

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, 2018, for exclusive items or activities they supported the previous year.

Convention Center Opportunities

NEW! DIGITAL SIGNAGE VIDEO WALL

Spanning the central section of the North lobby, the 160 foot wide video wall gives you 2,000 square feet of seamless, attention grabbing video real estate – the perfect way to deliver a high impact message to your attendees.

NEW! MARQUEE

Nearly 80 feet tall and providing a display area of 3,000 square feet, the Marquee reaches a daily audience of more than 100,000 pedestrians and motorists, and is visible a half-mile away. It's often the first thing to catch attendees' attention as they approach the Boston Convention and Exhibition Center.

NEW! DIGITAL SIGNAGE NETWORK

An integrated network of thirty-one 65-inch LED-LCD displays gives you access to audiences across the facility. Better yet, it's easy to coordinate your content with the Marquee or Video Wall.

Call for pricing and details on packaging these digital options.

EXHIBIT HALL BANNER

\$5,500

10'x10' double-sided

HANGING BANNER

Starting at

\$7,750 Sizes vary

Opportunities for placement of a company banner in key locations within the exhibit hall and convention center. Reach attendees with your message by securing one of these prime locations. Sponsorship includes production of the banner, installation, and removal.

LITE BOXES

\$4,150

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



HIGHBOY TABLE CLINGS

\$7,750 (10 tables)

Capture the attention of the attendees while the **SOLD** break, have some refreshment with their colleagues in the Exhibit Hall.

aisle signs

\$15,500 [EXCLUSIVE]

Attendees **SOLD** of your corporate aisle signs as they navigate the Exhibit Hall floor.

METER BOARDS

\$1,550 (\$4,120 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

\$42,750

[EXCLUSIVE]

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



COLUMN WRAPS

\$8,250 1 Left

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.

NEW! STAIR CLINGS

\$15,000

Create a lasting impression by securing **SOLD** stairs located in the Exhibit Hall. All meeting participants are sure to see your branding.



ESCALATOR RUNNERS AND CLINGS

\$15,000 per set (\$10,500

Cling/\$9,200 Runner)

2 available

Opportunity for placement of company branded clings in prominent areas within the Boston Convention and Exhibition Center. Attendees are advised to secure one of these prime locations for visibility. Sponsorship includes production of the runners, installation, and removal.

NEW! ESCALATOR FLOOR CLINGS

\$10,000

13' x 10' floor cling available in front of each the escalators leading down to the exhibit hall.

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

WIFI

\$20,000 [EXCLUSIVE]
Special Pricing for 2018

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!

SOCIAL MEDIA WALL
\$12,000

Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Social Media Wall where attendees and exhibitors tweets will be displayed throughout the duration of the meeting.

ATTENDEE BAG INSERTS
\$5,150

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

CHARGING LOUNGE
\$14,000—2 available

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.

FESTIVAL CHAIRS (BOXES)
\$2,000

Festival Chairs are sturdy, creative and stylish portable chairs. Attendees will notice your branding as they take a break.

DOOR CLINGS
\$3,000

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.

NEW! SKYBRIDGE WINDOW CLINGS
\$6,000

Attendees may use the Skybridge to travel from the East to the West side of the building. The Skybridge is visible from the exhibit hall.

ATTENDEE REGISTRATION AND HOUSING CONFIRMATION EMAIL
EXCLUSIVE \$10,000 **PARTIAL (4 MAX) \$4,500**

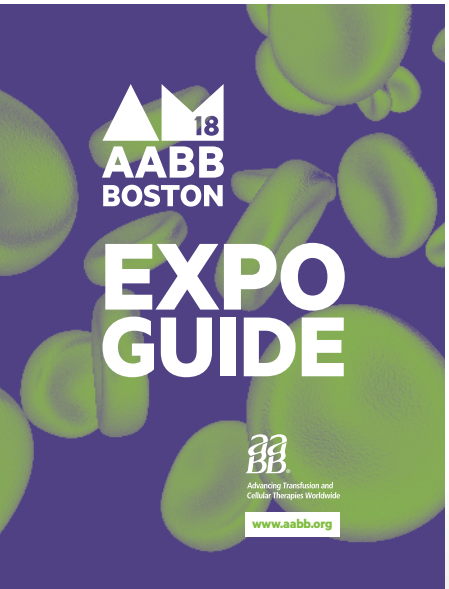
Reach attendees sooner by having your corporate logo and URL link highlighted in the registration.

WHERE YOU ARE FROM BOARD
\$7,500

All attendees stop by this board to see where their colleagues are from. Showcase your corporate branding on this popular item.



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	AD PLACEMENT	4-COLOR
COVER 2	\$7,000	1/2 PAGE	\$2,750
COVER 3	\$7,000	1/4 PAGE	\$1,750
COVER 4	\$7,500	SHOWCASE AD	\$800
FULL PAGE	\$5,250		



Marketing Opportunity offerings and pricing are subject to change.

MARKETING OPPORTUNITIES



Hotel/ City Wide Opportunities



SHUTTLE BUS OPPORTUNITIES

Showcase your corporate or product brand around Boston and the Boston Convention and Exhibition 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**

\$10,000 **SOLD**

**SHUTTLE BUS
RIBBONS, PASSENGER
& DRIVER SIDE**

\$16,000 **SOLD**

HEADREST COVERS*
\$7,000

*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 of production and distribution. **SOLD** Live materials must be approved by AABB prior to production.*



Mobile App

EXCLUSIVE SUPPORTER

\$12,500 [EXCLUSIVE] **SOLD**

As the exclusive supporter of the 2018 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 Boston.

The package includes:

- Secondary launch page prior to app opening
- Weighted banner ad linking back to your company description
- Company highlighted in Exhibitor Listing
- Premium Listing
- 3-5 minute video



BANNER AD

\$1,550

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

PUSH ALERT

\$1,300

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 2018 AABB Annual Meeting Mobile App.

CORPORATE EDUCATION

Corporate Evening Satellite Symposium

MONDAY, OCTOBER 15
7:00 pm – 11:00 pm

Corporate evening satellite symposia are held Monday evening, primarily at the AABB headquarter hotel, Westin Boston Waterfront 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
\$8,250

NON-CORPORATE AFFILIATE
\$9,250

CORPORATE EVENING PACKAGE 1
\$10,500

Package includes:

- Corporate Evening Satellite Symposium
- ¼ page advertisement in the Expo Guide
- Premium Listing

CORPORATE EVENING PACKAGE 2
\$12,500

Package includes:

- Corporate Evening Satellite Symposium
- Full-page advertisement in the Expo Guide
- Premium Listing

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 Boston Convention and Exhibition Center or the AABB headquarter hotel, Westin Boston Waterfront. Any food and beverage costs are the responsibility of the host company. For all industry workshops held at the Boston Convention and Exhibition 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 Westin Boston Waterfront 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 14
7:00 am – 8:15 am

Monday, October 15
7:00 am – 8:15 am

Tuesday, October 16
7:00 am – 8:15 am

INDUSTRY WORKSHOP PACKAGE 1
\$6,250

Package includes:

- Industry Workshop
- ¼ page advertisement in the Expo Guide
- Premium Listing

INDUSTRY WORKSHOP PACKAGE 2
\$9,000

Package includes:

- Industry Workshop
- Full-page advertisement in the Expo Guide
- Premium Listing

CORPORATE AFFILIATE
\$4,250

NON-CORPORATE AFFILIATE
\$4,350

NON-EXHIBITOR
\$7,250

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 Boston hotels will not honor your request for meetings or events without an approved AABB Ancillary Meeting Request Form.

TO RECEIVE THE 2018 ANCILLARY MEETING REQUEST FORM, PLEASE CONTACT:

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Exposuites And Private Meeting Rooms

PRIVATE MEETING ROOMS

There are a very limited number of private meeting rooms available for exclusive use at the Boston Convention and Exhibition Center and the AABB headquarter hotel, the Weston Boston Waterfront.

BOSTON CONVENTION AND EXHIBITION CENTER

FRIDAY – TUESDAY RENTAL

\$12,500

WESTIN BOSTON WATERFRONT

FRIDAY – TUESDAY RENTAL

\$6,750

EXPOSUITES

The convenient meeting-space solution. A hard wall, 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 Boston 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 \$37.50 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 \$57.50 per square foot. They are available from Saturday through Tuesday. Electric is not included.

AVAILABLE DATES & TIMES

Saturday, October 13	Sunday, October 14	Monday, October 15	Tuesday, October 16
5:45 pm – 8:00 pm	8:30 am – 4:30 pm	8:30 am – 4:30 pm	8:30 am – 2:00 pm

FOR MORE INFORMATION:

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