



SPONSORSHIP PROSPECTUS

The only official

2027 Highlights of ASH[®] IN LATIN AMERICA

SANTIAGO, CHILE • APRIL 2-3

ASH is proud to partner with Sociedad Chilena de Hematología to present the latest research and education geared toward the Latin American hematology community.



For the latest updates, visit www.hematology.org/highlights

Join the world's leading hematology experts at Highlights of ASH in Latin America, a two-day program that highlights the most influential research presented at the latest ASH annual meeting, the premier event in malignant and classical (non-malignant) hematology

By attending Highlights of ASH, you will get a comprehensive review of significant scientific updates in clinical and translational hematologic research, learn how these updates directly affect the study and practice of hematology, and discover how new research can be translated into cutting-edge patient care.



Through participation in this meeting, you will be able to:



Access a program that covers the latest and most influential topics in hematology curated from the top science presented at the ASH annual meeting.



Engage in interactive panel discussions with speakers and attend small group lunch sessions with experts in the field.



Network with experts, exhibitors, and peers in a loose-knit setting.

The image shows the Sheraton Santiago hotel at dusk. The hotel is a large, modern building with a central tower and multiple wings. The windows are illuminated from within, and the 'Sheraton' logo is visible on the central tower. In the foreground, there is a swimming pool with blue water and several fountains. The sky is a deep blue, and there are some trees and outdoor seating areas visible around the pool.

Sheraton

Location:
Sheraton Santiago

PROGRAM CO-HOST

SOCHIHEM - Sociedad
Chilena de Hematología

SOCHIHEM Co-Chairs

. Dra. Paola Aravena
. Dra. Nathalia Aranguiz

ASH Co-Chairs

. Dra. Alison Walker
. Dr. John Molina

About **HIGHLIGHTS OF ASH**

 **2 DAYS**

 **+10 TOPICS**

COFFEE BREAK AND WORKING LUNCH IN THE EXHIBITION AREA

April 2 and 3

During the lunch break, food and beverage will be available in the exhibition area. It's a moment for participants to pause, grab a meal, and naturally engage with others in the space. The setting encourages informal conversations — whether with other attendees or exhibitors — and offers a chance to continue exchanging ideas in a more relaxed atmosphere.

LUNCH WITH THE EXPERTS

April 3

A lunch dedicated to attendees who want to learn more about specific topics, especially as they relate to their own patients. Highlights speakers will facilitate these discussions.



Previews Editions IN NUMBERS

GENERAL OVERVIEW OF THE HIGHLIGHTS

Timeline of the event and number
of participants of the the
latest in person editions



2015 - COLOMBIA

750 participants



2016 - BRASIL

450 participants



2017 - URUGUAI

550 participants



2018 - BRASIL

550 participants



2019 - PERU

550 participants



2023 - BRASIL

250 participants



2024 - COLOMBIA

480 participants



2025 - URUGUAY

350 participants



2026 - COLOMBIA

450 participants



Previews Editions **IN PICTURES**



Previews Editions **IN PICTURES**



Agenda 2027 – **Main topics** (preliminary)

Transplantation

Plasma Cell Disorders (including Myeloma)

Aggressive Lymphoma (including cell therapy)

Acute Myeloid Leukemia

Acute Lymphoblastic Leukemia

Thrombosis

Hemoglobinopathies & RBC Disorders

Consultative Hematology

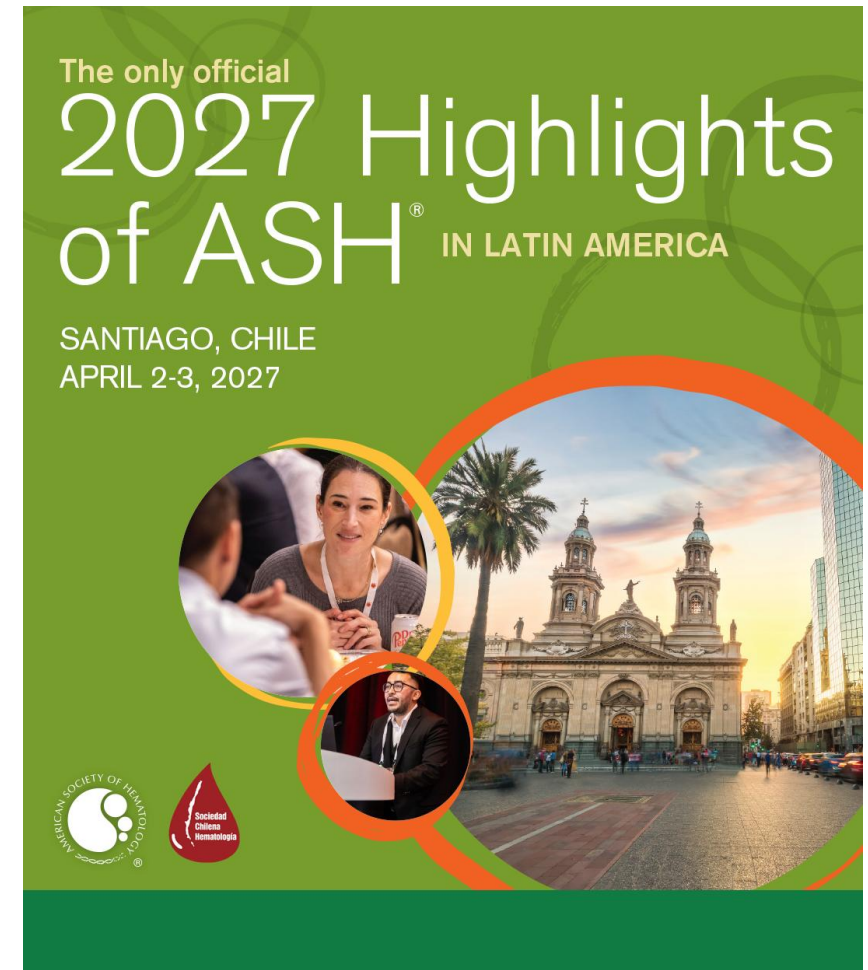
Myeloproliferative Neoplasms (including CML)

Indolent Lymphoma (including CLL, Mantle Cell Lymphoma)

MDS & Bone Marrow Failure

Beyond the Acute Illness

Complications of Novel Therapies





Sponsorship Packages

[*www.hematology.org/highlights*](http://www.hematology.org/highlights)

Sponsorship **PACKAGES** & Priority **Points**

	Diamond (5 available)	Gold (4 available)	Silver (7 available)
Special prices for contracts signed in 2026	\$ 18,350.00 +IVA	\$ 13,700.00 +IVA	\$ 7,850.00 +IVA
Regular prices for contracts signed in 2027	\$ 19,254.00 +IVA	\$ 14,303.00 +IVA	\$ 8,252.00 +IVA
Priority points valid for ASH Annual Meeting Ranking Further information on slide 18	Three points for every \$2,500.00		
M ² (floorplan only)	10	6	4
Delegates Registration	7	4	2
Booth Staff Registration (no access to general session). Additional badges: \$ 150.00	4	3	2
Acknowledgment of the sponsors at the Opening and Closing addresses	✓	✓	✓
Acknowledgment on Signage outside of General Session	✓	✗	✗
Symposium IMPORTANT: ASH speakers are not eligible to speak at the Symposium.	Included	USD 2,500.00 +IVA	USD 4,000.00 +IVA

Diamond sponsors get 10% discount for symposium confirmed in 2026. / Duration: 45 minutes / Symposia capacity: 60pax

Included: Room and Basic audiovisual_Not included: Food & Beverage, Speakers, other expenses. / Deadline to submit topic and speaker name is February 25

Please note: local and international taxes, bank fees, and other fees related to payment are the sponsor's responsibility.

Symposia

AGENDA

Day and Time	Room	Capacity	Obs
Day 1 – Breakfast – 07:30	Pedro Valdivia A	60 (school format)	
Day 1 – Breakfast – 07:30	Pedro Valdivia B	60 (school format)	
Day 1 – Lunch time – 12:50	Pedro Valdivia A	60 (school format)	Exclusive for Diamond
Day 1 – Lunch time – 12:50	Pedro Valdivia B	60 (school format)	Exclusive for Diamond
Day 1 – Afternoon – 17:30	Pedro Valdivia A	60 (school format)	Exclusive for Diamond
Day 1 – Afternoon – 17:30	Pedro Valdivia B	60 (school format)	Exclusive for Diamond
Day 2 – Breakfast – 07:30	Pedro Valdivia A	60 (school format)	
Day 2 – Breakfast – 07:30	Pedro Valdivia B	60 (school format)	
Day 2 – Lunch time – 12:50	Pedro Valdivia A	60 (school format)	Exclusive for Diamond

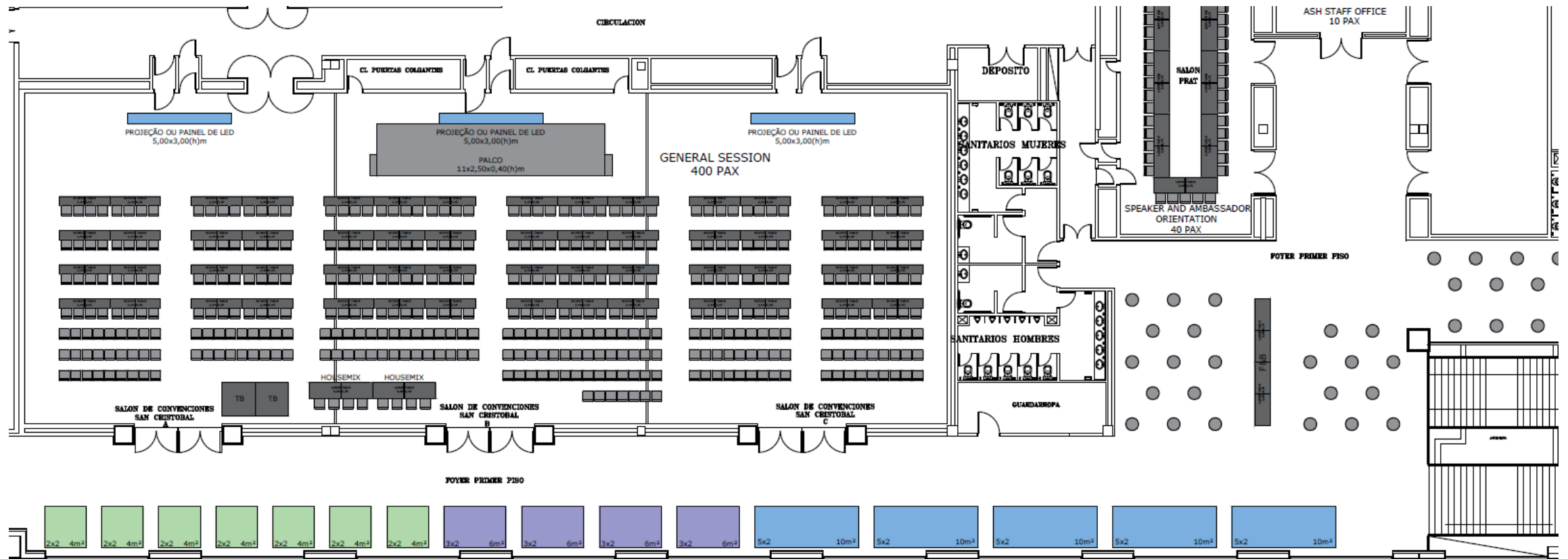
IMPORTANT NOTES:

- ASH speakers are not eligible to speak at any Symposium.
- Duration of the session: 45 minutes
- Included: Room, Basic A/V
- Not included: Food & Beverage, Speakers, Remote Interpretation System, Interpreter, other expenses
- Deadline to submit topic and speaker name is February 25

Exhibition

FLOOR PLAN

Diamond (Blue): 10m² (5x2)
 Gold (Purple): 6m² (3x2)
 Silver (Green): 4m² (2x2)



Other

OPPORTUNITIES

ITEM

AMOUNT

REGISTRATION CONFIRMATION BUNDLE (EXCLUSIVE)

The Registration Confirmation Bundle gives you the exclusive right to include your hyperlinked display ad on registration confirmation page and all registration confirmation emails. *Only available for companies already exhibiting

\$ 4,000.00

SPONSORED COFFEE BREAK

Cost for each coffee break - 4 opportunities available, Friday and Saturday.
Acknowledgment of company at coffee break signage banner

\$ 5,000.00

SPONSORED CHARGING STATION

The lounges act as an extension of sponsor brand awareness within the Exhibition Area, giving attendees a comfortable place to relax and engage with your brand. Lounge includes high tables with chairs

\$ 8,000.00

SPONSORED GENERAL SESSION LUNCH

Cost for each lunch - 2 opportunities available, Friday and Saturday
Lunches. Acknowledgment of company at Lunch signage banner

\$ 12,000.00

ASH

GLOBAL PRIORITY POINTS

Priority point standings are calculated based on the company's prior three years of participation in ASH programs and initiatives. The 69th ASH Annual Meeting and Exposition standings will be determined by the points accumulated during 2023-2026. Points earned after October 1, 2026 will be included in the calculations the following year.

Tier One Three points for every \$2,500	Tier Two Two points for every \$2,500	Tier Three One point for every \$2,500	
Highlights of ASH in Asia-Pacific ➤ Commercial sponsorship ➤ Exhibit space ➤ Satellite Symposia Highlights of ASH in Latin America ➤ Commercial sponsorship ➤ Exhibit space ➤ Satellite Symposia Highlights of ASH in the Mediterranean, Middle East, and North Africa (MMENA) ➤ Commercial sponsorship ➤ Exhibit space ➤ Satellite Symposia	ASH Awards ➤ Bridge Grant Awards ➤ Hematology Inclusion Pathway (HIP) Awards ➤ Scholar Awards ASH Annual Meeting (In-person and Virtual) ➤ Education grants Corporate Friends Program Enduring Materials ➤ <i>ASH Self-Assessment Program (ASH-SAP)</i> ➤ <i>Hematology 2025, the ASH Education Program</i> Highlights of ASH in North America ➤ Education grants	ASH Annual Meeting (In-person) ➤ Advertising in annual meeting publications ➤ ASH Foundation booth activity donation ➤ ASH Foundation Run/Walk sponsorship ➤ ASH-a-Palooza sponsorship ➤ Data & Insights Reports Series ➤ Exhibitor Support Opportunities ➤ Exhibit space ➤ Exhibitor meeting rooms ➤ Friday Satellite Symposia ➤ Product Theaters ➤ Industry Theaters ➤ Industry Forums ➤ Company and Clinical Trial Showcases ASH Annual Meeting (Virtual) ➤ Advertising in annual meeting publications ➤ ASH Foundation booth activity donation ➤ Exhibitor Support Opportunities ➤ Virtual exhibit ➤ Friday Satellite Symposia ➤ Product Theaters ➤ Industry Theaters ➤ Company and Clinical Trial Showcases ➤ Corporate Poster Walks	Advertising ➤ <i>ASH Clinical News</i> ➤ <i>ASH News Daily</i> ➤ <i>ASH News TV</i> ➤ <i>Blood</i> ➤ <i>Blood Advances</i> ➤ <i>Blood Global Hematology</i> ➤ <i>Blood Immunology & Cellular Therapy</i> ➤ <i>Blood Neoplasia</i> ➤ <i>Blood Red Cells & Iron</i> ➤ <i>Blood Vessels, Thrombosis & Hemostasis</i> ➤ <i>The Hematologist</i> ASH Initiatives ➤ ASH Clinical Trials Initiative ➤ Health Equity Impact Collective ASH Foundation Initiatives ➤ Annual Meeting support (see annual meeting in-person listing) ➤ General charitable donations Highlights of ASH in North America ➤ Exhibitor Support Opportunities ➤ Exhibit space ➤ Satellite Symposia Independent Medical Education Grants

E-NEWSLETTER

Showcase your brand in the Highlights of ASH e-newsletter, reaching our targeted Latin America database of 12,000+ contacts

El único oficial

2025 Highlights of ASH®

IN LATIN AMERICA

PUNTA DEL ESTE, URUGUAY

25-26 DE ABRIL

Punta del Este Convention & Exhibition Center

Las últimas actualizaciones de la ASH Annual Meeting adaptadas para América Latina

[PRIMEIRO_NOME], la American Society of Hematology (ASH) y la Sociedad de Hematología del Uruguay (SHU) tienen el agrado de invitarle a participar en el [2025 Highlights of ASH® in Latin America](#). Este evento de dos días reunirá a los principales expertos mundiales en hematología para debatir y analizar las investigaciones más relevantes presentadas en la última **ASH Annual Meeting**, el evento de referencia mundial en hematología maligna y clásica (no maligna).

INSCRÍBASE AHORA



¿Por qué participar?



Obtenga una visión completa de las últimas actualizaciones en investigación clínica y traslacional en hematología.



Descubra cómo estas innovaciones pueden aplicarse directamente al cuidado de los pacientes.



Participe en debates interactivos, almuerzos con expertos y amplíe su red de contactos con profesionales del sector.

YOUR AD BANNER HERE

COUNTRY	CONTACTS
Brazil	3.469
Mexico	2.366
Argentina	1.895
Colombia	1.418
Peru	739
Chile	640
Ecuador	362
Uruguay	287
Venezuela	252
Bolivia	170
Dominican Rep.	168
Costa Rica	160
Paraguay	151
Cuba	133
Guatemala	116
Panama	109
El Salvador	51
Honduras	49
Nicaragua	40
Haiti	21
TOTAL	12.596

Registration **FEES**

Advance Registration
Ends March 2, 2027

Late Registration
Begins March 3, 2027

ASH Member (Active/International)1	\$300,00	\$400,00
Highlights of ASH Partner Organization Member	\$300,00	\$400,00
Non-Member	\$400,00	\$550,00
Associate Member	\$200,00	\$275,00
International Associate Member	\$200,00	\$275,00
Medical Student, Graduate Student, Resident Member	\$200,00	\$275,00
Non-Member in Training	\$200,00	\$275,00
Allied Health Professional	\$250,00	\$300,00
Emeritus Members 1 (all who joined before 1/1/2015)	Complimentary	Complimentary
Emeritus Members 2 (all who joined after 1/1/2015)	\$200,00	\$275,00

ASH encourages you to register early and take advantage of the discounted pricing:
<https://www.hematology.org/meetings/highlights/latin-america/registration>

Get to Know Our **SIDE ACTIVITIES**

LATAM PARTNER SOCIETIES MEETING - LATP

The Partner Societies Meeting for Latin America brings together presidents and key representatives from national Hematology Societies across the region. This gathering serves as a strategic forum to discuss hematology advancements, exchange best practices, and strengthen regional collaboration. By aligning efforts and fostering knowledge-sharing, the meeting aims to enhance the collective impact of hematology societies for the benefit of their members and the wider medical community.

ICAL

The International Consortium on Acute Leukemia (ICAL) is an international network that seeks to improve the care of patients with acute leukemia. This initiative, which is strongly supported by the American Society of Hematology (ASH), currently brings together clinical investigators from Europe, North America, and South America in the spirit of international clinical and laboratory collaboration. While the initiative has been supported partly by ASH and partly by grants from the Umberto Veronesi Foundation, Roche, and Cephalon France, much of the activity is funded by local and national sources.

CRTI

The ASH Clinical Research Training Institute (CRTI) in Latin America is a two-day highly-interactive in-person workshop intended for fellows and early-to mid-career hematology faculty working in Latin American countries to become more familiar with clinical trial design and execution. Program includes fundamental skills needed to become a successful patient-oriented clinical leader and individualized mentorship from program faculty.

The 2027 CRTI in Latin America program will be held after Highlights of ASH in Latin America, in Santiago, Chile, and requires no fee to apply. Participants' housing and travel expenses to attend the 2027 CRTI in Latin America workshop will be covered by ASH.

The only official

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SANTIAGO, CHILE • APRIL 2-3

IN LATIN AMERICA



Contact us to learn more about our sponsorship packages



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www.hematology.org/highlights