All promotional materials (including advertisements, announcements, emails, flyers, invitations, postcards, posters, signage and websites) must be approved by SPARGO prior to printing or electronic use. Please use the submission deadlines found on the insertion order forms, event applications and exhibit materials. If unsure, please contact:

**Shirley Harris, CEM**  
Manager, Exposition Operations  
+1.703.679.3953  
shirley.harris@spargoinc.com

Allow a minimum of five business days for approval. Please refer to the examples below for acceptable language to be used on any promotional or booth material pertaining to the AABB Annual Meeting.

**PLEASE NOTE:** AABB provides the 2016 AABB Annual Meeting Pre-Registration Attendee Mailing List for **ONE-TIME USE** only.

### ACCEPTABLE

- **2016 AABB Annual Meeting**  
  *(after the initial use of “2016 AABB Annual Meeting”, “AABB Annual Meeting” or “Annual Meeting” can be used)*

- **AABB Corporate Affiliate**

- **Annual Meeting Exhibitor**  
  *(after the initial use of “Annual Meeting Exhibitor, “exhibitor” can be used)*

- **AABB Supporter**  
  *(after the initial use of “AABB Supporter”, “supporter” can be used)*

- **#AABB16**

### UNACCEPTABLE

- 2016 AABB AM or 16 AABB AM
- 2016 Annual Meeting or 16 Annual Meeting
- 2016 AM or 16 AM
- AABB Annual Meeting 2016 or AABB Annual Meeting 16
- Annual Meeting 2016 or Annual Meeting 16
- AM 2016 or AM 16
- 2016 AABB or AABB 16

- Corporate Affiliate sponsor
- Sponsor
- AABB sponsor
- Annual Meeting sponsor or AM sponsor
- #AABB2016
- AnnualMeeting2016

*Guidelines are subject to change without notice*