

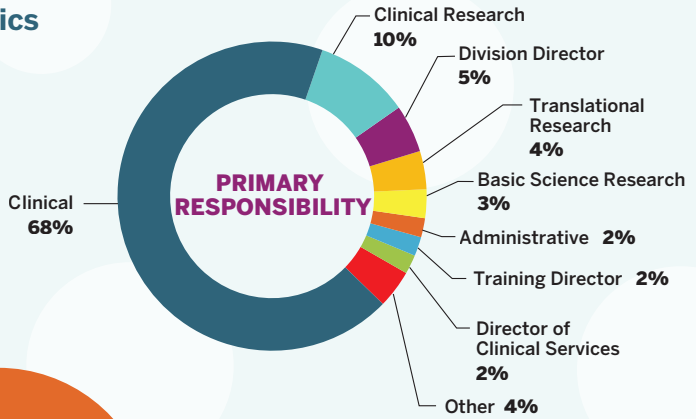


## **Partnering to Advance Treatment for Children, Adolescents, and Young Adults with Cancer and Blood Disorders**

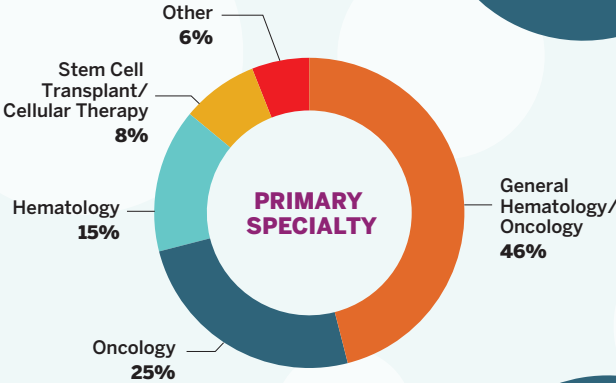
Engage with decision makers in pediatric hematology/oncology  
at the ASPHO Conference and beyond!

# Member Demographics

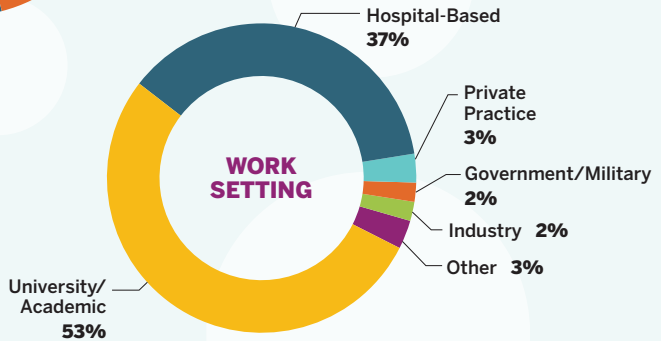
## PRIMARY RESPONSIBILITY



## PRIMARY SPECIALTY



## WORK SETTING



## Why Partner with ASPHO?



Build brand awareness.



Maintain business relationships.



Introduce new products and services.



Gain industry exposure.



Generate new leads.



Educate your target audience.

Learn more at [aspho.org/comsupport](http://aspho.org/comsupport) or contact us at [support@aspho.org](mailto:support@aspho.org).



## Reach today's—and tomorrow's—innovators and experts leading pediatric hematology/oncology research and care.

The American Society of Pediatric Hematology/Oncology (ASPHO) is the professional membership organization for nearly 2,000 member physicians and other healthcare professionals dedicated to promoting the optimal care of children, adolescents, and young adults with blood disorders and cancer by advancing research, education, treatment, and professional practice.

ASPHO members treat virtually all children, adolescents, and young adults with cancers, bleeding and clotting disorders, sickle cell disease, and other hematologic abnormalities. **Over 95% of physician members hold American Board of Pediatrics subspecialty certification in hematology/oncology. More than 85% of all US pediatric hematology/oncology fellows in training belong to the Society and most attend the ASPHO Conference**, the flagship meeting for the subspecialty.

ASPHO offers partners a variety of year-round grant, advertising, corporate support, and sponsorship opportunities to reach physicians, researchers, and allied healthcare providers.



### Benefits of Partnering with ASPHO

- **Gain** maximum visibility with unmatched access to decision makers and thought leaders.
- **Contribute** input on advocacy issues important to members and the specialty.
- **Collaborate** with subject matter experts to develop research initiatives.
- **Expand** brand awareness by providing valuable education to the pediatric hematology/oncology community.
- **Recruit** a subspecialist for your organization, hospital, or facility.

Reach your goals with ASPHO, the only organization dedicated to pediatric hematology and oncology subspecialists. ASPHO is your partner in creating a better future and health outcomes for pediatric patients with cancer and blood disorders.

# Gain Industry Exposure at the ASPHO Conference

Engage with top leaders and innovators in pediatric hematology/oncology at the field's most influential meeting for education and networking. More than 1,100 physicians, scientists, fellows in training, advanced practice providers, and administrators attend this annual event.

## Exhibits

Exhibit at the ASPHO Conference to meet physicians who directly influence the purchase of your products and use of your services. Key activities hosted in the Exhibit Hall to promote attendee traffic include

- 400+ poster presentations and tours
- Education Theaters
- Receptions, breakfasts, and lunches
- Special Interest Group meet & greets
- Designated networking areas
- Prize drawings.

“ The Passport Prize program was very helpful to drive interactions between attendees and vendors. ”

## Passport Program

Participate in the Passport Program to drive traffic to your booth. Prizes include complimentary conference registration, Apple AirPods, and more.

## CME and Non-CME Symposia

Deliver branded or nonbranded education to attendees by presenting a 60- to 90-minute educational program in accordance with symposia guidelines. These activities do not compete with ASPHO CME programming.

## Education Theater

Showcase your company's products, services, or programs by conducting a 30-minute seminar or product demonstration. Education Theater sessions are held in the Exhibit Hall and do not compete with ASPHO CME programming.

## Receptions

Increase attendees' awareness of your organization's presence at the conference. The Welcome Reception kicks off Exhibit Hall activities, and the Awards Reception honors the industry's most distinguished career recipient.

## 5K Fun Run/Walk

Each year, attendees participate in this popular wellness event. Title sponsors can start the race and be recognized on the back of t-shirts given to all 5K participants.



## Advertising

Place your message or brand in front of important decision makers.

- Hotel key cards
- Lanyards
- Elevator/glass clings
- Mobile app
- On-site signage
- Pocket guide
- Tote bags
- Bag inserts
- Wi-Fi

## Customized Sponsorship Packages

Expand your reach by creating a customized package tailored to your needs and budget.

## Future ASPHO Conferences

April 3–6, 2024 — Seattle Convention Center, Seattle, WA | May 7–

# Year-Round Support

ASPHO is well positioned to help your organization achieve its business objectives. Whether your goal is to increase brand awareness, establish relationships, or engage with Society leaders and subject matter experts, ASPHO offers a variety of annual and year-round grant, corporate support, sponsorship, and advertising opportunities that enable your organization to reach pediatric hematologists and oncologists.

## Industry Relations Council

Membership in ASPHO's Industry Relations Council (IRC) is open to organizations that support the goals and mission of ASPHO. The IRC program features tiered participation for companies of all sizes to enjoy benefits that enhance engagement with the Society, including meetings with ASPHO leaders and placement of an article or survey in the ASPHO newsletter. The IRC offers recognition throughout the year and collaboration opportunities for improving patient care.

## Advertising

Reach a highly specialized audience with targeted information about your products and services. Digital advertising opportunities are available in our trusted and influential newsletters, website, and marketing campaigns.

- **ASPHO's website** provides the most visibility for your products and services. Reach member and nonmember specialists who visit [aspho.org](http://aspho.org).
- **ASPHO's Career Center** provides access to qualified professionals, including physicians, researchers, advanced practice providers, administrators, and clinical educators.
- **ASPHO eNews** and **Advocacy Brief** are sent to 2,000+ pediatric hematology/oncology professionals bimonthly and quarterly, respectively.

- Gain highly visible exposure to ASPHO's audience as the only banner ad in a program series of **ASPHO marketing emails** spanning 2–3 months.

## Mailing List Rental

Promote your products, services, or events to the full membership or sort by demographics or special interest group and mail a brochure or flyer to your target demographic.



This conference had the best traffic we've experienced over the past 12 months.



## Webinars

- Sponsor the **ASPHO Webinar Series** led by experts in clinical and career topics of broad interest to pediatric hematology/oncology specialists monthly from September through March.
- Produce an **industry-sponsored webinar** to communicate your message through important education.

Webinars are free for ASPHO members and hosted on our Knowledge Center platform for a minimum of 6 months.

**To discuss these opportunities or receive additional information, please call ASPHO at 847.375.4716 or email [support@aspho.org](mailto:support@aspho.org).**

“ The ASPHO Exhibit Hall is an intimate setting with easy access to attendees. ”



## Thank You to Our Key Sponsors and Supporters

### Diamond



### Gold



### Silver



### Bronze



Contact ASPHO at [support@aspho.org](mailto:support@aspho.org) or call 847.375.4716 for additional information and customized exposure to the ASPHO community.



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