



## 2025 MEDIA KIT

Meeting Dates: September 3-6, 2025  
George R. Brown Convention Center, Houston, Texas

The **Society of Hematologic Oncology 2025 Thirteenth 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 in 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	03/31/25	25,000
Call for Abstracts	04/15/25	25,000
Call for Abstracts	05/07/25	25,000
Final Call for Abstracts	05/25/25	25,000
Program Highlights	06/15/25	25,000
Registration Information	06/30/25	25,000
Register Best Rates	07/15/25	25,000
Final Program Announcements	07/31/25	25,000
Final Call for Registration	08/15/25	25,000
Attendee Information	08/30/25	3500

### CLOSING DATES

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

To apply for email advertising, download the **Sponsor Opportunities Application** and submit it to the attention of Belinda Melder at [bmelder@sohonline.org](mailto:bmelder@sohonline.org).

## SOHO 2024

September 4-7, 2024  
George R Brown Convention Center

Twelfth Annual Meeting of the Society of Hematologic Oncology  
 September 4-7, 2024 | Houston, TX and Online | #SOHO24

On behalf of the organizing committee, it gives us great pleasure to invite you to the **Twelfth Annual Meeting of the Society of Hematologic Oncology**, scheduled for **September 4-7, 2024** 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 9,000 in 2024. 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 2024! 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 7, 2024

**Reminder: Submit Your Abstract by June 1, 2024**

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, 2024**.

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 **350 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 WCO Cleveland Inc.  
P.O. Box 132919  
The Woodlands, TX 77393 USA  
[www.sohonline.org/SOHO2023/](http://www.sohonline.org/SOHO2023/)

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**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	\$10,000
ROB ½ Page	\$5,000

**REQUIRED FILES**

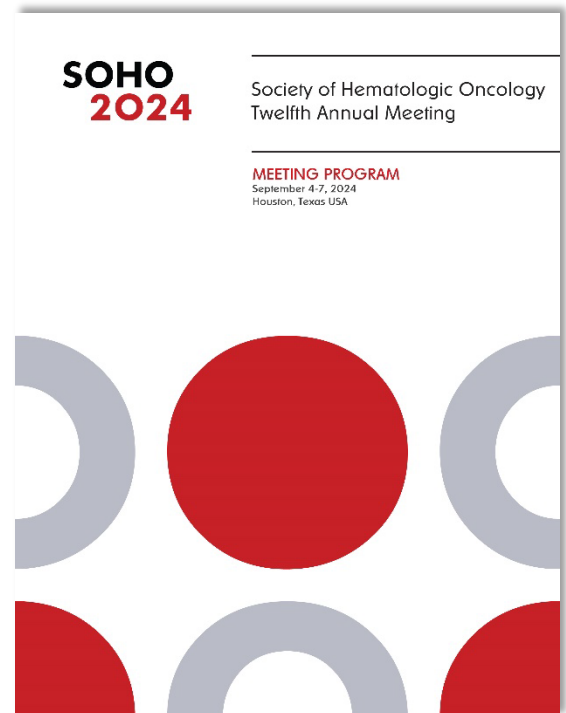
All ad files submitted must be in PDF/X-1a format.

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 ⅞"	8" x 5 ¼"	8 ½" x 5 ½"
½ Spread Horizontal	17 ¼" X 5 ⅝"	16 ¼" x 5 ⅞"	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.

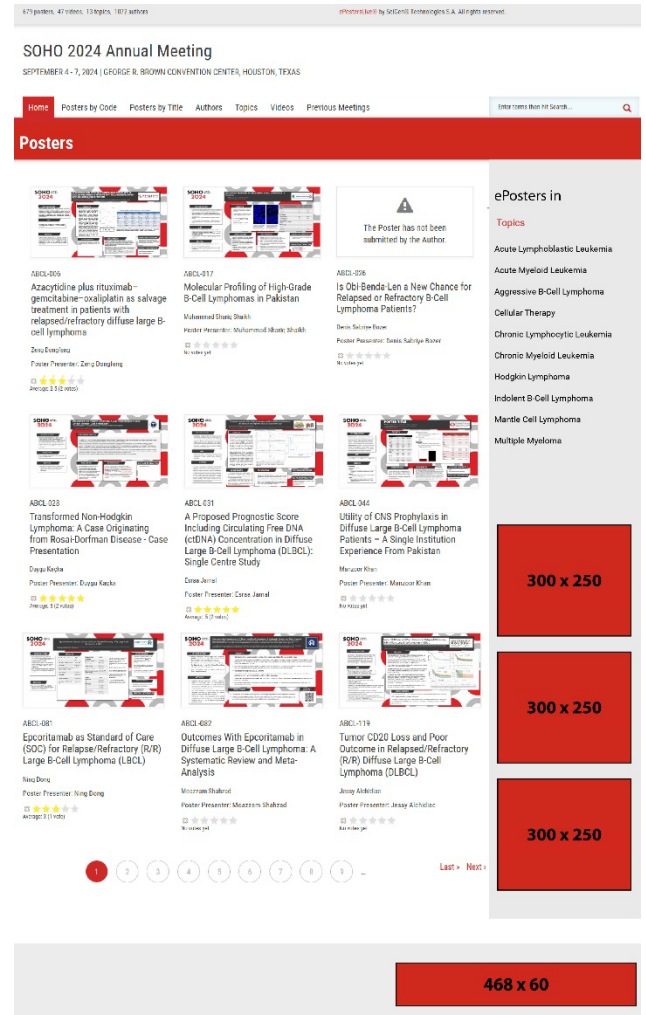
**ONLINE POSTERS ADVERTISING:**

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.