



# 68th ASH<sup>®</sup> Annual Meeting and Exposition

DECEMBER 12-15, 2026 | NEW ORLEANS, LOUISIANA  
EXHIBITS: DECEMBER 12-14, 2026

## EXHIBITOR PROSPECTUS

703-631-6200 / 800-564-4220  
[ashexhibits@spargoinc.com](mailto:ashexhibits@spargoinc.com)  
[www.hematology.org](http://www.hematology.org)

**PRECISION TARGETING  
YOU CAN'T REPLICATE  
ELSEWHERE.**

#ASH26



# Meet the hematologists shaping tomorrow's treatment landscape

The **68th ASH Annual Meeting and Exposition** will bring together the most concentrated audience in blood disease research and clinical care.

For exhibitors and sponsors, this isn't just a conference.

Building relationships with hematology decision-makers takes:

- Months of outreach
- Dozens of meetings
- Significant travel and coordination

At ASH, that entire process is compressed into **3-4 days**. You gain direct access to thousands of physicians actively treating patients, researchers leading clinical trials and institutional decision-makers shaping adoption.

**86% of 2025 exhibitors found the meeting highly or very valuable in achieving their objectives.**

## FOR MORE INFORMATION ON EXHIBITING CONTACT:

**SPARGO, Inc.** | 800-564-4220 | 703-631-6200  
[ashexhibits@spargo.com](mailto:ashexhibits@spargo.com) | [www.hematology.org](http://www.hematology.org)



“The most memorable aspect was seeing how quickly the hematology field is advancing, especially around cell-based therapies and personalized treatment strategies.”



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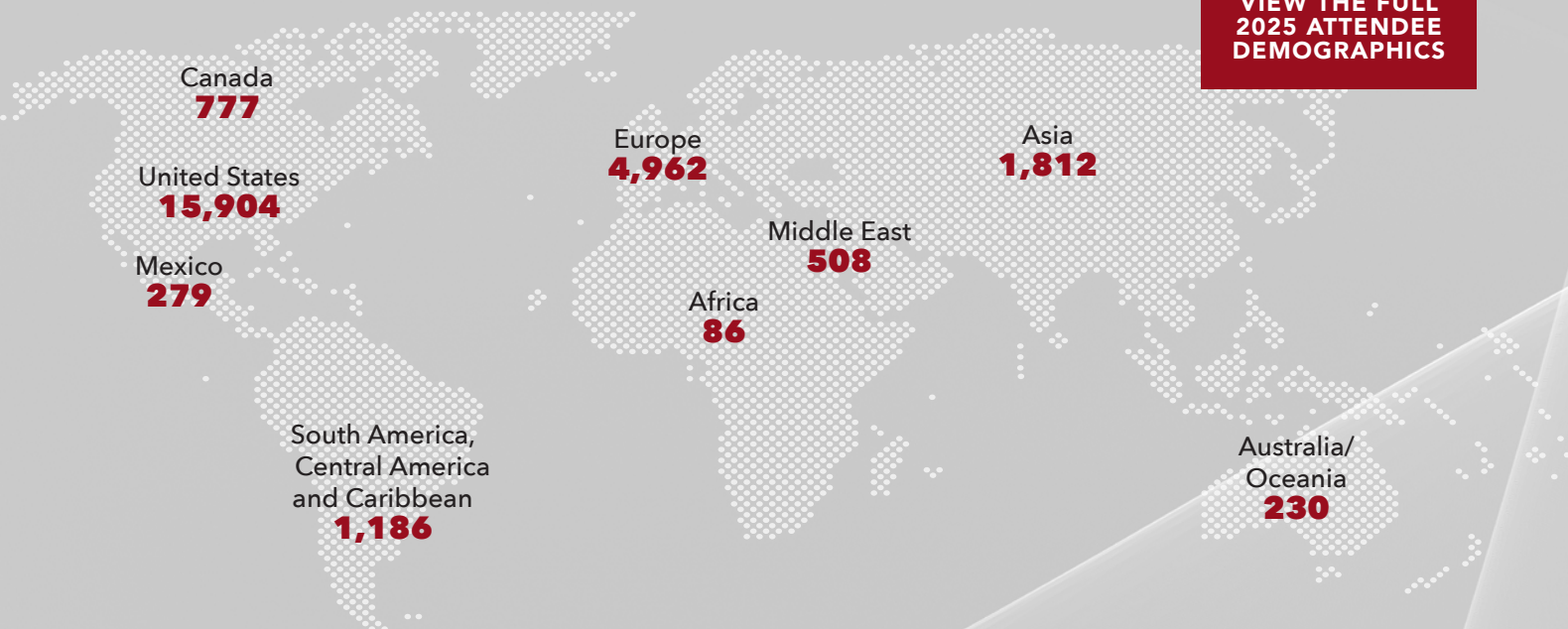
[FLOOR PLAN](#)

[SUPPORT & MARKETING OPPORTUNITIES](#)

# Precision Targeting You Can't Replicate Elsewhere

## GEOGRAPHIC BREAKDOWN

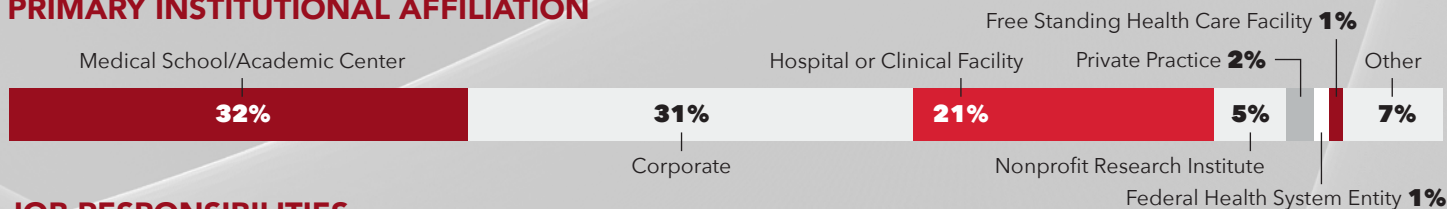
VIEW THE FULL 2025 ATTENDEE DEMOGRAPHICS



## PRIMARY SUBSPECIALTY AREA



## PRIMARY INSTITUTIONAL AFFILIATION



## JOB RESPONSIBILITIES



ASH delivers a highly qualified, purpose-driven audience. Attendees are not casual visitors, they are deeply invested in advancing hematology. Many are actively evaluating:

- New research and therapies
- Clinical partnerships
- Technologies and services

Professional Attendees

26,000

Ratio of professional attendees to exhibiting companies

90:1

International

40%

60%

Domestic

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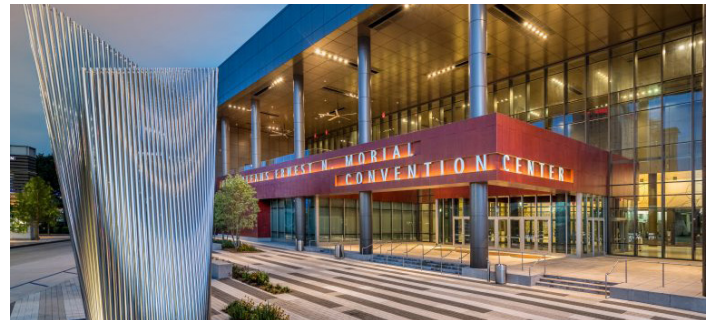
SUPPORT & MARKETING OPPORTUNITIES

“It provided strong visibility and engagement opportunities aligned with our strategic goals.”

“Opportunity to speak with hematology professionals in large numbers.”

“We tracked our conversations and traffic and they were really excellent discussions.”

# Exhibitor Information



## VENUE

### Ernest N. Morial Convention Center

900 Convention Center Blvd., New Orleans, LA 70130

## IN-PERSON EXHIBIT

<b>Inline Space</b>	\$120.00 per square foot
<b>Island Space</b>	\$132.00 per square foot
<b>Corner Premium</b>	\$700 per open corner
<b>Non-profit</b>	Contact us

## MEETING ROOM RATES

**Private Meeting Room** \$57,500 each

Exhibitor meeting rooms are available for:

- HCP engagements
- Licensing conversations
- Investigator discussions
- Investor meetings

## IN-PERSON EXPOSITION DATES AND HOURS\*:

<b>Saturday, December 12</b>	11:00 a.m. - 5:00 p.m.
<b>Sunday, December 13</b>	10:00 a.m. - 5:00 p.m.
<b>Monday, December 14</b>	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-at-a-Glance

## 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.



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SUPPORT & MARKETING OPPORTUNITIES

# Sponsorships: Turn Visibility Into Dominance

Support opportunities go beyond awareness—they create ownership of attention.

From digital advertising to on-site activations:

- Amplify your brand across the attendee journey
- Increase recall and recognition
- Drive more qualified traffic to your booth

Opportunities include Corporate Presentations, Out-of-Home Advertising, Publications and ASH TV, Targeted Messaging, Attendee Data & Insights Reporting, and more.

**AVAILABLE SUPPORT & MARKETING OPPORTUNITIES MAY BE FOUND ONLINE.**



“The most memorable moment for me was to connect with colleagues from all over the globe.”



“I will incorporate the knowledge gained at the meeting into our competitive intelligence, design of future clinical trials and overall awareness of changes in treatment.”



“I totally renewed my sense of purpose. It equipped me with enhanced skills, expanded my professional network, and empowered me to contribute more meaningfully to improving the lives of patients and families affected by hematological and oncologic conditions.”



**READY TO SECURE YOUR OPPORTUNITIES OR HAVE QUESTIONS?**  
Contact Kristin Hudson at [ashexhibits@spargo.com](mailto:ashexhibits@spargo.com).

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