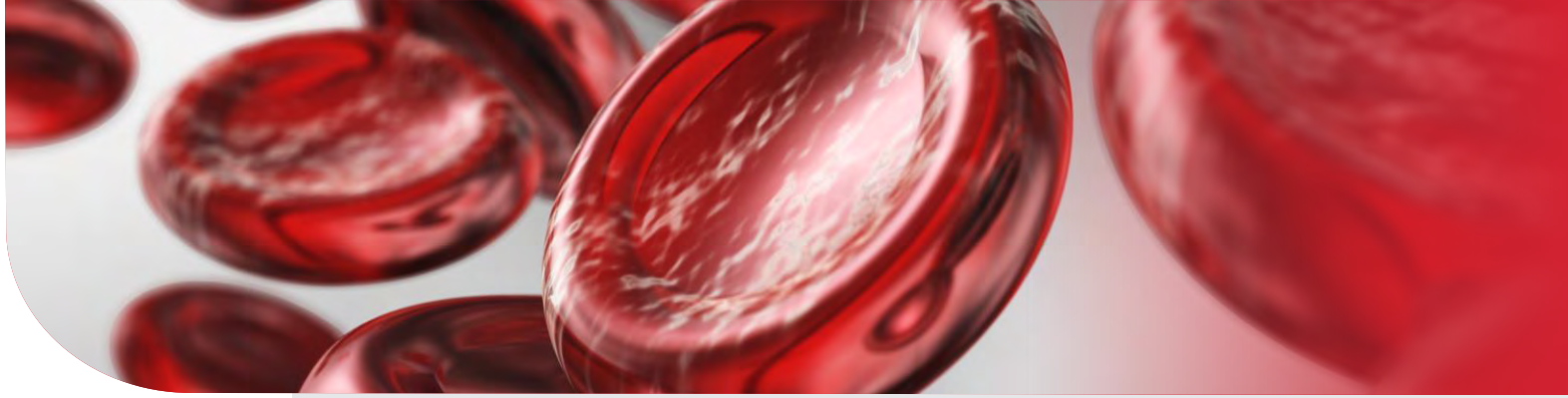
American Society of Hematology

Helping hematologists conquer blood diseases worldwide



ASH® Exhibitor Town Hall

Tuesday, October 13, 2026

1:00 p.m. – 2:30 p.m. Eastern time

Slides and recording will be shared following today's presentation

68th ASH®
Annual Meeting
and Exposition

DECEMBER 12-15, 2026

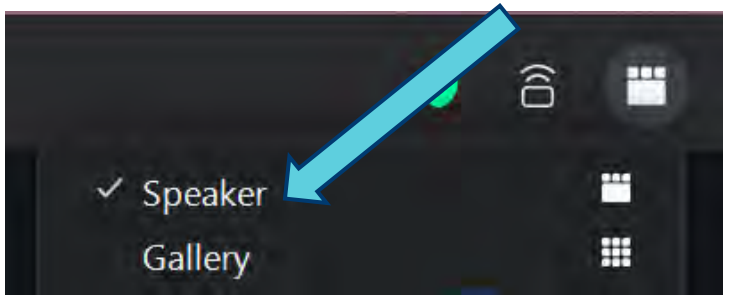
NEW ORLEANS, LOUISIANA

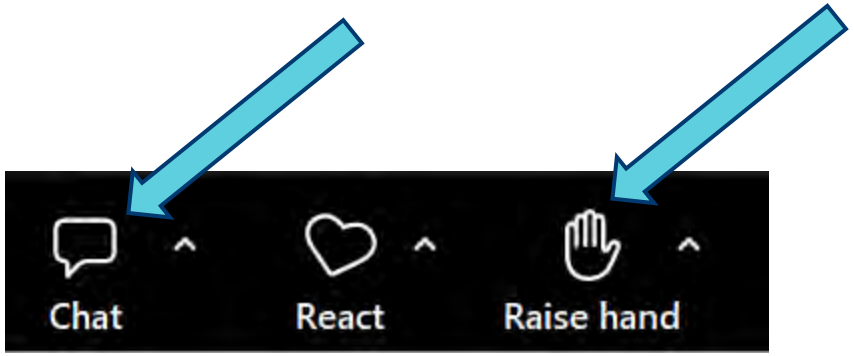
#ASH26

Housekeeping

- Town Hall is being recorded and will be shared
- Use Speaker View to highlight current presenter
- Please remain on mute unless asking a question
- During Q&A, enable your video and use Raise Hand function under Reactions
- Chat function enabled to only send messages directly to hosts – in chat menu, click “new chat” and select area contact and ask question

  (e.g. ASH Registration or Housing)
- For any technical difficulties, use chat function to message a host



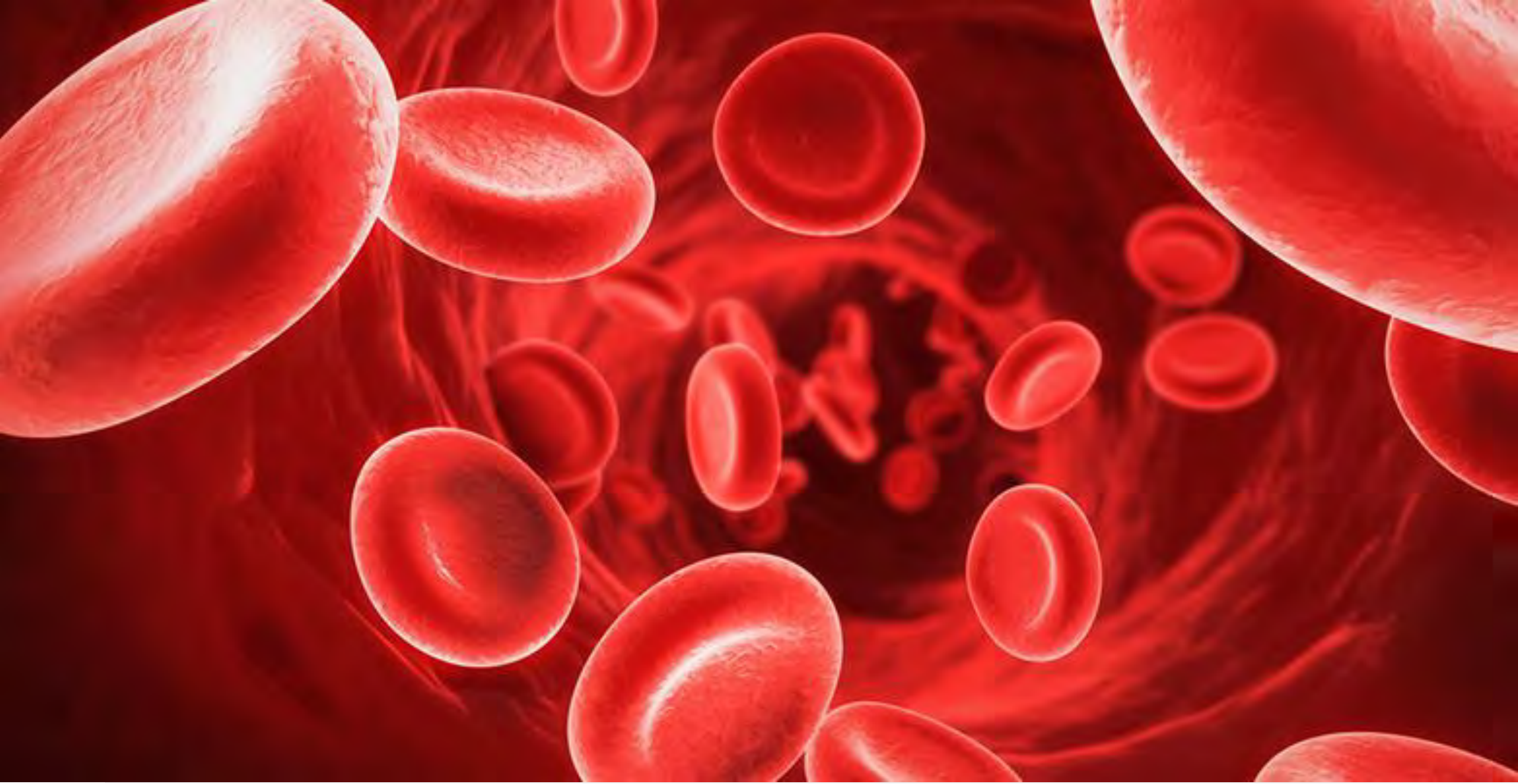


Slides and recording will be shared following today's presentation

Agenda

- Welcome and Overview of the 68th ASH® Annual Meeting and Exposition
- Registration
- Housing
- Ancillary Events
- Exhibits
- Q&A

Slides and recording will be shared following today's presentation



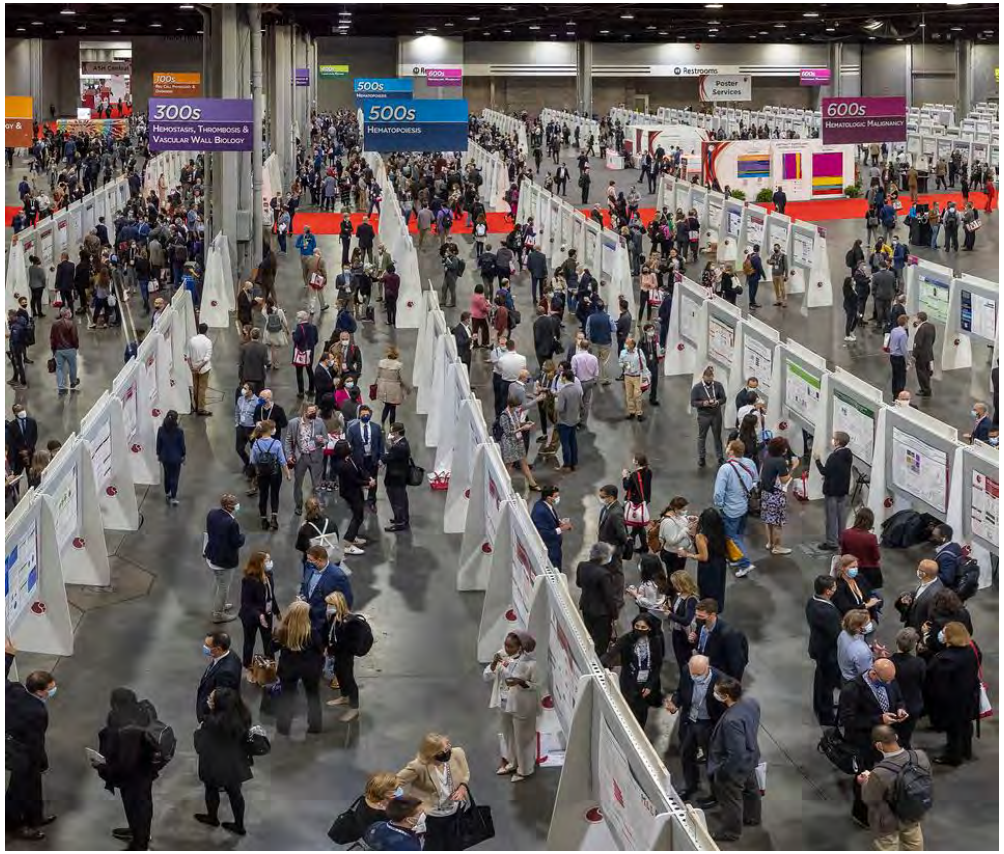
29,000
ATTENDEES

Bringing the Entire Global Hematology Community Together is Now More Important Than Ever

Record Breaking Abstract Submissions

Attendees will come ready to learn, engage and explore the latest advances in hematology

- Stronger interest: Record-breaking abstracts will drive excitement and boost attendance.
- More new science: Fresh data, clinical updates and emerging research
- More engaged attendees: Research will spark interaction, discussion, and meaningful conversations
- More exhibitor opportunity: Align your presence to connect with attendees actively looking for what is next in hematology.



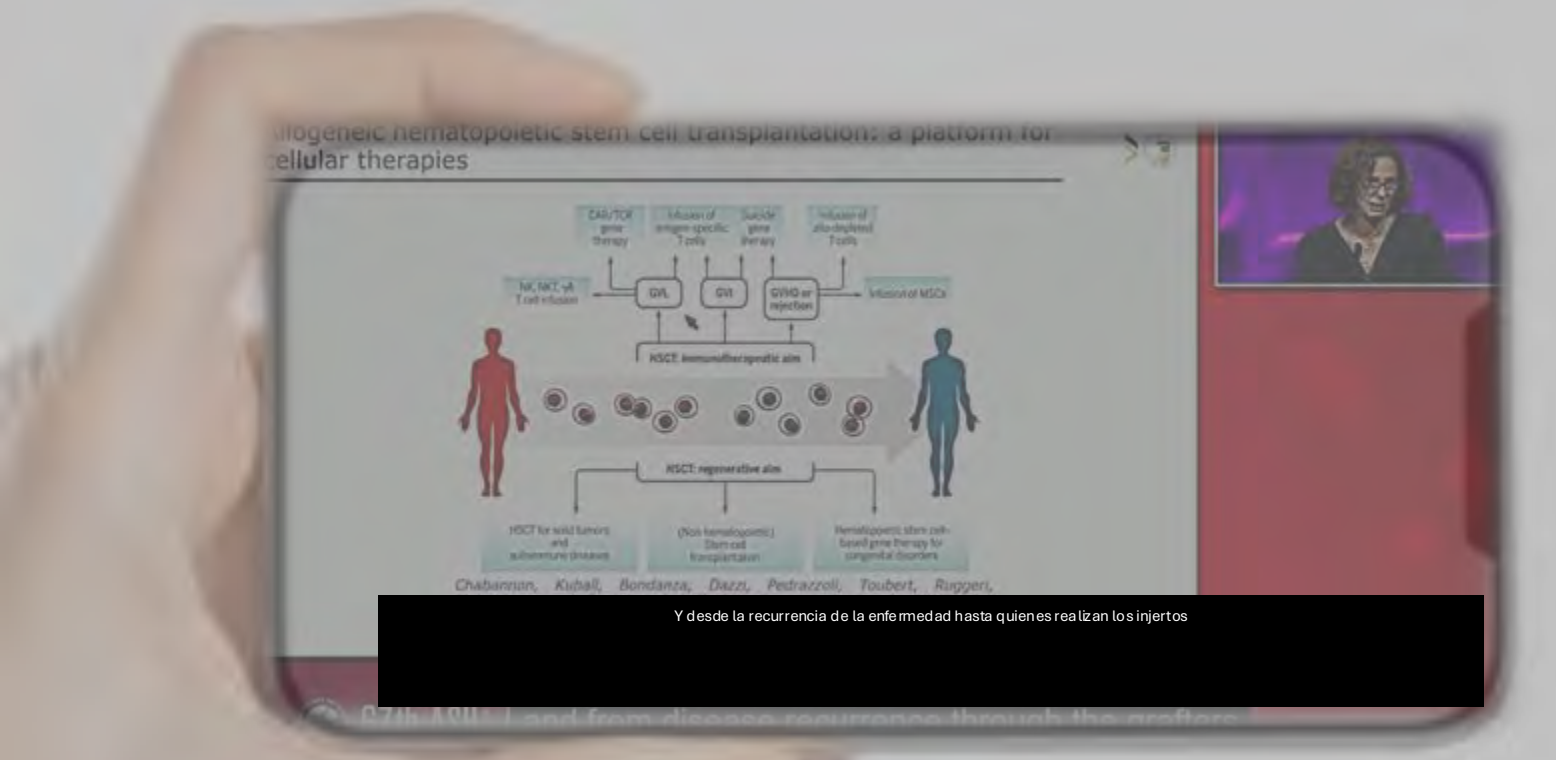
Abstracts will be publicly released on
Wednesday, November 4, 2026
9:00 a.m. Eastern time

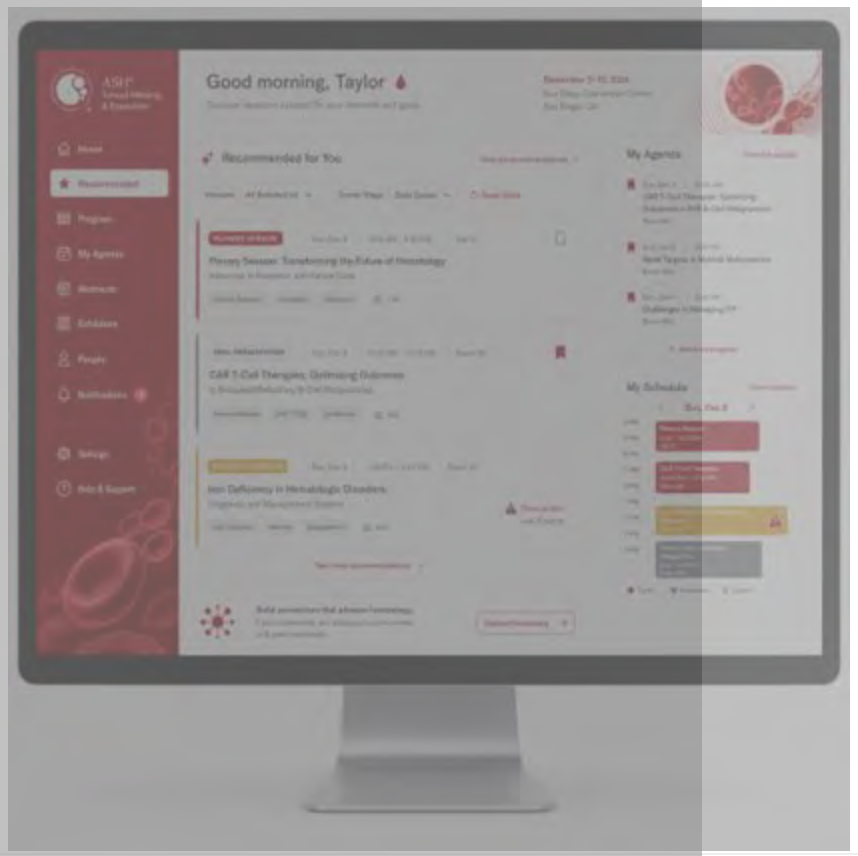
ASH's Inclusive Meeting Environment

- ASH's highest priority is always the health and safety of all participants
- All attendees should feel safe and comfortable at the ASH annual meeting
- Allow ASH to be a resource for your delegation
- Addressing potential concerns from company staff or invited attendees
    - Accessibility or ability
    - Background or identity
    - Overall safety
    - Other
- All attendees have access to ASH's resources – including your delegation!

Support Full Participation for the Global Audience

Session Live Captions and Translation in 66 Languages





Personalized, Highly Engaged, Strongly Connected

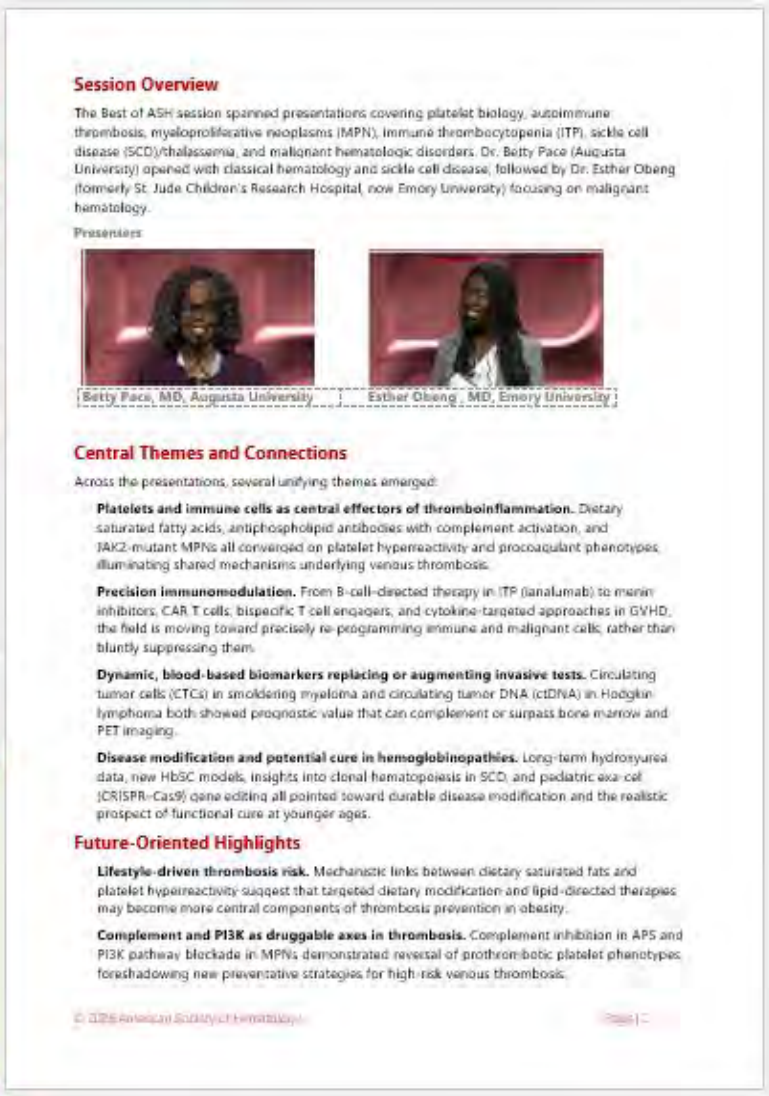
Maximizing opportunities to interact with others

- ASH Meeting Navigator: An AI-powered, content recommendation platform driven-by personal interests and demographic data
- Early morning time is free so participants can schedule one-on-one meetings with industry and colleagues. Morning sessions will begin at 9:00 a.m. or 9:30 a.m.
- The ability to watch sessions on the virtual platform is increasing session content viewership while creating more time for networking

Engaging with Your Targeted Audience

- Impact attendees through multiple touchpoints, creating deeper, more lasting connections beyond the meeting
- Gain actionable intelligence for your stakeholders to measure impact, demonstrate value, and improve return on investment
- ASH continues to offer new products that help industry partners deliver content and connect with the audiences most relevant to your goals

Best of ASH Session Takeaways



Session Overview

The Best of ASH session spanned presentations covering platelet biology, autoimmune thrombosis, myeloproliferative neoplasms (MPN), immune thrombocytopenia (ITP), sickle cell disease (SCD)/thalassemia, and malignant hematologic disorders. Dr. Betty Pace (Augusta University) opened with classical hematology and sickle cell disease, followed by Dr. Esther Obeng (formerly St. Jude Children's Research Hospital, now Emory University) focusing on malignant hematology.

Presenters

Betty Pace, MD, Augusta University

Esther Obeng , MD, Emory University

Central Themes and Connections

Across the presentations, several unifying themes emerged:

Platelets and immune cells as central effectors of thromboinflammation. Dietary saturated fatty acids, antiphospholipid antibodies with complement activation, and JAK2-mutant MPNs all converged on platelet hyperreactivity and procoagulant phenotypes, illuminating shared mechanisms underlying venous thrombosis.

Precision immunomodulation. From B-cell-directed therapy in ITP (ianalumab) to menin inhibitors, CAR T cells, bispecific T cell engagers, and cytokine-targeted approaches in GVHD, the field is moving toward precisely re-programming immune and malignant cells, rather than bluntly suppressing them.

Dynamic, blood-based biomarkers replacing or augmenting invasive tests. Circulating tumor cells (CTCs) in smoldering myeloma and circulating tumor DNA (ctDNA) in Hodgkin lymphoma both showed prognostic value that can complement or surpass bone marrow and PET imaging.

Disease modification and potential cure in hemoglobinopathies. Long-term hydroxyurea data, new HbSC models, insights into clonal hematopoiesis in SCD, and pediatric exa-cel (CRISPR-Cas9) gene editing all pointed toward durable disease modification and the realistic prospect of functional cure at younger ages.

Future-Oriented Highlights

Lifestyle-driven thrombosis risk. Mechanistic links between dietary saturated fats and platelet hyperreactivity suggest that targeted dietary modification and lipid-directed therapies may become more central components of thrombosis prevention in obesity.

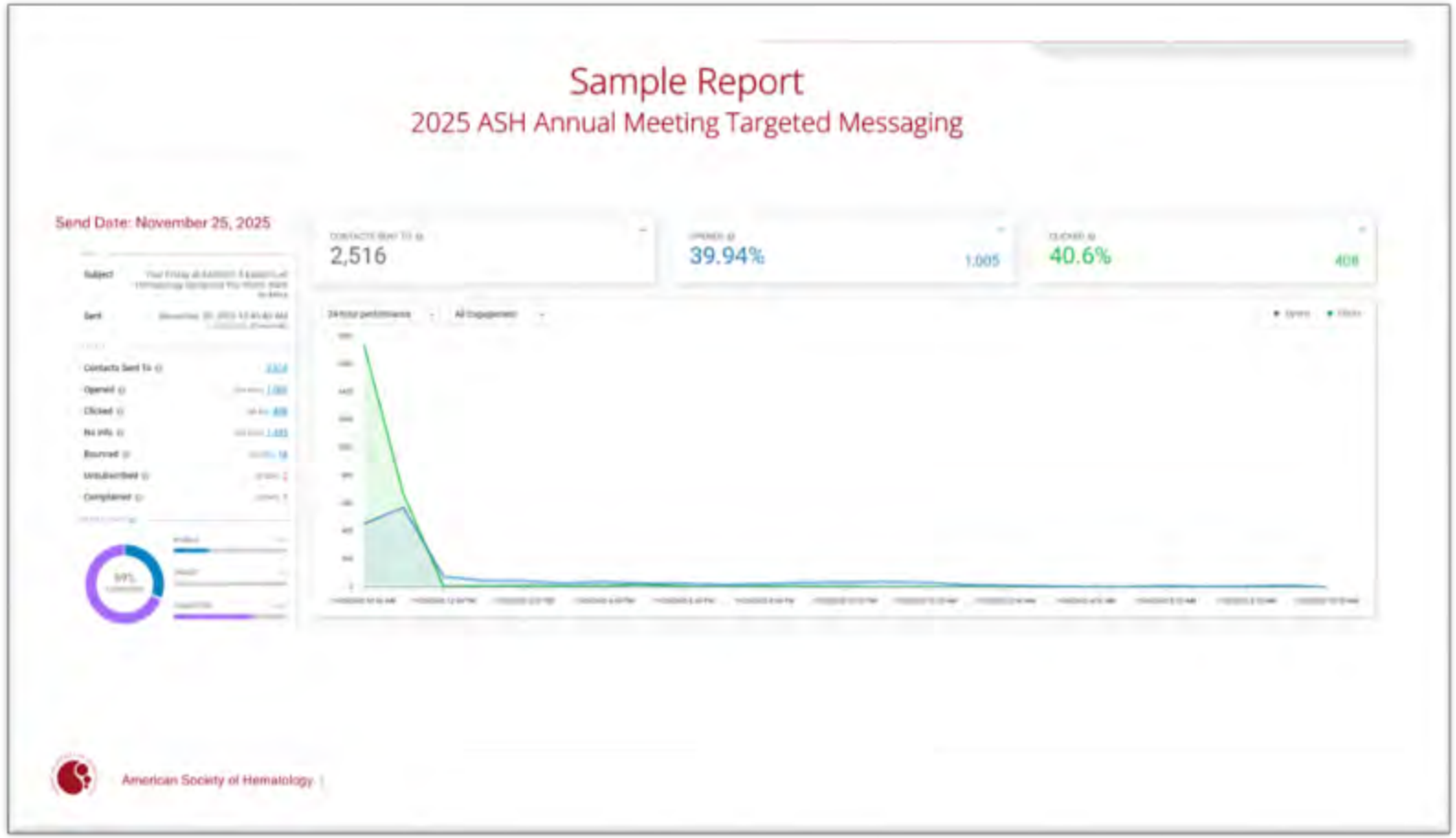
Complement and PI3K as druggable axes in thrombosis. Complement inhibition in APS and PI3K pathway blockade in MPNs demonstrated reversal of prothrombotic platelet phenotypes, foreshadowing new preventative strategies for high-risk venous thrombosis.

© 2026 American Society of Hematology

New this year

Targeted Messaging

- Targeted strategies to focus your messaging to specific cohorts
- Tremendous click-through and open rates

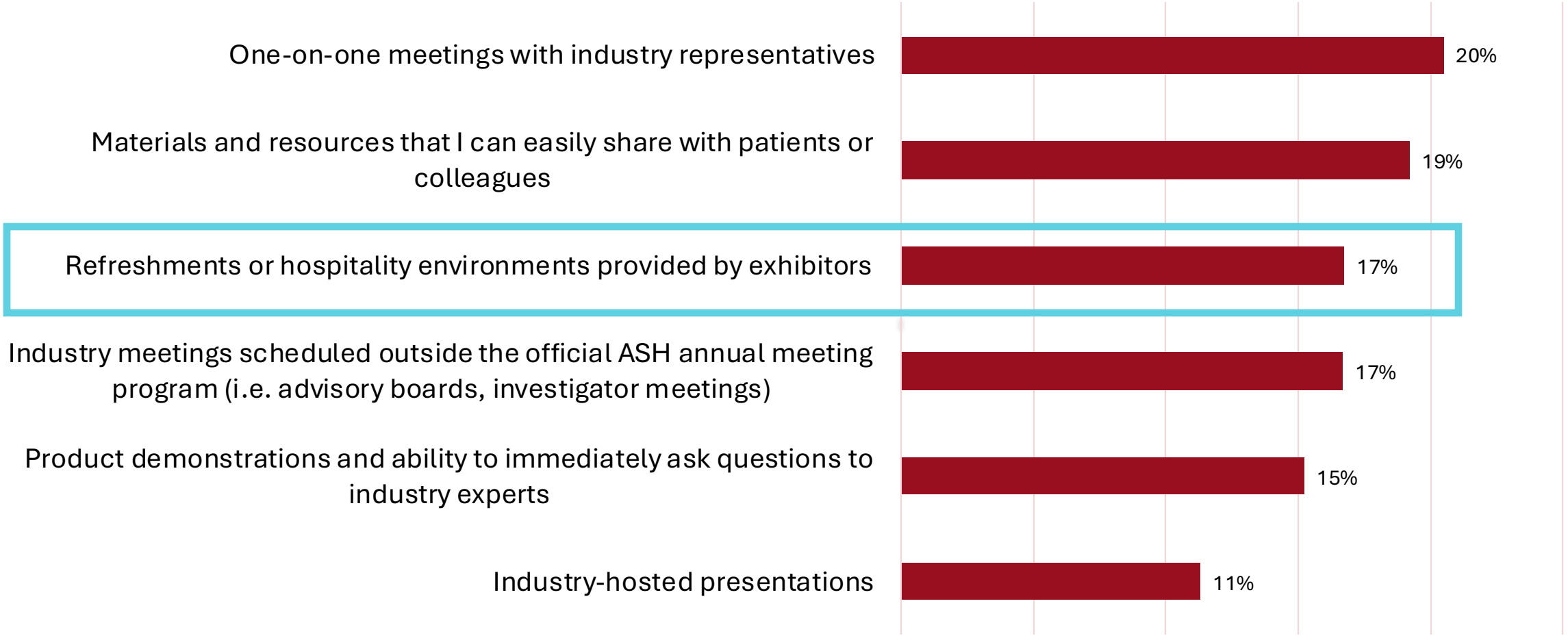


Data and Insights Report Series

- ASH Data and Insights Report Series enhanced every year since 2023:
  - New pre and post meeting attendee survey insights
  - Evolving cohort demographics and behavioral observations
  - Tailored program and science engagement trends
  - Bonus: preview of pilot products

Attendee Survey

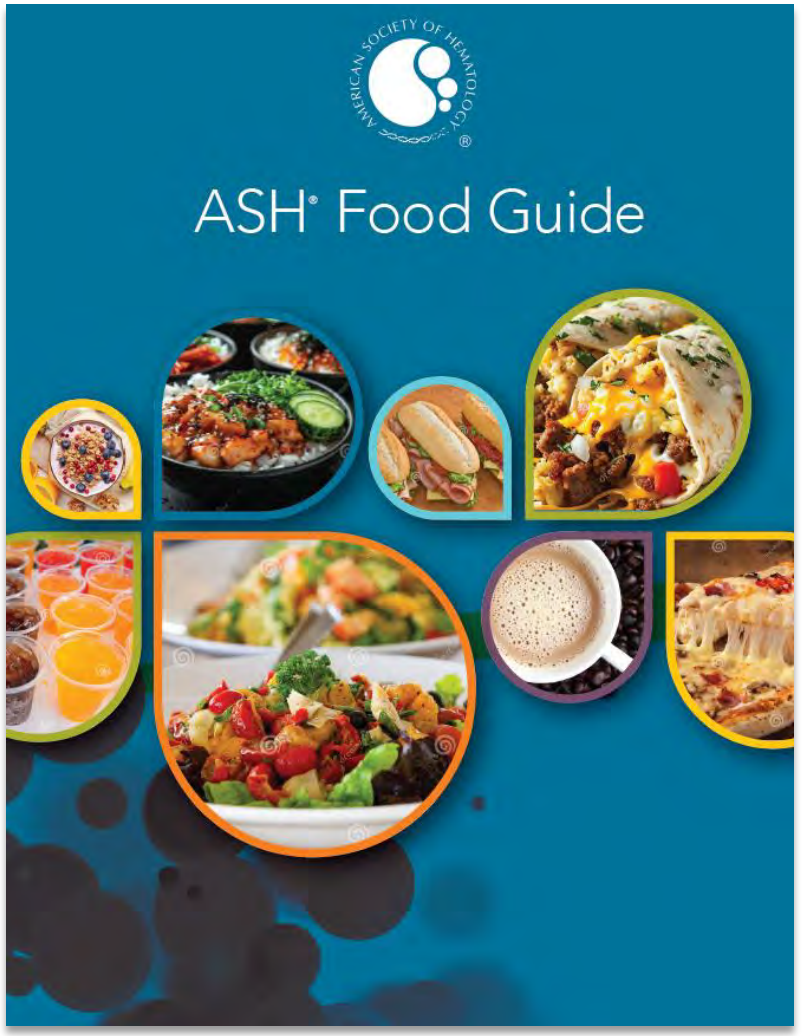
What types of exhibit hall activities, industry-interactions or resources do you find most valuable when attending the ASH annual meeting?



Source: 2025 Attendee Pre-Meeting Survey

ASH Food Guide – ASH Campus Map

- Handy printed and digital resource to prevent hunger (or hangry!)
- Provided to all 29,000 participants
- Other medical meeting organizers are cutting back and driving participants to find food outside of the convention center
- Drive booth traffic by promoting your food or beverage offering in the ASH Food Guide



ASH FOUNDATION
RUN/WALK
IN-PERSON 3K | 5K SUNDAY • DECEMBER 13, 2026
VIRTUAL 3K | 5K • DECEMBER 6 – 20, 2026
NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER

Personalized, Highly Engaged, Strongly Connected

Maximize opportunities to interact with others

- ASH surveyed registrants about their top three objectives for attending the meeting. 85% of the respondents prioritized meeting with peers and making new connections.
- Participants spent 54% of their time in sessions and 46% of their time meeting with colleagues, industry exhibitors, and participating in networking events.
- In 2025, 74% of the participants (22,000+) engaged in the exhibit hall

* Stats based on 2025 ASH Annual Meeting data

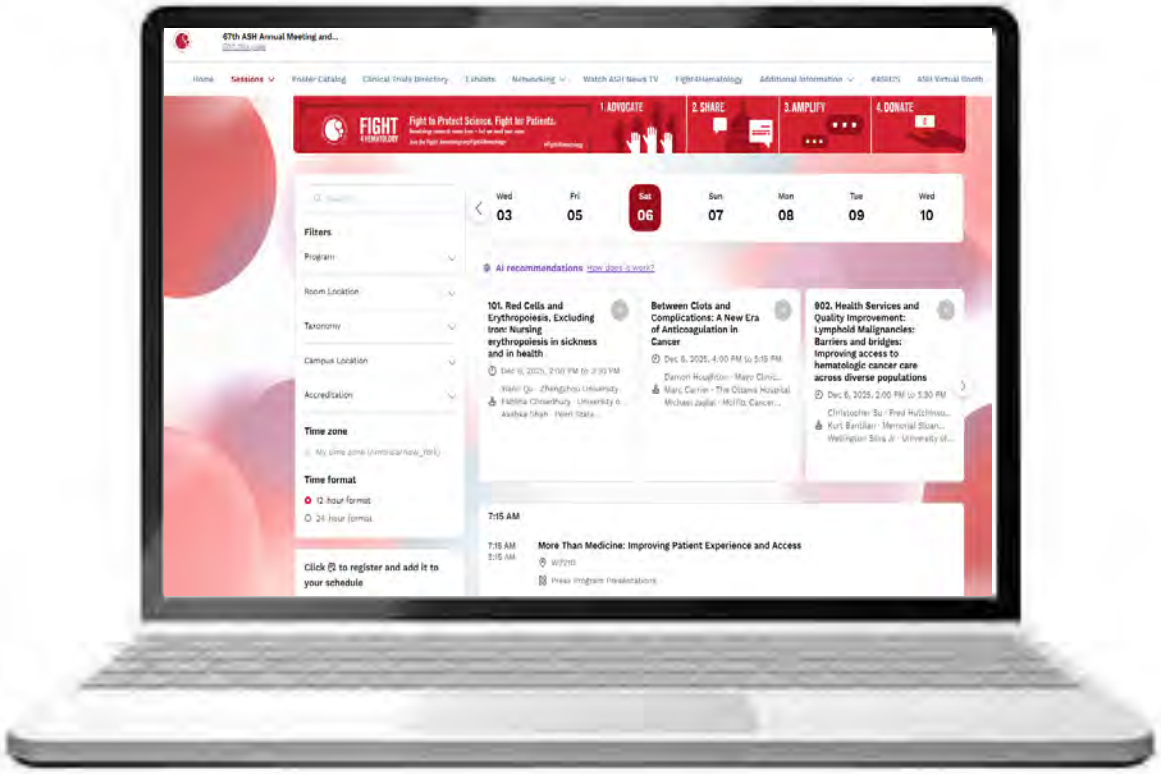
When the Doors Close - Opportunities Continue

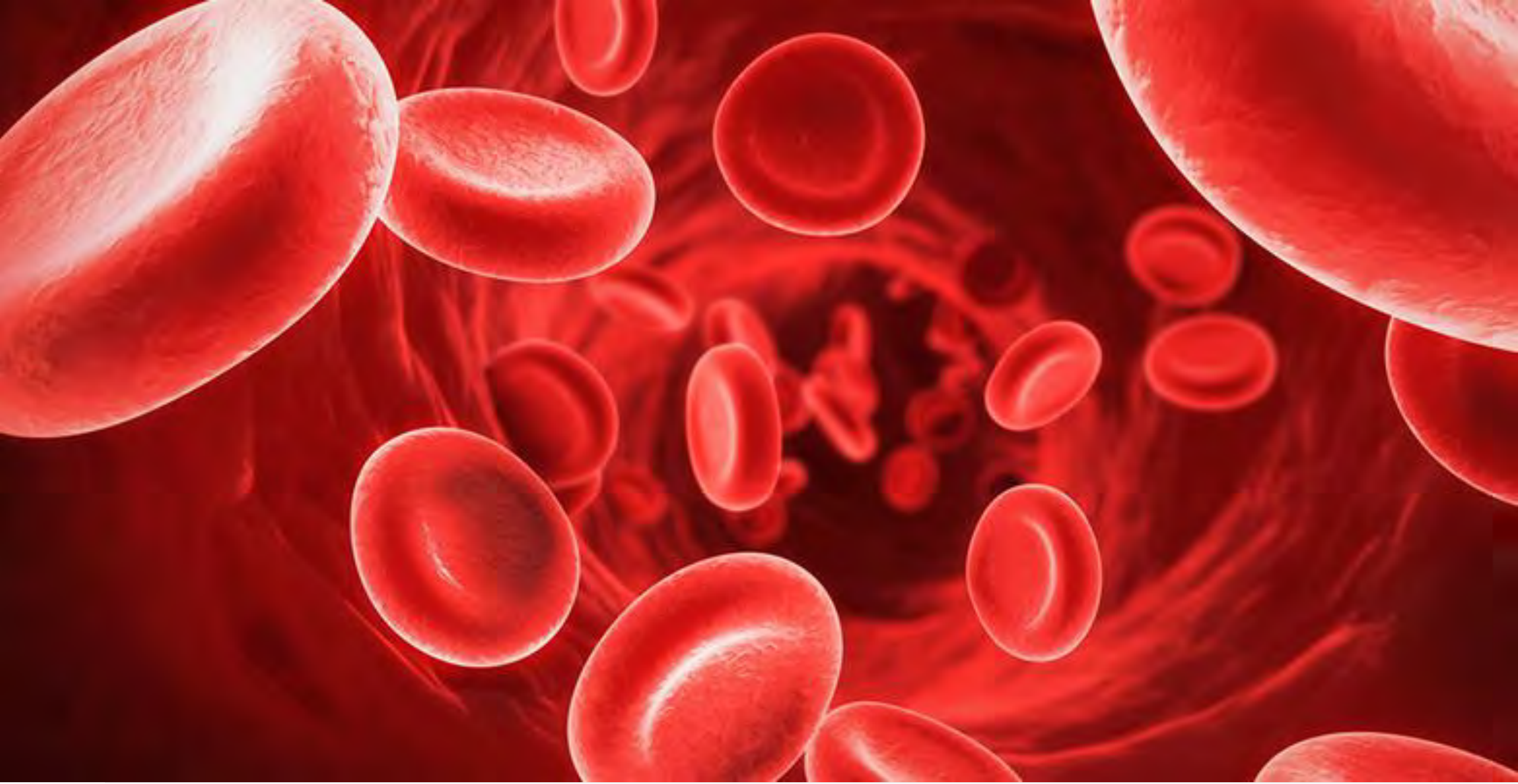
What's your "beyond the physical meeting" strategy to reach the ASH community?

Virtual Platform

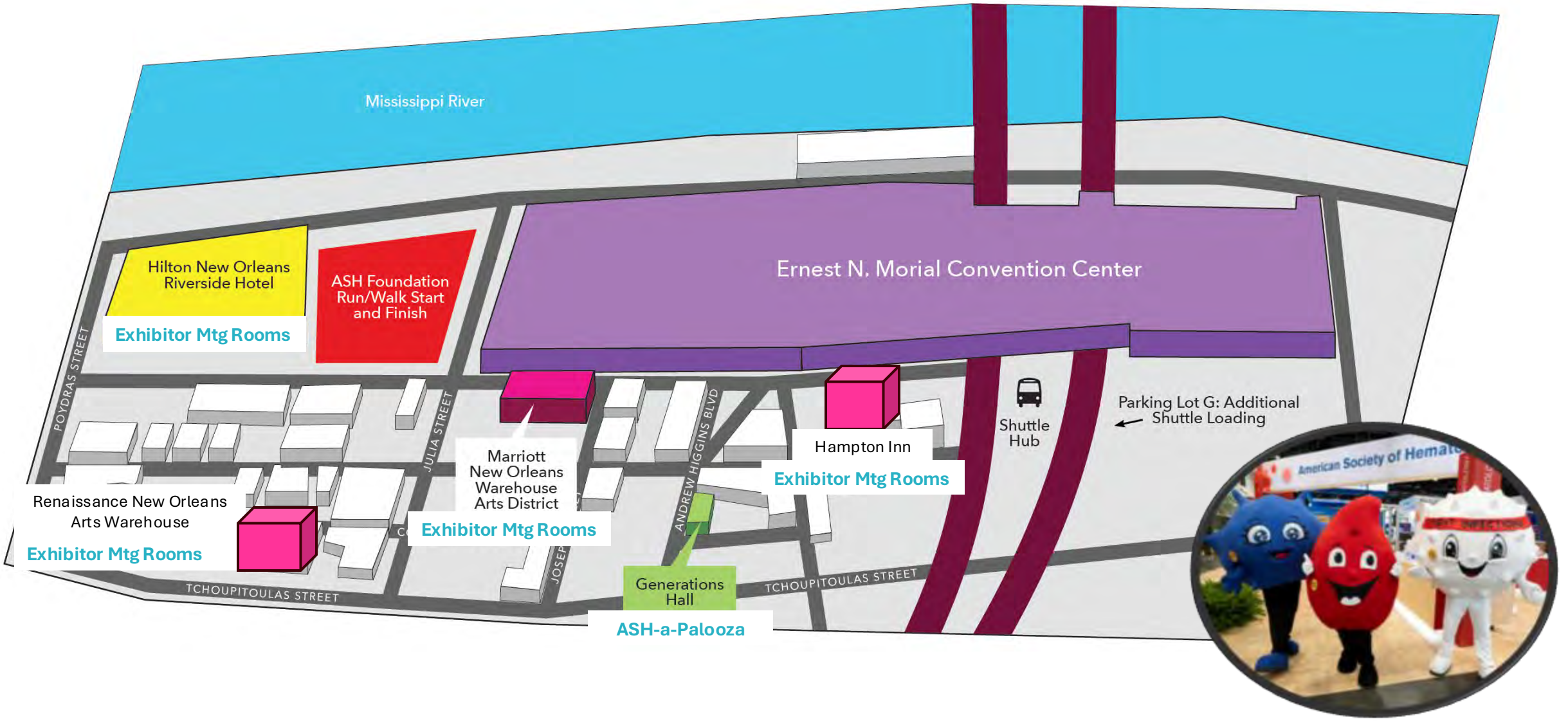
The virtual platform enables attendees to:

- Watch missed content any time, any where through March 1, 2027
  - This includes industry content - product theaters, clinical trial showcases and satellite symposia
- In 2025, ~12,400 participants (43%) accessed the virtual meeting platform after the in-person meeting ended





ASH Campus


Mississippi River
Hilton New Orleans Riverside Hotel
Exhibitor Mtg Rooms
ASH Foundation Run/Walk Start and Finish
Ernest N. Morial Convention Center
POYDRAS STREET
JULIA STREET
ANDREW HIGGINS BLVD
Marriott New Orleans Warehouse Arts District
Exhibitor Mtg Rooms
Hampton Inn
Exhibitor Mtg Rooms
Shuttle Hub
Parking Lot G: Additional Shuttle Loading
Renaissance New Orleans Arts Warehouse
Exhibitor Mtg Rooms
TCHOUPITOULAS STREET
Generations Hall
ASH-a-Palooza
TCHOUPITOULAS STREET

Ernest N. Morial Convention Center

Leveraging Power of Data

Targeted Messaging

Reach the hematology professionals who matter most to your business

High-Value, Tailored Email List

- Clinical and/or research focus
- Primary institutional affiliation or geographic location
- Post-meeting: Session attendees

Premium Timing and Visibility

- Deliver messages before or after meeting—aligned with your priorities
- Exclusivity: only one Targeted Message is sent per weekday, ensuring your message is not competing in a crowded inbox

Drive measurable results

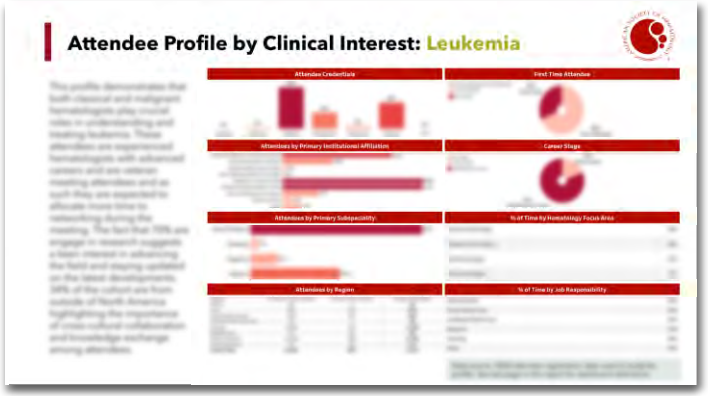
Promote corporate presentations, Friday Satellite Symposia, clinical trial update or recruitment, booth engagement, or new product launch

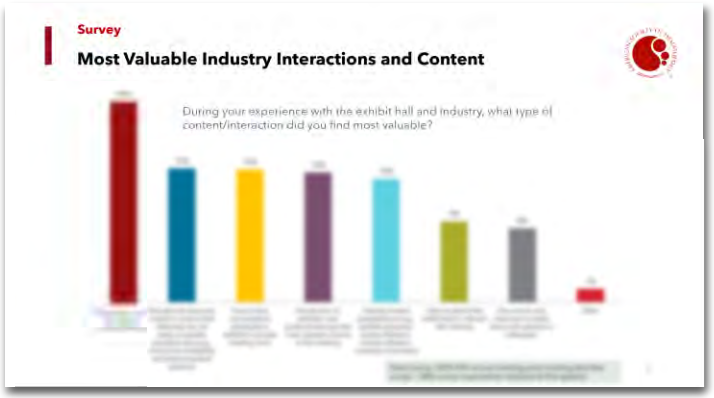
Limited inventory for pre-show dates!

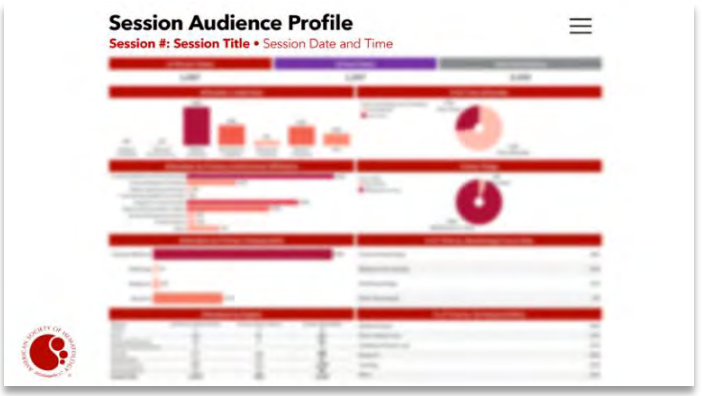
To learn more, contact Kristin Hudson at *ashexhibits@spargoinc.com*

ASH Data & Insights Report

- 3-Part Report Series
  - “Prepare Your Team” in November
  - “It’s Go Time” in December
  - “Measuring Your Success” in January
- Customized for your organization by taxonomy or disease
- Exclusive access to ASH data insights
  - Attendee Priorities and Interests
  - Attendee Survey Results
  - Audience Profiles
  - And more!

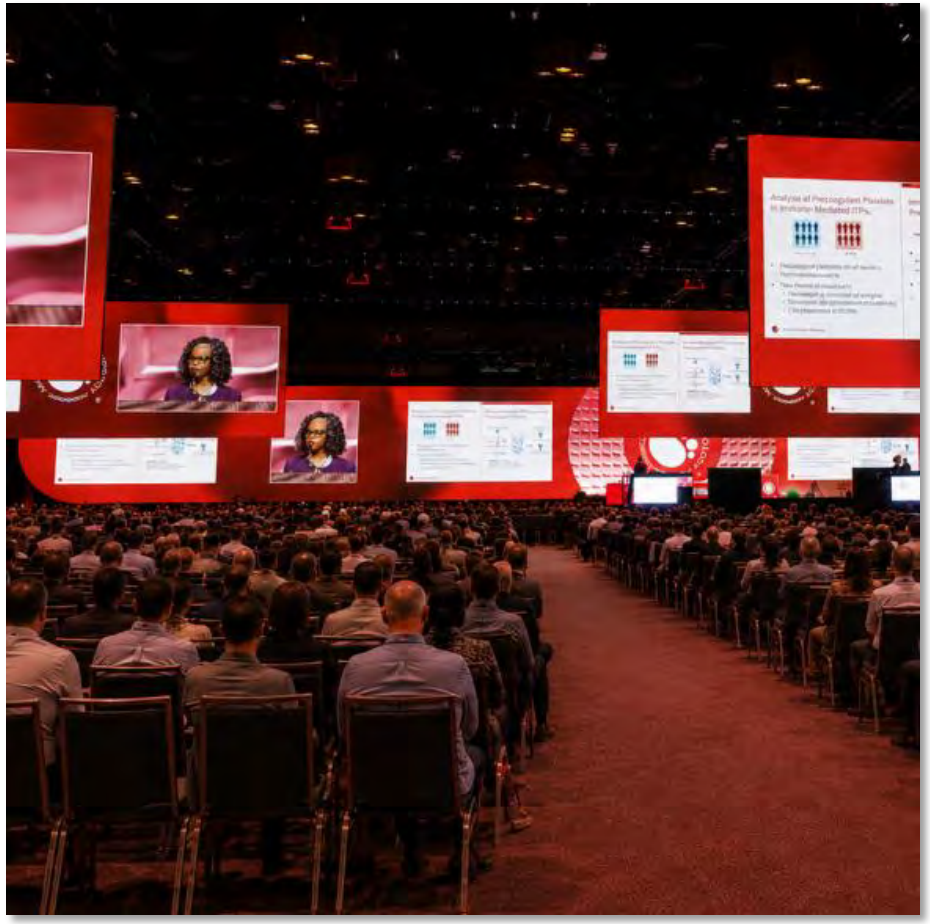






Best of ASH Session Takeaways

- **Extend visibility**
  Attendee-valued summary capturing key highlights from the Best of ASH session delivered within days of meeting
- **Reach a high-value hematology audience**
  Distributed to 2026 attendees and meeting alumni, generating ~63,000 impressions
- **Align your brand with trusted ASH insights**
  Reinforce your commitment to the hematology community with highly relevant educational content
- **Drive engagement:** Prominent logo placement with embedded hyperlinks in the email and report



Limited to 3 sponsors

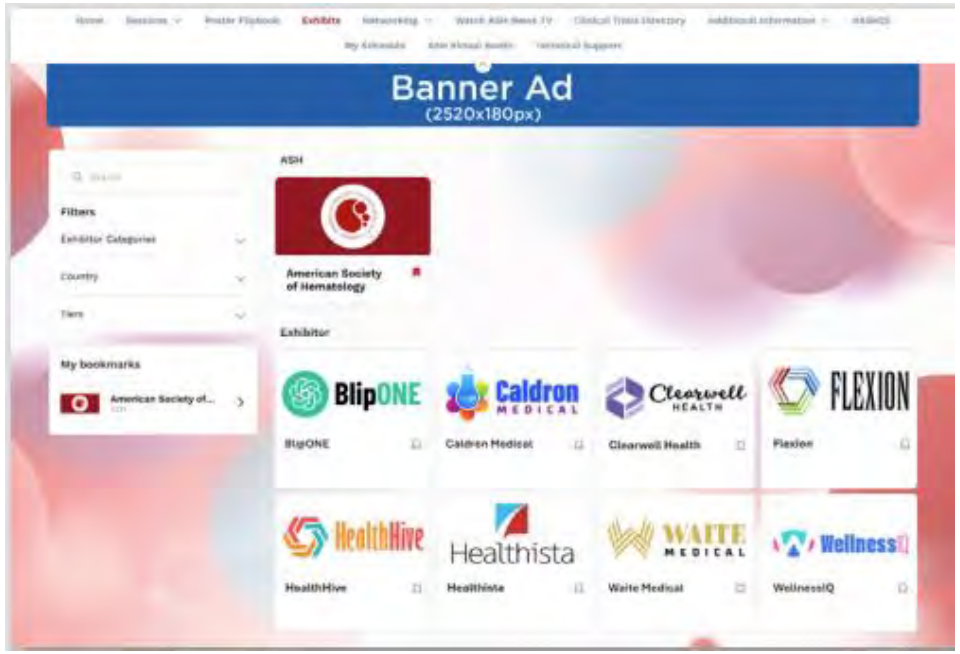
Promotional Opportunities Still Available

- *NEW* - Digital lobby displays
- *NEW* - IRIS digital ads
- *NEW* Best of ASH sponsor
- ASH-a-Palooza sponsorships
- ASH Foundation Run/Walk support
- Exhibitor Hotel Door Drop bag inserts
- Recruitment Bundle
- ASH Food Guide
- Mailing and attendee reference lists

Contact Kristin Hudson at *ashexhibits@spargoinc.com* for more info!

Virtual Extends Your Presence

- Virtual platform extends attendee experience - before, during and after meeting
- Virtual exhibit to drive in-person engagement
  - Promote booth, product theater, or Friday Satellite Symposia
- Virtual presentation add-on
  - Increase audience reach for Product Theaters, Industry Theaters, and Clinical Trial Showcases



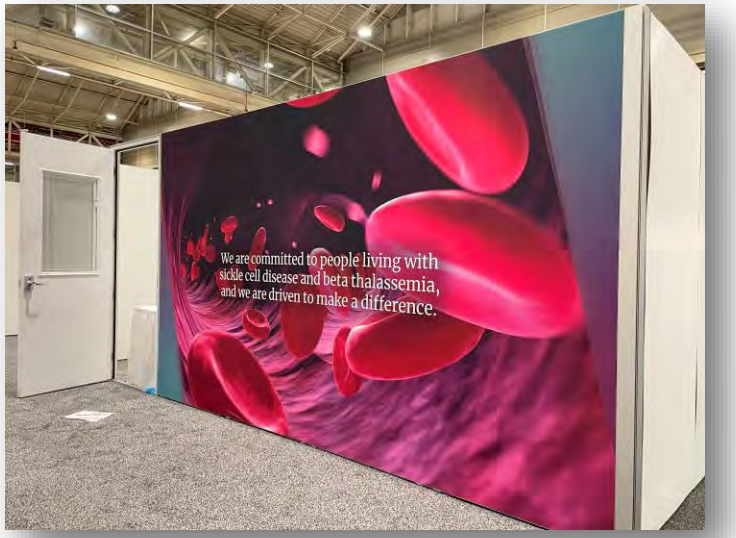
Advertising and Marketing Policy

- No advertising and marketing activities within a **five-mile radius of ASH campus** including Ernest N. Morial Convention Center.
- Exempted activities can be arranged through ASH exclusive providers. All other activities or using other vendors are prohibited.
- This includes print and digital tactics – no geofencing, geotargeting
- Violation of policy could result in Priority Point reduction and other actions deemed necessary by ASH
- Check with your product teams and agencies to ensure they are following the policy

Exclusive Providers

SPARGO

- Support Opportunities
- Corporate Presentations
- Data Reports and Targeted Messaging
- ASH Campus and Virtual Advertising
- Registration and Housing

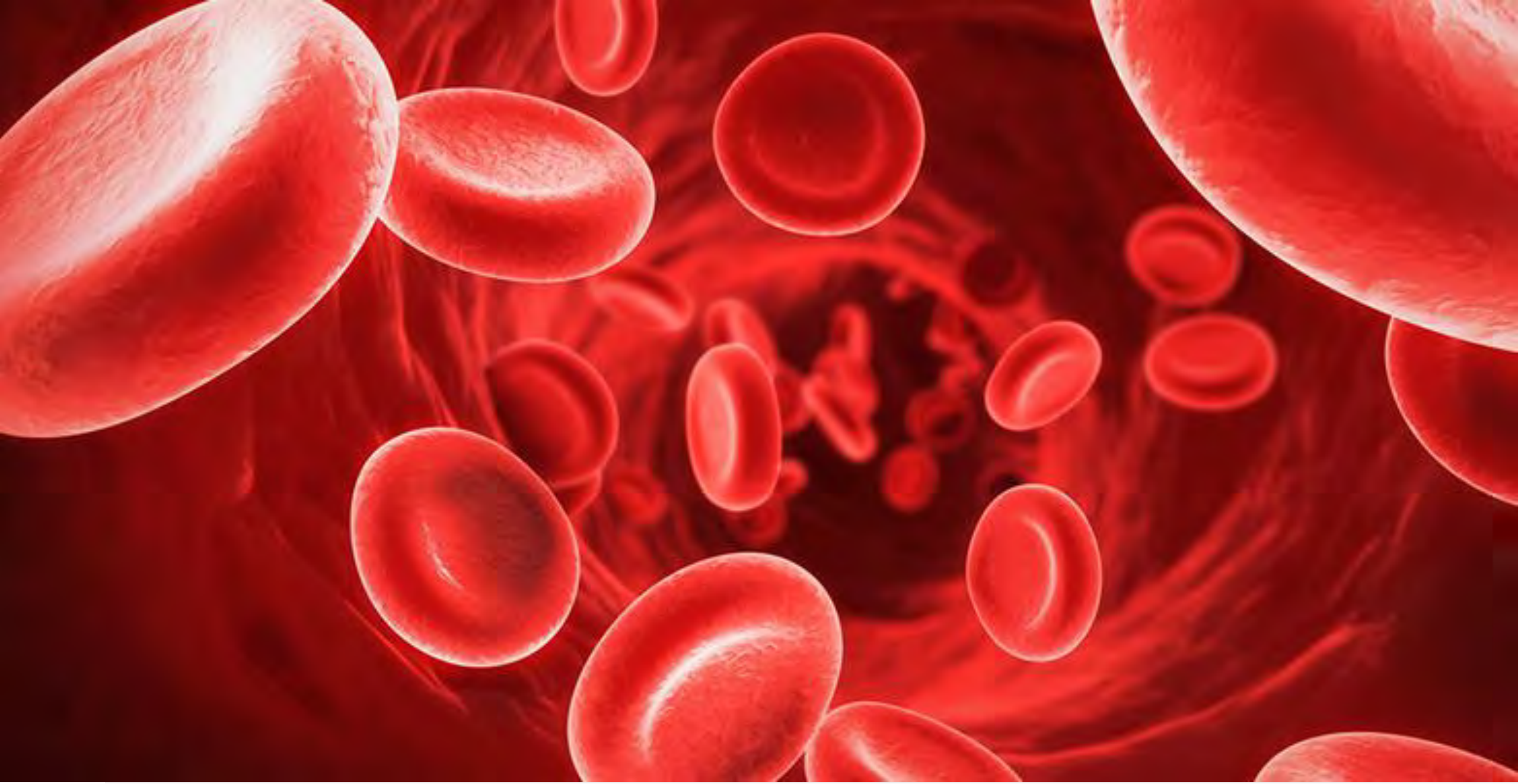


PMI

- ASH News TV
- *ASH News Daily*
- *ASH Campus Map*
- *ASH Program-at-a-Glance*
- Journals

TriStar

- Out-of-Home Advertising
  - Airport and Riverwalk
  - Ride Share - Uber/Lyft
  - Programmatic Out-of-Home



Adding a Registration Point of Contact

- Exhibiting Companies may designate a Registration contact in the portal
- A company's Registration contact will be able to register exhibitor staff on behalf of the exhibiting company.
- To add a contact, the current main point of contact must email the request to *ashexhibits@spargoinc.com*

Getting to the Registration Finish Line

1. **Submit all names for registrations**
    a. Make sure to submit all names with the correct access they need
        i. Anyone who needs exhibit hall access pre and post open hours need to be registered under the booth as exhibitors (exhibitor booth staff or exhibitor full meeting)
    b. Make sure names are submitted by correct pricing deadline (advance pricing ends **October 21**)
2. **Convert Attendees to Exhibitor Full Meeting as needed**
    a. Any registrant who registered on their own and need access to hall pre and post open hours convert prior to deadline, **October 28**. Once a badge is printed, conversion can no longer be completed.

Getting to the Registration Finish Line

3. **Review badge pick-up options**
    a. Bulk or select pick-up, make appointment by **December 4**.
    b. Individual pick-up
4. **Process all cancellations online by November 4 to receive a refund.**
5. **Complete all substitutions and changes by December 8.**
6. **Send out all confirmations to registered exhibitors**

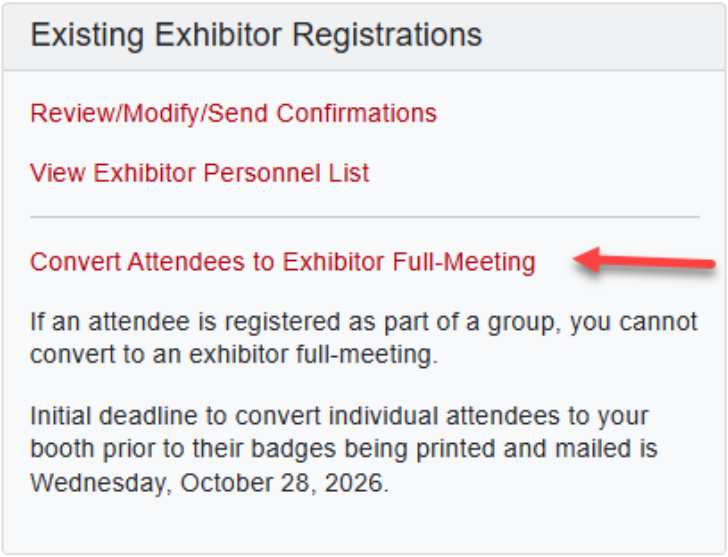
Meeting Registration

Goal: Receive a name badge with the correct access for each registrant

Available Registration Options	
	Exhibitor Booth Personnel • Access to Exhibit Hall including Pre and Post Hours • Does Not Allow Entry into annual meeting sessions • Register through the Exhibitor Registration Portal
	Exhibitor Full Meeting • Access to Exhibit Hall including Pre and Post Hours • Allows Entry into annual meeting sessions • Receives Complimentary Attendee Access to the Virtual Platform through January 1, 2027, with option to upgrade • Register through the Exhibitor Registration Portal

Convert Individual Attendees to Exhibitor Full Conference

- For individuals who have registered on their own but need exhibit hall access pre and post hours.
- The deadline to convert any attendee who registered in advance prior to the mailing is **October 28**.
- If the registrant is a problem record, cancelled record, group record, printed record, or a record that requires verification you will NOT be able to convert.
- You will be able to make conversions again for any attendee who registered after mailing starting **November 11,** through **December 8**. The link will be removed starting **December 9,** and no further conversions can be made.
- Any registrant that requires access pre and post open hours to the exhibit hall MUST be tied to an exhibiting booth. Registrants that come onsite not tied to a booth will NOT be given access.



In-Person Registration Badge Pick-Up Options

- **Bulk and Partial Pick-Up, Ernest N. Morial Convention Center, Great Hall Foyer**
  - Appointments for pick-up are available on:
    - Thursday, December 10 from 12:00 p.m. - 6:00 p.m.
    - Friday, December 11 from 7:00 a.m. - 5:00 p.m.
  - Deadline to make your pick-up appointment is **December 4**.
  - Badges with lanyards will be handed out at all appointments.
  - Meeting bags will be picked up by the individuals after receiving their badge at any meeting materials pick-up counter or mobile unit at the convention center.

In-Person Registration Badge Pick-Up Options

- **Individual Pick-Up**
  - Registrants can pick up badges and materials at any print-your-badge station at airport or convention center.
    - Louis Armstrong New Orleans International Airport Baggage Claim
      - Thursday, December 10, 10:00 a.m. - 10:00 p.m.
      - Friday, December 11, 9:30 a.m. - 8:30 p.m.
    - Ernest N. Morial Convention Center, Great Hall Foyer (Main Registration Area)
      - Thursday, December 10, 3:00 p.m. - 7:00 p.m.
      - Friday, December 11, 7:00 a.m. - 6:00 p.m.
      - Saturday, December 12, 7:00 a.m. - 6:00 p.m.
      - Sunday, December 13, 7:00 a.m. - 5:00 p.m.
      - Monday, December 14, 7:00 a.m. - 5:00 p.m.
      - Tuesday, December 15, 7:00 a.m. - 12:00 p.m.

Registration – Key Milestone Dates

Day/Date/Time	Registration Milestone
Wednesday, October 21 at 11:59 p.m. Pacific time	• Advance Registration Pricing Ends • First Spreadsheet Due for Import
Thursday, October 22 at 12:00 a.m. Pacific time	Late Registration Pricing Begins
Wednesday, October 28 at 11:59 p.m. Pacific time	**Deadline to Convert Attendees Prior to Mailing**
Wednesday, November 4 at 11:59 p.m. Pacific time	Cancellation Deadline
Wednesday, November 11 at 12:01 a.m. Pacific time	Conversion link re-opens

Registration – Key Milestone Dates (continued)

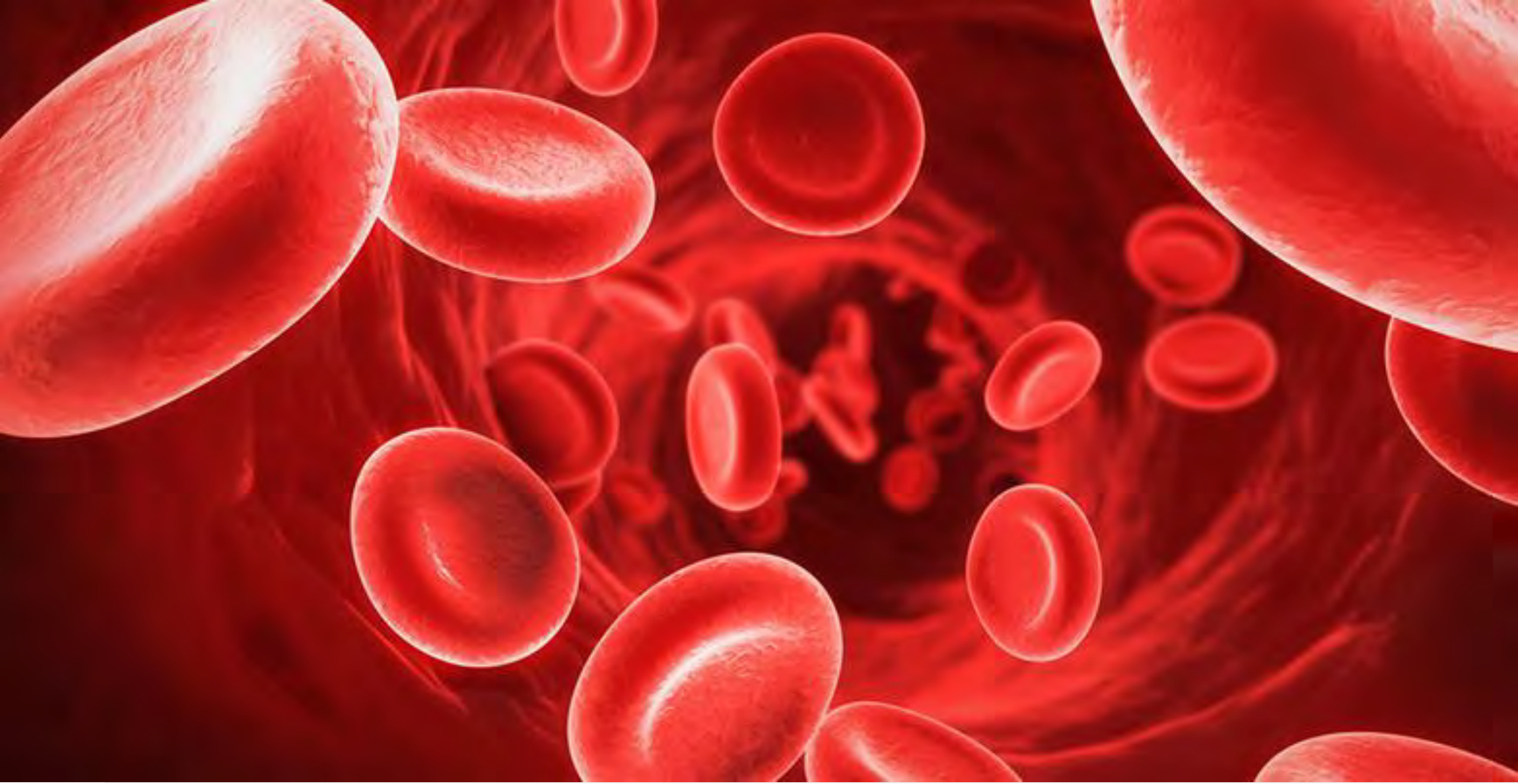
Day/Date/Time	Registration Milestone
Friday, November 20 at 11:59 p.m. Pacific time	Final Spreadsheet Due for Import Check and Wire Transfer Deadline
Friday, December 4 at 11:59 p.m. Pacific time	Badge Appointment Deadline
Tuesday, December 8 at 11:59 p.m. Pacific time	• **Substitution Deadline** • **All Registrations Completed**

Additional Registration Information

- For registrants attending the meeting virtually or in-person, download the prepared Quick Sheet to send to each registrant along with their confirmation email to answer questions they may have about online or in-person process:
  - 2026 Quick Sheet

- For more registration information, please visit these links:
  - Registration Webinar Recording
  - PDF slides of the Registration Webinar
  - Exhibitor Registration FAQ

Registration questions? Please contact:
ASH Registration and Housing Center
Phone: 703-449-6418 or 888-788-1522 (U.S. toll free)
ashexhibitorreg@spargoinc.com



Housing

Exhibitors are required to book their hotel rooms through the ASH Housing Center.

- **New Room Blocks -** Exhibitors who reserve a new block must assign rooms and submit payment **within 5 business days**.
- **Adding Rooms to Existing Blocks -** Exhibitors may add rooms (based on availability) to their existing room blocks until **5:00 p.m. Eastern time, November 11**. If additional rooms are needed, please contact us for assistance.
- **Outstanding Balances:** Payment for any balances resulting from adding rooms or extending reservations is due by **5:00 p.m. Eastern time, November 11.**
- **Hotel Contacts & Shuttle Info:** The shuttle schedule and hotel contact list will be sent to all exhibitors on **November 17**.

Official Contractor

68th ASH® Annual Meeting and Exposition

Before you book always look for the Official Contractor logo!

Housing – Key Milestone Dates

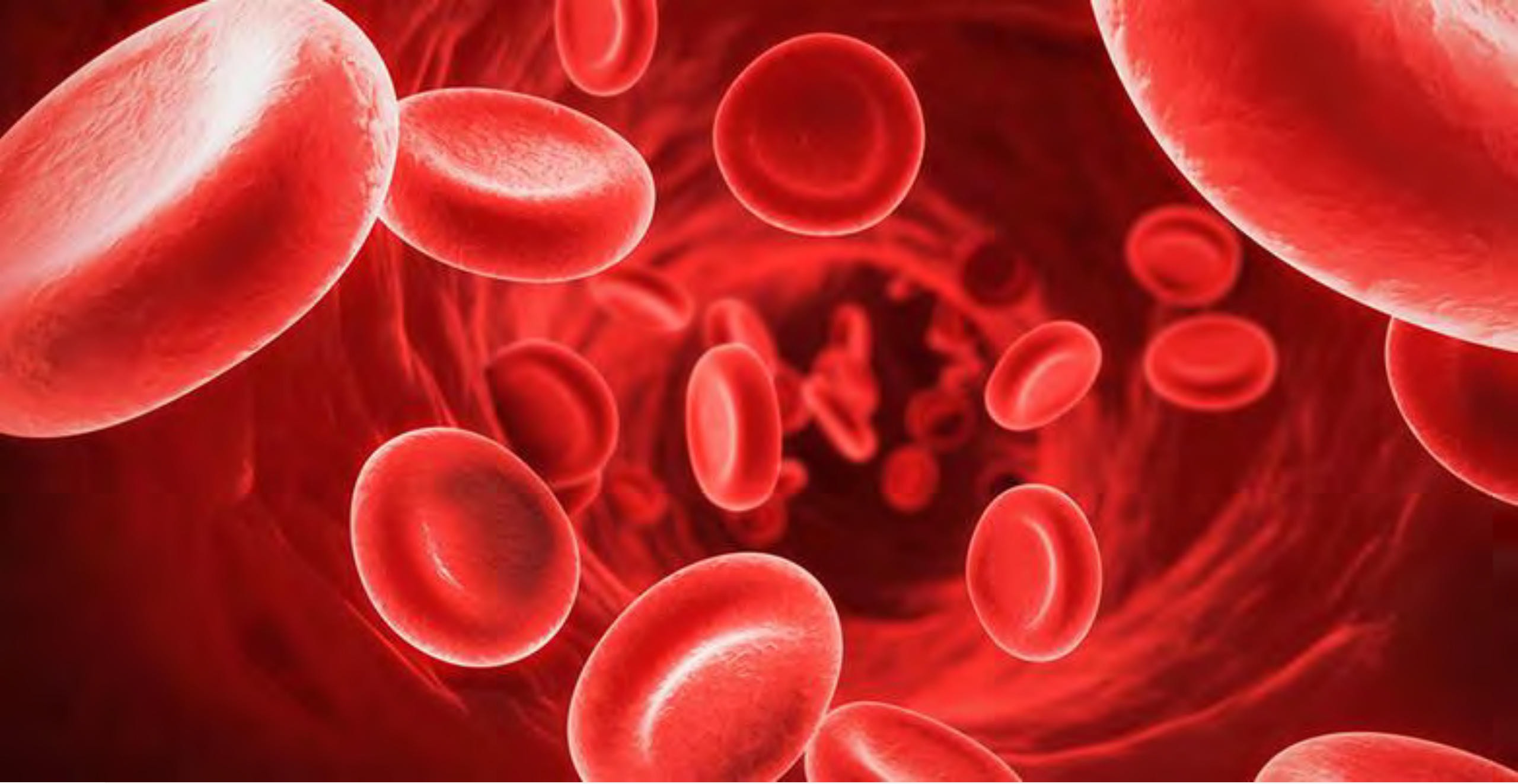
Day/Date/Time	Housing Milestone
Wednesday, November 11 at 5:00 p.m. Eastern time	Final Day for Online Changes and Pay for Outstanding Balances
Thursday, November 12 – Monday, November 16	No Reservation Changes Allowed While Reservations are Transferred to Hotels
Tuesday, November 17	• Hotel Contact List and Shuttle Flyer Sent to Exhibitors • Hotel Direct Changes & Cancellations Start Date

ASH Registration and Housing Webinar

Available for On-Demand Viewing

- View Recording
- View Presentation Slides
- Exhibitor Room Block Reference Guide

Housing questions? Please contact:
ASH Registration and Housing Center
ashexhibitorhousing@spargoinc.com



Ancillary Event Requests for Hotel Space

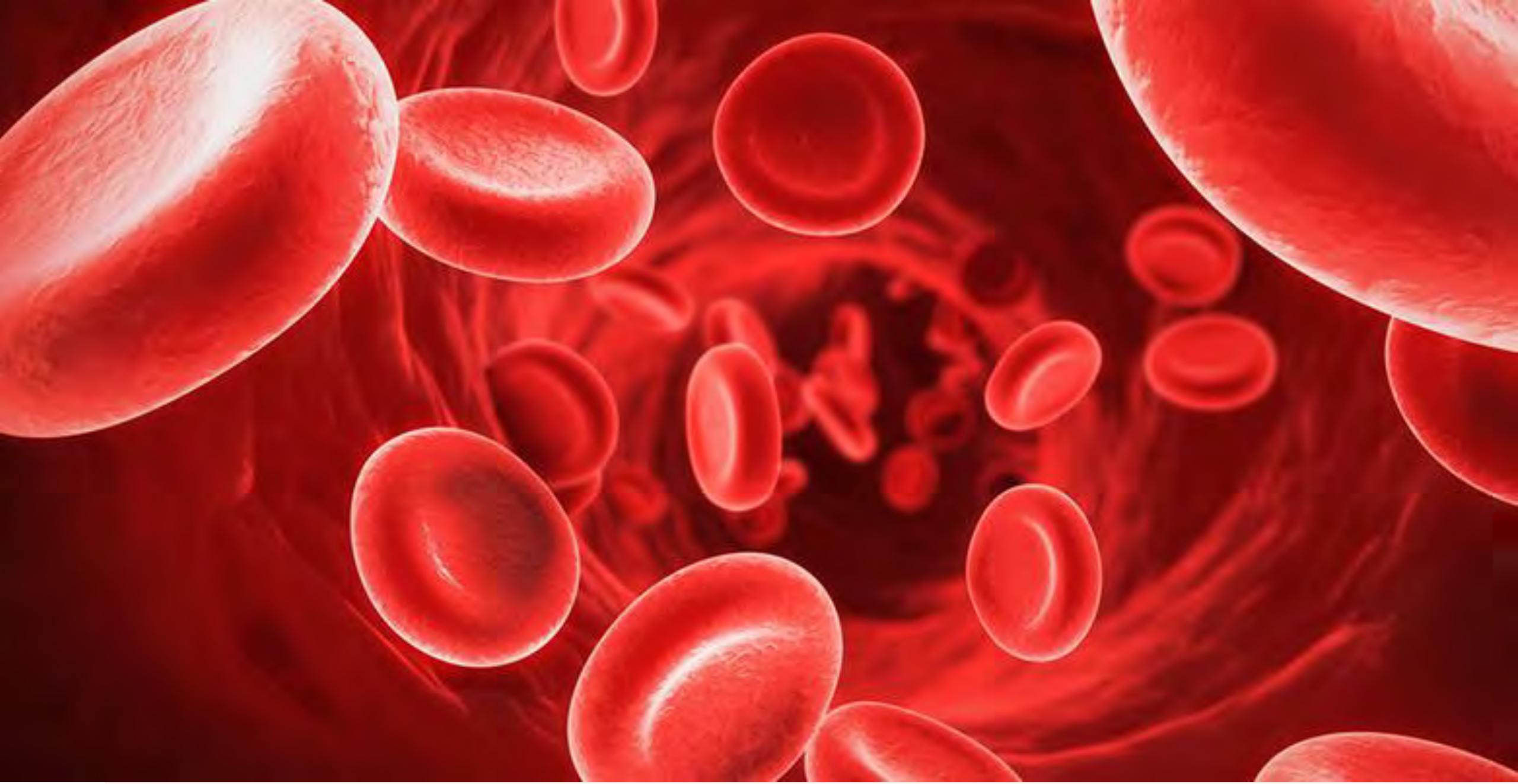
- Contact: *asheventrequests@spargoinc.com*
- An ancillary event is any affiliate event or meeting taking place between Thursday, December 10 and Tuesday, December 15.
- Any ancillary meetings with an educational or scientific focus or intent are **strictly prohibited** during these six days.
- Examples of our most common ancillary event types include:
  - Private food and beverage functions
  - Advisory Board Meetings
  - Investigator Meetings/Industry Updates
  - Internal sales, business, or staff meetings
- Please see the ASH Ancillary Meeting Guidelines for the full list of event types.

Ancillary Event Requests for Hotel Space

- Ancillary Request Portal:

  Closes: Wednesday, December 9 at 11:59 p.m. Central time

- Approvals provided within 7-10 business days, barring the need for additional hotel options or unforeseen circumstances
- Requests are processed on a first come, first serve basis
- Limited availability at properties near the Ernest N. Morial Convention Center
  - Extremely Limited Availability Remaining: Hilton New Orleans Riverside, Marriott New Orleans Warehouse Arts District, Renaissance New Orleans Arts Warehouse District
  - No Availability Remaining: Hampton Inn & Suites – Convention Center, The Riverfront Hotel New Orleans
  - Hotels nearest to the convention center fill their meeting space very quickly; we cannot guarantee meeting space at any walkable properties.

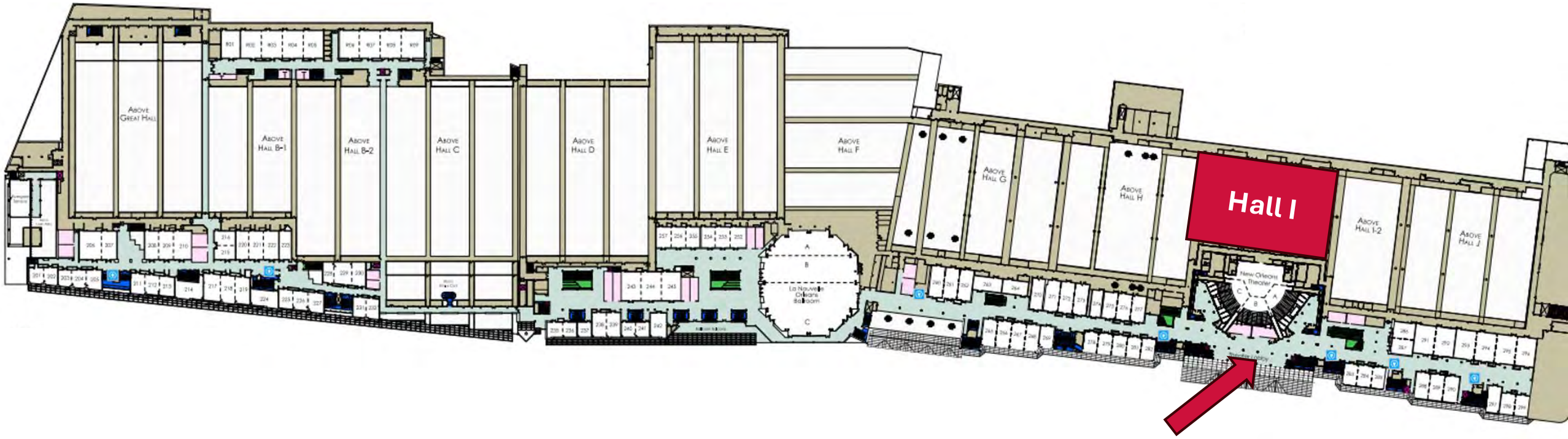


Exhibitor Move-In

- First day of exhibit move-in is Wednesday, December 9
- Communicate with your staff and exhibitor appointed contractors so they are aware and can plan labor needs
- Full move in/move out information is included in the Exhibitor Service Manual.
- Freight should be sent to the advance warehouse whenever possible, including hanging signs.
- Move in ends at 4:30 p.m. on Friday, December 11. By 7:00 p.m. all cartons, crates, and other materials must be labeled with “empty” stickers and removed from the exhibit floor. Crates not tagged by this time will be removed and placed into storage at the exhibitor’s expense.
- Contact Eileen McGill at *ashexhibits@spargoinc.com* with further questions regarding move in

Exhibitor Service Desk and 2027 Exhibit Sales and Housing Office

Located outside the New Orleans Theater, on level 2 of the Convention Center. This is above Hall I of the Exhibit Hall.

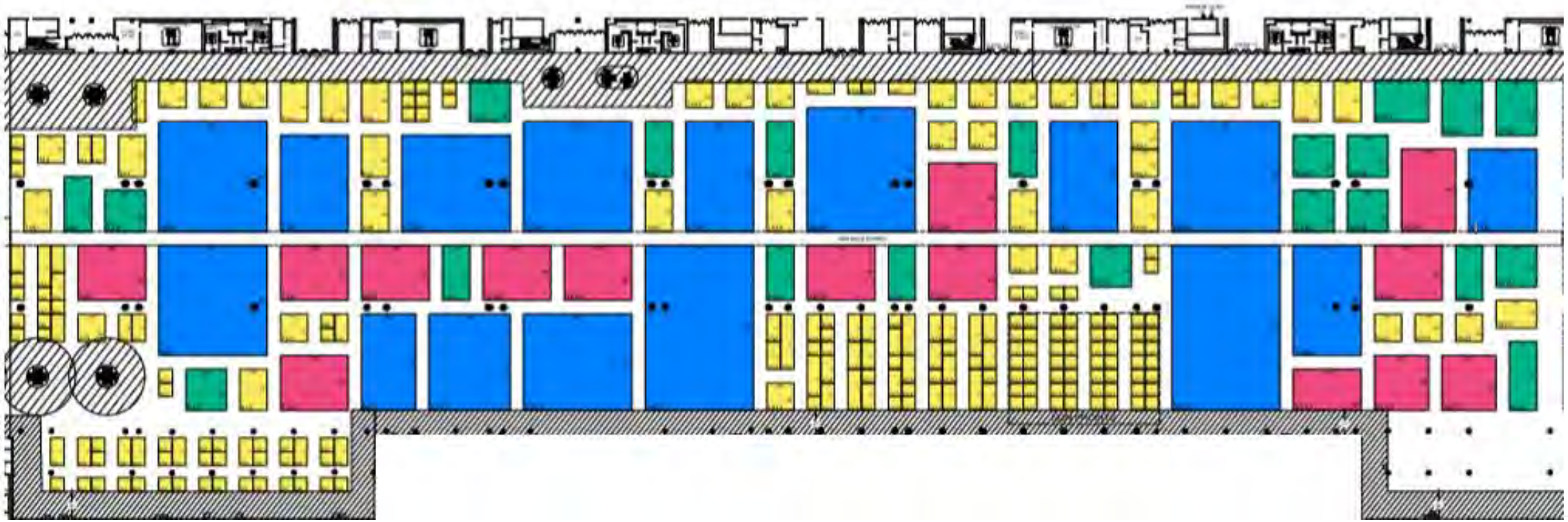


Pre-show planning tips

- Order online by deadline of Wednesday, November 11
- Ship to the advance warehouse Monday, November 9 – Wednesday, December 2
- Ensure booth install/dismantle instructions are in crates
- Ship hanging signs to the advance warehouse

Target Freight Schedule

TARGET FREIGHT MOVE-IN SCHEDULE		
* (Does not represent set up times or other deadlines. Refer to your kit for when scheduling other services (labor, electrical, sign hanging, etc.) and be aware of the timing of your freight delivery and schedule accordingly.)		
	DECEMBER 9, 2026	8:00AM - 12:00PM - WEDNESDAY
	DECEMBER 9, 2026	1:00PM - 4:30PM - WEDNESDAY
	DECEMBER 10, 2026	8:00AM - 12:00PM - THURSDAY
	DECEMBER 10, 2026	1:00PM - 4:30PM - THURSDAY



Target Freight Schedule

- Assigned target dates available here
- For direct to show site shipments, target dates apply to display and exhibit materials
- The target date and time applies to when carriers need to check-in at the marshalling yard

Important Deadline Dates and Times

Exhibitor Move-In

- **Wednesday, December 9:** 8:00 a.m. – 4:30 p.m. (Targeted schedule for materials sent direct to show site)
- **Thursday, December 10:** 8:00 a.m. – 4:30 p.m. (Targeted schedule for materials sent direct to show site)
- **Friday, December 11:** 8:00 a.m. – 4:30 p.m. (General Move-In)
- All exhibits must be installed by Friday, December 11 at 4:30 p.m.

Exhibitor Move-Out

- **Monday, December 14**: 2:00 p.m. – 8:00 p.m.
- **Tuesday, December 15:** 8:00 a.m. – 4:30 p.m.
  Empty containers will be returned once aisle carpet is removed. Return of empty containers can take several hours.
- Outbound Carriers must check in by Tuesday, December 15 – 12:30 p.m.

Need assistance? Contact Freeman!

- 888-508-5054 (US or Canada)
- +1-817-210-4869 (International)
- 7:00 a.m. – 7:00 p.m. Central time
- Monday – Friday
- Live chat available during posted hours
- www.freeman.com
- AV Specific Needs- yesenia.mata@freeman.com

In-Person Exhibit – Key Deadlines

Friday, October 16

- Deadline to Submit the Following:
  - Booth Rendering (Island Booths Only)
  - In-Booth Activities, Giveaways, Catering
  - Exhibitor Appointed Contractor Notification and Certificate of Insurance
  - **NEW FOR 2026** – Use of the ASH/Meeting Name Request

Monday, November 9

Freeman Advance Freight Warehouse Opens

Wednesday, November 11

Freeman and Vendor Advance Order Deadline

Wednesday, December 2

Last Day for Advance Freight to Freeman Warehouse

Wednesday, December 9

Targeted Freight May Begin to Arrive at Show Site

Exhibitor related questions? Please contact:

ASH Exhibit Operations Team
ashexhibits@spargoinc.com

Corporate Presentations – Key Milestones

(Product Theaters, Industry Theaters, Industry Forums, Clinical Trial Showcases, and Company Showcases)

Day/Date	Corporate Presentation Milestones
Friday, November 13	• Presentation Overflow Commitment Due • Virtual Presentations (Pre-Recorded) mp4 Files Due
Friday, November 20	• Promotional Materials Due to Stephanie Houck for Review

Corporate Presentation questions? Please contact:

Stephanie Houck
stephanie.houck@spargoinc.com

Slides and recording will be shared following today's presentation

Key Dates and Deadlines

Deadline	Item	Topic Area
Friday, October 16	Submit the Following: • Booth Rendering (Island Booths Only) • In-Booth Activities, Giveaways, Catering • Exhibitor Appointed Contractor Notification and Certificate of Insurance • **NEW FOR 2026** – Use of the ASH/Meeting Name Request	Exhibits
Wednesday, October 21	• Advance Registration Pricing Ends • First Spreadsheet Due for Import	Registration
Thursday, October 22	Late Registration Begins	Registration
Wednesday, October 28	Deadline to Convert Attendees Prior to Mailing	Registration
Wednesday, November 4	• Cancellation Deadline • Conversion link re-opens	Registration
Wednesday, November 9	Freeman advance warehouse opens	Exhibits

Key Dates and Deadlines

Deadline	Item	Topic Area
Wednesday, November 11	Final Day for Online Changes and Payment for Outstanding Balances	Registration
Wednesday, November 11	Freeman and Vendor Advance Order Deadline	Exhibits
Thursday, November 12 – Monday, November 16	No Reservation Changes Allowed While Reservations are Transferred to Hotels	Housing
Friday, November 13	• Presentation Overflow Commitment Due • Virtual Presentations (Pre-Recorded) mp4 Files Due	Exhibits
Tuesday, November 17	• Hotel Contact List and Shuttle Flyer Sent to Exhibitors • Hotel Direct Changes & Cancellations Start Date	Housing
Friday, November 20	• Final Spreadsheet Due for Import • Check and Wire Transfer Deadline	Registration

Key Dates and Deadlines

Deadline	Item	Topic Area
Friday, November 20	Promotional Corporate Presentation Materials Due to Stephanie Houck for Review	Exhibits
Wednesday, December 2	Freeman Advance Warehouse Closes	Exhibits
Friday, December 4	Badge Appointment Deadline	Registration
Tuesday, December 8	• Substitution Deadline • All Registrations Completed	Registration
Wednesday, December 9	Ancillary Request Portal Closes	Ancillary
Wednesday, December 9	Exhibitor Move In Begins	Exhibits

Contacts

ASH Exhibitor Site

- **Exhibit Operations:**
  - Eileen McGill, SPARGO *eileen.mcgill@spargoinc.com*
- **Corporate Presentations and Sponsorship Fulfillment:**
  - Stephanie Houck, SPARGO *stephanie.houck@spargoinc.com*
- **Exhibitor Meeting Rooms:**
  - Andrew Cusick, SPARGO *andrew.cusick@spargoinc.com*
- **Registration:**
  - Anna Roscigno, SPARGO *ashexhibitorreg@spargoinc.com*
- **Housing:**
  - Leah Abdin, SPARGO *ashexhibitorhousing@spargoinc.com*
- **Ancillary Events:**
  - SPARGO *asheventrequests@spargoinc.com*

Contacts

- **Sales of Exhibit, Support Opportunities, Ad Retargeting, Targeted Messaging, Data & Insight Series:**
  - Kristin Hudson, SPARGO *kristin.hudson@spargoinc.com*
- **Advertising in ASH News TV, *ASH News Daily, ASH Program-at-a-Glance, ASH Campus Map*:**
  - Joe Schuldner, PMI *jschuldner@pminy.com*
- **Out-of-Home and Airport Advertising:**
  - Angie Marino, TriStar *amarino@tristarpub.com*
- **Webcast Package Sales:**
  - Matthew Young, Springer Healthcare *ash@springer.com*

Upcoming ASH Meetings

- **2027 Highlights of ASH®**
  - **North America**
    - January 15-16, 2027, in Chicago, IL
    - January 22-23, 2027, in New York, NY and Seattle, WA
    - January 29-30, 2027, in Washington, DC
  - **Asia-Pacific**
    - February 12-13, 2027, in Bangkok, Thailand
  - **Mediterranean, Middle East and North Africa**
    - March 19-20, 2027, in Athens, Greece
  - **Latin America**
    - April 2-3, 2027, in Santiago, Chile