

Society of Hematologic Oncology | SOHO Annual Meeting

The Unseen Foundation

A premier international forum focused on the latest scientific advances and their practical clinical applications — and the operational work that ensures the exhibit hall serves the science.

Inside the Soho Annual Meeting

Each year, several thousand clinicians, research scientists, and healthcare professionals converge for 3.5 days at the George R. Brown (GRB) Convention Center in Houston, Texas. Attendees represent a community of 126 countries, united by a common goal: to facilitate advancements in all aspects of hematologic malignancies and related disorders. Organized by internationally recognized leaders and expert multidisciplinary committees, SOHO is the only global society dedicated exclusively to hematologic malignancies.

The Meeting's Architecture

Unlike traditional medical meetings, the SOHO Annual Meeting integrates scientific programming and industry engagement throughout the attendee experience. Located in the GRB's main lobby areas, the exhibit hall remains active alongside the educational program — creating continuous opportunities for interaction, visibility, and networking across all 3.5 days. The unique format encourages meaningful engagement between attendees, exhibitors, and sponsors while supporting SOHO's mission to advance collaboration, innovation, and patient care in hematologic oncology. SOHO's nontraditional structure means the meeting operates quite differently than your average trade show. Every detail, from exhibitor flow to attendee engagement, requires thoughtful behind-the-scenes coordination to guarantee seamless execution.

Creating Meaning

Jauron Valentine's journey to SOHO didn't begin with a career in medicine, but with a desire to contribute meaningfully to a greater cause. Today, as Project Director, Valentine manages exhibitor and sponsor relationships while helping coordinate the event's operational planning. Working closely with SOHO leadership, vendors, and industry partners, Valentine supports the countless details that make the experience successful for attendees, exhibitors, and sponsors alike.

Organization	Society of Hematologic Oncology
Type	Association
Industry	Medical
Audience	Hematology/Oncology clinicians, researchers, and healthcare professionals
Years Together	Four

"Her brain is just like... I'm like, how do you do this? The production schedule, the way she thinks through it — it's impressive."

— Jauron Valentine, Project Director for SOHO, on AEX's Veronica Perez



"Before the meeting opens, I'm walking through the spaces making sure everything looks the way it's supposed to and that the experience matches the expectations attendees have coming into the annual meeting."

— Jauron Valentine, Project Director,
SOHO Annual Meeting



Meaningful Event Partnership

Ask Jauron what he values most in a general service contractor, and the answer is simple: trust, responsiveness, collaboration, and a team that can problem-solve in real time. Success in a live-event environment means being able to depend on partners who can keep up with the meeting's pace and can adapt quickly when needs arise.

Event partnership runs through every stage of the Annual Meeting, from early production planning and exhibitor coordination to quick onsite problem resolution. Partnership is production planning that anticipates potential constraints before they become problems, and it's demonstrated in the level-headed responsiveness of an onsite team that resolves exhibitor needs as they arise.

The Need to Get It Right

Delivering an event of this magnitude requires a level of precision attendees rarely see. In fact, the unseen foundation is the point. Event planning is a continuous process, so each annual meeting effectively begins when the last one ends. From educational sessions and poster halls to networking spaces and sponsored activations throughout the convention center and host hotels, every element is designed to contribute to the overall attendee experience. For Jauron Valentine, the final walkthrough with his AEX account manager, Kyle Peterson, ensures those details come together seamlessly and reflect the quality attendees, exhibitors, and partners expect from SOHO.

Looking Forward

Like many growing international meetings, the SOHO Annual Meeting continues to evolve alongside its audience. As SOHO expands its global presence and the GRB Convention Center undergoes renovations, new opportunities emerge to enhance the attendee experience and reimagine how the meeting engages the broader hematologic oncology community. While the meeting experience may evolve through energy and engagement, the SOHO Annual Meeting will remain grounded in its scientific mission.

As the audience changes and the world changes, we have to adapt. I want to work with partners who are open to evolving with us and continuing to find new ways to improve the experience.

— Jauron Valentine, Project Director, SOHO Annual Meeting