



# 68th ASH® Annual Meeting and Exposition

DEC. 12-15 (MEETING DATES) • DEC. 12-14 (EXHIBITION DATES)  
NEW ORLEANS, LOUISIANA

#ASH26



## Targeted Messaging

### Reach the Right Audience with the Right Message

Targeted Messaging gives you the ability to reach exactly the audience you care about most—before or after the meeting—with unmatched precision and impact. It's a strategic way to **boost visibility, drive engagement, and connect on a personal level** with attendees who align with your company's products and services.

#### TRANSFORM OUTREACH INTO OPPORTUNITIES



**Pinpoint Your Audience:** Tailor your recipient list by location, institutional affiliation, clinical/research interests, or any combination to ensure your message reaches your most relevant audience and delivers maximum impact.



**Make It Your Message:** Provide your content—text, branding, images, videos, and links, and we'll format it into a polished, ASH-branded email template.



**Leave the Delivery to ASH:** We'll build your targeted recipient list, schedule the send, and provide engagement metrics like open and click-through rates.

#### KEY DATES AND DETAILS

The program allows you to connect with your ideal audience before the event and/or keep the conversation going afterward.

Pre-meeting messages will be sent November 16–December 8, 2026, and post-meeting messages are available December 16, 2026–March 12, 2027.

Your message gets the spotlight with just **one Targeted Message sent each day**. Spots are scheduled on a first-come, first-served basis.



Pre-meeting message orders are due by October 7, 2026, and post-meeting orders no later than 6 weeks before send date.

**Priority Points:** Exhibitors will earn one priority point for every \$2,500 spent on support and marketing opportunities. To receive priority points, all contracts and payments must be received by October 1, 2026.

**Connect with ASH Annual Meeting Attendees in a Powerful Way!**

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

## SAMPLE TEMPLATE



# 68th ASH® Annual Meeting and Exposition

DECEMBER 12-15, 2026 | NEW ORLEANS, LOUISIANA

## SPONSORED COMMUNICATION FROM A FEATURED 2026 ASH ANNUAL MEETING EXHIBITOR

### Your Company's Message and Graphic Here

VISIT US AT BOOTH 624

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[LEARN MORE](#)

### Attend Our Industry Theater

**Monday, December 14, 2026 | 8:00 a.m. - 9:00 a.m. Eastern**

**Presentation Title Here**

Speaker: John Smith, Medical Science Liaison

### Partnering With Pharma to Streamline Clinical Development

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[WATCH VIDEO](#)

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