

The **Society of Hematologic Oncology 2023 Eleventh Annual Meeting (SOHO)** offers both digital and print advertising opportunities to reach the highly engaged and focused attendees. Advertising availability is limited, and space is granted on a first-come, first-served basis. All rates reflect costs for exhibitors, non-exhibitors are subject to an additional 20% premium. All advertisers and advertisements are subject to final approval by SOHO.

EMAIL ADVERTISING:

The Pre-Conference emails highlight various aspects of the SOHO Annual Meeting, including attendee registration, hotel reservation, and need-to-know information about the event. Eblasts will be sent out on the schedule below to membership and providers interested attending the conference.

SIZE	COST PER SEND
160x60	\$15,000
728x90	\$10,00
230x150	\$7,500/each

REQUIRED EMAIL FILES:

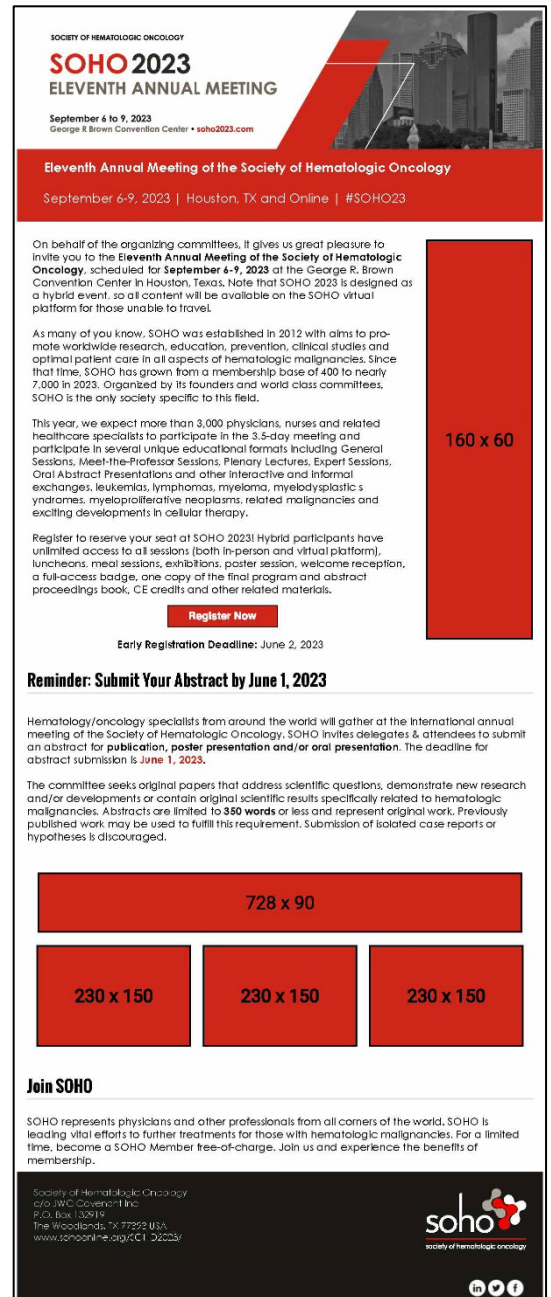
Advertisers must provide a JPG, PNG, or static GIF, and a click-through URL. No third-party tags will be accepted.

Email	Approx. Send Date	Sends
Early Registration	03/31/23	27,484
Call for Abstracts	04/15/23	27,484
Call for Abstracts	05/07/23	27,484
Final Call for Abstracts	05/25/23	27,484
Program Highlights	06/15/23	27,484
Registration Information	06/30/23	27,484
Register Best Rates	07/15/23	27,484
Final Program Announcements	07/31/23	27,484
Final Call for Registration	08/15/23	27,484
Attendee Information	08/30/23	3500

CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

To apply for email advertising, download the **Sponsor Opportunities Application** and submit it to the attention of Belinda Melder at bmelder@jwccinc.com.



SOHO 2023
ELEVENTH ANNUAL MEETING

September 6 to 9, 2023
George R. Brown Convention Center • soho2023.com

Eleventh Annual Meeting of the Society of Hematologic Oncology
September 6-9, 2023 | Houston, TX and Online | #SOHO23

On behalf of the organizing committees, it gives us great pleasure to invite you to the **Eleventh Annual Meeting of the Society of Hematologic Oncology**, scheduled for **September 6-9, 2023** at the George R. Brown Convention Center in Houston, Texas. Note that SOHO 2023 is designed as a hybrid event, so all content will be available on the SOHO virtual platform for those unable to travel.

As many of you know, SOHO was established in 2012 with aims to promote worldwide research, education, prevention, clinical studies and optimal patient care in all aspects of hematologic malignancies. Since that time, SOHO has grown from a membership base of 400 to nearly 7,000 in 2023. Organized by its founders and world class committees, SOHO is the only society specific to this field.

This year, we expect more than 3,000 physicians, nurses and related healthcare specialists to participate in the 3.5-day meeting and participate in several unique educational formats including General Sessions, Meet-the-Professor Sessions, Plenary Lectures, Expert Sessions, Oral Abstract Presentations and other interactive and informal exchanges, leukemias, lymphomas, myeloma, myelodysplastic syndromes, myeloproliferative neoplasms, related malignancies and exciting developments in cellular therapy.

Register to reserve your seat at SOHO 2023! Hybrid participants have unlimited access to all sessions (both in-person and virtual platform), luncheons, meal sessions, exhibitions, poster session, welcome reception, a full-access badge, one copy of the final program and abstract proceedings book, CE credits and other related materials.

Register Now

Early Registration Deadline: June 2, 2023

Reminder: Submit Your Abstract by June 1, 2023

Hematology/oncology specialists from around the world will gather at the International annual meeting of the Society of Hematologic Oncology. SOHO invites delegates & attendees to submit an abstract for **publication, poster presentation and/or oral presentation**. The deadline for abstract submission is **June 1, 2023**.

The committee seeks original papers that address scientific questions, demonstrate new research and/or developments or contain original scientific results specifically related to hematologic malignancies. Abstracts are limited to **300 words** or less and represent original work. Previously published work may be used to fulfill this requirement. Submission of isolated case reports or hypotheses is discouraged.

160 x 60


728 x 90

230 x 150 **230 x 150** **230 x 150**

Join SOHO

SOHO represents physicians and other professionals from all corners of the world. SOHO is leading vital efforts to further treatments for those with hematologic malignancies. For a limited time, become a SOHO Member free-of-charge. Join us and experience the benefits of membership.

Society of Hematologic Oncology
c/o JWCC, Inc.
P.O. Box 132919
The Woodlands, TX 77352-0919
www.sohonline.org/KCI 2023



soho
society of hematologic oncology

PRINT PROGRAM ADVERTISING:

The SOHO Annual Meeting Program is a popular on-site and online reference for all information during the meeting. The Program offers information on sessions, abstract presentations, speakers, and locations. It also includes continuing education information and the exhibitor directory. This print publication is distributed on-site to attendees at registration and posted online prior to the meeting.

DISPLAY RATES

Position	4-Color
Cover 2	\$15,000
Cover 3	\$10,000
Cover 4	\$15,000
ROB Full Page	\$9,500
ROB ½ Page	\$5,000

REQUIRED FILES

All ad files submitted must be in PDF/X-1a format.

Not accepting native application files, such as QuarkXPress, InDesign, etc. Additionally, TIFF/IT-P1 files are also not accepted.



MECHANICAL SPECIFICATIONS

AD SIZE	BLEED	LIVE/SAFETY	NON-BLEED	TRIM
Page	8 ¾" x 11 ¼"	7 ¾" x 10 ¼"	8" x 10 ½"	8 ½" x 11"
Spread	17 ¼" X 11 ¼"	16 ¼" X 10 ¼"	16 ½" X 10 ½"	17" X 11"
½ Page Horizontal	8 ¾" X 5 ⅝"	7 ¾" x 5 ⅝"	8" x 5 ¼"	8 ½" x 5 ½"
½ Spread Horizontal	17 ¼" X 5 ⅝"	16 ¼" x 5 ⅝"	16 ½" x 5 ¼"	17" x 5 ½"

NOTE: When designing an ad with the expectation of an equal border on all sides, there is a 1/16" allowable tolerance in trimming. We suggest using a border with a minimum width of 3/8".

To apply for onsite program book sponsorship please click [here](#) to submit your application online.

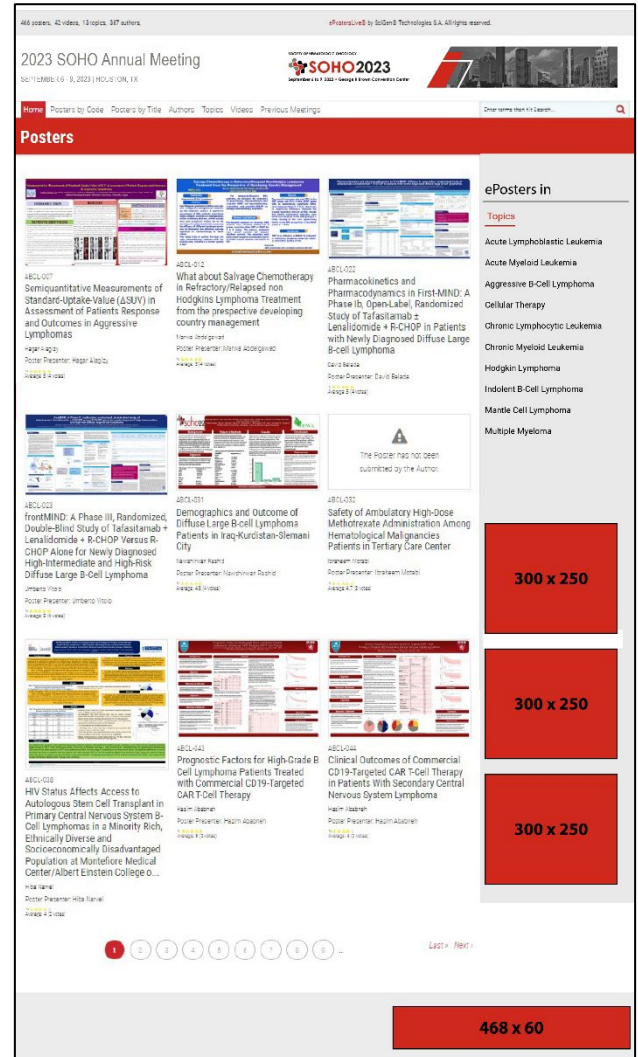
ONLINE POSTERS ADVERTISING:

Combining the virtual world with the cutting-edge data of SOHO's on-site Poster Session, the SOHO Poster Session brings tomorrow's practice changing science to clinicians today. Each poster features practice-changing and clinically relevant information on the latest advances in cancer care. Place your ad in the Online Posters website and reach one of the largest audiences in hematologic oncology.

Size	Cost
300 x 250	\$7,000
300 x 250	\$7,000
300 x 250	\$7,000
468 x 60	\$5,000

REQUIRED FILES

Advertisers must provide a JPG, PNG, or GIF, and a click-through URL. Backlinks accepted.



To apply for online poster sponsorship please click [here](#) to submit your application online.