVF

Press Releases

SONY REDEFINES HOME ENTERTAINMENT WITH THE WORLD'S FIRST HDTV POWERED BY GOOGLE TV (Sep 23, 2014)

Sony Corporation of America and News Corporation Partner to Program Digital Space in One of the World's Most Recognized Advertising Locations - Times Square in New York City (Sep 23, 2014)

Products



Alpha DSLR Camera

Wide angle, zoom, macro and more - having the right lens for the shot is a crucial part of expressing yourself through photography. With a wide variety of available A-mount lenses designed specifically for your Alpha DSLR camera... [More Info](#)



PlayStation 4

The PlayStation®4 system opens the door to an incredible journey through immersive new gaming worlds and a deeply connected gaming community. PS4™ puts gamers first with an astounding launch lineup and over 180 games in development... [More Info](#)



XBR 4K Ultra HD TV

Suddenly, everything looks better. Sony's unique 4K TVs upscale your favorite TV shows, DVDs and Blu-ray™ movies - even YouTube® clips and smartphone videos - for higher quality, stunning results... [More Info](#)

Categories

- Communications and Information Technology
- Computers & Computer Applications
- Consumer Goods and Retail Trade
- Hardware
- Photography
- Discretionary Consumer Services and Goods
- Toys & Hobbies
- Industrial/Heavy Machinery and Finished Business Inputs
- Manufacturing & Packaging
- Medical and Health Care
- Medicine

Product  
and Service  
Categories

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# APPLICATION AND CONTRACT FOR PREMIUM EXHIBITOR LISTING

## 60th ASH Annual Meeting & Exposition

Meeting Dates: December 1-4, 2018

Exhibit Dates: December 1-3, 2018

San Diego Convention Center ~ San Diego, CA

[Click Here to  
Submit Via Email](#)



### Contact Information

Company Name.....  
Contact..... Title.....  
Tel..... Fax.....  
Email..... Web Site.....  
Address.....  
City..... State..... Zip..... Country.....

### Premium Listing Upgrade Rate: (Basic Exhibitor Listing included in booth purchase.)

☐ Premium Exhibitor Listing - \$2,000

*Upon receipt of application and payment, a username and password will be sent to the contact listed above to submit directory upgrade information. Information for the online listing may be updated any time prior to the annual meeting.*

### Payment Information

Initials	Deposit and Payment Schedule
	February 2, 2018...50% due for applications submitted prior to February 2, 2018
	February 2, 2018 – June 14, 2018...50% due with application
	After June 14, 2018...100% due with application

**ASH requires payment in full no later than June 15, 2018. Failure to make payments does not release the contracted or financial obligation of Exhibitor.**

#### Submit application to:

Email: [exhibitcontracts@spargoinc.com](mailto:exhibitcontracts@spargoinc.com)

#### Need Help? Contact:

[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)

703-631-6200 | 800-564-4220

### Cancellation Penalties

Cancellation Penalties	Initials
Through February 1, 2018...0%	
February 2, 2018 – June 14, 2018...50%	
After June 14, 2018...100%	

#### Make checks payable to: ASH

#### Mail check payment to:

American Society of Hematology - Exhibits  
P.O. Box 37579 ♦ Baltimore, MD 21297-3579

#### Overnight check payment to:

BB&T  
Attn: Lockbox # (P.O. Box 37579)  
16410 Heritage Blvd., 2<sup>nd</sup> floor ♦ Bowie, MD 20716

#### Credit Card Payments:

An invoice will be sent within one business day with instructions to submit credit card payment online.

I acknowledge that as an authorized representative of the above stated Exhibitor, I have received, reviewed, and agree that Exhibitor will comply with the *Rules and Regulations*. Exhibitor will comply with all updates of such policies applicable to the 2018 ASH annual meeting, which will be made available March 2018. Exhibitor agrees to receive all written and electronic correspondence from ASH and SPARGO, Inc. in reference to the ASH annual meeting and all future ASH events. This application will become a contract upon Exhibitor's authorized signature and ASH's acceptance and approval.

Exhibitor Signature..... Date.....

Printed Name..... Telephone.....

### Show Management Use

Authorized ASH Signature..... Date.....

Account Number..... Assigned Booth Number..... Size.....