

# SOHO 2025

The premier conference  
conquering blood cancer.

Exhibition & Sponsorship

In-Person Opportunities

Sponsorships

Exhibits

Virtual Opportunities



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

### Providing Opportunities for Partners to Enhance their Brand

SOHO 2025 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 2025 and Make Connections that Matter!

The thirteenth annual meeting of the **Society of Hematologic Oncology** (SOHO) is scheduled for **September 3-6, 2025** 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 500 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 on a first-come, first-served basis.

The application deadline is May 1, 2025. The deadline to submit all session details including title, speakers, and a description is June 1, 2025.

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 2025 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 2025: Expanded Exhibit and Sponsorship Options

*With more than 90,000 square feet of exhibit space, SOHO 2025 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 2025 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 2025 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.

**Price:** \$3,000

**Available:** 4

**Specs:** 25.5 × 25.5

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## BRANDED CHAUFFEURS

### Non-Exclusive (Product or Corporate)

This opportunity includes Fully Wrapped sedans and spacious SUVs showcasing your company's logo, message, and unique identity on the exterior and interior of the cars. Your sponsorship will provide transportation for our MD Anderson HCPs to the Convention Center and back. This sponsorship includes 5 fully wrapped cars for 3 days in 4-hour shifts of your choosing with Device ID Passback.

**Price:** \$50,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 7/1/2025

## BREAK STATION SPONSORSHIP

### Exclusive (Corporate Only)

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

**Specs:** Logo in Vector format due 6/1/2025

## CAR ADVERTISEMENTS

### Exclusive (Product or Corporate)

Revolutionize your presence at the Annual Meeting. This opportunity includes a Conference Takeover line of partially wrapped cars parked and circling the George R. Brown Convention Center. This will be the first and last thing attendees will see when entering or exiting the building.

**Price:** \$30,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 7/1/2025

## 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. Opportunity includes recognition on signage at the coat and bag check location as well as your logo on the claim ticket handed to the attendees. SOHO will manage all production and distribution.

**Price:** \$15,000

**Available:** 1

**Specs:** Logo in Vector format due 6/1/2025

## DIGITAL SIGNAGE

### Non-Exclusive (Product or Corporate)

Broadcast your message in the exhibit hall! An ideal location to advertise your company or product and encourage attendees to visit your booth. Supporters will receive a 15-second animated or static advertisement that will be played on three (3) 25" wide x 75.7" high screens. Screens are placed in prominent areas of the Convention Center.

**Price:** \$15,000

**Specs:** 320px W x 960px H

**Due:** Production-ready files due by 7/1/2025



EMAIL BROADCASTS



JOURNAL ADS



MEETING ROOMS



HOTEL ADVERTISING



# (...cont) In-Person Opportunities

## DIPPIN' DOTS

### Exclusive

Includes 200 cups with 4 flavor choices per day, and an attendant for 4 hours x 3 days.

**Price:** \$15,000

**Available:** 1

## 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:** 2

**Specs:** Please request specs

**Due:** Production-ready files due by 7/1/2025

**Deco:** Spandex Stretch Table Cover

## EMAIL ADVERTISING

### Non-Exclusive

Get noticed with your ad on one of the many pre-Conference emails that highlight various aspects of the SOHO Annual Meeting. Click the [link](#) for SOHO's Media Kit

## EMAIL BROADCAST

### Non-Exclusive (Product or Corporate)

SOHO will distribute an email broadcast on your behalf to all registered attendees. The content of the email requires preapproval by the SOHO and must be in final HTML or email format.

**Price:** \$2,000

**Available:** 3 per day

## FOOTPRINTS

### Exclusive (Product & Corporate)

Create a company-branded way for SOHO attendees to find you! FootPrint decals are placed on the floor near registration providing navigation directly to your booth.

**Price:** \$15,000

**Available:** 1

**Specs:** 6" x 18" due 8/1/2025

## GOURMET COFFEE BAR

### Non-Exclusive (Product & Corporate)

Opportunity to display your product or corporate materials in Gourmet Coffee Bar area. Corporate logo on all napkins. SOHO will manage all production and distribution.

**Price:** \$25,000

**Available:** 1

**Specs:** Logo in Vector format due 6/1/2025

## 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.

**Price:** \$30,000/Per Set

**Available:** 12 sets

**Specs:** 70' x 3.5' per panel

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## 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

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## GRB FLAT GLASS WALLS

### Non-Exclusive (Product or Corporate)

Draw traffic where you want it with strategically placed clings that highlight your sponsors or brand.

**Price:** \$30,000

**Available:** 4

**Specs:** 14' x 13.5' Per Glass Wall

**Due:** Production-ready files due by 8/1/2025

**Deco:** Fabric

## GRB SKYBRIDGE DOOR CLING

### Exclusive (Product or Corporate)

Draw traffic where you want it with strategically placed clings that highlight your sponsors or brand.

**Price:** \$15,000

**Available:** 1

**Specs:** 3' x 6'3" Per Door

**Due:** Production-ready files due by 8/1/2025

**Deco:** One-way perforated window cling

# (...cont) In-Person Opportunities

## HAND SANITIZING STATIONS

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

Five Hand Sanitizing Stations will be placed at high-traffic locations – near registration, networking locations, and break areas.

**Price:** \$10,000

**Available:** 5

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## 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.

**Price:** \$10,000

**Available:** 12

**Specs:** 10' x 4' (Double sided)

**Due:** Production-ready files due by 8/1/2025

## HEADSHOT ALLEY

**Exclusive (Product or Corporate)**

Centrally located on the SOHO floor, Headshot Alley will be open Wednesday-Friday, 9:00 AM – 4:00 PM for attendees to have their professional headshot taken. Sponsor's corporate or product branding will be featured on signage as well as a banner ad on the headshot website for all attendees with their images.

**Price:** \$30,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## HILTON SKYBRIDGE DOOR CLING

**Exclusive (Product or Corporate)**

Draw traffic where you want it most with strategically placed clings that highlight your sponsors or brand. Second or third floor.

**Price:** \$15,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

**Deco:** One-way perforated window cling vinyl

## HILTON 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.

**Price:** \$5,000

**Available:** 36

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

**Due:** Production-ready files due by 8/1/2025

**Deco:** One-way perforated window cling vinyl

## HILTON 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.

**Price:** \$10,000

**Available:** 4

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

**Deco:** One-way perforated window cling vinyl

## 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/per day

**Available:** 4

**Quantity Needed:** 800

## HOTEL ESCALATOR PANELS

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

There are two sets of interior glass panels at the Hilton Americas-Houston on **level 3** (East or West Side). The graphics will be placed in the straight mid-section of each of the glass panels, and will not include the curves at the top and bottom.

**Price:** \$30,000/set

**Available:** 4 sets

**Specs:** 23" x 25'

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL EXTERIOR ELEVATOR DOORS 3 SET NO HEADER (3RD FLOOR)

**Exclusive (Product or Corporate)**

Three Sets of Elevator Doors at the Hilton Americas-Houston on **level 3** (East Side).

**Price:** \$30,000

**Available:** 1

**Specs:** Each Door is: 19.875"W x 82.75"H

**Due:** Production-ready files due 8/1/2025

**Deco:** Low tack vinyl



# (...cont) In-Person Opportunities

## HOTEL EXTERIOR ELEVATOR DOORS 3 SET W/HEADER (1ST FLOOR)

### Exclusive (Product or Corporate)

Three Sets of Elevator Doors at the Hilton Americas–Houston on **level 1** (East Side).

**Price:** \$45,000

**Available:** 1

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

Each Door: 19.875"W x 82.75"H

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL EXTERIOR ELEVATOR DOORS 6 SET W/HEADERS (1ST OR 3RD FLOOR)

### Exclusive (Product or Corporate)

Six Sets of Elevator Doors at the Hilton Americas–Houston on **level 1 or 3** (East or West Side).

**Price:** \$50,000

**Available:** 2

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

Each Door is: 19.875"W x 82.75"H

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL INTERIOR ELEVATOR MIRRORS 3 SETS (3RD FLOOR)

### Exclusive (Product or Corporate)

Three Sets of Interior Elevator Mirrors at the Hilton Americas–Houston Hotel on **level 3** (East Side).

**Price:** \$10,000

**Available:** 1

**Specs:** 30"W x 86"H

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL INTERIOR ELEVATOR MIRRORS 6 SETS (3RD FLOOR)

### Exclusive (Product or Corporate)

Six Sets of Interior Elevator Mirrors at the Hilton Americas–Houston Hotel on **level 3** (East Side).

**Price:** \$20,000

**Available:** 1

**Specs:** 30"W x 86"H

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL LOBBY COLUMNS

### Non-Exclusive (Product or Corporate)

Your custom cling located on the Hilton Hotel Lobby Column (next to Starbucks).

**Price:** \$10,000

**Available:** 2

**Specs:** 8"W x 16"H

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL LOBBY ROTUNDA FLOOR CLING

### Non-Exclusive (Product or Corporate)

Your custom floor cling located on the Hilton Hotel Lobby Rotunda at the Main entrance or East entrance.

**Price:** \$30,000

**Available:** 2

**Specs:** 19' Round

**Due:** Production-ready files due by 8/1/2025

**Deco:** Low tack vinyl

## HOTEL ROOM DOOR DROP

### Non-Exclusive (Product or Corporate)

The Hotel Room Door Drop takes place Tuesday – Friday. SOHO will deliver your brochure, invite, and/or visual aid in an Annual 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

**Quantity Needed:** 800

## HOTEL ROOM KEY

### Non-Exclusive (Product or Corporate)

Branded hotel key cards that attendees will use countless times to enter and exit their rooms. SOHO manages production and distribution.

**Price:** \$15,000

**Available:** 2

**Specs:** Please request specs

**Due:** Production-ready files due by 7/31/2025

## HYDRATION STATIONS

### Exclusive and Non-Exclusive (Product or Corporate)

Help attendees stay refreshed by supporting Hydration Stations where they can refill their water bottles. Your product or corporate logo on the water cooler as well as the floormat.

**Price:** \$30,000/Exclusive

\$10,000/Non-Exclusive

**Available:** 4

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

# (...cont) In-Person Opportunities

## ICE CREAM FREEZER

### Exclusive (Product or Corporate)

Have assorted ice cream novelties at your booth to entice better attendance and generate more leads. Includes a branded Ice Cream Freezer, 200 assorted Ice Cream Novelties (things like popsicles, fudge bars, ice cream cookies, etc.). SOHO will have the Ice Cream cart brought to your booth to attract attendees.

**Price:** \$15,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## INFUSED WATER STATION

### Exclusive (Product or Corporate)

Opportunity to display your product or corporate materials in the Infused Water Station. Corporate logo on all napkins.

**Price:** \$20,000

**Available:** 1

**Specs:** Logo in Vector format due by 6/1/2025

## KNOW BEFORE YOU GO EMAIL

### Exclusive (Product or Corporate)

This important email sent days before the conference will provide essential information to help attendees navigate the conference. Welcome attendees with a custom banner ad that will hyperlink to the URL of your choice.

**Price:** \$10,000

**Available:** 1

**Specs:** 600 × 120 pixels; clickable

**Due:** 8/15/2025

## MEETING BAG

### Exclusive (Corporate Only)

Prime advertising space on the official 2025 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.

**Price:** \$50,000

**Available:** 1

**Specs:** Logo in Vector format due by 6/1/2025

## MEETING NOTEPADS

### Exclusive (Corporate Only)

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

**Price:** \$30,000

**Available:** 1

**Specs:** Logo in Vector format due by 6/1/2025

## 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, 2025**. Please contact Bill Hipple at [b.hipple@elsevier.com](mailto:b.hipple@elsevier.com) for pricing and placement. Click [here](#) to view the Media Kit.

## 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:** Maximum of 110 characters

**Due:** 8/1/2025

## MOBILE DEVICE CHARGING STATIONS

### 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. 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 and distribution.

**Price:** \$15,000

**Available:** 4

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## ONLINE E-POSTERS BANNER AD

### Non-Exclusive (Product or Corporate)

Place your ad in the Online Posters website and reach one of the largest audiences in hematologic oncology. Click the [link](#) for SOHO's Media Kit.



# (...cont) In-Person Opportunities

## PARK BENCHES

### Exclusive and 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.

**Price:** \$20,000/Exclusive  
\$5,000/Non-Exclusive

**Available:** 5

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## PHOTO BOOTH

### Exclusive (Product or Corporate)

SOHO 2025 Photo Booth gives the attendees a fun picture to remember their experience. Along with meeting signage, this unique opportunity will also include an ad that will rotate with all photos on a 50" LED TV screen for every attendee to see in the exhibit hall.

**Price:** \$15,000

**Available:** 1

**Specs:** 3840 × 2160 pixels (4K UHD)

**File Format:** JPG or PNG (high-quality, non-compressed preferred)

**Aspect Ratio:** 16:9; **Color Mode:** RGB

**Due:** Production-ready files due by 8/1/2025

## POSTER SESSION AISLE SIGNS

### Exclusive (Product or Corporate)

Drive traffic to your booth, and ease the navigation of the poster session with your product or corporate logo on all aisle signs. SOHO manages all production and distribution.

**Price:** \$60,000

**Available:** 1

**Specs:** Branded dimensions: 48" x 32"

Total Dimensions of sign: 48" x 96"

**Due:** Production-ready files due by 8/1/2025

## POSTER SESSION/WELCOME RECEPTION

### Exclusive (Product or Corporate)

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

**Price:** \$25,000

**Available:** 1

**Specs:** Logo in Vector format due by 6/1/2025

## PROGRAM BOOK AD

### Non-Exclusive (Product or Corporate)

This print publication is distributed on-site to attendees at registration and posted online prior to the meeting. Click the [link](#) for SOHO's Media Kit.

## 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.

**Price:** \$5,000

**Available:** 40

**Specs:** 7' x 3'

**Due:** Production-ready files due by 8/1/2025

**Deco:** Hanging banners or Clings

## 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.

**Price:** \$10,000

**Available:** 6

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

**Deco:** Fabric wrap/Velcro



GEORGE R BROWN



SOHO DAILY NEWS



MEETING NOTEBOOKS



HOTEL ROOM DROPS

# (...cont) In-Person Opportunities

## REGISTRATION CONFIRMATION BANNER AD

### Exclusive (Product or Corporate)

Place your banner ad on the registration confirmation email! This will be seen by all registered attendees, offering maximum exposure for your company.

**Price:** \$15,000

**Available:** 1

**Specs:** 600 × 120 pixels; clickable

**Due:** Production-ready files due by 8/15/2025

## SOHO MOBILE APP

### Exclusive (Product or Corporate)

Gain exposure with attendees before, during, and after the meeting through company recognition on the SOHO 2025 Annual Meeting Mobile App. Your company logo will be displayed on the mobile app splash screen that appears each time the app is launched by meeting attendees. Your design will be displayed on the mobile app banner ad that appears on the Speakers page, Attendees page, and Sponsors page.

**Price:** \$60,000

**Available:** 1

**Splash Page Specs:** 1284 × 2778 for iPhone  
2048 × 2732 for iPad  
1080 × 1920 for Android

**Color Mode:** RGB

**Static**

**Due:** Production ready files due by 8/1/2025

**Banner Ad Specs:** 1032px W x 360px H

**Color Mode:** RGB

**File Format(s):** EPS or AI native file and JPG, GIF or PNG (maximum size of 500kb)

**Clickable**

**Due:** Production-ready files due by 8/1/2025

## SOCIAL MEDIA WALL

### Non-Exclusive (Product or Corporate)

Frame SOHO's social media wall with your company's message, logo, or product, where all attendees gather to see the latest social media posts during the Annual Meeting.

**Price:** \$25,000

**Available:** 1

**Specs:** Please request specs

**Due:** Production-ready files due by 8/1/2025

## USB LED PEN LIGHT

### Exclusive (Product or Corporate)

This Pen Light has 2 LED light sources, is USB rechargeable, and a Pocket Clip. The sleek flashlights will make it home and into the white coat pockets of SOHO attendees after the conference. Co-branded with your logo and the SOHO logo, the flashlights will be distributed via the annual meeting bags.

**Price:** \$20,000

**Available:** 1

**Specs:** Logo in Vector Format, due 6/1/2025

## VIBE CUBES

### Non-Exclusive (Product or Corporate)

Capture the attention of attendees while they stop to take a break, enjoy refreshments, and network with their colleagues. Placed in various high-traffic areas throughout the convention center, sponsors will have the opportunity to display their product or corporate design on a fabric slipcover over the cube.

**Price:** \$2,500

**Available:** 15

**Specs:** 18"L 18"D 18"H

**Due:** Production ready files due by 7/1/2025

**Deco:** Fabric Slipcover

## WIFI SPONSOR

### Exclusive (Product or Corporate)

Customize the WiFi password at SOHO 2025 with your company or product name for the duration of the meeting.

**Price:** \$10,000

**Available:** 1

**Specs:** WiFi Password

**Due:** 8/1/2025

## ADDITIONAL INFORMATION

### Online Information and Application

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



# SOHO 2025 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 4, 2025.
- 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, room set-up and audio-visual needs. Rooms may not be used for Ancillary Events.
- 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 2025 meeting materials.
- Home Page Link—Company logo and link to your website on the SOHO 2025 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 2025 meeting bag. Note that literature requires preapproval by the SOHO 2025 Planning Committee.
- Award Banner—A company banner will be displayed in a prominent location within the convention area identifying your company as a SOHO 2025 Award Winner for significant contribution to the hematology/oncology field.

## 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 2025 meeting materials.
- Home Page Link—Company logo and link to your website on the SOHO 2025 website.
- Meeting Passes—Five full access meeting passes.
- Attendee Hotel Room-Drop—One-time drop of your handout to all SOHO 2025 attendees staying at the official meeting hotel.

## 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 2025 meeting materials.
- Website Listing—Company acknowledgement on the SOHO 2025 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 2025 meeting materials.
- Website Listing—Company logo and link to your website on the SOHO 2025 website.
- Meeting Passes—Two full access meeting passes.

Please download the [Sponsor Opportunities Application](#) and submit it to Belinda Melder at [bmelder@sohoonline.org](mailto:bmelder@sohoonline.org).

# SOHO 2025 Exhibits

## IN-PERSON EXHIBITOR INFORMATION

The Society of Hematologic Oncology invites industry supporters to participate during the SOHO 2025 annual meeting.

The program affords our industry partners the opportunity to interact in-person with nearly 3,000 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 2025 Program
- Listing on the SOHO 2025 website
- Complimentary registrations for each exhibitor including full meeting badge(s)
- Attendance at the SOHO 2025 Welcome Reception and Poster Session
- Access to education programs, meet-the-professor sessions and informal events

## EXHIBIT RATES AND FEES

- 10×10 ft Standard – \$100/sq ft
- 10×10 ft Premium – \$125/sq ft
- 10×20 ft Premium – \$125/sq ft
- 20×20 ft Standard – \$125/sq ft
- 10×10 ft Non-profit – \$35/sq ft

## IN-PERSON EXHIBIT PACKAGE

- 8' high back drape and 3' high side drape booth dividers (subject to change)
- Booth identification sign
- Two complimentary registrations for every 10×10 space

## EXHIBIT LOCATION AND HOURS

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

### Exhibit Day/Time\*

- Wednesday, September 3, 2025  
8:30 AM – 6:00 PM
- Thursday, September 4, 2025  
9:30 AM – 6:30 PM
- Friday, September 5, 2025  
9:30 AM – 6:00 PM
- Saturday, September 6, 2025  
8:30 AM – 12:30 PM (not mandatory)

### Exhibit Move-In\*

- Monday, September 1, 2025  
1:00 PM – 10:00 PM
- Tuesday, September 2, 2025  
8:00 AM – 10:00 PM

### Exhibit Move-Out\*\*

- Saturday, September 6, 2025  
2:30 PM – 6:30 PM

*\*Hours are subject to change.*

*\*\*Early move-out requests MUST be arranged through SOHO Exhibits Management. Please contact Pam Balsam at [pam@aexservices.com](mailto:pam@aexservices.com) to submit your request.*

## EXHIBIT SERVICE MANUAL

The Exhibitor Service Manual will be available online in February 2025. 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 onsite.

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 3 through Saturday, September 6**. Click the [link](#) for more information.

## EXHIBITOR MEETING ROOM RATES

- 10' x 10' - \$10,000 each

Submit your Exhibitor [Meeting Room Application](#).



# 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 2025 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 **\$50,000** each.

Industry Expert Sessions will be promoted in the SOHO meeting program. SOHO will provide Expert Session sponsors with the 2025 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@sohonline.org](mailto:bmelder@sohonline.org).

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 2025 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 2025 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. Sessions may be reserved for **\$50,000** 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@sohonline.org](mailto:bmelder@sohonline.org).
- 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.

To apply for a SOHO 2025 sponsor opportunity, download the [Sponsorship Application](#) and submit it to Belinda Melder at [bmelder@sohonline.org](mailto:bmelder@sohonline.org).

**For questions or issues, contact:**

**Belinda Melder, BSN**  
**Managing Director**  
**Society of Hematologic Oncology**  
**Email: [bmelder@sohonline.org](mailto:bmelder@sohonline.org)**  
**Phone: (281) 364-7387 ext 201**