



Exclusive and Official Session of

2025 Highlights of ASH[®]

IN LATIN AMERICA
PUNTA DEL ESTE, URUGUAY
April 25-26, 2025

SPONSORSHIP
PROSPECTUS



To get an update on the latest news about the event visit
www.hematology.org/highlights



“ Participate in Highlights of ASH to get a synopsis of the top hematology research presented at the latest ASH ANNUAL MEETING and learn how it can help improve your patient management and care strategies. This meeting is your chance to discuss rapidly evolving developments and hematology-oncology with leading faculty in the field, discover new treatments for patients, and improve overall practice methods. ”



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**Business Contacts****Marina Bezerra**

marina.bezerra@wearemci.com
+55 11 97568 8556

**Virginia da Costa**

virginia.dacosta@wearemci.com
+55 11 94335 7213



2025

Dear **PARTNERS**

Dear Partners,

Highlights of ASH in Latin America has continued its success throughout the region and can be considered a landmark meeting in Uruguay. This is due to the extraordinary partnership between the American Society of Hematology (ASH) and The Hematology Society of Uruguay (SHU).

The meeting marks the third time Uruguay has been chosen as a co-host for the Highlights of ASH meeting. The meeting will provide attendees with the opportunity to hear internationally recognized experts analyze the latest updates in hematology research from the ASH Annual Meeting.

This prospectus outlines the sponsorships and exhibit opportunities available for the meeting. Please review the various package options, determine what your organization can contribute, and contact us with any questions. We look forward to welcoming you as a valued supporter of the 2025 Highlights of ASH in Latin America.

Mark your calendars for April 25-26, 2025!

Sincerely,

Organizing Committees of ASH and SHU.



2025 HIGHLIGHTS OF ASH IN LATIN AMERICA PROGRAM CO-CHAIRS:

Dr. Jonathan Kaufman (ASH)
Dr. Kristen Pettit (ASH)
Dra. Mariana Stevenazzi (SHU)
Dra. Virginia Lema (SHU)

Venue

MEETING VENUE

Convention Center Pedragosa Sierra S/N esq. Av. Aparicio Saravia, Punta del Este – Uruguay.
www.centrodeconvenciones.com.uy



HOW TO GET TO PUNTA DEL ESTE

From Buenos Aires, Argentina:

- ✈ 50 min flight
- 🚗 365 km by car + Ferry

From São Paulo, Brazil:

- ✈ 2h 17 min flight

From Santiago, Chile:

- ✈ 2h 47 min flight



About ASH

American
Society of
Hematology



+60
years of history



+100
countries



+17,000
members



+10M
dollars dedicated
to science and the
development of
hematology



+800
articles published in Blood.

About SHU



Sociedad de Hematología
del Uruguay



140
members

www.shu.com.uy

GENERAL OVERVIEW OF HOA LA

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

About **HIGHLIGHTS OF ASH®**



02
Days



+10
Topics

Networking
with experts from different countries



LUNCH – HOW I TREAT
APRIL 26TH, 2025

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.

Program Schedule **FRIDAY, APRIL 25TH**

| TIME | SESSION |
|------------|---|
| 8:00 a.m. | Registration and Exhibition Opens |
| 8:45 a.m. | Welcome and Introductions |
| 9:00 a.m. | Targeted Therapies in Acute Myeloid Leukemia Jerald Radich, MD, Fred Hutchinson Cancer Center, Seattle, WA |
| 9:30 a.m. | Complications of Transplantation and CAR-T Therapy Tania Jain, MBBS, Johns Hopkins, Baltimore, MD |
| 10:00 a.m. | Panel Discussion |
| 10:30 a.m. | Coffee Break in the Exhibit Hall |
| 10:45 a.m. | Tumor Board: Acute Leukemias and New Therapeutic Horizons Courtney DiNardo, MD,MSc, MD Anderson Cancer Center, Houston, TX Kristen Pettit, MD, University of Michigan, Ann Arbor, MI Mariana Stevenazzi, MD (Moderator), Sociedad de Hematologia del Uruguay, Montevideo, Uruguay Elvira Velloso, MD, University of São Paulo, São Paulo, Brazil |
| 12:00 p.m. | Satellite Symposia Lunch in the Exhibit Hall (All Attendees) |
| 1:15 p.m. | Aplastic Anemia Mrinal M. Patnaik, MBBS, Mayo Clinic Rochester, Rochester, MN |
| 1:45 p.m. | Refractory Immune Thrombocytopenia Annemarie Fogerty, MD, Massachusetts General, Boston, MA |
| 2:15 p.m. | Panel Discussion |
| 2:45 p.m. | Coffee Break in the Exhibit Hall |
| 3:00 p.m. | Targeted Drug Therapy in Hodgkin and Non-Hodgkin Lymphoma Carla Casulo, MD, University of Rochester, Rochester, NY Carolina Oliver, MD, The British Hospital, Montevideo, Uruguay |
| 3:45 p.m. | High-Risk Myelodysplastic Syndromes Courtney DiNardo, MD,MSc, MD Anderson Cancer Center, Houston, TX Elvira Velloso, MD, University of São Paulo, São Paulo, Brazil |
| 4:30 p.m. | Panel Discussion |
| 5:00 p.m. | Highlights of ASH Day 1 Program Adjournment |

Program Schedule **SATURDAY, APRIL 26TH**

| TIME | SESSION |
|------------|--|
| 8:00 a.m. | Registration and Exhibition Opens |
| 8:45 a.m. | Welcome and Introductions |
| 9:00 a.m. | Lymphoma and Imaging in Treatment Monitoring: Management of T-Cell Lymphoma Neha Mehta-Shah, MD, MSCI, Washington University St. Louis, St. Louis, MO |
| 9:30 a.m. | Multiple Myeloma and Amyloidosis Jonathan Kaufman, MD, Emory University, Atlanta, GA |
| 10:00 a.m. | Panel Discussion |
| 10:30 a.m. | Coffee Break in the Exhibit Hall |
| 10:45 a.m. | Tumor Board: Complex Cases of High-Grade Lymphoma Carla Casulo, MD, University of Rochester, Rochester, NY Neha Mehta-Shah, MD, MSCI, Washington University St. Louis, St. Louis, MO Virginia Lema, MD (Moderator), Sociedad de Hematología del Uruguay, Montevideo, Uruguay Carolina Oliver, MD, The British Hospital, Montevideo, Uruguay |
| 12:00 p.m. | Lunch with the Experts (Ticketed) Lunch in the Exhibit Hall (All Attendees) |
| 1:15 p.m. | Sickle Cell Disease Maureen Okam Achebe, MD, MPH, Brigham and Women's Hospital, Boston, MA |
| 1:45 p.m. | Consultative Hematology: Challenging Classical Hematology Consults Jori May, MD, The University of Alabama at Birmingham, Birmingham, AL |
| 2:15 p.m. | Panel Discussion |
| 2:45 p.m. | Coffee Break in the Exhibit Hall |
| 3:00 p.m. | Transplantation Miguel-Angel Perales, MD, Memorial Sloan Kettering Cancer Center, New York, NY Andres Gomez de Leon, MD, Autonomous University of Nuevo León, Monterrey, Nuevo Leon |
| 3:45 p.m. | New Paradigms and Challenges in Chronic Myeloid Leukemia Jorge E. Cortes, MD, Augusta University, Augusta, GA Carolina Pavlovsky, MD, Fundaleu, Buenos Aires, Argentina |
| 4:30 p.m. | Panel Discussion |
| 5:00 p.m. | Highlights of ASH in Latin America Program Adjournment |



Sponsorship OPPORTUNITIES

| TIERS | DIAMOND | PLATINUM | GOLD | SILVER | EXHIBITOR | SUPPORTER |
|---|---|--------------|--------------|--------------|--------------|--------------|
| Final Price suggestion | \$ 51,000.00 | \$ 33,000.00 | \$ 19,800.00 | \$ 13,200.00 | \$ 8,000.00 | \$ 6,000.00 |
| M ² - Basic assembly | 24 | 18 | 12 | 9 | 4 | Table |
| Delegates Registration | 15 | 10 | 7 | 2 | 0 | 0 |
| Booth Staff Registration (no access to general session) | 7 | 5 | 4 | 3 | 2 | 1 |
| Acknowledgment of the sponsors at the Opening and Closing addresses | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ |
| Acknowledgment on Signage outside of General Session | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| | ✓ | \$ 10,000.00 | \$ 15,000.00 | \$ 17,000.00 | \$ 17,000.00 | \$ 17,000.00 |
| Symposium | Duration: 45 minutos / Symposia capacity: 50pax Included: Room/ Not included: F&B, A/V, Speakers, other expenses | | | | | |
| Floor plan to be shared soon* | | | | | | |

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 coffe 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 |

Registration **FEES**

| CATEGORY | Advance Registration Ends April 11.2025 | Late Registration Begins April 12.2025 |
|---|--|---|
| 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 |
| 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 2015/1/1) | Complimentary | Complimentary |
| Emeritus Members 2 (all who joined after 2015/1/1) | \$ 200,00 | \$ 275,00 |

Testimonials from previous edition:

“Participating in the Highlights of ASH in Latin America was an extremely enriching experience. The event provided valuable exchange with colleagues from Latin America and direct access to renowned specialists, allowing for clinical discussions highly relevant to our field. The quality of the conversations and the opportunity to meet in person strengthened our workgroups and significantly expanded our knowledge in hematology. It is, without a doubt, an unmissable opportunity for all professionals in the field!”

Virginia Lema, MD

Directive Committee at Sociedad de Hematología del Uruguay (SHU)

“The Highlights of ASH in Latin America is undoubtedly one of the most important events in the global hematology field. The opportunity to condense crucial information into a day and a half is invaluable. The presentations are direct and concise, allowing for efficient absorption of knowledge. The event also provides the chance to reconnect with colleagues and make new connections, strengthening collaboration among physicians and industry professionals. It is more than just an event; it is an unmissable experience for growth, learning, and networking, essential for every hematologist.”

Juan Carlos Serrano, MD

Head of Hematology at the Cancer Clinic of Norte de Santander
Colombia

“Attending the session on multiple myeloma was transformative. The advancements discussed, mark a significant milestone in treatment. The in-depth content broadened my knowledge and provided tools to enhance clinical practice. The implementation of new therapeutic regimens promises to increase complete response rates and patient survival, offering real hope for those with multiple myeloma. I look forward to applying this knowledge to improve treatment outcomes and quality of life for my patients.”

Luis Antonio Salazar, MD

Hematologist, FOSCAL - PROTEHOS
Colombia

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INFORMATION

Marina Bezerra

marina.bezerra@wearemci.com
+55 11 97568 8556

Virginia da Costa

virginia.dacosta@wearemci.com
+55 11 94335 7213

