



2010 Highlights of ASH® Exhibitor Prospectus

Four dates, six locations, one great program - the only official Highlights of ASH®. We invite you to attend one of the official Highlights of ASH® meetings, which are the only "Highlights" meetings offered by the American Society of Hematology. The 2010 Highlights of ASH® meetings will provide exceptional educational opportunities and will feature leading hematology experts who will present unbiased analysis of the ASH annual meeting abstracts and sessions, evolving therapies, and the latest treatment options and their clinical applications.

Important Dates and Deadlines

Dates	Venue	Exhibit Hall
January 15-16, 2010	Hyatt Regency - Toronto, Ontario, Canada	Regency ABC
January 22-23, 2010	Marriott Riverwalk - San Antonio, TX	Salons ABC
January 29-30, 2010	Ritz-Carlton - Washington, DC	Salon I
January 29-30, 2010	Ritz-Carlton - Marina del Rey, CA	Salon I and II
February 5-6, 2010	W Atlanta-Midtown - Atlanta, GA	Great Room II
February 5-6, 2010	The Westin San Francisco - San Francisco, CA	Metropolitan I and II

Why Exhibit at Highlights of ASH®?

The program format is designed to allow practitioners, fellows, academicians, and allied health professionals to discuss some of the most rapidly evolving developments in the field with experts as well as colleagues. The limited attendance, panel discussions, evening reception, and "Breakfast With the Experts," will provide numerous opportunities for attendees to discuss real patient cases with leaders in the field, network with colleagues, and gain knowledge that can impact practice strategies. Exhibitors have cited the intimate meeting size as a key element that encourages meaningful interaction between attendees and exhibiting companies.

General Information

Booth Fee Includes:

6 foot Tabletop Exhibit

(ASH will provide one skirted 6foot table on site. Hotel staff will ensure that these tables are already in place when exhibit set-up begins.)

Signage indicating company name

Note: If your exhibit requires power, please e-mail Arthinia Morgan as soon as possible at amorgan@hematology.org.

Exhibit Dates and Times

The Highlights of ASH® are held during four consecutive Fridays and Saturdays from January 15th, 2010, through February 6th, 2010.

The exhibit schedule for each venue is as follows:

FRIDAY

10:00 a.m. - 11:30 a.m.	Exhibitor Set-Up (NOTE: It is imperative that exhibit installation is complete by 11:30 a.m.)
12:00 p.m. - 1:00 p.m.	Registration, Lunch and Exhibits Open
3:40 p.m. - 4:00 p.m.	Coffee Break and Exhibits Open

SATURDAY

7:00 a.m. - 8:00 a.m.	Breakfast with the Experts (exhibitors are welcome)
10:00 a.m. - 10:20 a.m.	Coffee Break and Exhibits Open
12:00 p.m. - 1:00 p.m.	Lunch and Exhibits Open
1:30 p.m. - 3:00 p.m.	Exhibitor Breakdown NOTE: Exhibit dismantling is not permitted prior to 1:30p.m. on Saturday.

Registration

If an individual is attending the meeting solely to work the exhibit and will not be attending any educational sessions, ASH will provide the representative with a complimentary exhibit-only badge. Exhibit-only badges allow access to the exhibit hall only and do not allow entry into the educational sessions. **NOTE: Only one complimentary exhibit-only registration will be provided per exhibiting company. "Name switching" or last minute changes to exhibitor registration is strictly prohibited.**

Please use the registration form provided to submit any company-registrants' names. Send this form to the attention of Arthinia Morgan via fax to (888) 719-7814 no **later than Friday, December 18th, 2009.**

If additional full meeting registrations, beyond your company's allotment, are needed, each individual is responsible for self-registering at the Allied Health Professional rate (\$150*) online at <https://store.hematology.org/default.aspx?tabid=85>.

ASH encourages exhibitors to pre-register all confirmed exhibit personnel by December 18, 2009. Registration forms should be sent to Arthinia Morgan at amorgan@hematology.org or faxed to (888) 719-7814. On-site registration will be at the regular Allied Health Professional rate of \$250. ASH does not offer a one-day registration rates.

Housing

Venue/Hotel	Lodging Information
Hyatt Regency; Toronto, Ontario, CANADA	Hyatt Regency Toronto 370 King Street Toronto, ON M5V 1J9 CA PHONE: (416) 323-1234 Room Rate: \$149 per night plus tax (currently 13 percent) for a single or double occupancy room. <i>All rates are in Canadian Dollar Currency.</i>

	Hotel Reservation Deadline: December 21, 2009
Marriott Riverwalk; San Antonio, TX	<p>Marriott Riverwalk 889 E. Market Street San Antonio, TX 78205 PHONE: (800) 266-9432</p> <p>Room Rate: \$195 per night plus tax (currently 16.75 percent) for a single room.</p> <p>Hotel Reservation Deadline: January 5, 2010</p>
Ritz-Carlton; Washington, DC	<p>The Ritz-Carlton, Washington DC 1150 22nd Street, NW Washington, DC 20037 PHONE: (800) 241-3333</p> <p>Room Rate: \$249 per night plus tax (currently 14.5 percent) for a single or double occupancy room.</p> <p>Hotel Reservation Deadline: January 5, 2010</p>
Ritz-Carlton, Marina del Rey, CA	<p>The Ritz-Carlton, Marina del Rey (Group Code: ASHG) 4375 Admiralty Way Marina del Rey, CA 90292 PHONE: (800) 241-3333</p> <p>Room Rate: \$239 per night plus tax (currently 13.1 percent).</p> <p>Hotel Reservation Deadline: December 18, 2009</p>
W Atlanta-Midtown; Atlanta, GA	<p>W Atlanta Midtown 188 14th Street NE Atlanta, GA 30361 Phone: (888) 627-8545</p> <p>Room Rate: \$155 per night plus tax (currently 15 percent) for single and double occupancy rooms.</p> <p>Hotel Reservation Deadline: January 14, 2010</p>
The Westin San Francisco; San Francisco, CA	<p>The Westin San Francisco Market Street 50 Third Street San Francisco, CA 94103 Phone: (415) 974-6400</p> <p>Room Rate: \$159 plus tax (currently 15.56 percent) for a single or double occupancy room.</p> <p>Hotel Reservation Deadline: January 12, 2010</p>

Please identify yourself as an American Society of Hematology meeting participant to receive the negotiated group rate.

Shipping

If you are planning to ship your materials, please use the following addresses and arrange for packages to be delivered according to the dates indicated below.

Venue/Hotel	Shipping Information
Hyatt Regency Toronto, Ontario, Canada	<p>Hyatt Regency Toronto 370 King Street Toronto, ON M5V 1J9 CA</p> <p><u>Each box must contain the following label information::</u> Name of company C/O American Society of Hematology January 15-16, 2010 Jamal Jordan Name of person claiming the package Arrival date of person claiming the package</p>
Marriott Riverwalk San Antonio, TX	<p>Marriott Riverwalk 889 E. Market Street San Antonio, TX 78205</p> <p><u>Ship all boxes to the following address (different than hotel address):</u> Marriott Riverwalk Shipping/Receiving 711 East Market Street San Antonio, TX 78205 American Society of Hematology 2010 Highlights of ASH January 22-23, 2010</p>
Ritz-Carlton Washington, DC	<p>The Ritz-Carlton, Washington DC 1150 22nd Street, NW Washington, DC 20037</p> <p><u>Each box must contain the following label information:</u> American Society of Hematology Salon I Marshall Nayer/Ashley Drake</p>
Ritz-Carlton Marina del Rey, CA	<p>Jennifer Toyoshima – Hold for American Society of Hematology The Ritz-Carlton, Marina del Rey 4375 Admiralty Way Marina del Rey, CA 90292</p>
W Atlanta-Midtown Atlanta, GA	<p>W Atlanta Midtown 188 14th Street NE Atlanta, GA 30361 ATTN: Tara Mulane HOLD FOR: American Society of Hematology</p>
The Westin San Francisco San Francisco, CA	<p>Company's Onsite Contact Name C/O The Westin San Francisco Market Street 50 Third Street San Francisco, CA 94103 Hold for arrival on February 5-6, 2010 2010 Highlights of ASH Convention Services Manager: Ann Goggins</p>

Please limit the number of boxes shipped to fewer than twelve. The estimated attendance is 150. Please use this figure in deciding your supply of materials.

Please be sure to submit the attached shipping form to Arthinia Morgan via fax at (888) 719-7814 no later than one week prior to the meeting where you will be exhibiting. Providing this information in advance will ease the on-site

process. A company representative should also have the tracking information for any shipments on hand in the event that a package has not arrived.

Each exhibitor should have a representative that will prepare shipment of materials at the close of the meeting. This process will begin at 1:30 pm on Saturday. ASH staff will not provide packaging supplies. The company representative(s) will be responsible for boxing all materials and providing payment for the shipping charges – either by shipping account number or credit card.

Rules and Regulations

ASH is committed to providing the highest quality Highlights of ASH meeting possible. It is agreed and understood that the policies for exhibitors are part of a contract between the exhibitor and ASH and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations.

All booths must be manned at all times during the exhibition hours. **Please ensure that all staff attending this meeting adhere to this requirement.**

Conduct/Character of Exhibits

Character of the exhibits is subject to the approval of ASH. ASH reserves the right to curtail exhibits or parts thereof that do not reflect the character of the meeting. This reservation applies without limitation to persons, conduct, articles of merchandise, printed materials, any other items that affect the character of the exhibit. Exhibits are restricted to products and services related to hematology.

Promotional Activities

Small demonstrations and the distribution of literature or samples must be made within the immediate area around the tabletop exhibit. Interviews will not be allowed.

Canvassing or distributing promotional materials outside the exhibitor's booth space is not permitted. No literature is to be distributed anywhere else in the hotel.

No meetings or social events that include meeting speakers or attendees are allowed during official meeting hours.

Distribution of Materials

Exhibitors are permitted to distribute promotional materials and other related items in their exhibit booths. All items distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitors. Items must be small in size and made available to all ASH attendees regardless of demographics, as long as supplies last. ASH reserves the right to discontinue the distribution of any items deemed inappropriate.

Food and Beverage

ASH prohibits the distribution of any food and/or beverages at exhibit booths as these will be provided by ASH within the exhibit space. Wrapped candy is permitted at the exhibit booths.

Security

Each venue will provide security on the premises. This does not, however, guarantee or insure the exhibitor against loss. ASH is not liable for any of the exhibitors' property. It is recommended that exhibitors not leave anything of value unattended at the tabletop exhibit.

Displaying of Investigational Products

According to the Healthcare Convention Exhibitors Association, to remain within the expectations and limitations of the Food and Drug Administration's guidelines on Notices of Availability, any investigational product that is graphically depicted on a commercial exhibit should: 1) contain only objective statements about the product, 2) contain no claims of safety, effectiveness or reliability, 3) contain no comparative claims to other marketed products, 4) exist solely for the purpose of obtaining investigators, 5) be accompanied by directions for becoming an investigator and a list of responsibilities, and 6) contain a statement: "Caution-Investigational Device-Limited to

Investigational Use” (or similar statement) in prominent size and placement. For more information, please contact the FDA.

Limitations and Liability

Exhibitors agree to protect, save, and keep the American Society of Hematology and the occupied hotel forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, its employees or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Hematology and the Highlights of ASH® venue. Further, the exhibitor shall at all times protect the American Society of Hematology and the Highlights of ASH® venue against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

Cancellation of Meeting

It is mutually agreed that in the event of cancellation of the Highlights of ASH® meeting as a result of strikes, acts of God, war, terrorism, disaster, government regulations or other causes that prevent its scheduled opening or continuance, this agreement will be terminated immediately. ASH shall determine an equitable basis for refund of a portion of the exhibit fee as possible, after due consideration of expenditures and commitments already made.

Noise

Small demonstrations are allowed at the tabletop exhibits, but no microphones or sound systems will be allowed.

Amendment by ASH

ASH reserves the right to interpret, amend, and enforce these contract conditions and rules and regulations at any time. Written notice of any amendments or interpretations shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.



**2010 Highlights of ASH®
Shipping Form**

2010 Highlights of ASH® City: _____

Exhibiting Company Name: _____

Exhibiting Company Contact Name and Phone Number:

Ship Company Name (if different): _____

Ship Company Contact Person Name and Phone Number (if different):

Address shipped to: _____

Date shipped: _____

Scheduled date of delivery: _____

Number of boxes: _____

Description of each box (attach additional page if necessary):

Tracking number(s): _____