



The American Society of
Pediatric Hematology/Oncology

The Power of Partnership

Engagement opportunities to reach leaders
in pediatric hematology/oncology

Reach Leaders in **Pediatric Hematology/Oncology**



The American Society of Pediatric Hematology/Oncology (ASPHO) is a multidisciplinary organization of more than 1,950 members who are dedicated to promoting optimal care of children and adolescents with blood disorders and cancer by advancing research, education, treatment, and professional practice.

Member physicians and colleagues are pediatric specialists in hematology and oncology who are dedicated to advancing the knowledge, understanding, and management of blood disorders and cancer in children. Almost 90% of members hold American Board of Pediatrics subspecialty certification in hematology/oncology.

ASPHO members treat virtually all children and adolescents with cancer in this country, as well as children with bleeding and clotting disorders, thrombosis, sickle cell disease, and other hematologic abnormalities. Almost all physicians in U.S. pediatric hematology/oncology fellowship programs belong to the society and many participate in the annual meeting.

ASPHO provides several ways to reach this important audience, including

- exhibiting and supporting the annual meeting
- participating in the Industry Relations Council
- supporting various programs and initiatives throughout the year
- contributing to our *Enriching the Future* Campaign.

Through your **participation** you will

- support research collaborations that can lead to optimal treatments for children with blood disorders and cancer
- connect with senior thought leaders in the field, renowned experts, and dedicated mentors
- support the advancement of emerging leaders in pediatric hematology/oncology research
- contribute your organization's expertise to ongoing patient care practices.





Improve the care of children and adolescents by supporting those who care for them.

Annual Meeting

Showcase your organization and engage ASPHO's membership by attending the annual meeting. You will have a chance to interact with more than 1,000 thought leaders representing pediatric hematology/oncology physicians.

ASPHO goes the extra mile to support your exhibit in a variety of ways:

- The Education Theatre provides an innovative forum where both industry- and association-driven content can be delivered.
- The opening reception kicks off exhibits.
- Poster viewing is available throughout the exhibit hall.
- The Passport Program encourages physicians to visit your booth and learn about your company.
- Customized sponsorship packages allow your organization to showcase its involvement in ASPHO.
- Unopposed exhibit hours allow maximum visibility and exposure.
- Breakfast, lunch, and refreshment breaks are located in the exhibit hall to ensure high-quality traffic.

Visit www.aspho.org for additional information on how you can get involved.

www.aspho.org

Enriching the Future

ASPHO launched the *Enriching the Future* Campaign to support the development of resources to help pediatric hematologists/oncologists provide the best care for children with blood disorders and cancer and meet emerging needs in the specialty. The goal is to raise \$150,000 by year end 2015 to fund new programs. Clinician educator awards, travel grants, and visiting professorships are launching through this initiative.



Annual Support

Industry Relations Council

Membership in ASPHO's Industry Relations Council (IRC) is open to organizations that support the goals and mission of ASPHO. An enhanced IRC program features tiered participation to allow companies of all sizes to be involved and enjoy new benefits to greatly enhance engagement with ASPHO. IRC offers recognition throughout the year and collaboration opportunities for improving patient care.

The newly formed IRC will

- build positive relationships and foster dialogue
- allow greater understanding of mutual areas of interest
- further programs that benefit patients and their families.

For a listing of associated benefits and current participants, visit www.aspho.org/irc.

Customized Support Packages

ASPHO listens to your needs and helps you achieve your company's goals through customized packages for recognition throughout the year. Other support options include

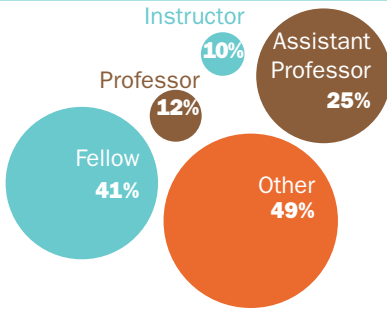
- webinar sponsorship
- advertising in E-news, E-alerts, the ASPHO website, or the Career Center.

To discuss any of these opportunities or receive additional information, please contact Mary Paulson, Manager, Professional Relations & Development, at 847.375.4803 or mpaulson@aspho.org.

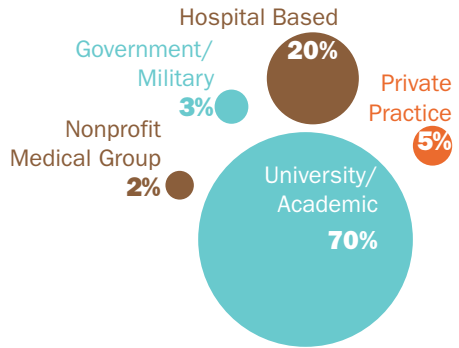


Member Demographics

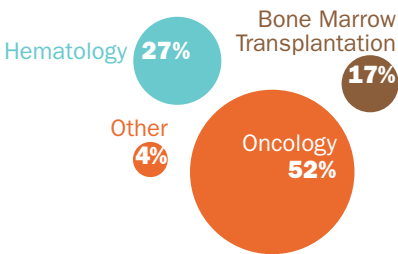
Primary Position



Practice Setting



Primary Interest of Members



Years in ASPHO

Less than 1 year	10%
1 to 5 years	37%
6 to 10 years	23%
11 to 15 years	10%
16 to 20 years	10%
21 to 25 years	5%
More than 25 years	5%

Years in the Field

Less than 1 year	5%
1 to 2 years	11%
3 to 5 years	23%
6 to 10 years	18%
11 to 15 years	11%
16 to 20 years	9%
More than 20 years	23%

Primary Responsibilities of Members

Patient Care	55.38%
Clinical Research	15.29%
Laboratory	14.50%
Administrative	9.52%
Teaching	2.81%
Other	2.50%

“Rather than a large show floor you’d be used to seeing at other conventions, the mood at ASPHO was one of camaraderie. Real dialogue was happening at every booth between exhibitors and attendees.”

—Hyundai Hope on Wheels

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Contact Mary Paulson
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