



Advancing Transfusion and
Cellular Therapies Worldwide

2017

MARKETING & SUPPORT KIT

Your source for reaching healthcare professionals
involved in transfusion medicine, patient blood
management, and cellular therapies



The 2017 AABB Marketing & Support Kit offers advertisers, supporters and exhibitors a comprehensive, one-stop resource for all corporate opportunities offered by AABB throughout the year.

Everything you need to plan your marketing campaign can be found on these pages, including:

- Advertising schedules and rates
- Exhibit and support details
- Promotion through a variety of marketing vehicles
- Corporate Affiliate information

About AABB

AABB is an international, not-for-profit association representing individuals and institutions involved in the fields of transfusion medicine and cellular therapies. The association is committed to improving health through the development and delivery of standards, accreditation and educational programs that focus on optimizing patient and donor care and safety. AABB membership includes physicians, nurses, scientists, researchers, administrators, medical technologists and other health care providers. AABB members are located in more than 80 countries and AABB accredits institutions in over 50 countries.

Contact AABB

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Bethesda, MD 20814-2749

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Key Contacts

AABB Sales Team

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National Blood Foundation

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National Blood Foundation Manager
+1.301.215.6551
aquiggins@aabb.org

AABB News

Michael Lamattina
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mlamattina@wiley.com

AABB Supplier Guide

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aabb@multiview.com

SMARTBRIEF

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Account Director, SmartBrief
+202.407.7828
mharold@smartbrief.com

TRANSFUSION

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Kurt Polesky

Supplement Sales, Wiley-Blackwell
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Mailing List Rental

INFOCUS Marketing
+1.800.708.5478
sales@infocusmarketing.com
www.infocusmarketing.com

AABB MEMBERSHIP STATISTICS

TOTAL MEMBERSHIP

25

Non-Accredited
Institutions

25

Corporate
Affiliates

1,349

Institutional
Members

6,313

Individual
Members

ACCREDITED FACILITIES BY TYPE

12%

Hospital
Blood Bank
156

14%

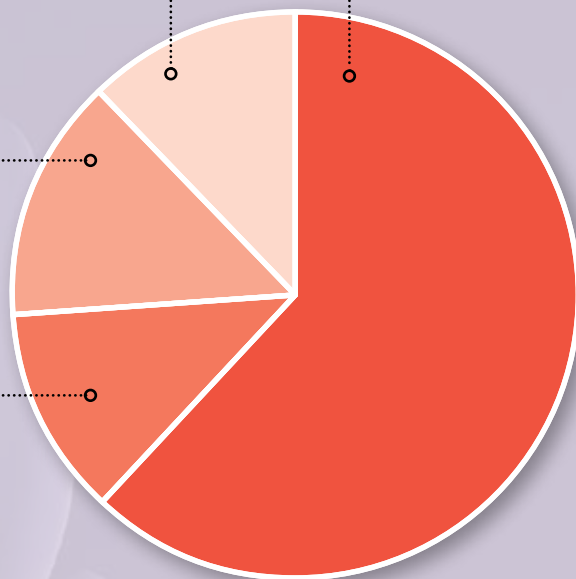
Community
Blood Center
191

12%

Other
165

62%

Transfusion
Service
837



TOP ROLES – INDIVIDUAL MEMBERS

ROLE	MEMBERS
CEO/Exec Dir/Admin	101
COO/VP/Senior Mgmt	98
Medical Director	874
Medical Tech/SBB/BB Student	128
Mgr/Dir/Sup – BC/DRM/APH	325
Mgr/Dir/Sup – Transfuse Serv	424
Nonmgr – Transfuse Serv	145
Physician – Transfuse Serv	201
QC/QA	182
Research	138

Membership data as of July 2016.
Listings may be segmented in other ways to reach your target audiences.
Numbers listed are approximations as lists change daily. Please see page 15 for mailing list rental information.

TOP COUNTRIES INDIVIDUAL MEMBERS

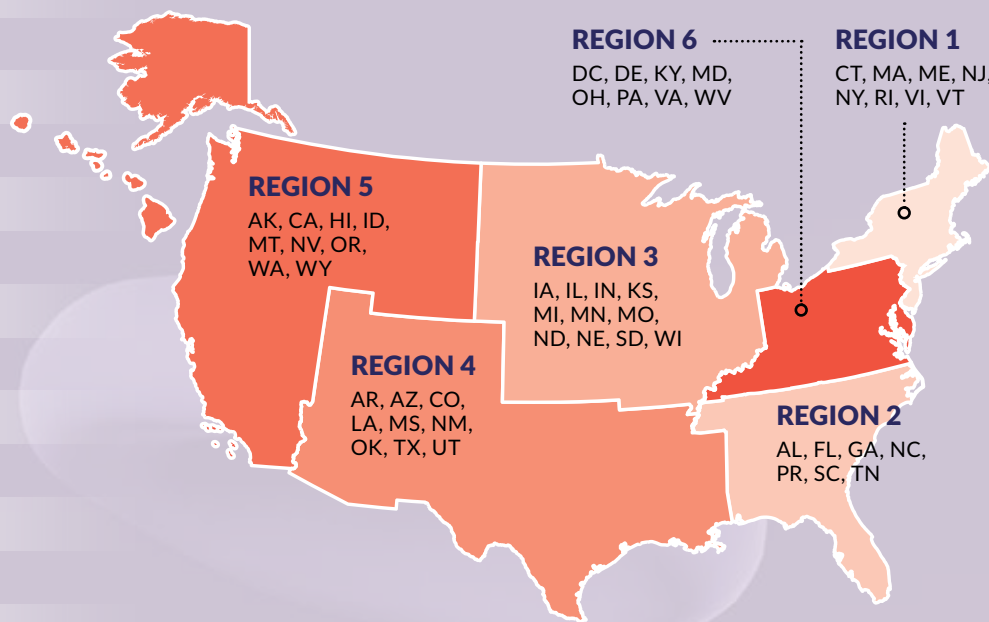
COUNTRY MEMBERS

Belgium	15
New Zealand	15
Sweden	16
France	18
Argentina	20
Italy	20
China	25
Korea, Republic of	25
Switzerland	27
Singapore	28
Saudi Arabia	32
United Kingdom	36
Netherlands	40
Brazil	42
India	47
Germany	54
Japan	65
Australia	80
Canada	329
United States	5,012

GEOGRAPHIC DISTRIBUTION

LOCATION	INDIVIDUALS		INSTITUTIONS	
	MEMBERS	PERCENTAGE	COUNT	PERCENTAGE
Region 1	821	11%	207	16%
Region 2	903	11%	232	17%
Region 3	998	15%	144	15%
Region 4	968	14%	201	15%
Region 5	811	14%	182	13%
Region 6	803	14%	243	16%
International*	1009	20%	140	8%

* Includes Canada and Mexico



CORPORATE AFFILIATE PROGRAM

Where Partnership Begins

The AABB Corporate Affiliate program allows you to actively participate in and support the industry in order to achieve your goals. It also gives you the opportunity to stay abreast of the latest trends and information while making valuable connections with leaders in the transfusion medicine and cellular therapies field. Join AABB today as a Corporate Affiliate and reap the expanded benefits listed here.

Annual dues investment of \$3,000 provides you with:

AABB Annual Meeting

- One booth priority point
- Recognition in the 2017 Expo Guide
- Signage recognition in exhibit booth

Advertising – 15% discount!

- AABB News
- AABB SmartBrief
- www.aabb.org
- One-time complimentary use of the AABB membership list for a targeted direct mail campaign

Complimentary Subscriptions

- AABB News (monthly)
- AABB SmartBrief (daily)
- AABB Weekly Report
- TRANSFUSION Journal (monthly)

Education

- Special savings on publications and bulk discounts, educational programs and conference registrations

Online Access 24/7

- Access to members-only content online at www.aabb.org, which includes the membership directory, association bulletins, regulatory analysis, cellular therapies content including practice snapshots, and much more — all the information you need to stay in tune with your customers
- Use of the AABB Corporate Affiliate logo (in accordance with the logo usage guidelines)

TO BECOME A CORPORATE AFFILIATE PLEASE CONTACT:

Melanie Meek

Member Services Specialist

T: 1.301.215.6561

mmeek@aabb.org

Please note: Corporate Affiliate advertising discount is not available on AABB News cover wraps or during the months of September and October.

YEAR ROUND **ADVERTISING**

AABB publications and digital properties reach key contacts at the following institutions:

American Red Cross

Blood Systems

BloodCenter of Wisconsin

BloodSource

Blood Transfusion Center

Bloodworks Northwest

Bonfils Blood Center

Canadian Blood Services

Carter BloodCare

Community Blood Center

FDA

Gulf Coast Regional

Blood Center

Haemonetics

Heartland Blood Center

Hema-Quebec

Hoxworth Blood Center

Indiana Blood Center

Kaiser Permanente

Lifeshare Blood Centers

Mayo Clinic

National Blood

Transfusion Center

New York Blood Center

Oklahoma Blood Institute

One Blood

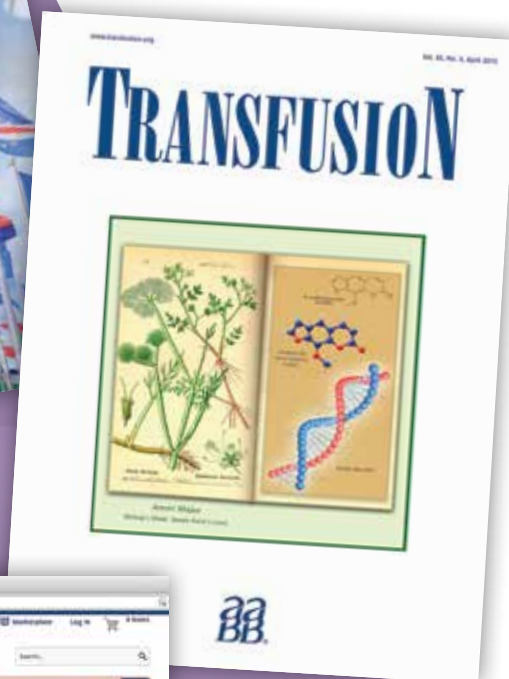
Rhode Island Blood Center

San Diego Blood Bank

Terumo BCT

United Health System

and more...



Circulation:
Approximately
8,000

Frequency:
11 issues
per year

Editorial-to-Ad
Ratio:
65:35

Published 11 times per year, the association's magazine provides an insightful look at critical issues affecting the transfusion medicine, cellular therapy and patient blood management community.

AABB News is distributed to all individual and institutional members, as well as Corporate Affiliates. Each issue takes a closer look at the industry through feature articles, in-depth news stories, departmental columns, association news and calendars of upcoming events. Through our unique advertising venues and targeted audiences, we can help you meet your goals.

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE IN ABB NEWS, PLEASE CONTACT:

Michael Lamattina
Advertising Sales Manager,
Wiley-Blackwell
+1.781.388.8548
mlamattina@wiley.com

2017 ABB NEWS EDITORIAL CALENDAR

Issue	Featured Theme
January	Technology

Ad reservation due: Nov. 25, 2016
Artwork due: Dec. 2, 2016

*Bonus Distribution at the TransFuse Meeting

February	Transfusion-Transmitted Diseases
-----------------	----------------------------------

Ad reservation due: Dec. 29, 2016
Artwork due: Jan. 5, 2017

March	Donor Health and Donor Management
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Ad reservation due: Jan. 27, 2017
Artwork due: Feb. 3, 2017

April	Pediatric Health
--------------	------------------

Ad reservation due: Feb. 24, 2017
Artwork due: March 3, 2017

Issue	Featured Theme
May	Biorepositories

Ad reservation due: March 24, 2017
Artwork due: March 31, 2017

*Bonus Distribution at the International Cord Blood Symposium

June	Global Engagement
-------------	-------------------

Ad reservation due: April 21, 2017
Artwork due: April 28, 2017

July	Precision Medicine Research
-------------	-----------------------------

Ad reservation due: May 26, 2017
Artwork due: June 1, 2017

August	Accreditation
---------------	---------------

Ad reservation due: June 23, 2017
Artwork due: June 30, 2017

Issue	Featured Theme
September	Responding to Trauma

Ad reservation due: July 21, 2017
Artwork due: July 28, 2017

*Bonus Distribution at the 2017 ABB Annual Meeting

October	Hemoglobinopathies
----------------	--------------------

Ad reservation due: Aug. 25, 2017
Artwork due: Sept. 1, 2017

November/December	Personalized Medicine
--------------------------	-----------------------

Ad reservation due: Oct. 13, 2017
Artwork due: Oct. 20, 2017

2017 ADVERTISING RATES

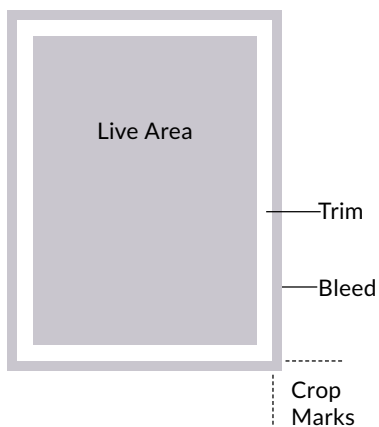
4-Color	1X	3X	6X	9X	11X
COVER 4	\$4,375	\$3,970	\$3,865	\$3,690	\$3,575
COVER 2 & 3	\$3,520	\$3,490	\$3,390	\$3,125	\$2,980
FULL PAGE	\$3,125	\$2,980	\$2,865	\$2,755	\$2,635
1/2 PAGE	\$2,440	\$2,360	\$2,270	\$2,185	\$2,100
1/3 PAGE	\$2,010	\$1,930	\$1,845	\$1,790	\$1,705
COVER WRAP OR COVER TIP	\$5,990	\$5,705	\$5,450	\$5,220	\$5,035

Corporate Affiliates enjoy a 15% discount off AABB advertising rates. See page 6 for more details about the AABB Corporate Affiliate Program.

Please note: AABB reviews all ads before posting and has the right to accept, edit or refuse advertising from any client. All rights reserved.

MECHANICAL SPECIFICATIONS

	Width	Depth
FULL PAGE		
Live area	7 ½"	9 ⅞"
Trim size	8 ¼"	10 ⅞"
Bleed size	8 ½"	11 ⅛"
OTHER SIZES		
Cover Tip	5 ¼"	10 ⅜"
Cover Wrap	5 ¼"	10 ⅞"
1/2 page H	7 ¼"	4 ⅞"
1/2 page V	4 ¾"	9 ⅞"
1/3 page H	4 ¾"	4 ⅞"
1/3 page V	2 ¼"	9 ⅞"



Binding: Saddle-stitch



ELECTRONIC AD FILE SUBMISSION

- High-resolution PDF (300 dpi or higher, formatted for printing)
- AABB does not accept native file formats (Quark, InDesign, etc.).
- Embed all screen and printer fonts
- Do not subset font in export options
- Matchprint or equivalent proof must be supplied
- Ads should be created according to SWOP guidelines for web coated printing (www.swop.org/certification). Use CMYK web-coated as the color space for all images; do not use compression on any images.
- Keep all live matter (text and logos) at least ½" from trim; allow ⅛" for bleeds all four sides; include crop marks
- Maximum Black Density: 95
- Maximum Ink Density: 290
- Dot Gain: 2%
- Halftone screen: 150 to 175

AABB SMARTBRIEF

AABB SmartBrief has become the most frequently read AABB news outlet. There are more than 12,000 subscribers to this daily e-newsletter, resulting in more than 100,000 impressions during an average month. The frequency and reach of AABB SmartBrief keeps your brand top-of-mind for a large and influential audience.

2016 Open rate
57%

2016 Click-through rate
.65% (on content)

Circulation
12,000+ opt-in subscribers

Frequency
Daily (Monday – Friday)

Format
HTML email

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE IN AABB SMARTBRIEF, PLEASE CONTACT:

Meryl Harold
Account Director
SmartBrief
+202.407.7828
mharold@smartbrief.com

2017 ADVERTISING RATES

	1-19 Issues	20-39 Issues	40-79 Issues	80+ Issues
LEADERBOARD	\$800	\$725	\$665	\$580
TOP STORY (NEWS 1)	\$725	\$665	\$580	\$510
SCIENCE & HEALTH (NEWS 2)	\$605	\$525	\$465	\$395
HOT TOPICS (MONDAYS ONLY)	\$525	\$465	\$395	\$330
EMERGING TRENDS (NEWS 3)	\$525	\$465	\$395	\$330
INDUSTRY NEWS & PRACTICE (NEWS 4)	\$465	\$395	\$345	\$265
GOVERNMENT & REGULATORY (NEWS 5)	\$395	\$335	\$265	\$205

Companies can maximize daily face time with subscribers through ongoing sponsorship of Top Story, Science & Health, Emerging Trends, and other sections. Advertisements with text boxes typically receive a response higher than the industry average.


Advertisers receive real-time access to the number of emails delivered, open rate, clicks, and the job title and company name behind every click.

AABB Corporate Affiliates receive a 15% discount off their AABB SmartBrief advertising program.

Leaderboard

Blood Temp Indicator 10°C

Ensure your blood bags maintain the right temperature during transport



June 16, 2016

AABB SmartBrief

News for the transfusion medicine and cellular therapy community

SIGN UP FORWARD

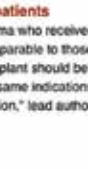
TOP STORY

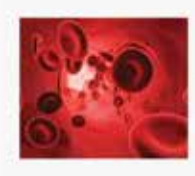
Study supports stem cell transplants for HIV-positive lymphoma patients

Researchers reported in the journal *Blood* that HIV-positive patients with lymphoma who received autologous stem cell transplants had one-year post-transplant survival rates comparable to those of HIV-negative lymphoma patients. "Based on our data, autologous stem cell transplant should be considered the standard of care for patients with HIV-related lymphomas for the same indications and under the same circumstances that we would use it in patients without HIV infection," lead author Dr. Joseph Alvarnas said.

[HealthDay News](#) (6/15)

[in](#) [t](#) [w](#) [f](#) [+](#) [c](#)





Free CME Activity: Change in the Immunohematology Lab

Every advancement in the immunohematology lab requires change in terms of staffing, equipment, policies, and procedures. Join Dr. Gary Bratt, clinical psychologist, for an educational discussion on how to manage change in the professional setting, as well as in your personal life. [Click here to participate.](#)

ADVERTISEMENT

SCIENCE & HEALTH


Google Doodle pays tribute to blood-group researcher Karl Landsteiner

Artwork on the Google search engine's main website honored biologist Karl Landsteiner, whose birthday was Tuesday. Landsteiner's pioneering work identifying and classifying the blood groups A, B and O was honored with a Nobel Prize in 1930.

[CNET](#) (6/13)

[in](#) [t](#) [w](#) [f](#) [+](#) [c](#)

Ortho Clinical Diagnostics



Seven Benefits of Fully Automated Blood Labs

Technology matters, especially when technicians are tasked with accurately, efficiently running blood compatibility tests with increasing demands for their time. Explore the ways responsive automation has helped labs transform patient care in a new infographic and video from Ortho Clinical Diagnostics. [View the full infographic.](#)

ADVERTISEMENT


EMERGING TRENDS

Birth defect risk low with 3rd-trimester Zika infection, study suggests

An ongoing study of 1,850 pregnancies in Colombia led by a CDC researcher has found no birth defects after cases of maternal Zika virus infection in the third trimester of pregnancy. Researchers analyzed data on 65,726 cases of Zika infection and identified 1,850 women where the stage of pregnancy at the time of diagnosis was known, according to a report in the *New England Journal of Medicine*.

[HealthDay News](#) (6/16), [Reuters](#) (6/16)

[in](#) [t](#) [w](#) [f](#) [+](#) [c](#)



ADVERTISING SPECIFICATIONS

LEADERBOARD

- **Size:** 728 x 90 pixels. 40k maximum; GIF or JPEG
- Click Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- No limits on animation, maximum 4 frames recommended

RECTANGLE-TEXT AD UNIT

- **Ad Logo:** 120 x 60 pixels. 30k maximum;
GIF or JPEG
- **Ad Image:** 180 x 150 pixels. 30k maximum;
GIF or JPEG
- **Headline:** 40 characters, excluding spaces
- **Copy:** 250 characters maximum, excluding spaces
- **Click Through URL**

OUTLINE AD UNIT

- **Ad Logo:** 120 x 60 pixels. 30k maximum;
GIF or JPEG
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces
- Click Through URL

TRANSFUSION

TRANSFUSION is the AABB scholarly, peer-reviewed monthly journal, publishing the latest technological advances, clinical research and controversial issues related to transfusion medicine, cellular and gene therapies and tissue transplantation. Each issue addresses topics such as clinical transfusion, immunology, genetics, cellular therapy and hematology. In addition to a supplement containing AABB Annual Meeting abstracts, other supplements focus on key conference proceedings and single-topic content not readily available elsewhere. TRANSFUSION is free to all AABB members.

Editor: Paul M. Ness, MD

Origin of editorial: 100% submitted, peer-reviewed articles by members and nonmembers. Acceptance or rejection of articles solely determined by the editorial board based on rigorous peer-review process.

Editorial-to-ad ratio: 90:10

Total circulation: 9,927 U.S. and international, verified by sworn statement

Frequency: Monthly plus supplements

Bonus distribution: AABB Annual Meeting, American Society of Hematology (ASH), American Society for Blood and Marrow Transplantation (ASBMT), International Society of Blood Transfusion (ISBT), European Group for Blood and Marrow Transplantation (EBMT), Society for the Advancement of Blood Management (SABM), TransFuse, and other state and regional meetings

Agency commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)



2017 ADVERTISING RATES

Frequency	Full Page	½ Page	¼ Page
1X	\$2,494	\$1,602	\$1,150
3X	\$2,389	\$1,539	\$1,097
6X	\$2,284	\$1,497	\$1,045
12X	\$2,179	\$1,434	\$992
24X	\$2,074	\$1,434	\$940
36X	\$1,969	\$1,307	\$887
48X	\$1,864	\$1,245	\$835

Color Rates and Preferred Placement (in addition to B/W rates):

4C Process \$1,550

Placement: C2 35%, C3 25%, C4 50%, Opposite Table of Contents 15%

Trim Size: 8 ¼" x 10 ⅞"

FOR DEADLINES, CUSTOM PACKAGE AND TO SECURE ADVERTISING SPACE IN TRANSFUSION, PLEASE CONTACT:

Michael Lamattina

Advertising Sales Manager

Wiley-Blackwell

+1-781-388-8548

mlamattina@wiley.com

MECHANICAL SPECIFICATIONS

Page Size, Non-bleed	Width	Depth
Full page	7"	10"
½ page vertical	3 ½"	10"
½ page horizontal	7"	5"
¼ page	3 ½"	5"

Page Size, Bleed	Width	Depth
Full page	8 ½"	11 ⅛"
½ page vertical	4 ⅝"	11 ⅛"
½ page horizontal	8 ½"	5 ⅞"

AABB WEBSITE

The AABB website maintains an active user base with high duration time per unique visitor. Placing your ad on the AABB website gives you the opportunity to reinforce your brand and build traffic to your site. Your ad will rotate on all pages, except those with continuing medical education (CME) information and/or content or other pages not approved by AABB. Skyscraper and button ads offer an excellent visual opportunity for your company, product or service.

AABB Web Profile

- Approximately 310,000 page views/month
- More than 67,000 visits/month
- International visitors from more than 80 countries

Top sections that will house your ad include:

- Annual Meeting
- Programs & Services
- Professional Development

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE ON THE AABB WEBSITE:

Tyniah Christian

Media Relations &
Communications Assistant
+1.240.333.6605
tchristian@aabb.org

2017 ADVERTISING RATES

	1X	2X	3X	6X	12X
SKYSCRAPER AD	\$1,200	\$1,000	\$900	\$725	\$600
BUTTON AD	\$600	\$550	\$500	\$475	\$450

Skyscraper Ad Specifications

- 160 x 600 pixels
- Ad format: GIF or JPG
- File size: 40KB or less
- Animation graphics are acceptable

Button Ad Specifications

- 180 x 150 pixels
- Ad format: GIF or JPG
- Files size: 40KB or less
- Animation graphics are acceptable

Corporate Affiliates receive a 15% discount off website advertising. See page 6 for more information about the AABB Corporate Affiliate program.

Please note: AABB reviews all ads before posting and has the right to accept, edit or refuse advertising from any client. All rights reserved.



The CareerLink job board from AABB is the leading portal to find hundreds of qualified healthcare professionals that have specific experience in blood banking, transfusion medicine, patient blood management and cellular therapies. CareerLink brings together the best people with the best opportunities.



2017 ADVERTISING RATES

	Member	Nonmember
30-DAY JOB POSTING (RESUME SEARCH INCLUDED)	\$275	\$330
60-DAY JOB POSTING (RESUME SEARCH INCLUDED)	\$440	\$495
FIVE 30-DAY JOB POSTINGS (RESUME SEARCH INCLUDED)	\$1,100	\$1,250

As an employer, take advantage of CareerLink's benefits:

- Post job openings instantly
- Find qualified experienced professionals—FAST!
- Save money with a targeted talent search
- Make real-time changes to your postings
- Search an extensive résumé database

Add ons:

- Featured job: \$100
- SmartBrief add-on for two weeks: \$195
- SmartBrief add-on for one month: \$330

Visit www.aabb.org/careerlink for more information.

MAILING LISTS

In the transfusion medicine and cellular therapy communities, AABB contacts are an influential group of medical professionals. We offer multiple selections to help you reach your targets, such as job responsibility, area of specialty, area of interest, previous product purchasers, regional segments and facility type. Tailor your message and reach your target audience!

Please note: It is the policy of AABB to not supply email addresses, phone or fax numbers.

FOR MAILING LIST INFORMATION AND PRICING, CONTACT:

INFOCUS Marketing

www.infocusmarketing.com

Phone: +1.800.708.5478

sales@infocusmarketing.com





October 7-10, 2017

*The Event Advancing
Transfusion and
Cellular Therapy*

2017 AABB ANNUAL MEETING



5,000+

Anticipated Total
Attendance

3,000+

Anticipated
Professional
Attendance

200+

Anticipated
Exhibiting
Companies

60,000

Net Sq. Ft. of
Exhibits

The 2017 AABB Annual Meeting, which will be held October 7-10, in San Diego, California, is an interactive and educational forum that offers a reliable venue to develop relationships with a highly targeted audience of transfusion medicine, patient blood management and cellular therapy professionals. The following pages provide information about opportunities to enhance your exhibit hall participation before, during and after the meeting.

DEMOGRAPHICS & STATISTICS

2016 ATTENDEES

Involved in the purchasing process

64%

Have 10+ years of experience

78%

Attend to learn about the latest product innovations

81%

Attend to look for new vendor contacts

62%

2016 EXHIBITORS

Rate overall exhibit hall traffic as good to excellent

72%

Rate current customer interaction as good to excellent

77%

Rate the number of new leads collected as good to excellent

70%

TOP SIX REASONS TO EXHIBIT

1 FACE TO FACE INTERACTION WITH QUALIFIED BUYERS

More than 64% of professional attendees are involved in the purchasing process

2 DIVERSE COMPETITIVE MIX

AABB attracts CEO, medical directors/manager, physicians, technicians, technologists and many other transfusion medicine and cellular therapy professionals

3 ONE ON ONE INTERACTION

Private VIP hours, product demonstration, and Industry Workshop sessions present targeted contacts

4 HIGH RETURN ON INVESTMENT

The Expo Guide, online floorplan and the Annual Meeting Mobile App puts your company name in front of the right audience before, during and after the meeting



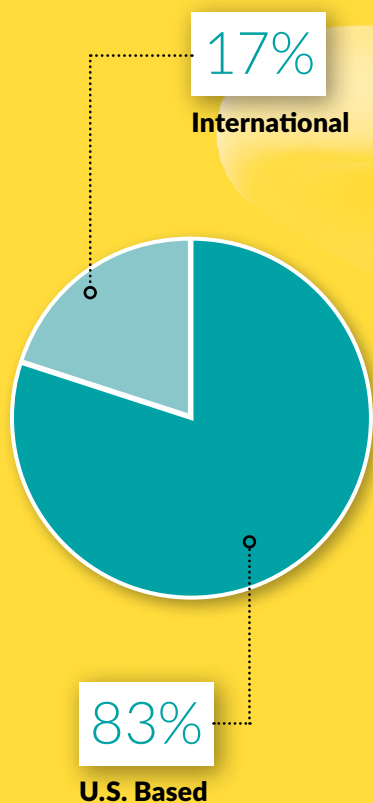
5 LEAD RETRIEVAL

Collect email addresses from booth visitors for fast and efficient follow up

6 COMPLIMENTARY MEETING REGISTRATION

One complimentary full meeting registration for the first 10' x 10' booth purchased. (Complimentary full meeting registration is excluded for non-profit booth purchases.)

ATTENDEE BREAKDOWN



2017 DATES

SATURDAY, OCTOBER 7 –
TUESDAY, OCTOBER 10

LOCATION

San Diego Convention Center
Exhibit Halls E-H
San Diego, CA

2017 EXHIBIT HALL SCHEDULE

Saturday, October 7
5:45 pm – 8:00 pm

Sunday, October 8
11:00 am – 4:30 pm

Monday, October 9
10:00 am – 4:30 pm

Tuesday, October 10
10:00 am – 2:00 pm

Daily Unopposed Hours

No education during this time

Morning Break
10:00 am – 10:30 am

Lunch in the Exhibit Hall
12:00 pm – 2:00 pm

Afternoon Break
3:30 pm – 4:30 pm

2017 BOOTH RATES

BOOTH SPACE RATES

(FEES PER 10' X 10' BOOTH SPACE)	BEFORE JAN. 11, 2017 (including Onsite & Online Rebooking)	AFTER JAN. 12, 2017
Inline	\$3,550	\$3,750
Corner	\$3,750	\$3,950
Island Booths & Vehicles (Per 10' X 10' Booth)	\$3,750	\$3,950
Non-Profit (Must Provide 501C Form)	\$1,100*	\$1,400

*Rate inclusive to non-profit area for the first 10' x 10' booth. Additional booths per above rates. Complimentary meeting registration excluded.

Please Note: Your booth rate covers the cost of the physical space rental only. Exhibitors are responsible for placing orders for and the cost of carpet, booth furnishings, lead retrieval, utilities, shipping and material handling. This information will be available in the Exhibitor Services Manual. A 10' x 10' carpet and booth furnishings package special is available (deadlines apply). Applications with no payment information or signature will not be processed.

BOOTH SPACE RATES INCLUDE

- Free pre-registered attendee direct mailing list three to four weeks prior to the Annual Meeting. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- Free post-registered attendee direct mailing list available four weeks post-event. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- One full-meeting registration for first 10' x 10' booth purchased. Additional meeting registrations accrue based on additional booths purchased. (Non-profit booth space excluded.)
- Four "exhibit hall only" booth personnel badges per 10' x 10' booth purchased
- Free pipe and drape, ID sign, company identification sign, island exception. (Carpet is required and must be purchased separately.)
- Complimentary basic (50-word) listing on the Virtual Exhibit Hall and the 2017 AABB Annual Meeting Mobile App
- Customer VIP Passes
- Company listing in the Expo Guide (if received by early August 2017)
- Access to the Exhibitor's Lounge
- Corporate Affiliate recognition in the Exhibit Hall for current Corporate Affiliates
- NBF CORD and Partner member recognition for current members
- 24-hour exhibit hall perimeter security service

IMPORTANT DATES AND DEADLINES

JANUARY 11, 2017

Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before January 11, 2017 for a full refund

JANUARY 12, 2017

Booth rate increases

JANUARY 12, 2017

(for Onsite/Online Rebooking)
50% deposit due

JUNE 12, 2017

Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before June 12, 2017 for a 50% refund

JUNE 13, 2017

Balance of booth space due

JUNE 13, 2017

Full payment must accompany all applications received on or after June 13, 2017.

TARGETED CUSTOMER INTERACTION AND VISIBILITY



AABB provides many opportunities for targeted one-on-one selling opportunities and interaction with your existing and potential customers. You are encouraged to participate in VIP hours and host corporate education and networking events.

DESIGNATED VIP SCHEDULE

Exhibitors are encouraged to take advantage of the opportunity to conduct private showings in their booth for attendees during designated VIP Hours.

Sunday, October 8 9:30 am – 11:00 am

Monday, October 9 8:30 am – 10:00 am

Tuesday, October 10 8:30 am – 10:00 am

PRIORITY POINTS BOOTH SELECTION POLICY

Booth assignments are selected using a priority point system and then on a first-come, first-served basis. Every effort is made to accommodate first preference booth selections. To view a current floor plan and obtain an exhibit space contract, visit www.aabb.org/annualmeeting > Exhibit.

HOW TO RECEIVE PRIORITY POINTS:

1. Exhibit in the Exhibit Hall during the AABB Annual Meeting = One point per year
2. Book exhibitor housing = One point per year (100% of exhibitor housing must be booked through Experient, at AABB-designated hotels to qualify.)
3. Ultimate and Platinum Supporters at Annual Meeting (\$50,000 and over) = One point per year
4. Corporate Affiliate = One point per year
5. Completed Post Meeting Exhibitor Survey = One point per year



NEW! This year's Exhibit Hall will feature a Technology Row on the exhibit hall floor. Contact a member of the sales team for details.

SUPPORTER LEVELS AND BENEFITS

AABB and the National Blood Foundation (NBF) offer a myriad of exciting ways to reach the transfusion medicine, patient blood management and cellular therapy audience. AABB Annual Meeting and NBF opportunities will count toward support levels recognition and may be combined to increase your total support level and increase your benefits!

Note: Past supporters have first right-of-refusal until February 1, 2017, for exclusive items or activities they supported the previous year.

Please note: Company supporter level is determined at the sole discretion of AABB. Excluded from support level considerations are exhibit booth space, and year round advertising opportunities.

ULTIMATE SUPPORTER

\$75,000+

- Corporate logo recognition on signage, promotional materials and AABB website
- Corporate logo recognition on the Exhibit Hall Entrance Unit
- Five invitations to the President's Reception
- Five complimentary full annual meeting registrations
- The opportunity to reserve a total of eight additional hotel rooms in the headquarter hotel (pending space availability)
- Recognition on the online floorplan
- One complimentary full-page ad in the Expo Guide
- One additional priority point
- One additional pre-meeting attendee mailing list usage
- Complimentary Mobile App Premium Listing

PLATINUM SUPPORTER

\$50,000 – \$74,999

- Corporate logo recognition on signage, promotional materials and AABB website
- Corporate logo recognition on the Exhibit Hall Entrance Unit
- Three invitations to the President's Reception
- Three complimentary full annual meeting registrations
- The opportunity to reserve a total of five additional hotel rooms in the headquarter hotel (pending space availability)
- Recognition on the online floorplan
- One complimentary half-page ad in the Expo Guide
- One additional priority point

GOLD SUPPORTER

\$30,000 – \$49,999

- Corporate logo recognition on signage, promotional materials and AABB website
- Corporate logo recognition on the Exhibit Hall Entrance Unit
- Two invitations to the President's Reception
- Two complimentary full annual meeting registrations
- The opportunity to reserve a total of three additional hotel rooms in the headquarter hotel (pending space availability)
- Recognition on the online floorplan

SUPPORTER BENEFITS AT A GLANCE

	ULTIMATE	PLATINUM	GOLD	SILVER	BRONZE
Level recognition in promotional materials*	●	●	●	●	●
Recognition on AABB website	●	●	●	●	●
Exhibit Hall Entrance Unit Supporter Thank You List*	●	●	●	●	●
Invitation to attend the President's Reception	●	●	●	●	
Complimentary full Annual Meeting registrations	●	●	●	●	
Opportunity to reserve additional hotel rooms in headquarter hotel (pending space availability)*	●	●	●	●	
Highlighted on the online floorplan	●	●	●		
Complimentary ad in Expo Guide*	●	●			
One additional priority point	●	●			
One additional pre-meeting attendee mailing list usage	●				
Complimentary Mobile App Premium Listing	●				

*subject to print deadlines

SILVER SUPPORTER

\$10,000 – \$29,999

- Corporate logo recognition on signage, promotional materials and AABB website
- Corporate logo recognition on the Exhibit Hall Entrance Unit
- One invitation to the President's Reception
- One complimentary full annual meeting registration
- The opportunity to reserve a total of two additional hotel rooms in the headquarter hotel (pending space availability)

BRONZE SUPPORTER

\$5,000 - \$9,999

- Text recognition on signage, promotional materials and AABB website
- Text recognition on the Exhibit Hall Entrance Unit



EDUCATIONAL AWARDS

Supporters may contribute to the AABB educational efforts and awards while developing a strategic alliance with AABB.

Scholarship Awards

\$20,000

SUNDAY, OCTOBER 8

These awards are given to students enrolled in accredited Specialist in Blood Banking (SBB) programs, and medical or Doctor of Osteopathy (DO) students who are enrolled as a fellow in a transfusion medicine program.

- Specialist in Blood Banking Students (presented to up to five recipients)
- Transfusion Medicine Fellow students (presented to up to five recipients)

Your investment includes:

- Five invitations for your guests to attend the event
- Recognition during the luncheon
- Corporate logo projected on screen in the luncheon room
- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10

Sally Frank Memorial Award

\$8,500

SATURDAY, OCTOBER 7

This award recognizes an individual who is or has been a medical technologist and has demonstrated quality research, teaching and/or service abilities in the technical aspects of immunohematology.

Your investment includes:

- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10

Tibor Greenwalt Memorial Award and Lectureship

\$8,500

SUNDAY, OCTOBER 8

This award recognizes an individual who made major scientific or clinical contributions to hematology, transfusion medicine or cellular therapies, and succinctly communicated these advances.

Your investment includes:

- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10



Karl Landsteiner Memorial Award and Lectureship **SOLD**

\$13,500

TUESDAY, OCTOBER 10

The AABB highest honor, this award recognizes a scientist whose original research resulted in an important contribution to the body of scientific knowledge. The scientist who receives the award shall have an international reputation in transfusion medicine or cellular therapies.

Your investment includes:

- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10



Hemphill-Jordan Leadership Award

\$8,500

Recipient is selected by a joint committee composed of leaders from the Cellular Therapies Section Coordinating Committee and the Transfusion Medicine Section Coordinating Committee with formal approval by the AABB Board of Directors.

This award, renamed in 2005 after Bernice Hemphill, W. Quinn Jordan, and Joel Solomon, honors leaders from the transfusion medicine and cellular therapy community. The award recognizes an individual who made significant contributions in the areas of administration, quality programs, law and/or government affairs. The individual shall have demonstrated leadership qualities and a consistent willingness to lend his/her expertise to his/her peers. It may recognize one particular act or an accumulation of years of contributions. Acceptance of the award requires attendance at the Annual Meeting and the presentation of a lecture. Recipient will receive a \$5,000 honorarium. (The Hemphill-Jordan Leadership Award is presented annually and the recipient is chosen one year in advance.)

Your investment includes:

- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10

UNRESTRICTED OR EDUCATIONAL GRANT SUPPORT

Your company may have compliance issues about the types of educational opportunities that are permissible to support. PhRMA and AdvaMed guidelines state that educational grants may be provided to organizations, such as AABB, to offset and reduce conference expenses. This grant opportunity is structured with various price-points and can even be combined with other support opportunities to increase your support level and benefits.

FOR MORE INFORMATION:

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Emily Cooley Memorial Award and Lectureship

\$8,500

Recipient Selected by a Joint Committee Comprised of Leaders from the Cellular Therapies Section Coordinating Committee and Transfusion Medicine Section Coordinating Committee with formal approval by the AABB Board of Directors.

This award began as a lectureship in 1963 and was designated as a Memorial Award in 1983. The person who receives this award shall have demonstrated teaching ability and have made a major contribution to the field of transfusion medicine or cellular therapies. Acceptance of the award requires attendance at the Annual Meeting and the presentation of a lecture. Recipient will receive a \$5,000 honorarium. (The Emily Cooley Memorial Award and Lectureship is presented annually and the recipient is chosen one year in advance.)

Your investment includes:

- Corporate logo at the event entrance
- Two invitations to the President's Reception on Tuesday, October 10

NETWORKING EVENTS



These focused networking opportunities provide face-to-face contact with a targeted audience.

Cellular Therapy Workshop & Reception

FRIDAY, OCTOBER 6
5:30 PM - 7:00 PM

(included in registration fee)
Kickoff the meeting with this event exclusively for cellular therapy professionals. Network with colleagues while enjoying light refreshments.

Patient Blood Management Workshop

FRIDAY, OCTOBER 6
More information coming soon!

Assessor Continuing Education Day

FRIDAY, OCTOBER 6

This program brings together current AABB assessors for a day of camaraderie and learning, while strengthening the assessor's role in the accreditation process. The audience is comprised of physicians, technologists, nurses, manager/supervisors and perfusionists.

Please note: AABB accredited facilities are not eligible to support these events

ASSESSOR CONTINENTAL BREAKFAST

\$2,200

ASSESSOR REFRESHMENT BREAK

\$800

ASSESSOR LUNCHEON

\$5,000

Opening Session

\$45,000

SOLD

SATURDAY, OCTOBER 7, 8:30 AM – 10:00 AM

The opening session, featuring a keynote presentation by an accomplished individual, is the kick-off event to the 2017 AABB Annual Meeting and is one of the first opportunities to make a dynamic impression with attendees.

Your exclusive investment includes:

- Opportunity to introduce the speaker and say a few words during the session
- Priority reserved seating for 12 of your guests at the session
- Corporate logo at the event entrance

CO-SUPPORTER (MAX 2):

\$25,000

- Priority reserved seating for 6 of your guests at the session
- Corporate logo at the event entrance

Cellular Therapy Section Business Meeting and Luncheon

\$8,500

MONDAY, OCTOBER 9

The cellular therapies section business meeting and luncheon is an event that brings together cell therapy professionals to discuss association CT-related business and selection of key positions in the member section take place. The audience is comprised of physicians, technologists, regulatory and quality assurance staff involved in all areas of this import area.

Your investment includes:

- Opportunity to welcome attendees
- Attendee list post-meeting
- Five invitations to attend the event
- Text recognition on eBlast (AABB produced) to section members prior to meeting
- Corporate logo at the event entrance
- Text recognition in the CT Schedule-At-A-Glance

Immunohematology Reference Laboratory Luncheon

\$8,500

SOLD

SATURDAY, OCTOBER 7

This event brings together directors of IRL and medical directors for targeted updates on accreditation and standards.

Your investment includes:

- Opportunity to welcome attendees
- Attendee list post-meeting
- Corporate name recognition on the invitation
- Five invitations to attend the luncheon
- Corporate logo at the event entrance

Cellular Therapy Sizzling Topics Luncheon

\$8,500

SUNDAY, OCTOBER 8, NOON – 2:00 PM

The cellular therapy section business meeting and luncheon is a program that brings together cell therapy professionals. The section members are comprised of physicians, technologists, regulatory and quality assurance staff involved in all areas of the cellular therapy world.

Your investment includes:

- Opportunity to welcome attendees
- Attendee list post-meeting
- Corporate name recognition on the luncheon ticket
- Five invitations to attend the luncheon
- Corporate logo at the event entrance
- Text recognition in the CT Schedule-At-A-Glance

NATIONAL BLOOD FOUNDATION

A Program of AABB

The AABB National Blood Foundation (NBF), established in 1983, serves the fields of transfusion medicine and cellular therapies through grant making, educational offerings and industry leadership engagement and recognition.

Help support NBF's mission of fueling innovation in transfusion medicine and cellular therapies for the benefit of patients and donors by contributing your support.

*Opportunities that occur during the AABB Annual Meeting are marked as such and contribute to your overall Annual Meeting support level.

GRANT MAKING

Grant Recipients' Lecture and Luncheon *

\$3,500

SATURDAY, OCTOBER 7

Partnership includes one reserved table for eight guests at this well-attended lecture showcasing the research activities of three early-career transfusion medicine investigators who are utilizing or have utilized NBF grant funding to develop their investigations into highly productive transfusion medicine, cellular therapies or patient blood management research programs. Your company's logo will be included on

signage at the event and elsewhere as well as the NBF website.

EDUCATIONAL OFFERINGS

CORD Summit *

[EXCLUSIVE]

\$10,000

DATE TBA

The Council on Research and Development, comprised of major contributing organizations giving at the CORD and Partner contribution levels, supports the mission of NBF and offers both financial and intellectual support. The NBF offers these elite members an opportunity for leadership engagement in critical conversations affecting the future of transfusion medicine and cellular therapies.

This exclusive support opportunity offers your organization a focused visibility among industry thought leaders and NBF's key stakeholders. Partnership includes your company's logo on signage at the event and elsewhere as well as the NBF website and the attendee gift.

Leadership Forum

SPRINGTIME - DATE TBA

This dynamic program convenes clinical and research leaders along with industry executives to support critical conversations among industry manufacturers, providers, and patient advocates. This invitation-only event offers a platform for conversations among industry leaders that can spark innovation, enhance the exchange of ideas and confirm priorities.

VISIONARY:

\$25,000

Signage at registration/check-in, verbal recognition during the program, and company logo in the program, on the registration site and on the NBF website. Partnership includes a reserved executive table at the event.

INNOVATOR:

\$15,000

Signage at registration/check-in, verbal recognition during the program, and company logo in the program, on the registration site and on the NBF website.

LEADER:

\$10,000

Signage at registration/check-in, verbal recognition during the program, and company logo in the program.

NATIONAL BLOOD FOUNDATION

INDUSTRY LEADERSHIP ENGAGEMENT

19th Annual NBF Run for Research 5K/1 Mile Walk *

SUNDAY, OCTOBER 8

The NBF Run for Research provides an exercise opportunity for runners and walkers prior to Sunday's educational meetings.

PREMIER SUPPORTER: [EXCLUSIVE]

\$4,000

Includes verbal recognition at the event, corporate logo on runner race bibs, on the race t-shirt, and on signage at the event and in the convention center.

START / FINISH LINE BANNER: [EXCLUSIVE]

\$3,000

Includes verbal recognition at the event, corporate logo on start/finish line banner, on the race t-shirt, and on signage at the event and in the convention center.

BREAKFAST:

\$2,000

Includes verbal recognition and your corporate logo on the race t-shirt, and on signage at the event and in the convention center.

NBF Reception *

\$4,000

High level industry executives join NBF's CORD and Partners Program members in celebration and support of the NBF. 200+ reception attendees hear from NBF Board members and other leaders in the field as

they recognize NBF's Hall of Fame members, recent incoming scholars, major contributors and individual donors.

Investment includes verbal recognition during the reception, signage at event entrance and four invitations to this "invitation-only" executive networking event.

RECOGNITION

Hall of Fame *

[EXCLUSIVE]

Partner with the NBF and celebrate your colleagues by supporting the NBF Hall of Fame in 2017! These exclusive offerings include your company's logo on the brochure's cover or on the wall and on appreciation signage as well as on the NBF website. Your organization will also be verbally recognized at the NBF Reception.

BROCHURE:

\$4,000

Your company logo will appear on the official brochure distributed throughout the Annual Meeting.

WALL OF EXCELLENCE:

\$15,000

Includes corporate logo on the Hall of Fame wall in a highly visible area of the convention center.

FOR MORE INFORMATION, PLEASE CONTACT:

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National Blood Foundation Manager

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Scholar Program *

[EXCLUSIVE]

\$5,000

For over thirty years the NBF has awarded over \$9 million to early-career investigators through its Scientific Research Grants Program. NBF awards grants for investigator-initiated original research in all aspects of blood banking, transfusion medicine, cellular therapies and patient blood management.

The Scholar Program recognizes those NBF early-career investigators who complete their research project and submit a final report outlining their discoveries. Scholars are acknowledged during the NBF Reception at the AABB Annual Meeting.

Supporting this opportunity celebrates a milestone achievement in the careers of promising early-career scientists in transfusion medicine and cellular therapies. This partnership includes verbal recognition at the NBF Reception, your company's logo on signage at the event and elsewhere as well as the NBF website.

UNRESTRICTED GRANT *

Organizations who want to support the NBF events during the 2017 AABB Annual Meeting may provide an unrestricted grant to the NBF and the contribution will be applied where it is needed most.

NBF is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.

MARKETING OPPORTUNITIES

Extend your company's reach beyond your booth with these opportunities, which will increase your visibility, impact and return on your investment. From attendee amenities to print ads to digital services, there are a variety of ways to get your company's name, brand and messaging in front of the attendees you want to reach.

Please Note: Past supporters have first right-of-refusal until February 1, 2017, for exclusive items or activities they supported the previous year.

CONVENTION CENTER OPPORTUNITIES

Exhibit Hall Banner

\$5,000 10'x10'
double-sided

Hanging Banner

\$7,500 3'x15' double-
sided/\$12,500 round
15'x15' double-sided

Attendees can't miss these vinyl banners that promote your event, company or product. The banners hang in prominent locations in the convention center.



Name Badge Holders

SOLD

\$41,500 (EXCLUSIVE)

Expand your corporate presence throughout the meeting with your logo on approximately 4,000 professional attendee badge holders.

Lite Boxes

\$4,000

Deliver your event, company or product ad with these back-lit, two-sided structures that will be strategically located throughout the convention center in high-traffic areas.



Highboy Table Clings

\$7,500 (10 tables)

Capture the attention of the attendees while they stop to take a break, have some refreshments, and network with their colleagues in the Exhibit Hall.





Aisle Signs **SOLD**

\$15,000 (EXCLUSIVE)

Attendees will take notice of your corporate logo on all the aisle signs as they navigate the Exhibit Hall floor.



Meter Boards

\$1,500 (\$4,000 for 3)

Display company or product information on one or more of these double-sided, freestanding signs placed in high traffic areas.



Annual Meeting Bags

\$41,500 (EXCLUSIVE)

Your corporate logo will be front and center on the official meeting bags provided to all attendees.



Column Wraps

\$8,000

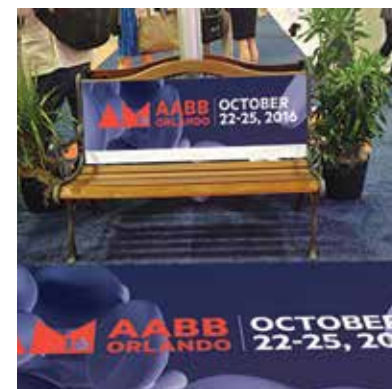
Located in high traffic, public areas outside of the Exhibit Hall, you are sure to make an impression reserving a place on these eye-catching columns.



Escalator Runners

\$10,000 per set **1 Left**
(includes 2 runners per set) 2 available

Opportunity for placement of company branded clings in prominent areas within the San Diego Convention Center. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runners, installation, and removal.



Park Benches

\$10,000 (2 locations/
4 benches)

Stand out in the Exhibit Hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each of the locations will include your messaging on back-to-back park benches and a floor decal.

MARKETING OPPORTUNITIES

Attendee Bag Inserts

\$5,000

Get your name and branding in front of thousands of meeting participants as they check in at attendee registration.



Window and Door Clings

DOOR CLINGS	WINDOW CLINGS
\$3,000	\$6,000
24"X24"	24.5"X86.5"
2 CLINGS PER PURCHASE	2 CLINGS PER PURCHASE

Present your company branding to meeting attendees as they navigate throughout the Convention Center. This can't miss branding opportunity is a sure way to capture the attention of individuals at the meeting.

WiFi

Call for Pricing

Your support allows attendees to enjoy free wireless internet. Your corporate name and logo will appear on the onsite signage as well as the login page for WiFi recognizing your support of this much valued service. Plus a digital package of benefits!

Charging Kiosk

\$5,000

Associate your company with much appreciated service. Located in a high traffic areas in the Convention Center, each Kiosk is equipped with power connections for charging mobile devices. Your company branding will be displayed on the charging kiosk.

Charging Lounge

\$13,500—2 available

1 Left

Help attendees recharge their devices while also putting your product or corporate brand in front of them while they wait. Located in key areas, each lounge contains charging stations and a seating area.



Attendee Registration and Housing Confirmation Email

EXCLUSIVE	PARTIAL (4 MAX)
\$10,000	\$4,500

Reach attendees sooner by having your corporate logo and URL link highlighted in the registration confirmation email.



PRINT OPPORTUNITIES



Expo Guide

The Expo Guide is an excellent opportunity to complement your company's presence in the exhibit hall. An ad in this publication magnifies onsite visibility, impact and effectiveness. Placed in all attendees' official annual meeting bags, this resource can highlight your latest company news. This publication contains the exhibit floor plan and is the definitive source for locating exhibitors by name, booth number and product/service categories. Also included in the Expo Guide are the schedules and descriptions for corporate education satellite symposia and industry workshops.

AD PLACEMENT	4-COLOR
COVER 2	\$7,000
COVER 3	\$7,500
COVER 4 SOLD	\$7,500
FULL PAGE	\$5,250

AD PLACEMENT	4-COLOR
½ PAGE	\$2,750
¼ PAGE	\$1,750
SHOWCASE AD	\$800

MARKETING OPPORTUNITIES

HOTEL/CITY WIDE OPPORTUNITIES

Shuttle Bus Opportunities (Exclusive)

Showcase your corporate or product brand around San Diego and the San Diego Convention Center with these highly visible bus ribbons. Feature your product or corporate logo and booth number on the headrests for a novel invitation to visit your booth.

SHUTTLE BUS RIBBON, PASSENGER SIDE

\$20,000

SHUTTLE BUS RIBBONS, PASSENGER & DRIVER SIDE

\$32,000

HEADREST COVERS*

\$7,000

(rights only)



Please note: *Headrest covers are only available when purchased with the bus ribbon.



Hotel Room Keys

With this opportunity, the supporting company secures the rights to produce and distribute corporate, product or event-branded key cards at select hotels within the official housing block.

\$16,000 (rights only)

Please note: The supporter is responsible for working with each hotel directly and for all expenses associated with production and distribution of room keys. All creative materials must be approved by AABB prior to production.



MOBILE APP

EXCLUSIVE SUPPORTER

\$12,000 (EXCLUSIVE)

SOLD

As the exclusive supporter of the 2017 AABB Annual Meeting Mobile App, your corporate or product ad is one of the first visuals attendees will see when they open the app long before getting to San Diego.

The package includes:

- Secondary launch page prior to app opening
- Weighted banner ad linking back to your company description
- Company highlighted in Exhibitor Listing
- Corporate logo on "My Schedule" page of the app
- Premium Listing
- Featured Product (1)

BANNER AD

\$1,500

Increase your visibility by having a rotating banner ad on the mobile app, including a URL link of your choice.

PUSH ALERT

\$1,250

Do you want to remind attendees that your event is happening soon, or that you are presenting a new product demo or presenting an abstract? With a push alert, you are able to do just that. The alerts will reach all individuals who have downloaded the 2017 AABB Annual Meeting Mobile App.



CORPORATE EDUCATION

Corporate educational events are non-CME, industry-supported sessions. These events are offered during non-AABB educational programming hours. While not part of the AABB official content, they provide an excellent venue to present the most up-to-date information to complement the AABB education. Corporate education includes corporate evening satellite symposia and industry workshops.



FOR AN APPLICATION, PLEASE CONTACT:

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CORPORATE EVENING SATELLITE SYMPOSIUM

MONDAY, OCTOBER 9, 7:00 PM – 11:00 PM

Corporate evening satellite symposia are held Monday evening, primarily at the AABB headquarter hotel, Marriott Marquee San Diego Marina or other local hotels. These programs are hosted by companies who choose to provide educational programming combined with a networking twist.

All costs associated with these activities are the company's responsibility. Satellite symposia supporters will receive a one-time use of the attendee mailing list three weeks prior to the meeting to help promote the event.

Please note: Corporate Evening Satellite Symposium attendance is by invitation only. The host company has the right to refuse admittance.

CORPORATE AFFILIATE

\$8,000

NON-CORPORATE AFFILIATE

\$9,000

CORPORATE EVENING PACKAGE 1

\$10,000

Package includes:

- Corporate Evening Satellite Symposium
- ¼ page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

CORPORATE EVENING PACKAGE 2

\$12,000

Package includes:

- Corporate Evening Satellite Symposium
- Full-page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

INDUSTRY WORKSHOPS



Industry Workshops are a 1.25-hour program that take place prior to the AABB education sessions each day. Each workshop is designed for presentations that seat approximately 100 to 150 attendees and may be held at the San Diego Convention Center or the AABB headquarter hotel, the Hilton Bay Front. Any food and beverage costs are the responsibility of the host company.

For all industry workshops held at the San Diego Convention Center, AABB provides the following audiovisual equipment: a computer, projector, screen, podium, wired lavalier microphone, laser pointer, two head-table microphones and one aisle microphone. An audiovisual technician also will be available.

For all Industry Workshops held at the Hilton Bay Front or another headquarter hotel, audiovisual arrangements and costs will be the responsibility of the host company.

Please note: Industry Workshop attendance is by invitation only. The host company has the right to refuse admittance.

Available Dates & Times

Sunday, October 8
7:00 am – 8:15 am

Monday, October 9
7:00 am – 8:15 am

Tuesday, October 10
7:00 am – 8:15 am

CORPORATE AFFILIATE

\$4,000

NON-CORPORATE AFFILIATE

\$4,200

NON-EXHIBITOR

\$7,000

INDUSTRY WORKSHOP PACKAGE 1

\$6,000

Package includes:

- Industry Workshop
- ¼ page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

INDUSTRY WORKSHOP PACKAGE 2

\$8,500

Package includes:

- Industry Workshop
- Full-page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

NEW! INDUSTRY WORKSHOP THEATER

\$10,000 – Multiple time slots available

This convenient on floor theater location has been built to allow attendees to access education while remaining close to the action in the Exhibit Hall. (Note these Industry Workshops are 45 minute programs in length).

Package includes:

- Industry Workshop
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall
- Half-page advertisement in Expo Guide

CORPORATE EDUCATION

ANCILLARY MEETINGS

Ancillary meetings are meetings hosted by exhibitors and can be defined as staff/company/board meetings, business-to-business (B2B) meetings, focus groups, media events, hospitality suites or special events. If annual meeting attendees are included, they are typically notified by invitation from the host company or organization. Ancillary meetings that include annual meeting attendees can be held only at times that do not compete with official AABB educational programming.

To request space for an ancillary meeting, completion of an Ancillary Meeting Request Form is required. ***The San Diego hotels will not honor your request for meetings or events without an approved AABB Ancillary Meeting Request Form.***

**TO RECEIVE THE 2017
ANCILLARY MEETING
REQUEST FORM, PLEASE
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EXPOSUITES AND PRIVATE MEETING ROOMS

ExpoSuites

The convenient meeting-space solution. A hardwall, furnished meeting room where you may hold staff meetings, meet privately with potential clients or hold investigator meetings. You and your guests do not have to leave the San Diego Convention Center, let alone the exhibit hall. Space is limited and will be assigned on a first-come, first-served basis.

Unfurnished ExpoSuite - Each suite comes with basic carpet and company identification signs. ExpoSuites are available in different sizes starting at 10' x 10'. The rate for ExpoSuite space is \$35 per square foot. They are available from Saturday through Tuesday.* *Electric is not included.*

Furnished ExpoSuite - Each suite comes with basic furnishings, including carpet, table(s), chairs and company identification signs. ExpoSuites are available in different sizes starting at 10' x 10'. The rate for ExpoSuite space is \$55 per square foot. They are available from Saturday through Tuesday.* *Electric is not included.*

Expo Suites

Available Dates & Times

Saturday, October 7

5:45 pm – 8:00 pm

Sunday, October 8

8:30 am – 4:30 pm

Monday, October 9

8:30 am – 4:30 pm

Tuesday, October 10

8:30 am – 2:00 pm

Private Meeting Rooms

There are a very limited number of private meeting rooms available for exclusive use at the San Diego Convention Center and the AABB headquarter hotel, the Hilton Bay Front.

SAN DIEGO CONVENTION CENTER

SOLD
\$10,000—2 available
Hilton Bay Front

\$6,500

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While AABB has members in 80 countries, this map identifies the 20 countries with the highest number of members.



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*AABB is the Global
Association for Transfusion,
Patient Blood Management
and Cellular Therapy
Professionals*