



The only official

2026 Highlights of ASH

in Latin America | BOGOTA, COLOMBIA, MAY 1-2

SPONSORSHIP PROSPECTUS

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.



Where?

The Grand Hyatt Bogotá

Bogotá, Colombia

PROGRAM CO-HOST

Association Colombiana
de Hematología y
Oncología (ACHO)

PROGRAM CO-CHAIRS

ACHO Program Co-Chairs
. Dr. Juan Alejandro Ospina
. Dra. Claudia Lucía Sossa

ASH Program Co-Chairs
. Dr. Ruben Niesvizky
. Dr. Rayne Rouse

About **HIGHLIGHTS OF ASH**

 **2 DAYS**

 **+10 TOPICS**

COFFEE BREAK AND WORKING LUNCH IN THE EXHIBITION AREA **May 1st and 2nd**

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 – HOW I TREAT **May 2nd**

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 | COLÔMBIA**

750 participants



● **2016 | BRASIL**

450 participants



● **2017 | URUGUAI**

550 participants



● **2018 | BRASIL**

550 participants



● **2019 | PERU**

550 participants



● **2023 | BRASIL**

250 participants



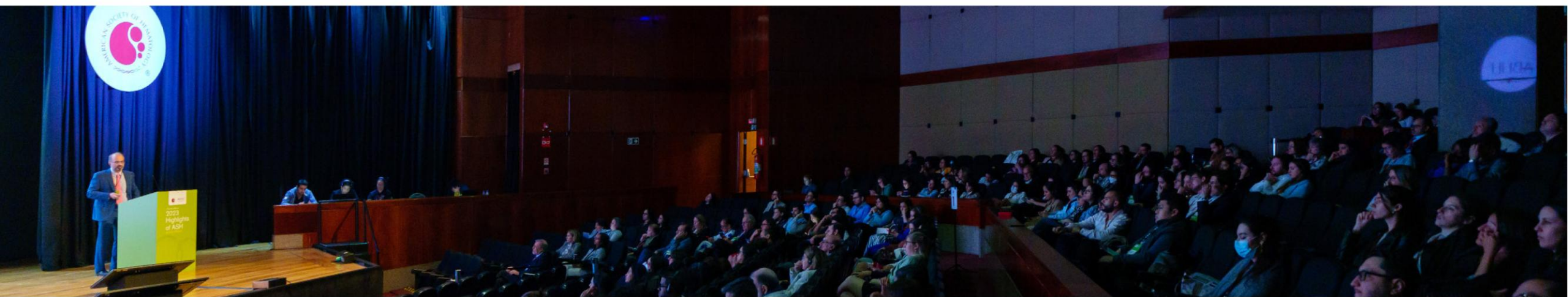
● **2024 | COLOMBIA**

480 participants



● **2025 | URUGUAY**

350 participants



Previews Editions **IN PICTURES**



Previews Editions **IN PICTURES**



Agenda 2026

Friday, May 1st

8:00 a.m. Registration and Exhibition Opens

8:45 a.m. Welcome and Introductions

9:00 a.m. ***Plasma Cell Disorders***

9:45 a.m. ***Acute Lymphoblastic Leukemia***

10:15 a.m. Panel Discussion

10:45 a.m. Coffee Break in the Exhibit Hall

11:15 a.m. ***Hemoglobinopathies and Red Blood Cell Disorders***

11:50 a.m. ***Bleeding Disorders***

12:20 p.m. Panel Discussion

12:50 p.m. Lunch in the Exhibit Hall

1:50 p.m. ***Aggressive Lymphoma***

2:20 p.m. ***Acute Myeloid Leukemia and Myelodysplastic Syndromes***

3:05 p.m. Panel Discussion

3:35 p.m. Coffee Break in the Exhibit Hall

4:05 p.m. ***Tumor Board: CAR-T Cell Therapy***

5:25 p.m. Highlights of ASH Day 1 Program Adjournment

Saturday, May 2nd

8:00 a.m. Registration and Exhibition Open

8:45 a.m. Welcome and Introductions

9:00 a.m. ***Transplant***

9:45 a.m. ***Myeloproliferative Neoplasms and Chronic Myeloid Leukemia***

10:15 a.m. Panel Discussion

10:45 a.m. Coffee Break in the Exhibit Hall

11:15 a.m. ***Tumor Board: Bone Marrow Failure Syndromes***

12:35 p.m. Lunch with the Experts (Ticketed)

Lunch in the Exhibit Hall (All Attendees)

1:35 p.m. ***Thrombosis***

Thrombotic Microangiopathies and Paroxysmal Nocturnal Hemoglobinuria

2:20 p.m.

2:50 p.m. Panel Discussion

3:20 p.m. Coffee Break in the Exhibit Hall

3:50 p.m. ***Cutaneous T-Cell Lymphoma and Peripheral T-Cell Lymphoma Indolent Lymphomas, Mantle Cell Lymphoma, and Chronic Lymphocytic Leukemia***

4:25 p.m.

4:55 p.m. Panel Discussion

5:25 p.m. Highlights of ASH in Latin America Program Adjournment



Sponsorship Packages

2026 Highlights of ASH

OVERVIEW

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

Sponsorship

PACKAGES

	Diamond	Gold	Silver
Special prices for contracts signed in 2025	* Prices upon request *		
Regular prices for contracts signed in 2026	* Prices upon request *		
M ² (*Basic assembly included)	18	12	9
Delegates Registration	10	7	2
Booth Staff Registration (no access to general session)	5	4	3
Acknowledgment of the sponsors at the Opening and Closing addresses	✓	✓	✓
Acknowledgment on Signage outside of General Session	✓	✗	✗

Symposium

* Prices upon request *

IMPORTANT NOTE:
ASH speakers are not eligible to speak at the Symposium.

Diamond sponsors get 10% discount for symposium confirmed in 2025. / Duration: 45 minutes / Symposia capacity: 50pax

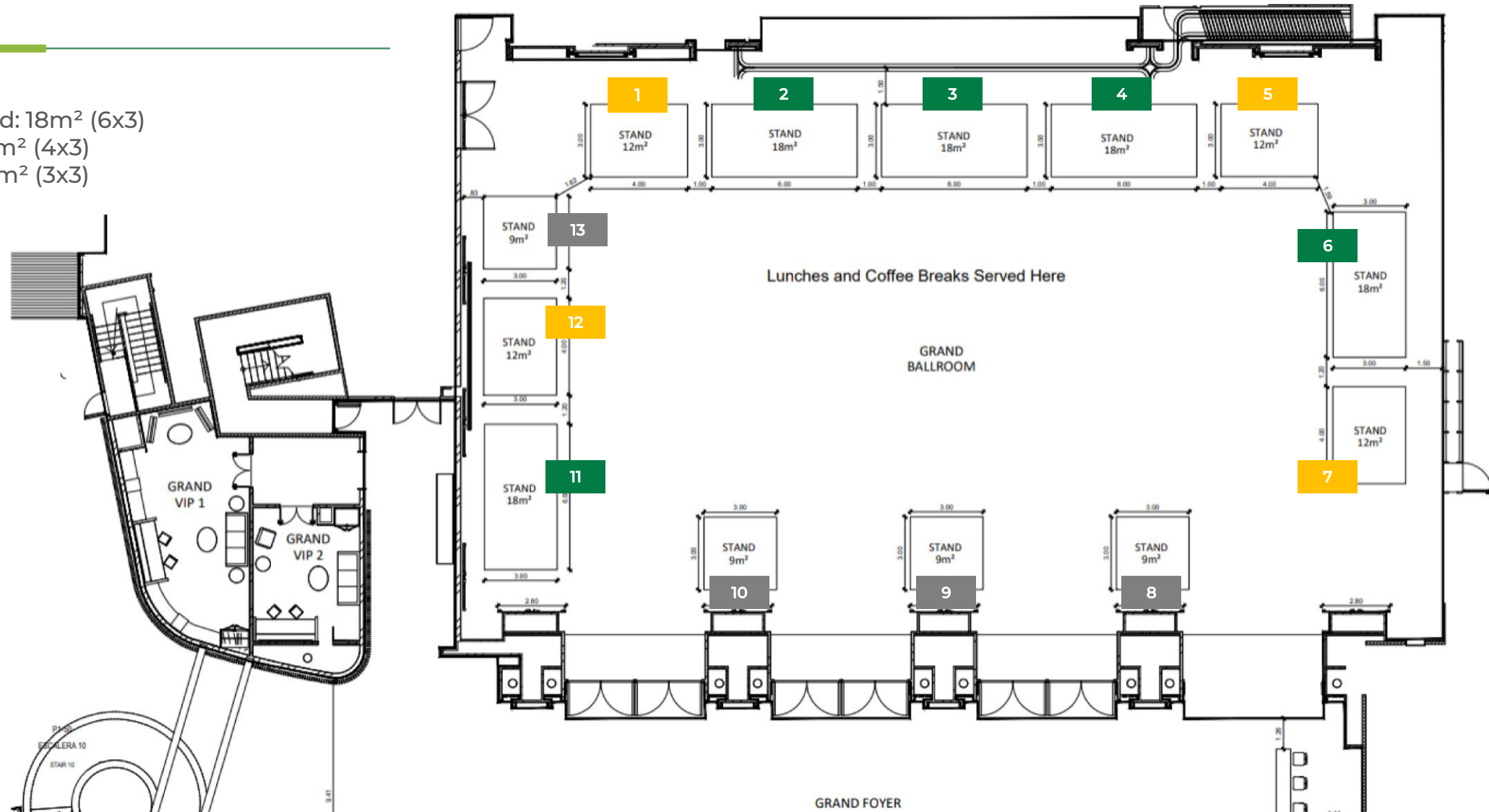
Included: Room/ Not included: F&B, A/V, Speakers, other expenses. / Deadline to submit topic and speaker name is march 25th

Additional booth staff registration: USD 150,00 including lunch in the expo on both days. Please note: Local and international taxes, bank fees, and other fees related to payment are the sponsor's responsibility.

Exhibition

FLOOR PLAN

Diamond: 18m² (6x3)
Gold: 12m² (4x3)
Silver: 9m² (3x3)



BOOTHS



Diamond: 18m² (6x3)



Gold: 12m² (4x3)

Sponsors may customize their booth as long as it is done through the official builder and in compliance with the exhibitor manual guidelines. Any additional costs will be borne by the exhibitor.

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	Upon request
SPONSORED COFFEE BREAK Cost for each coffe break - 4 opportunities available, Friday and Saturday. Acknowledgment of company at coffee break signage banner	Upon request
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	Upon request
SPONSORED GENERAL SESSION LUNCH Cost for each lunch - 2 opportunities available, Friday and Saturday Lunches. Acknowledgment of company at Lunch signage banner	Upon request

E-NEWSLETTER

Showcase your brand in the Highlights of ASH e-newsletter, reaching our targeted LATAM mailing list of 12,596 engaged 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 April 1, 2026

Late Registration
Begins April 2, 2026

ASH Member (Active/International) ¹	\$300,00	\$400,00
Highlights of ASH Partner Organization Member ⁴	\$300,00	\$400,00
Non-Member	\$400,00	\$550,00
Associate Member	\$200,00	\$275,00
Associate Member (FHF Comp)	Complimentary	Complimentary
International Associate Member	\$200,00	\$275,00
Medical Student, Graduate Student, Resident Member	\$200,00	\$275,00
Non-Member in Training ²	\$200,00	\$275,00
Allied Health Professional ³	\$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

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 2026 CRTI in Latin America program will be held after Highlights of ASH in Latin America, in Bogotá, Colombia, and requires no fee to apply. Participants' housing and travel expenses to attend the 2026 CRTI in Latin America workshop will be covered by ASH. Participants from previous CRTI in Latin America are eligible to apply for Advanced CRTI in Latin America.

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Contact us to learn more about our sponsorship packages



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