



## Important Dates and Deadlines

- September 25, 2017:** Proposals for corporate forum symposia due
- October 20, 2017:** Deadline for support opportunities to be included in the 2018 ASPHO Conference brochure
- November 3, 2017:** Deadline for early bird discounted booth rate
- January 10, 2018:** Full payment due for exhibit space
- January 22, 2018:** Deadline to reserve advertising space in pocket guide
- February 1, 2018:** Decorator kit posted on ASPHO website
- February 9, 2018:** Advertising materials due for pocket guide
- April 9, 2018:** Deadline to sign up for Passport Program
- April 9, 2018:** Deadline for receipt of approved printed materials
- April 18, 2018:** Deadline to sign up for badges

## Housing

Blocks of rooms are being held at the Westin Convention Center Pittsburgh and Omni William Penn Hotel. Make your reservations before **March 26, 2018**, to receive the negotiated group rate of \$199 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.

### **Westin Convention Center Pittsburgh**

1000 Penn Avenue  
Pittsburgh, PA 15222  
412.281.3700  
\$199 single/double

### **Omni William Penn Hotel**

530 William Penn Place  
Pittsburgh, PA 15219  
412.281.7100  
\$199 single/double



## Industry Relations Council

Organizations that support ASPHO's mission and goals are eligible to join the ASPHO Industry Relations Council (IRC). ASPHO's enhanced IRC program features tiered levels to enable companies of all sizes to participate and includes expanded opportunities to engage with Society leadership. IRC participation offers year-round recognition and collaboration opportunities for improving patient care.

The ASPHO IRC works to

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

**View our participants and learn more at [www.aspho.org/support/industry-relations-council](http://www.aspho.org/support/industry-relations-council).**

## Advertising Opportunities

- Pocket guide
- Bag insert
- Member mailing lists
- Mobile app
- Ads in ASPHO member and attendee newsletters
- Escalator or window clings
- Freestanding billboards
- Room drop

## Sponsorship Opportunities

- Lanyard
- Awards reception
- Tote bags
- WiFi
- Charging stations
- Fun Run/Walk
- ASPHO attendee lounge
- Mobile app

**For a comprehensive listing of available opportunities please go to [aspho.sponsorship.ges.com](http://aspho.sponsorship.ges.com).**

# JOIN ASPHO IN PITTSBURGH AT THE David L. Lawrence Convention Center

- Increase your company's visibility.
- Connect with 1,100 physicians and allied healthcare professionals who treat children, adolescents, and young adults 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,  
visit [www.aspho.org](http://www.aspho.org).**

**Exhibit at the 2018  
ASPHO Conference**

**Bridging research and treatment  
to advance pediatric care.**



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The American Society of  
Pediatric Hematology/Oncology

# 2018 ASPHO CONFERENCE

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

**Conference Dates:** May 2–5, 2018

**Exhibit Dates:** May 3–4, 2018

David L. Lawrence Convention Center | Pittsburgh, PA

# JOIN US

## at the 2018 ASPHO Conference and Effectively Reach Your Market

### About ASPHO

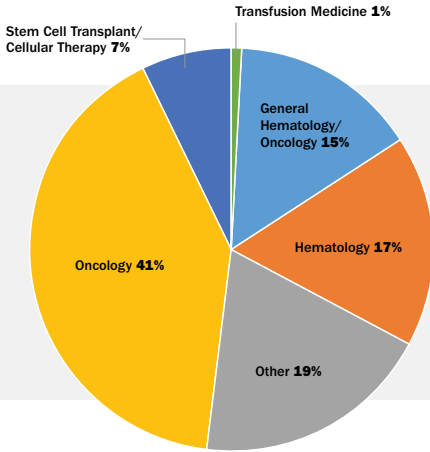
The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional organization of more than 2,000 members. Members are physicians and allied healthcare professionals in pediatric hematology and oncology who are dedicated to advancing the knowledge, understanding, and management of blood disorders and cancer in children, adolescents, and young adults.

Through ASPHO's vibrant conference and diverse professional resources, specialists share research findings, network, and keep up-to-date on the latest treatment innovations across the spectrum of diseases unique to this field.

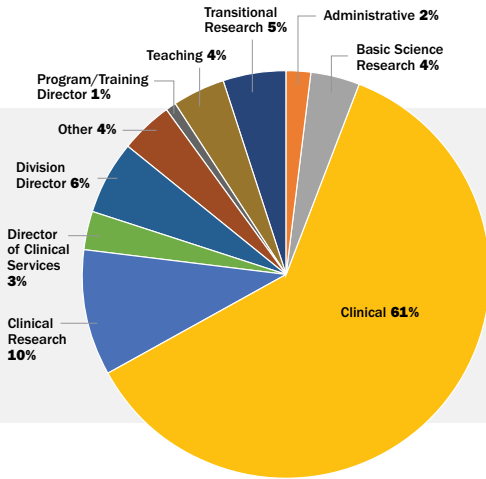
ASPHO members treat children, adolescents, and young adults with cancer, bleeding and clotting disorders, sickle cell disease, and other hematologic abnormalities. Of its members, 89.6% hold American Board of Pediatrics subspecialty certification in hematology/oncology.



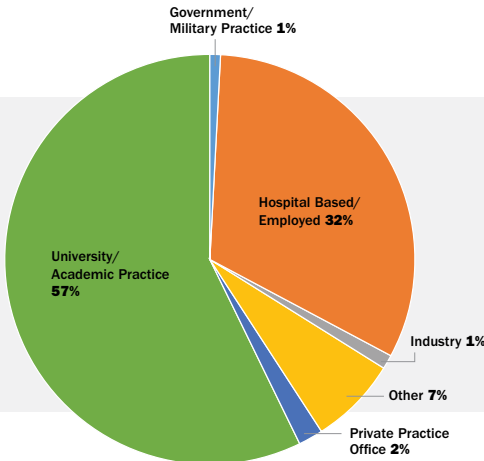
Primary Speciality



Primary Responsibility



Work Setting



## Why Exhibit?

**Be seen by leaders in the field.**



**Connect** with 1,100 pediatric hematology/oncology experts, mentors, and fellows in training.



**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.

# Exhibit Schedule

## Thursday, May 3

8 am–5 pm	Exhibit Setup and Registration
6–7:30 pm	Opening Reception with Exhibits and Posters

## Friday, May 4

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	Exhibitor Teardown

*Times are subject to change. Visit the ASPHO website for updates.*

# Exhibit Fees

For a booth application and list of exhibitor services, please refer to [www.aspho.org/support/annual-meeting-exhibits-advertising](http://www.aspho.org/support/annual-meeting-exhibits-advertising). Installation instructions are included in the booth application. Carpeting and furnishings are not included.

10' x 10' space (100 sq ft)	\$2,400
Early bird rate (Nov. 3 deadline)	\$2,200
10' x 20' space (200 sq ft)	\$4,600
Early bird rate (Nov. 3 deadline)	\$4,400
Not-for-profit exhibitors*	\$1,700
Early bird rate (Nov. 3 deadline)	\$1,500
Corner fee	\$125

*\*To qualify, please send a letter of request to Rob Frey, Director, Professional Relations, at [rpfrey@aspho.org](mailto:rpfrey@aspho.org).*

**Expanded floor space is available in the Exhibit Hall, providing exciting opportunities to showcase products and research. By exhibiting at the 2018 ASPHO Conference, you gain access to physicians who directly influence your industry. Products and services displayed at the conference have included**

- 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.

# Commercial Support

Supporter levels include diamond, gold, silver, and bronze.

Benefits	Bronze (\$5,000)	Silver (\$10,000)	Gold (\$15,000)	Diamond (\$25,000)
Full-page recognition ad in pocket guide or mobile app				X
Quantities of conference brochure to showcase your support				X
Passport Program			X	X
Your logo in ASPHO publications			X	X
Support display for your exhibit		X	X	X
Ad on ASPHO website or in e-newsletter		X	X	X
Sign at the supported event	X	X	X	X
Recognition in the conference brochure	X	X	X	X
Recognition in the pocket guide and mobile app	X	X	X	X
Recognition on the ASPHO website	X	X	X	X
Support graphic with exhibitor listing	X	X	X	X
Support ribbon for your representatives	X	X	X	X
Registration list (names and addresses of ASPHO attendees)	X	X	X	X

## CE Symposia and Non-CE Symposia

CE and non-CE symposia supporters can develop and provide a 60- or 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 nonbranded information to attendees.

**For information on sponsorship and symposia opportunities, contact Rob Frey at 847.375.6470 or [rpfrey@aspho.org](mailto:rpfrey@aspho.org).**