

EHA SPONSOR REGULATIONS 2026

The following conditions and regulations apply to the EHA Congress and all EHA Meetings. EHA reserves the right to unilaterally amend (and/or update) these Sponsor regulations, without given any prior notice.

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§1. PRIORITY POINTS SYSTEM

§1.1 How to calculate the number of points (as used for the 2026 ranking)

A. Corporate sponsoring

Corporate sponsor level in 2026 multiplied by the number of years the Sponsor Agreement has been signed for.

Seniority: 10 points for every year of sponsoring EHA up to and including 2025 with a maximum of 10 years.

Note: this only applies in the case of consecutive years of sponsoring.

Platinum level	220 points
Gold level	145 points
Silver level	105 points
Bronze level	60 points
Contributor level	16 points

Support for the EHA Educational Exhibit (if applicable)

20 points for supporting EHA's Educational Exhibit (Exclusive for Platinum Sponsors)

B. Medical Education Program

EHA Campus 2025-2026:

Premium sponsors	30 points
Major supporters	20 points

*10 additional priority points per year for educational module(s) uploaded on EHA Campus

EHA Campus Seniority points

10 additional points for sponsoring EHA Campus up to and including 2025 with a maximum of 10 years.

Hematology Master Class

Classical Hematology Master Class:	10 points
Bite Size Masterclass:	5 points

Lighting the Flame Program

Support of Lighting the Flame program: 1 point per Euro 5.000

Lighting the Flame Seniority points

20 points for sponsoring Lighting the Flame Program up to and including 2025 with a maximum of 10 years. Note: this only applies in the case of consecutive years of sponsoring.

EHA Podcast

1 point per one sponsored podcast

EHA Preceptorships

Premium Preceptorship Partner	25 points
Major Preceptorship Partner	15 points
Preceptorship Supporter	7,5 points

C. Meetings

Support of an EHA-SWG Scientific Meetings, Hematology Tutorials, Research Conference and the Highlights of Past EHA (HOPE):

1 point per €2,000

Support of the Travel Grants Program for EHA Meetings: 1 point per €1,000

D. Research and Mentoring programs

Support for EHA's Research Grants

1 point per €5,000

Support of the 2026 Translational Research Training in Hematology (TRTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

TRTH Seniority points

10 points for sponsoring TRTH up to and including 2025 with a maximum of 10 years. Note: this only applies in the case of 3 consecutive years of sponsoring.

Support of the 2025/2026 Clinical Research Training in Hematology (CRTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

CRTH Seniority points

10 points for sponsoring CRTH up to and including 2024 with a maximum of 10 years. Note: this only applies in the case of 3 consecutive years of sponsoring.

Support of the 2025/2026 Computational Biology Training in Hematology (CBTH) program:

Premium Sponsor	15 points
Major Sponsor	10 points

EHA Guidelines App

Premium Sponsor	5 points
Major Sponsor	2 points

E. EHA Publications and Community opportunities**Advertisements in EHA Journal HemaSphere**

For advertisements placed between July 1, 2024, and July 1, 2025: 2 points per company per year.

New and renewed EHA members

Paid membership fees for new and/or renewed EHA members from July 1, 2024, to June 30, 2025:

1 point per 5 full members/10 junior members**.

***The Membership List for priority points for 2025 will have to be submitted to the EHA Executive Office before July 1, 2025. Please mention 'priority points' in the subject of the message.*

Support of EHA Scientific Congress Report: EHA Perspectives

Report on Non-Malignant Hematology	10 points
Report on Malignant Hematology	10 points

F. EHA Congress contribution

a. Exhibition	1 point per 10sqm
b. Number of invited participants:	1 point per 10 participants***
c. Organizing Satellite Symposia 90':	15 points per symposium
d. Organizing Updates-in-Hematology:	15 points per session
e. Per Industry Product Theater:	15 points
f. Additional Sponsorship Items (advertisements, other sponsorship items, EHA library etc.):	1 point per € 5000

F. Congress contribution to the last 3 EHA congresses

Seniority: A Booth and/or Sponsored session at the congress in the last three years: 5 points each (maximum 30 points).

The number of points will be calculated after the annual congress every year, in time for the next Congress. This number will determine the level of priority in choosing the preferred sponsor item and one block of hotel rooms (if applicable). When all corporate sponsors have selected their items and hotel blocks (if applicable), a second round is carried out starting with the company highest on the waiting list.

** Please note that platinum sponsors will receive 220 points/year, gold sponsors 145 points/year; silver 105 points/year, bronze 60 points/year, contributor 16 points/year.*

§1.2 Application deadlines

Eligibility and application deadlines for the priority points system will be announced via the EHA website. After the deadline for priority applications, applications will be processed in the allocation meetings according to availability and on a first-come, first-served basis.

§1.3 Mergers and acquisitions

Points will be calculated for the company name stated on the Sponsor Agreement. If Sponsors, after the signature date of the Sponsor Agreement, have merged or been acquired, the resulting company may choose to use the highest points of any of the previous companies. Points will not be combined. Companies belonging to a parent company with other divisions participating at EHA cannot reserve exhibit space under the parent company's points unless they are participating under the parent company name.

For example, if XYZ Pharmaceuticals owns A Inc. and B Inc., A Inc. and B Inc. cannot use XYZ Pharmaceuticals' priority points to reserve space under the name A Inc. and B Inc. Each company must use its own points to reserve space. A company that has been merged with another company must notify the EHA Corporate Relations (sponsorship@ehaweb.org), so that the points can be reviewed and reassigned.

§1.4 Example Priority Point System

1. Gold Sponsorship Level 145 x three years	435
2. Company X has sponsored the association since 2016; therefore, the seniority points are	90
3. Support of one EHA Congress Report EHA Perspectives	10
4. Support of the 2025 TRTH Program	10
5. Priority points for EHA Medical Education Program: Support of EHA Campus Premium Level	30
6a. Company X had a booth in EHA2025	5
6b. Company X invited 250 participants for EHA2024	25
6c. Company X organized two satellite symposia in EHA2025	30
6d. Company X organized 1 Updates-in-Hematology session EHA2025	15
6e. Company X did not have other congress contributions	0
6f. Seniority: contributions to previous consecutive congresses, - Company X had a Booth and a satellite in 2023, 2024 and 2025 six times 5 points	30
Total number of points company X	680

§2. CORPORATE SPONSOR AGREEMENT

§2.1 Rights and obligations linked to various Corporate Sponsor Levels

a. According to the Sponsor Agreement, the Sponsor financially supports the scientific and educational activities of EHA. The Sponsor will contribute to EHA the following amount (depending on the applicable Corporate Sponsor Level) annually for the contract period indicated on the Application Form submitted by the Sponsor and the Sponsor Agreement:

I. Platinum:	€227,480 (two hundred twenty-seven thousand four hundred eighty euros)
II. Gold:	€149,930 (one hundred forty-nine thousand nine hundred thirty euros)
III. Silver:	€108,570 (one hundred and eight thousand five hundred seventy euros)
IV. Bronze:	€62,040 (sixty-two thousand forty euros)
V. Contributor:	€16,544 (sixteen thousand five hundred forty-four euros)

b. The Sponsor will be granted priority assignment at the EHA Annual Congress (Congress of EHA) according to the Priority Points System, which is explained in more detail in paragraph 1. Depending on the applicable Corporate Sponsor Level, the Sponsor will be provided with the following number of Priority Points (x = contract period for which the Corporate Sponsor Agreement has initially been entered):

I. Platinum:	x * 220
II. Gold:	x * 145
III. Silver:	x * 105
IV. Bronze:	x * 60
V. Contributor:	x * 16

c. EHA will provide the Sponsor with the following number of complimentary full registrations (depending on the applicable Corporate Sponsor Level) for every Congress during the contract period of the Corporate Sponsor Agreement:

I. Platinum:	75 registrations for the EHA Annual Congress
II. Gold:	45 registrations for the EHA Annual Congress
III. Silver:	30 registrations for the EHA Annual Congress
IV. Bronze:	15 registrations for the EHA Annual Congress
V. Contributor:	7 registrations for the EHA Annual Congress

d. EHA will provide the Platinum & Gold Level Corporate Sponsor(s) with one (1) executive meeting per year between Key Opinion Leaders from the Sponsor and EHA (in person or online).

e. The Platinum & Gold Level Corporate Sponsor(s) are entitled to participate in strategic EHA Council Meetings upon invitation by EHA.

f. The Sponsor will be granted acknowledgment as Corporate Sponsor (with the applicable Corporate Sponsor Level), on official EHA' communication and on EHA's virtual congress platform.

g. Where applicable EHA will prepare a hyperlink to the Sponsor's website. These hyperlinks are provided for the Sponsor's convenience only; therefore, EHA and EBAH are not responsible or liable for any such content found therein, including complying with privacy regulations.

h. EHA's Platinum Corporate Partners have an opportunity to organize the EHA Educational Exhibit at the physical Congresses (if applicable).

i. The number of EHA's Platinum Corporate Sponsors slots is limited to six. Currently, all Platinum slots are occupied. Companies wishing to upgrade their sponsorship to Platinum level must submit an official letter of intent to EHA. The company will be placed on the waiting list until the slot becomes available.

j. EHA is encouraging its Platinum Corporate Partners to foster long-term collaboration by supporting at least 3 EHA activities in addition to the EHA Annual Congress items.

The sponsor will be granted complimentary registrations to the EHA Campus:

- | | |
|-----------------|-------------------------------|
| I. Platinum: | 5 complimentary registrations |
| II. Gold: | 4 complimentary registrations |
| III. Silver: | 3 complimentary registrations |
| IV. Bronze: | 2 complimentary registrations |
| V. Contributor: | 1 complimentary registration |

k. The Sponsor has the right to select the Sponsored Sessions (Satellite Symposia 90'), Exhibition (including Business Center and Meeting rooms), Additional Sponsorship Items and hotel blocks (if applicable) according to the EHA Ranking for every Congress of EHA during the contract period of the Sponsor Agreement. The Updates-in-Hematology and Product Theaters are allocated on a first-come, first served, basis.

§3. CONGRESS SPONSOR PROGRAM AGREEMENT

§3.1 General regulations applicable to all EHA Congresses

The below stated rules and regulations apply to all EHA Congress formats whether physical, fully virtual and hybrid (physical and virtual) congresses.

§3.1.1 General rules

a. The EHA Congress will be organized in conformity with EBAH standards and guidelines. For EBAH standards and guidelines please visit www.ebah.org.

b. The Sponsor will respect the scientific program of the Congress completely and the Sponsor will fully endorse all [EHA Terms and Conditions](#), which form an integral part of the Sponsor Agreement between EHA and the Sponsor.

c. Each sponsor needs to complete an application form to request one or more Congress sponsorship item(s).

By signing the application form, the Sponsor confirms that the general EHA Terms and Conditions apply to all offers and agreements between EHA and Sponsor.

After the session slots or the sponsorship items are assigned, Sponsors will receive a Confirmation Letter summarizing the items booked. A draft EHA Congress Agreement will be shared by the Congress Secretariat with the Sponsor (for sponsor review), and an invoice will be issued for the outstanding amount. Each party will need to sign the agreement to proceed.

d. The Congress Secretariat will send technical/logistic details after EHA receives and processes the Application Form.

e. Registration to the EHA Congress is a mandatory requirement for admission to the Congress Center/venue and/or the EHA Platform(s).

f. The Terms and Conditions of the Congress Center and/or the EHA Platform(s) are supplementary to the EHA Terms and Conditions, these EHA Sponsor Regulations and the EBAH Code of Conduct. In case of conflict, the EHA Terms and Conditions and after other EHA documents prevail.

§3.1.2 Filming, recording and photographing rules for session organizers and exhibitors

g. Filming, recording and photographing of any part of the (live/physical, hybrid and/or fully virtual) EHA Congress is prohibited. Photography of copyrighted material without the prior written consent of the study author/presenter as well as EHA is strictly prohibited.

h. Persons responsible for illegal content capture may be penalized by EHA for their actions, by way of immediate expulsion from the Congress grounds or withdrawal of platform access rights, prohibition of participation in future Congresses or Meetings, or there may be legal consequences depending on the nature and severity of the breach.

i. Rules for Exhibitors and Session organizers:

- Exhibitors are allowed to take photos/film in their own booth as long as they wear exhibitor badges, and they do not film other booths or any participants without their express written permission. If an Exhibitor is employing filming personnel (crew), then this crew needs to wear a special label attached to their equipment, that must be obtained from the Exhibitors Desk, onsite. Any crew filming without accreditation will be asked to leave the premises.
 - During the set-up and/or dismantling of the Exhibition, the photography of booths/exhibition is not permitted; unless the filming crew is engaged by the Exhibitor to take photographs of the Exhibitor booth and under the condition that the filming crew avoids inclusion of neighboring stands.
 - During the opening hours of the Exhibition, photography in the Exhibition Area is allowed; except in cases where the crew and/or photography equipment would be an obstruction or a danger to participants/staff visiting or working in the Exhibition Area. This implies that equipment and crew must not be standing in any corridors or main aisles that could hinder crowd traffic; hence any equipment or crew must stand inside the booth surface.
- Exhibitors are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Exhibition area.
- Session organizers are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Session Hall/room in which the Session organizer's activities are taking place.
- Session organizers and Exhibitors should not engage crew to take pictures or videos of EHA sessions.

§3.1.3 Compliance, Promotion, publicity and advertising regulations

- a. The Sponsor, showcasing pharmaceutical (or pharma-dependent) products, needs to at least consult – if applicable – the advice of the Codes of Practice for the Promotion of Medicines presented by the European Federation of Pharmaceutical Industries and Associations (EFPIA), MedTech and The Pharmaceutical Research and Manufacturers of America (PhRMA) bodies before applying. In all cases, the Sponsor is responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in the country or location where the congress is hosted. Regular cancellation fees apply when a Sponsor needs to cancel its participation due to the restrictions of one of the above (or similar) bodies. EHA is not responsible and liable in any way for Sponsor not being compliant to legal, ethical and industry standards.
- b. It is recommended that all exhibitors, contractors, and sub-contractors within the Exhibition Area conduct their industrial relations in accordance with good practice. Any person carrying out work contrary to the requirements of the venue and the local authority will be required to stop working immediately and may be forced to leave the Exhibition Area and the venue.
- c. All advertisements (i.e. all advertisement opportunities in the official Congress Sponsor Program) require prior written approval from EHA, this is not a content nor legal/compliance approval. No commercial advertising is permitted during any of the education or scientific (virtual) sessions accessible for non-HCP's. It must be related to the field of hematology, scientifically objective and presenting accurate information. Advertisements may only be used to promote a company in general, product(s) or services, according to the EU and national regulations and codes, mentioned in the EHA Terms and Conditions. Sponsored session titles, agenda and timeslot(s) may be mentioned in promotional material.
- d. EHA shall have at least five business days to review the requests. The deadline to submit promotional materials for EHA's approval is **April 14, 2026**. The approval of EHA cannot be considered as an approval that the advertisement is compliant with legal, ethical and industry standards.
- d. No marketing pieces, invitations, communications of any kind may use EHA or EHA Congress logo. The name of the EHA Congress may be mentioned one time in each communication for identification purposes, in a reasonably sized, neutral font. Neither EHA nor the EHA Congress may be part of the title or heading, be prominently featured or listed first in printed materials.
- f. The Sponsor shall allow EHA or persons, or legal entities duly authorized by EHA, to publish a catalogue, compiled on the basis of information to be furnished by the Sponsor. Sponsor shall duly submit the required information to EHA as specified by EHA. EHA accepts no responsibility or liability for any errors and/or omissions in the catalogue.

§3.1.4 Sponsor item regulations

- a. These Sponsor Regulations apply to all sponsored sessions (whether fully virtual, hybrid and/or physical) mentioned in the sponsor prospectus namely Satellite Symposia 90', Updates-in-Hematology sessions and Product Theaters, unless mentioned otherwise.
- b. The sponsored sessions as referred in **§3.1.3.a.** are only accessible to registered participants and/or sponsor participants of the EHA Congress.
- c. All sponsored sessions organizers must send the preliminary program of their session(s) (titles, chairs and speakers, affiliations) to the EHA congress department (sponsorship@ehaweb.org) by **February 05, 2026**. **All programs (except Product Theater programs)** will be presented to the EHA Scientific Program Committee for approval. The EHA Scientific Program Committee reserves the right to adjust and/or decline the program and/or speakers if necessary. The program will be re-sent to the session organizers for review. The program will be revised in the next set of reviews. **The Product Theater programs will be reviewed by the EHA Executive Office for completion and adherence to the compliance regulations.**
- d. It is strictly forbidden to switch sponsor items with another Sponsor or third party, even if the third party organizes or in any other way is involved in the Sponsor item for the Sponsor.
- e. The Sponsor items are not part of the EHA2026 official educational program, and these items and their content are not endorsed by the Scientific Program Committee. Sponsored items are limited to the times listed on the EHA2025 Congress Sponsor Prospectus and in the application form.

§3.1.5 Session content and speaker regulations

- a. The same speaker is allowed to speak maximum in three (3) sponsored sessions. Company employees and/or sponsor representatives are not allowed to participate as a speaker or chair in sponsored sessions.
- b. Speakers must use generic drug names only.

- c. The Sponsors are responsible for getting the informed consent of all relevant speakers to be recorded and the recordings to be made available online on the EHA platform(s).
- d. All speakers and chairs must disclose their affiliations with the Sponsor online.
- e. In addition, one is obliged to show any disclosure to participants on the first slide of each presentation for the duration of at least 10 seconds.
- f. Kindly be aware of the following regulations regarding the no go speaker list:
 - (i) EHA Board, Scientific Program Committee (and Advisory Board) members **are NOT allowed** to speak, chair or participate in any sponsored session (See no go speakers list).
 - (ii) Invited speakers to the core scientific and educational program of the Congress **are NOT allowed** to speak, chair or participate in any sponsored sessions (See no go speakers list).
 - (iii) Invited chairs to core scientific and educational programs of the Congress **are allowed** to speak or chair in any sponsored sessions, however they are NOT allowed to speak in Industry Product theaters (See no go chairs list).

The core scientific and educational program of the congress includes but is not limited to:

- Opening Ceremony & Awards
 - Presidential Sessions
 - Education Sessions
 - Science-in-Focus
 - Hematology-in-Focus
 - Joint Symposia
 - Molecular Hematopoiesis Workshop
 - Lymphoid Biology and Malignancy Workshop
 - Diagnostic Workshops
 - Spotlight Talks
 - Clinical / Thematic Debates
 - Scientific Working Group Sessions
 - EU Projects in Hematology
 - Guidelines Sessions
 - EHA Patient Joint Symposia
 - Advocacy Sessions
 - YoungEHA Sessions
 - YoungEHA Research Meeting
 - EHA Sessions
- g. EHA does not permit commercial advertisers or other third-party sponsors to make changes to content, or to introduce biased content in any of its educational or scientific sessions.
 - h. Providers of unrestricted educational grants and commercial Sponsors have no influence on the content or presentation of scientific and education programs of the EHA Congress.

§3.1.6 Abstract embargo policy

Organizations, such as news outlets, companies and media issuing press releases, are required to abide by the embargo and confidentiality policies governing the EHA2026 Congress.

The information contained in the abstracts is embargoed until the abstracts are made available online by EHA.

More information will be available at a later stage.

This embargo policy covers all abstracts accepted as part of the EHA2026 Congress, regardless of the source from which the information is obtained. Third parties are obliged to abide by the Congress Embargo Policy. Should an embargo be broken, both the third party and the person involved will be held responsible and liable.

§3.1.7 Ancillary events regulations

- a. During the official Congress days, Thursday, June 11, 2026; 08:00 CEST to Sunday, June 14, 2026; 14:00 CEST; EHA restricts the organization of any corporate organized session or similar events in the official Congress venue and the organization of education or scientific events outside the Sponsored Sessions of the Congress is strictly not allowed.

Companies may organize evening events, provided that these start after the conclusion of the official Congress program of the day and are subject to EHA approval. Please send your request(s) to: eha-congress@interplan.de.

The **EHA President's Evening** is foreseen on **Friday, June 12, 2026** (approx. 19:00-22:00). The EHA Board, Committees, and the Congress Faculty will be invited to the President's Evening. EHA does not allow any corporate-organized events to take place on this evening.

Requests may be made to EHA for the purpose of organizing other events for Congress participants during the Congress other than those described in the sponsor prospectus, including but not limited to social events or side meetings.

The Congress Secretariat must receive a full outline of the Event before **May 1, 2026**. Please allow at least five working days for EHA to review the request.

The information required is the name of the meeting, purpose of the meeting, date and times of the meeting, number of participants (if Congress registrants or company representatives), location of the meeting and onsite contact details. Without the provision of this information, the request will not be taken into consideration.

New: Ancillary meetings of up to 25 persons may be exempt from the blackout policy, provided they do not draw registered HCPs away from the main sessions during the Congress's general days. These meetings should have the least registered Congress participants invited (excluding company representatives). Meetings with over 25 individually invited participants can only be organized outside the blackout times.

Blackout hours:

Thursday, June 11	08:00 - 19:00
Friday, June 12	08:00 - 23:00
Saturday, June 13	08:00 - 19:30
Sunday, June 14	08:00 - 14:00

Unapproved events are not allowed to take place. If they do take place, the sponsoring company/companies will be penalized as set out in article 13 of the EHA Terms and Conditions, notwithstanding all other rights of EHA.

Satellite Press events cannot take place during the program of EHA (scientific and/or social program) and not prior to the EHA Press Briefing(s). The communication department (communication@ehaweb.org) must receive a full outline of the press event before **May 1, 2026**, for review.

§3.1.7 Sponsors' identification

- a. All sponsors are clearly identified with their company/product name and/or logo.
- b. Sponsor representatives are clearly identified on their registration material, with their company name. Industry badges have restricted access (sponsored sessions and exhibition).
- c. EHA reserves the right to photograph and/or record a (virtual or live) Congress and participants to the Congress, including companies, booths and delegates and to use such photographs and videos (in whole or in part) on the EHA website, or on any other (social) media referring to the Congress or EHA for the purpose of any internal or external communication. By actively taking part in the EHA Congress, consent to the above is given.

§3.1.8 Promotional activities / Scientific meetings at the Booth

It is strictly forbidden to host industry-sponsored presentations, meet the speaker-type of events, scientific presentations and educational events or any activity that would detract from the scientific program or compete with other approved sponsored activities. This includes:

- The distribution of promotional material as well as other activities to get in contact with the participants outside of the exhibition booth is not allowed, and
- Promotional activities (e.g., quiz show etc.) at the booth must be reported to eha-exhibition@interplan.de in writing.

Please note, the promotion, publicity and advertising regulations as published in the EHA Sponsors Regulations and the Ancillary meeting Blackout policy & Blackout hours prevail.

Booth activity approval is only possible if:

- The activity is staged within the booth confines, not at the edge thereof.
- It can be demonstrated that sufficient space is available within the booth to accommodate the expected number of participants.
- Acoustic presentations are only allowed if not in disturbance of other exhibitors and do not hinder visitors or the general exhibition aisles in any way. EHA has the right to cut off sound if the level is unreasonable.

§3.1.9 Smoking policy

It is strictly prohibited to smoke on the EHA2026 premises, this includes during build-up, show hours and dismantling.