



# 2020 ASPHO CONFERENCE

★ Partner with leaders at the forefront  
of pediatric hematology/oncology

**MAY 6-9 ★ FORT WORTH, TX**

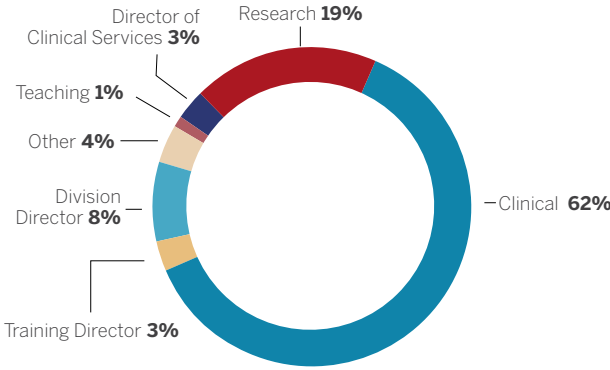
Fort Worth Convention Center

**EXHIBITOR PROSPECTUS**

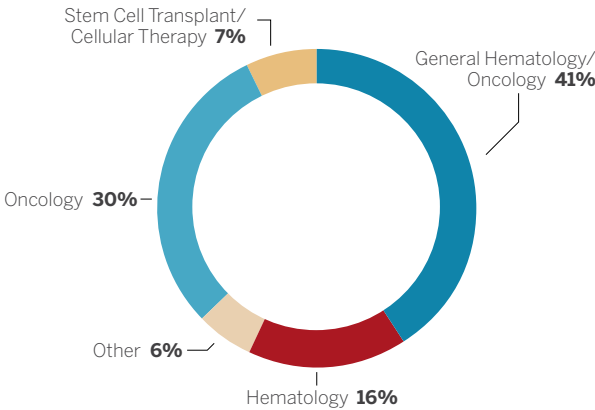
 **aspho**  
The American Society of  
Pediatric Hematology/Oncology

# MEMBER DEMOGRAPHICS

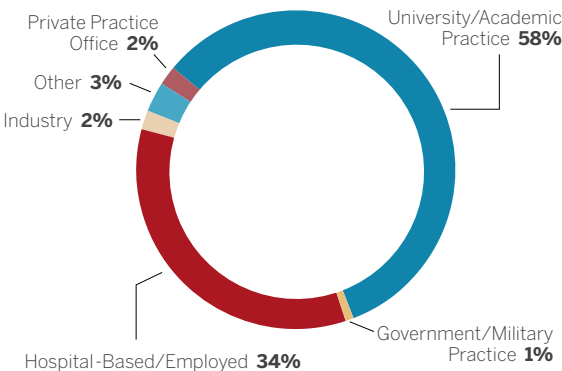
## PRIMARY RESPONSIBILITY



## PRIMARY SPECIALTY



## WORK SETTING



# WHY EXHIBIT?

Effectively connect with decision makers in the field.



**Reach** the primary market for pediatric hematology/oncology.



**Advance** research collaborations that lead to new developments in care.



**Gain** maximum visibility and exposure with unopposed exhibit hours.



**Network** during the opening reception and enjoy lunch and refreshment breaks in the Exhibit Hall.

# ENGAGE WITH LEADERS AND INNOVATORS AT THE ASPHO CONFERENCE

## Increase Your Impact in the Pediatric Hematology/Oncology Field at #ASPHO2020

Come to the ASPHO Conference to meet the experts who advance the pediatric hematology/oncology field. Connect with more than 1,100 physicians dedicated to improving treatment for children, adolescents, and young adults with cancer, bleeding and clotting disorders, sickle cell disease, and other hematologic/oncologic conditions. Showcase your company and spark innovative collaborations that improve care for young patients.

This flagship meeting is hosted by the American Society of Pediatric Hematology/Oncology (ASPHO), the only organization dedicated to the interests of pediatric hematology/oncology specialist physicians. Physicians, scientists, program administrators, and fellows-in-training from across the field and around the globe come to learn vital education from experts, explore the latest research, and connect with a vibrant peer community at the ASPHO Conference.

## EXHIBIT AT THE ASPHO CONFERENCE

- Reach decision makers in the pediatric hematology/oncology market.
- Educate physicians about your company's products and services.
- Collaborate to advance research that leads to new developments.
- Increase your company's visibility.
- Benefit from unopposed exhibit hours, giving you maximum visibility.

Share your message with decision makers at #ASPHO2020.



**ASPHO has become *the* meeting nationally and internationally for pediatric hematologists/oncologists. As the only conference focusing entirely on these pediatric populations, it brings together physicians to share knowledge and learn from recognized experts. It also provides an exceptional setting to meet one on one with our industry partners. There is no other setting in which we have this amazing opportunity."**

—ZoAnn Dreyer, MD, Chair, Development Committee

# EXHIBIT SCHEDULE

## THURSDAY, MAY 7

8 am–4 pm .....Exhibit Setup and Registration  
 5:30–7 pm .....Opening Reception with Exhibits and Posters

## FRIDAY, MAY 8

6:30 am–1:30 pm ..... Exhibits and Posters  
 6:30–8 am ..... Breakfast in Exhibit Hall  
 10:15–11:15 am ..... Break in Exhibit Hall  
 Noon–1:30 pm .....Lunch in Exhibit Hall  
 1:25 pm .....Passport Program Winners Announced in Exhibit Hall  
 1:30–5 pm .....Exhibit Teardown

*Schedule is subject to change. Visit [aspho.org](http://aspho.org) for updates.*

## Exhibit Fees

For a booth application and list of exhibitor services, please visit [aspho.org/exhibit](http://aspho.org/exhibit). Installation instructions are included in the booth application. Booth pricing does not include carpeting and furnishings.

	Early Bird Rate*	Regular Rate
10' x 10' (100 sq ft)	\$2,300	\$2,500
10' x 20' (200 sq ft)	\$4,500	\$4,700
20' x 20' (400 sq ft)	\$9,100	\$9,300
10' x 10' not-for-profit exhibitors	\$1,550	\$1,750
Corner booth	Additional \$225	
Bronze Booth Package	\$5,000 package includes a 10'x10' corner booth, furniture package, Bronze-Level acknowledgments, and a pre- or postconference postal mailing list.	

*\*Early bird rate available until December 20, 2019.*

Expanded floor space is available in the Exhibit Hall, located near the General Session rooms, providing exciting opportunities to showcase products and research. By exhibiting at the 2020 ASPHO Conference, you will gain access to physicians who directly influence your industry. ASPHO is hosting key activities in the Exhibit Hall to ensure high traffic during unopposed exhibit times:

- Opening Reception for attendee networking and interaction
- 400 poster presentations, including dedicated poster tours
- Education Theater presentations
- Attendee breakfast and lunch in the Exhibit Hall
- New in 2020—a featured attendee experience exhibit
- Passport Program and prize giveaway
- Designated networking areas
- Special Interest Groups Meet & Greet

# CORPORATE EXPOSURE

Participating in an advertising or sponsorship opportunity is an excellent way to drive traffic to your booth and position your company as an industry leader. Visit [aspho.org/comsupport](https://aspho.org/comsupport) for more information about enhanced exposure opportunities.

## Education Theater

Showcase your company's products, services, or programs by conducting a seminar or product demonstration. Education Theater sessions are 30 minutes long and held in the Exhibit Hall. These sessions do not take place at the same time as continuing education (CE) programming but may run concurrent with other activities during exhibit hall hours.

## CE and Non-CE Symposia

Educational sponsors can develop and provide a 60–90 minute promotional or educational program in accordance with symposia guidelines. These activities do not compete with conference CE programming, giving you an opportunity to present your product as a workshop or host a special activity to present branded or nonbranded information to attendees.

## Industry Relations Council

Join the ASPHO Industry Relations Council (IRC) for benefits that greatly enhance your organization's opportunity to personally engage with decision makers in pediatric hematology/oncology. This is a prime opportunity to reach more than 2,000 ASPHO members year-round and build relationships, establish dialogue, and develop collaboration opportunities. View current participants and learn more at [aspho.org/IRC](https://aspho.org/IRC).

# ADVERTISING AND SPONSORSHIP

Gain visibility with both ASPHO members and conference attendees by getting your message or brand in front of important decision makers. There are advertising and sponsorship opportunities available for year-round or conference-related messaging.

## Advertising opportunities include

- mobile app ad
- exclusive pocket guide ad
- Web page digital ad
- *eNews* member newsletter digital ad.

## Sponsorship opportunities include

- mobile app title sponsor
- lanyards
- branded graphics
- attendee engagement station.

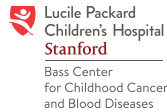
For advertising and sponsorship opportunities, visit [aspho.org/supportopp](https://aspho.org/supportopp).

For more information, contact Rob Frey at 847.375.6470 or [rpfrey@aspho.org](mailto:rpfrey@aspho.org).

# COMMERCIAL SUPPORT

ASPHO offers many opportunities for your organization to gain exposure at the conference and throughout the year. Please visit [aspho.sponsorship.ges.com/view-all-opportunities](http://aspho.sponsorship.ges.com/view-all-opportunities) for an overview of options.

## ASPHO thanks our current key sponsors:



## We invite you to join ASPHO at the Fort Worth Convention Center!

A member survey ranks ASPHO as the **#1 source** for pediatric hematology/oncology education. Members attend the conference to learn about the diagnosis and treatment of patients, as well as research advancements.



The American Society of Pediatric Hematology/Oncology  
8735 W. Higgins Road, Suite 300  
Chicago, IL 60631-2738

## EXHIBIT AND SPONSOR AT THE 2020 ASPHO CONFERENCE

### Advancing discovery and collaboration

For more information, visit [aspho.org](http://aspho.org) or contact  
Rob Frey at 847.375.6470 or [rpfrey@aspho.org](mailto:rpfrey@aspho.org).