

IN-PERSON OPPORTUNITIES

SPONSORSHIPS

EXHIBITS

VIRTUAL OPPORTUNITIES

SOCIETY OF HEMATOLOGIC ONCOLOGY

SOHO 2023

EXHIBITION & SPONSORSHIP



society of hematologic oncology

Be Part of the Premier Educational Meeting in the Field of Hematologic Oncology

Providing Opportunities for Partners to Enhance their Brand

SOHO 2023 offers a number of unique exhibit and sponsorship opportunities for partners to increase awareness and adoption of their brand. Explore your options and access applications [here](#).



SOHO MISSION

The Society of Hematologic Oncology (SOHO) is an international society designed specifically for clinicians, research scientists and related health care professionals who specialize in the research and treatment of patients with hematologic malignancies. SOHO's mission is to expedite worldwide research and education through the exchange of scientific information.

FORMAT AND ATTENDANCE

Due to the growing size of the annual meeting, SOHO has expanded to a larger venue, the **George R. Brown Convention Center** in Houston, Texas. The move permits SOHO to continue its current format (no parallel sessions) and focus on presentations with the 'latest advances'. The move also provides a greater number of commercial opportunities for our valuable industry partners.



Join Us at SOHO 2023 and Make Connections that Matter!

The eleventh annual meeting of the **Society of Hematologic Oncology (SOHO)** is scheduled for **September 6 to 9, 2023** at the George R Brown Convention Center in Houston, Texas.

WHO ATTENDS?

Nearly 3,500 hematologic oncology professionals from around the world are expected to attend the SOHO Annual Meeting this year. The meeting provides attendees with cutting-edge education on the latest advances in the field, real-time application in the clinic as well as insights from leading, world-renowned faculty. Join us and connect with the largest audience *specific* to hematologic oncology.

As we continue to grow, the SOHO Annual Meeting will remain the place where top hematologic oncology professionals gather to advance the field.

WHY PARTICIPATE?

Join more than 100 organizations highlighting the most advanced treatments, products, and services in the hematologic oncology arena and interact with approximately 3,000 health care professionals from around the world.

Your presence as an exhibitor and/or sponsor at the SOHO Annual Meeting will allow you to interact face-to-face, build visibility, introduce new products and services, conduct product demonstrations, and generate new sales leads.

REACH A LARGER AUDIENCE THROUGH AN INDUSTRY EXPERT SESSION

Current exhibitors are encouraged to take advantage of Industry Expert Sessions (IES) and the opportunity to present live non-accredited educational sessions for up to 200 in-person attendees, highlighting a new service or the development of a particular product.

SOHO will provide food and beverage at the Industry Expert Session as an additional incentive for attendees to participate. In-person Theater sessions may be reserved for \$75,000 each and will be awarded on a first-come, first-served basis.

The application deadline is June 1, 2023 . The deadline to submit all session details including title, speakers, and a description is June 31, 2023.

To learn more about sponsoring an Industry Expert Session and apply , please go [here](#).

INTERACT DIRECTLY WITH HEM ONC PROFESSIONALS

Recognized as the premier educational and scientific event in the hematologic oncology community, SOHO 2023 offers exhibitors a number of opportunities to reach nearly 3,500 health care professionals from around the world. More than 100 organizations will highlight the most advanced treatments, products, and services in the hematologic oncology field.



SOHO 2023: Expanded Exhibit and Sponsorship Options

With more than 90,000 square feet of exhibit space, SOHO 2023 offers more options than ever before. The show floor includes multiple attractions to increase flow and foot traffic. Meal programs are located in dedicated spaces within the exhibit hall. Two break areas are strategically placed with charging stations and live feeds from the education theater. Attendees must travel through exhibits to access Refreshment Breaks, Barista-Manned Coffee Bars and Registration/Badge Retrieval.

IN-PERSON OPPORTUNITIES

The SOHO annual meeting provides participants with the opportunity to engage with experts and colleagues in the hematologic oncology field. The meeting allows exhibitors and attendees to network and discuss the latest developments. SOHO is offering a number of new in-person opportunities this year to maximize your exposure. To view and apply, select the "[In-Person Opportunities](#)" tab.

SPONSORSHIPS

Sponsorship opportunities allow our industry partners to increase brand awareness, attract new customers and enhance business relationships with current customers. SOHO offers a number of sponsorship packages and opportunities to fit any budget. View the range of SOHO 2023 sponsorships and special event opportunities by selecting the "[Sponsorships](#)" tab.

EXHIBITS

Showcase your company's products and services to the largest gathering of hematologic oncologists on one show floor. The SOHO annual meeting is just the right size for attendees to spend quality time with exhibitors and sponsors. A limited number of room rentals are also available to exhibitors to allow extended conversations or small meetings. To view and apply, select the "[Exhibits](#)" tab.

VIRTUAL OPTIONS

As a hybrid event, the SOHO Annual Meeting offers a virtual forum for industry sponsors to participate in the exchange of information and ideas surrounding cutting edge developments in the hematologic oncology field. The planning committee, faculty and attendees alike appreciate the support of our industry partners. To view and apply, select the "[Virtual Opportunities](#)" tab.

In-Person Opportunities

In-Person Support Opportunities are available only to exhibitors participating in the in-person SOHO 2023 Annual Meeting.

BENCH TABLES

Non-Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues on a comfortable bench in the Pre-Function areas. (Fee Excludes Production & Placement)

Price: \$3,000

Available: 4

Fulfillment: Vector logo

COAT AND BAG CHECK

Exclusive (Product or Corporate)

Make the first and last impression with attendees as they enter and leave the convention center each day by supporting the Coat and Bag Check. Opportunity includes one location, with recognition on a meter board at the coat and bag check location.

Price: \$25,000

Available: 1

EMAIL BROADCAST

Non-Exclusive (Product or Corporate)

SOHO will distribute an email broadcast on behalf of Exhibitors to all registered delegates exactly as it is received.

The content of the email requires preapproval by the SOHO Organizing Committee and must be in final HTML or email format.

Price: \$1,500

Available: 3 per day

BREAK STATION SPONSORSHIP

Exclusive (Corporate Only) SOLD

Insulated Coffee Cups and Napkins are a 100% exclusive opportunity that are distributed during 17 breaks at two break stations. One-side imprint on approximately 10,000 cups and 40,000 napkins will be distributed during SOHO meeting breaks. SOHO will manage all production and distribution.

Price: \$60,000

Available: 1

Fulfillment: Vector corporate logo

DISCUSSION TABLE CLINGS

Non-Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues in the exhibit hall. SOHO will manage all production and distribution.

Price: 3 tables for \$5,000

Available: 4

Specs: Please request specs

EXHIBIT HALL AISLE SIGNS

Exclusive (Product or Corporate) SOLD

Get noticed, drive traffic to your booth, and ease the navigation of the exhibit hall with your product or corporate logo on all aisle signs. SOHO will manage all production and distribution.

Price: \$50,000

Available: 1

Specs: Branded dimensions: 48" x 32"

Total Dimensions of sign: 48" x 96"



EMAIL BROADCASTS



JOURNAL ADS



MEETING ROOMS



HOTEL ADVERTISING

(...cont) In-Person Opportunities

GOURMET COFFEE BAR

Non-Exclusive (Product & Corporate)

Product or Corporate logo on Gourmet Coffee Bar Hanging Banner. Corporate logo on napkins. SOHO will manage all production and distribution.

Price: \$25,000

Available: 1

Fulfillment: Vector corporate logo

GRB ESCALATORS CLINGS

Non-Exclusive (Product or Corporate)

High visibility and maximum impact. Make sure your brands get noticed with escalator clings. Available on level 3 of the George R. Brown Convention Center. (Fee Excludes Production & Placement)

Price: \$30,000/Per Set

Available: 12 sets

Specs: Please request specs

GRB ESCALATORS RUNNERS

Non-Exclusive (Product or Corporate)

High visibility and maximum impact. Make sure your brands get noticed with Escalator Runners. Available on level 3 of the George R. Brown Convention Center.

Price: \$10,000/Per Panel

Available: 6

Specs: Please request specs

GRB FLAT GLASS WALLS

Non-Exclusive (Product or Corporate)

Third-level Pre-Function Flat Glass Walls. The overall size Per Panel is 14' x 13 1/2'. You decide the size of your design. (Fee Excludes Production & Placement)

Price: \$25,000

Available: 7

Specs: Your design

GRB SKYBRIDGE DOOR CLING

Exclusive (Product or Corporate) SOLD

Draw traffic where you want it with strategically placed clings that highlight your sponsors or brand. (Fee Excludes Production & Placement)

Price: \$15,000

Available: 1

Specs: 3' x 6' 3" Per Door

HAND SANITIZING STATIONS

Non-Exclusive (Product or Corporate, depending on placement)

10 Hand Sanitizing Stations will be placed at high-traffic locations – near registration, networking locations, and break areas. SOHO will manage all production and distribution.

Price: \$10,000

Available: 10

Specs: Please request specs

HANGING BANNERS

Non-Exclusive (Product or Corporate)

Prominently display your banners on the third-level pre-function area of the George R. Brown Convention Center and maximize exposure for your brand. (Fee Excludes Production & Placement)

Price: \$10,000

Available: 12

Specs: 10' x 4' (Double sided)

SKYBRIDGE WINDOW CLINGS SQUARE

Non-Exclusive (Product or Corporate)

Draw traffic where you want it most with strategically placed clings that highlight your sponsors or brand. (Fee Excludes Production & Placement)

Price: \$5,000

Available: 36

Specs: 4 1/2' x 3' /Per Panel

SKYBRIDGE WINDOW CLINGS TRIANGLE

Non-Exclusive (Product or Corporate)

Draw traffic where you want it most with strategically placed clings that highlight your sponsors or brand. (Fee Excludes Production & Placement)

Price: \$7,500

Available: 4

Specs: 10' 10" x 13'

INTERACTIVE TOUCH SCREEN MONITORS

Exclusive Opportunity (Ten Monitors: Product or Corporate)

Non-Exclusive (One Monitor: Product or Corporate)

Your custom wrap or decal located on the bottom of the Interactive Touch Screen Monitor with your custom Splash Screen Ad in the content window. The digital signage monitors are ideal for engaging attendees with our custom wayfinding content. Monitors will be placed in highly visible locations throughout the George R. Brown Convention Center. SOHO will manage all production and distribution.

Price: \$60,000/Exclusive

\$10,000/Non-Exclusive

Specs: Please request specs

LIVE STREAM - ONE MONITOR

Exclusive (Corporate or Branded)

Company logo/message on the live stream tower monitor stand in the SOHO Center. SOHO manages production and distribution.

Price: \$15,000

Available: 1

Specs: Please request specs.

(...cont) In-Person Opportunities

LIVE STREAM - TWO MONITOR

Exclusive (Corporate or Branded)

Company logo/message on the live stream tower monitor stand in the SOHO Center. SOHO manages production and distribution.

Price: \$25,000

Available: 1

Specs: Please request specs

MEETING BAG

Exclusive (Corporate Only)

Prime advertising space on the official 2023 SOHO Meeting Bag. Your corporate logo will be placed prominently on the side of the bag with the SOHO logo. This opportunity includes a complimentary Hotel Room Door Drop Bag Insert valued at \$10,000. SOHO manages production/distribution.

Price: \$50,000

Available: 1

Fulfillment: Vector corporate logo

MEETING NOTEPADS

Exclusive (Corporate Only)

Company name/logo printed on meeting writing tablet. Distributed to all attendees. SOHO manages production/distribution.

Price: \$10,000

Available: 1

Fulfillment: Vector corporate logo

MOBILE APP BANNER AD

Non-Exclusive (Product or Corporate)

Gain exposure with attendees before, during, and after the meeting through company recognition on the 2023 SOHO Meeting App. Your design will be displayed on the Speakers page, Attendees page, and Sponsors page.

Price: \$7,500

Available: 4

Specs: Please request specs

MOBILE APP HOME PAGE AD

Non-Exclusive (Product or Corporate)

Gain exposure with attendees before, during, and after the meeting through company recognition on the 2023 SOHO Annual Meeting Mobile App. Your design will be displayed on the mobile app's home page.

Price: \$10,000

Available: 2

Specs: Please request specs

MOBILE APP PUSH NOTIFICATIONS

Non-Exclusive (Product or Corporate)

Gain exposure with attendees before, during, and after the meeting through push notifications that are delivered directly to the home screen.

Price: \$1,500

Available: 1

Specs: Please request specs

MOBILE APP SPLASH PAGE

Exclusive (Corporate only) SOLD

Gain exposure with attendees before, during, and after the meeting through company recognition on the 2023 SOHO Meeting App.

Price: \$10,000

Available: 1

Specs: Please request specs

MOBILE DEVICE CHARGING STATIONS

Exclusive Opportunity (location of choice or placed at your booth)

Non-Exclusive (Product or Corporate

depending on location)

Recharging just became easy and convenient for attendees. Each promotional opportunity includes one of four charging stations. One exclusive opportunity is available for the location of your choice (approved by SOHO). Charging stations will be placed in highly visible locations in the George R. Brown Convention Center and offer opportunities for both static and digital messaging. SOHO manages production/distribution.

Price: \$25,000/Exclusive

\$20,000/Non-Exclusive

Available: 4

Specs: Please request specs

PARK BENCHES

Exclusive (Product or Corporate)

Non-Exclusive (Product or Corporate)

Stand out at the SOHO annual meeting with your branding on a park bench placed strategically in heavily trafficked locations throughout the George R. Brown Convention Center. Includes messaging on the seat back and a floor decal. SOHO will manage all production and distribution.

Price: \$85,000/Exclusive

\$10,000/Non-Exclusive

Available: 10

Specs: Please request specs

POSTER SESSION/WELCOME RECEPTION

Exclusive (Corporate or Branded)

Prominent signage during the Poster Session/Welcome Reception with company acknowledgment on cocktail napkins and special recognition by the meeting chairpersons at the event. SOHO will manage all production and distribution.

(...cont) In-Person Opportunities

Price: \$25,000
Available: 1
Fulfillment: Vector corporate logo

PPE STATIONS

Non-Exclusive (Product or Corporate)

Upon entering the convention center, attendees will be able to pick up a kit containing a disposable mask. Supporters will receive their branding on three (3) bins. SOHO will manage all production and distribution.

Price: \$30,000/Exclusive
Available: 2 Sets of 3
Specs: Please request specs

PRE-FUNCTION AREA TABLE CLING 6 SET

Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues in the Pre-Function area. (Fee Excludes Production & Placement)

Price: \$7,500
Available: 6
Specs: Please request specs

PRE-FUNCTION AREA TABLE CLING

Non-Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues in the Pre-Function area. (Fee Excludes Production & Placement)

Price: \$30,000
Available: 1
Specs: Please request specs

RAILINGS

Non-Exclusive (Product or Corporate)

Your choice of hanging rail banners or clings

on the Pre-function Railings on level three of the George R. Brown Convention Center. Combine more to make a longer banner. (Fee Excludes Production & Placement)

Price: \$5,000
Available: 75
Specs: 7' x 3'

RECYCLE BINS

Non-Exclusive (Product or Corporate)

Your product or corporate design displayed on one of six recycle bins located in various areas of the SOHO annual meeting floor in the George R. Brown Convention Center. (Fee Excludes Production & Placement)

Price: \$10,000
Available: 6
Specs: Please request specs

SOHO LOUNGE HANGING BANNER

Non-Exclusive (Product or Corporate)

Company logo/message on SOHO Lounge-Hanging Banner. SOHO will manage all production and distribution.

Price: \$30,000
Available: 2
Specs: 15' x 48" Square

WIFI SPONSOR

Exclusive (Product or Corporate) SOLD

Customize the WiFi password at SOHO 2023 with your company or product name for the duration of the meeting.

Price: \$7,500
Available: 1
Specs: WiFi Password

HILTON SKYBRIDGE DOOR CLING

Exclusive (Product or Corporate) SOLD

Draw traffic where you want it most with

strategically placed clings that highlight your sponsors or brand. (Fee Excludes Production & Placement)

Price: \$15,000
Available: 1
Specs: Please request specs

HOTEL DOOR HANGERS

Non-Exclusive (Product or Corporate)

One per day (Tuesday through Friday) Display a door hanger or bag with your customized message on the doors of SOHO's official hotel room blocks. The sponsor is responsible for the cost of producing and shipping the door hangers. Pricing is per day.

Price: \$15,000
Available: 4
Specs: Please request specs.

HOTEL ESCALATOR PANELS

Non-Exclusive (Product or Corporate)

Hilton Americas-Houston Hotel Escalators on Level 3 There are two sets of interior glass panels on the East side of the Hotel and two sets on the West side of the Hotel. (Fee Excludes Production & Placement)

Price: \$25,000/Set
Available: 4
Specs: 23" x 25'

HOTEL EXTERIOR ELEVATOR DOORS 3 SETS - NO HEADER

Exclusive (Product or Corporate) SOLD

Three Sets of Elevator Doors at the Hilton Americas-Houston on level 3 (East Side). (Fee Excludes Production & Placement)

Price: \$10,000
Available: 1
Specs: Each Door is: 19.875"W x 82.75"H

(...cont) In-Person Opportunities

HOTEL EXTERIOR ELEVATOR DOORS

6 SETS WITH HEADERS

Exclusive (Product or Corporate)

Six Sets of Elevator Doors at the Hilton Americas–Houston on level 3 (East Side). (Fee Excludes Production & Placement)

Price: \$20,000

Available: 1

Specs: Header: 42"W x 18"H.

Each Door is: 19.875"W x 82.75"H

HOTEL EXTERIOR ELEVATOR DOORS

9 SETS WITH HEADERS

Exclusive (Product or Corporate) **SOLD**

Six Sets of Elevator Doors at the Hilton Americas–Houston on level 3 (East Side). (Fee Excludes Production & Placement)

Price: \$30,000

Available: 1

Specs: Header: 42"W x 18"H.

Each Door is: 19.875"W x 82.75"H

HOTEL INTERIOR ELEVATOR MIRRORS

3 SETS

Exclusive (Product or Corporate)

Three Sets of Interior Elevator Mirrors at the Hilton Americas–Houston Hotel on level 3 (East Side). (Fee Excludes Production & Placement)

Price: \$10,000

Available: 1

Specs: 30"W x 86"H

HOTEL INTERIOR ELEVATOR MIRRORS

6 SETS

Non-Exclusive (Product or Corporate)

Six Sets of Interior Elevator Mirrors at the Hilton Americas–Houston Hotel on level 3 (East or West Side). (Fee Excludes Production & Placement)

Price: \$15,000

Available: 2

Specs: 30"W x 86"H.

HOTEL KEY CARDS

Non-Exclusive (Product or Corporate) **SOLD**

Branded hotel key cards for attendees, from check in to check out. SOHO manages production and distribution.

Price: \$15,000

Available: 2

Specs: Please request specs

HOTEL ROOM DOOR DROP

Non-Exclusive (Product or Corporate)

The Hotel Room Door Drop takes place Wednesday - Friday. SOHO will deliver your brochure, invite, and/or visual aid in an An-

nual Meeting door drop bag to registered attendees at the official meeting hotel. Pricing is based on a maximum four-page (two pages front and back) with a max size of 8-1/2" x 11", and/or a four-ounce insert. There is a limit of 10 advertisers per day. The sponsor is responsible for producing and shipping the door drop.

Price: \$10,000

Available: 10/per day

MEETING PROCEEDINGS AD

Non-Exclusive (Product or Corporate)

Published in the Official Journal of SOHO, *Clinical Lymphoma, Myeloma & Leukemia*. Deadline for application is August 5, 2023. Please contact Bill Hipple at b.hipple@elsevier.com for pricing and placement. Click [here](#) to view the Media Kit

ADDITIONAL INFORMATION

Online Information and Application

Click the [link](#) for additional information or to submit you sponsorship request online.

To apply for sponsorship via email, download the [Sponsor Opportunities Application](#) and submit it to the attention of Belinda Melder at bmelder@jwccinc.com.



GEORGE R BROWN



SOHO DAILY NEWS



MEETING NOTEBOOKS



HOTEL ROOM DROPS

SOHO 2023 Sponsorships

PLATINUM SPONSOR PACKAGE

(≥ \$150,000)

Our Platinum Sponsor package includes the following:

- Two Invitations to the Faculty Dinner Gala—Two Representatives of your company will have an opportunity to attend this premier off-site event to be held on Thursday, September 7, 2023.
- Meeting Room—Exclusive one-time use of a meeting room during an approved specified time period that you select. Time slots are provided on a first-come, first-served basis. Note that the sponsor is responsible for additional expenses such as food/beverage and audiovisual needs.
- Special Recognition Award—Special Recognition and Award presented to a representative of your company during the Welcome Reception. The award recognizes the ongoing support of your company in the field of hematologic oncology.
- Pre-Event Attendee Direct Mail List—One-time use of the pre-event attendee mail list.
- Post-Event Attendee Direct Mail List—One-time use of the post-event attendee mail list.
- Sponsor Listing—Platinum Level acknowledgement in the SOHO 2023 meeting materials.
- Home Page Link—Company logo and link to your website on the SOHO 2023 website.
- Meeting Passes—Six full access meeting passes.
- Banner Signage—Banner signage will be

displayed in a prominent location acknowledging your company's support.

- Meeting Bag Insert—One piece of your literature will be placed in the official SOHO 2023 meeting bag. Note that literature requires preapproval by the SOHO 2023 Planning Committee.
- Award Banner—A company banner will be displayed in a prominent location within the convention area identifying your company as a SOHO 2023 Award Winner for significant contribution to the hematology/oncology field.
- Attendee Hotel Room-Drop—One-time drop of your handout to all SOHO 2023 attendees staying at the official meeting hotel.

GOLD SPONSOR PACKAGE

(> \$100,000 - \$149,000)

Our Gold Sponsor package includes the following:

- Pre-Event Attendee Direct Mail List—One-time use of the pre-event attendee mail list.
- Post-Event Attendee Direct Mail List—One-time use of the post-event attendee mail list.
- Sponsor Listing—Gold Level acknowledgement in the SOHO 2023 meeting materials.
- Home Page Link—Company logo and link to your website on the SOHO 2023 website.
- Meeting Passes—Five full access meeting passes.
- Meeting Bag Insert—One piece of your literature will be placed in the official SOHO 2023 meeting bag. Note that literature

requires preapproval by the SOHO 2023 Planning Committee.

SILVER SPONSOR PACKAGE

(> \$50,000 - \$99,000)

Our Silver Sponsor package includes the following:

- Pre-Event Attendee Direct Mail List—One-time use of the pre-event attendee mail list.
- Post-Event Attendee Direct Mail List—One-time use of the post-event attendee mail list.
- Sponsor Listing—Silver Level acknowledgement in the SOHO 2023 meeting materials.
- Website Listing—Company acknowledgement on the SOHO 2023 website.
- Meeting Passes—Four full access meeting passes.

BRONZE SPONSOR PACKAGE

(> \$10,000 - \$49,000)

Our Bronze Sponsor package includes the following:

- Sponsor Listing—Bronze Level acknowledgement in the SOHO 2023 meeting materials.
- Website Listing—Company logo and link to your website on the SOHO 2023 website.
- Meeting Passes—Two full access meeting passes.

Please download the [Sponsor Opportunities Application](#) and submit it to Belinda Melder at bmelder@jwccinc.com.

SOHO 2023 Exhibits

IN-PERSON EXHIBITOR INFORMATION

The Society of Hematologic Oncology invites industry supporters to participate during the SOHO 2023 annual meeting.

The program affords our industry partners the opportunity to interact in-person with nearly 2,000 of the world's leaders in the hematologic oncology field. In addition, the virtual platform allows engagement with another 1,500 health care specialists for a complete hybrid experience.

EXHIBITOR BENEFITS

- Complimentary listing of company name and booth number in the SOHO 2023
- Listing on the SOHO 2023 website
- Complimentary registrations for each exhibitor including full meeting badge(s)
- Attendance at the SOHO 2023 Welcome Reception and Poster Session
- Access to education programs, meet-the-professor sessions and informal events

EXHIBIT RATES AND FEES

- Inline Rate – \$90.00 per square foot
- Island Rate – \$100.00 per square foot
- Corner Premium – \$800 per open corner
- Nonprofit Rate - Contact us for pricing
- Virtual Exhibits - Contact us for pricing

IN-PERSON EXHIBIT PACKAGE

- 8' high back drape and 3' high side drape booth dividers (subject to change)
- Booth identification sign with company name and booth number
- 24-hour security in the exhibit hall
- Two complimentary registrations (all badges are full access)

- Listing of company name, and booth number in the Program Book and on the SOHO website.

EXHIBIT LOCATION AND HOURS

Located at the George R. Brown Convention Center in Houston, TX on Level 3, Hall B3

Exhibit Day/Time*

- Wednesday, September 6, 2023
9:00 AM - 6:00 PM
- Thursday, September 7, 2023
8:00 AM - 6:30 PM
- Friday, September 8, 2023
8:00 AM - 6:00 PM
- Saturday, September 9, 2023
8:00 AM - 12:30 PM

Exhibit Move-In*

- Monday, September 4, 2023
1:00 PM - 10:00 PM
- Tuesday, September 5, 2023
8:00 AM - 10:00 PM

Exhibit Move-Out**

- Saturday, September 9, 2023
1:00 PM - 11:59 PM

**Hours are subject to change.*

***Early move-out requests MUST be arranged through SOHO Exhibits Management. Please contact Belinda Melder at bmelder@jwccinc.com to submit your request.*

EXHIBIT SERVICE MANUAL

The Exhibitor Service Manual will be available online in February 2023. The exhibitor service manual includes information on shipping, furniture, booth accessories, lead retrieval, material handling rates, utility specifications, and charges, carpet rental

and cleaning, signs, security service, telephones, freight services, internet, audio/visual equipment, computer rental, photography services, porter, and floral services. Order forms and rate schedules are included.

Ready to become an in-person exhibitor? Select a booth today.

EXHIBITOR MEETING ROOMS

Exhibitors may rent meeting rooms during the SOHO annual meeting within the Exhibit Hall Floor. Private meeting rooms provide space for attendees and exhibitors to meet and collaborate with colleagues while on-site.

The Exhibitor Meeting Room includes a hard-walled meeting room with lockable door, carpet, and a company identification sign. Exhibitors are responsible for ordering Internet, electrical, phones, catering, office equipment, furniture, etc. through the appropriate contact. Note that group presentations to attendees are not permitted in this area.

Meeting Rooms will be available **Wednesday, September 6 through Saturday, September 9**. Click the [link](#) for more information.

EXHIBITOR MEETING ROOM RATES

- 10' x 10' - \$8,750
- 10' x 20' - \$17,500

Submit your Exhibitor [Meeting Room Application](#) to the attention of Belinda Melder at bmelder@jwccinc.com.

Virtual Opportunities

ON-DEMAND INDUSTRY EXPERT SESSION

On-Demand Industry Expert Sessions provide an opportunity for exhibitors to present pre-recorded non-accredited educational sessions, highlighting a new service or development of a particular product, to SOHO attendees. Exhibitors with secured contracted 2023 Annual Meeting exhibit space are eligible to apply.

Unlimited time slots are available for 1-hour, pre-recorded Expert Sessions. Session slots may be reserved for **\$40,000** each.

Industry Expert Sessions will be promoted in the SOHO meeting program. SOHO will provide Expert Session sponsors with the 2023 SOHO Annual Meeting advance registration mailing list.

To apply for an On-Demand Expert Session, complete the [Virtual Industry Expert Session Application](#) and return it to Belinda Melder at bmelder@jwccinc.com.

All On-Demand, Pre-Recorded Expert Sessions must be submitted in final MP4 format or link.

Please refer to the [SOHO IES Policies and Guidelines](#) for more detailed information.

ON-DEMAND INDEPENDENT SATELLITE SYMPOSIA

On-Demand, Pre-Recorded Independent Satellite Symposia (ISS) are one of the most popular contributor options at the Society of Hematologic Oncology 2023 Annual Meeting for a number of reasons. A satellite symposium provides:

- A high level of visibility and the opportunity to highlight your organization's position as

a leader in the hematologic oncology field;

- A highly respected forum for presenting important innovations and cutting-edge research;
- Increased recognition and goodwill among thought leaders in the hematologic oncology field.

BENEFITS OF INDEPENDENT SATELLITE SYMPOSIA

- Complimentary Virtual meeting registrations;
- Registration listing and Digital Program Link on the SOHO 2023 website for easy access to attendees;
- A listing of each symposium, including narrative description, location, and contact information, in the SOHO annual meeting program

Unlimited time slots are available for 1-hour, pre-recorded ISS. Session slots may be reserved for \$40,000 each. On-Demand ISS slots are available when all on-site time slots are filled.

- To apply for an On-Demand Satellite Symposium, complete the [Virtual ISS Application](#) and return it to Belinda Melder at bmelder@jwccinc.com.
- The SOHO Education Committee will evaluate the content of the proposed program to ensure that there is no overlap with the educational content of the annual meeting and to confirm the quality of the session.
- All On-Demand, Pre-Recorded Satellite Symposia must be submitted in final MP4 format or link.
- All On-Demand, Pre-Recorded Satellite

Symposia will be accepted once the on-site slots are filled.

Please refer to the [SOHO Independent Satellite Symposia Policies and Guidelines](#) for more detailed information.

PODCAST

A 10–15 minute Podcast located on the Virtual Podcast Page of the Annual Meeting.

Price: \$20,000

Available: Unlimited

DIGITAL CARD

PDF Downloads or Links. Located on the Homepage of the Virtual Attendee Hub.

Price: \$7,500

Available: Unlimited

VIDEO

Opportunity to display a 5 minute video located on the Homepage of the Virtual Attendee Hub.

Price: \$10,000

Available: Unlimited

Specs: Link

To apply for a SOHO 2023 sponsor opportunity, download the [Sponsorship Application](#) and submit it to Belinda Melder at bmelder@jwccinc.com.

IN-PERSON OPPORTUNITIES

SPONSORSHIPS

EXHIBITS

VIRTUAL OPPORTUNITIES

For questions or issues, contact:

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Phone: +1 (281) 364-7387 ext 201

Facsimile: +1 (936) 230-5041



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