ASPHO’s 30th Annual Meeting

Improve the care of children and adolescents by supporting those who care for them.
About ASPHO
The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional organization of more than 1,850 members. Members are physicians and allied healthcare professionals in pediatric hematology and oncology who are dedicated to advancing the knowledge, understanding, and management of blood disorders and cancer in children and adolescents. Through ASPHO’s vibrant Annual Meeting and diverse professional resources, physicians and allied healthcare professionals are able to share research findings, network, and keep up-to-date on the latest treatment innovations across the spectrum of rare disorders that typify this field.

Of ASPHO’s members, 89.6% hold American Board of Pediatrics subspecialty certification in hematology/oncology. ASPHO members treat children and adolescents with cancer, bleeding and clotting disorders, thrombosis, sickle cell disease, and other hematologic abnormalities.
Celebrate ASPHO’s 30th Annual Meeting. A record turnout is expected!

Exhibit and Support Opportunities

Exhibit at ASPHO and be seen by leaders in the field.

• **Connect** with 1,000 leaders in the field, renowned experts, dedicated mentors, and fellows in training who treat children and adolescents with cancer and blood disorders.

• **Reach** the primary market for pediatric hematology/oncology. ASPHO is the only professional organization uniquely dedicated to the professional development and interests of subspecialists in pediatric hematology/oncology.

• **Help** advance research collaborations that can lead to optimal treatments for children and adolescents with blood disorders and cancer.

• **There is guaranteed maximum visibility and exposure** to your target market with unopposed exhibit hours.

• **The grand opening reception** features participating exhibitors and posters.

• **Lunch and refreshment breaks** are located in the exhibit hall to ensure high-quality traffic.

By exhibiting at ASPHO’s 30th Annual Meeting, you can gain access to physicians who directly influence our industry. Products and services displayed at the meeting include

• blood services
• business and practice management services
• educational materials
• hospitals
• institutions
• insurance
• medical equipment and supplies
• pharmaceutical products
• publications
• recruitment
• software
• support services
• therapeutic products.

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Exhibit Schedule

Thursday, April 27
8 am–5 pm ................................. Exhibit Setup and Registration
6:15–7:45 pm .................... Opening Reception with Exhibits and Posters

Friday, April 28
7:30 am–3:30 pm .............................. Exhibit Hours
7:30–9 am .................................. Break in Exhibit Hall
Noon–1:30 pm ........................... Lunch in Exhibit Hall
3–3:30 pm ............................... Break in Exhibit Hall
3:30–7:30 pm .............................. Exhibit Teardown

Schedule (as of May 2016) is subject to change. Please review the website for any changes.

Exhibit Fees

10’ x 10’ space (100 sq ft) .............................. $2,400
10’ x 20’ space (200 sq ft) .............................. $4,600
Not-for-profit exhibitors* .............................. $1,700

*A letter of request is required to qualify. Please send to Mary Paulson, manager, professional relations, at mpaulson@aspho.org.

For a booth application and list of exhibitor services, please refer to www.aspho.org/support/annual-meeting-exhibits-advertising. Installation instructions are included in the booth application.

Housing

A block of rooms is being held at the InterContinental Montreal and Le Westin Montreal. Make your reservations before March 27, 2017, to receive the negotiated group rate of $239 CAD single/double. For room blocks of five or more, a 1-night, nonrefundable deposit for each reservation is required in advance to hold the reservation. There is a 3-night minimum on blocks of five or more rooms held at conference rates.
Educate Attendees and Showcase Your Company’s Expertise as an Industry Leader

Increase your company’s presence by hosting education and promotional events. Benefits of participating in education theater or non-CE symposia:

• Drive traffic to your booth.
• Gain valuable insights from attendees on product presentation and current challenges and solutions perceived by leaders in the field.
• Position your company as an industry leader.

Education Theater

Showcase your company’s products, services, or programs by conducting a seminar or product demonstration. Corporate showcase sessions are 30 minutes and will be held in a designated area of the exhibit hall. These sessions are unopposed by any continuing education (CE) programs or other education theater programs during exhibit hall hours.

Non-CE Symposia

Supporters can develop and provide a 60–90-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with CE programs, affording you an opportunity to present your product as a workshop or host a special activity to present branded or non-branded information to attendees.

Important Dates and Deadlines

October 1, 2016: Proposals for corporate forum symposia due
October 20, 2016: Deadline for support opportunities to be included in the registration brochure
January 10, 2017: Full payment for exhibit space due
January 27, 2017: Deadline to reserve advertising space for program guide
February 17, 2017: Decorator kit posted on ASPHO website
February 21, 2017: Advertising materials for program guide due
February 21, 2017: Deadline to sign up for Passport Program (for inclusion in program guide)
March 4, 2017: Deadline for receipt of approved materials for bag insert
March 29, 2017: Deadline to sign up for badges
April 11, 2017: Deadline for housing reservations
Improve the care of children and adolescents by supporting those who care for them.

Commercial Support
Supporter levels are diamond, gold, silver, and bronze.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Bronze ($5,000)</th>
<th>Silver ($10,000)</th>
<th>Gold ($15,000)</th>
<th>Diamond ($25,000)</th>
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<tbody>
<tr>
<td>Full-page recognition ad in program guide</td>
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<tr>
<td>Quantities of Annual Meeting brochure to showcase your support</td>
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<td>Passport program</td>
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<tr>
<td>Your logo in ASPHO publications</td>
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<td>Support display for your exhibit</td>
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<td>Ad on website or in e-newsletter</td>
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<td>Sign at the supported event</td>
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<td>Recognition on the ASPHO website</td>
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<td>Support graphic with exhibitor listing</td>
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<td>Support ribbon for your representatives</td>
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<td>Registration list (names and addresses of ASPHO attendees)</td>
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Advertising Opportunities
- Program guide
- Bag insert
- Virtual bag
- Member mailing lists
- Ads in ASPHO member and attendee newsletters
- Escalator or window clings
- Freestanding meter boards

Sponsorship Opportunities
- Lanyards
- WiFi
- Charging stations
- Awards reception
- 5K fun run/walk
- Tote bags
- ASPHO attendee lounge
- Keycards
- Cyber Cafe

Support packages can be customized to meet your needs! Contact Mary Paulson at 847.375.4803 or mpaulson@aspho.org to discuss commercial support opportunities.
Join ASPHO in Montreal
at Palais des congrès de Montréal.

Hotel: InterContinental Montreal

• Increase your company’s visibility.
• Connect with 1,000 physicians and allied healthcare professionals who treat children and adolescents with cancer and blood disorders.
• Educate physicians about your company’s products and services.

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

For more information, refer to www.aspho.org.

Exhibit at ASPHO’s milestone 30th Annual Meeting