Reach a targeted group of healthcare professionals involved in transfusion medicine, patient blood management, and cellular therapies.
The **2019 AABB Marketing & Support Kit** offers advertisers, supporters and exhibitors a comprehensive, one-stop resource for corporate opportunities throughout the year, including:

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

AABB MEMBERSHIP STATISTICS ............................................................................ 2

CORPORATE AFFILIATE PROGRAM ....................................................................... 4

YEAR ROUND ADVERTISING

AABB News ............................................................................................................... 6
AABB SmartBrief ......................................................................................................... 8
TRANSFUSION .......................................................................................................... 10
AABB Website ........................................................................................................... 12
AABB CareerLink ....................................................................................................... 13

AABB ANNUAL MEETING

Meeting Attendee Demographics ............................................................................. 16
Reasons to Exhibit .................................................................................................... 17
Booth Rental ............................................................................................................... 18
Marketing Opportunities ............................................................................................ 19
Supporter Levels and Benefits .................................................................................. 22
Educational Awards .................................................................................................... 24
Networking Events ..................................................................................................... 26
National Blood Foundation ......................................................................................... 28

CORPORATE SUPPORT

Corporate Evening Satellite Symposium ..................................................................... 30
Industry Workshops .................................................................................................... 31
Ancillary Meetings ....................................................................................................... 32
ExpoSuites and Private Meeting Rooms .................................................................... 32
Key Contacts .............................................................................................................. Inside Back Cover
AABB MEMBERSHIP STATISTICS

Total Membership

6,088 Individual Members
1,326 Accredited Institutional Members
107 Non-Accredited Institutions
23 Corporate Affiliates

Accredited Institutional Member Facilities

Facilities by Type

- 63% Transfusion Service
- 11% Hospital Blood Bank
- 13% Community Blood Center
- 13% Other

Top Roles — Individual Members

<table>
<thead>
<tr>
<th>ROLE</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/Exec Dir/Admin</td>
<td>122</td>
</tr>
<tr>
<td>COO/VP/Senior Mgmt</td>
<td>88</td>
</tr>
<tr>
<td>Medical Director</td>
<td>931</td>
</tr>
<tr>
<td>Medical Tech/SBB/BB Student</td>
<td>112</td>
</tr>
<tr>
<td>Mgr/Dir/Sup — BC/DRM/APH</td>
<td>283</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROLE</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mgr/Dir/Sup — Transfusion Services</td>
<td>441</td>
</tr>
<tr>
<td>Nonmgr — Transfusion Services</td>
<td>117</td>
</tr>
<tr>
<td>Physician — Transfusion Services</td>
<td>185</td>
</tr>
<tr>
<td>QC/QA</td>
<td>141</td>
</tr>
<tr>
<td>Research</td>
<td>112</td>
</tr>
</tbody>
</table>
Top Countries
Individual Members**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>4,872</td>
</tr>
<tr>
<td>Canada</td>
<td>268</td>
</tr>
<tr>
<td>Australia</td>
<td>80</td>
</tr>
<tr>
<td>Japan</td>
<td>64</td>
</tr>
<tr>
<td>Germany</td>
<td>56</td>
</tr>
<tr>
<td>Brazil</td>
<td>49</td>
</tr>
<tr>
<td>India</td>
<td>48</td>
</tr>
<tr>
<td>Netherlands</td>
<td>38</td>
</tr>
<tr>
<td>China</td>
<td>36</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>34</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>28</td>
</tr>
<tr>
<td>Argentina</td>
<td>25</td>
</tr>
<tr>
<td>Italy</td>
<td>23</td>
</tr>
<tr>
<td>Switzerland</td>
<td>21</td>
</tr>
<tr>
<td>Korea, Republic of</td>
<td>20</td>
</tr>
<tr>
<td>Belgium</td>
<td>19</td>
</tr>
<tr>
<td>France</td>
<td>19</td>
</tr>
<tr>
<td>Spain</td>
<td>19</td>
</tr>
<tr>
<td>Sweden</td>
<td>19</td>
</tr>
<tr>
<td>Mexico</td>
<td>17</td>
</tr>
<tr>
<td>Taiwan</td>
<td>17</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>16</td>
</tr>
<tr>
<td>New Zealand</td>
<td>16</td>
</tr>
</tbody>
</table>

Geographic Distribution
Individuals Institutions

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>INDIVIDUAL MEMBERS</th>
<th>PERCENTAGE</th>
<th>INSTITUTIONAL MEMBERS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>755</td>
<td>12%</td>
<td>214</td>
<td>16%</td>
</tr>
<tr>
<td>Region 2</td>
<td>702</td>
<td>12%</td>
<td>227</td>
<td>17%</td>
</tr>
<tr>
<td>Region 3</td>
<td>859</td>
<td>14%</td>
<td>186</td>
<td>14%</td>
</tr>
<tr>
<td>Region 4</td>
<td>805</td>
<td>13%</td>
<td>182</td>
<td>14%</td>
</tr>
<tr>
<td>Region 5</td>
<td>866</td>
<td>14%</td>
<td>150</td>
<td>11%</td>
</tr>
<tr>
<td>Region 6</td>
<td>885</td>
<td>15%</td>
<td>225</td>
<td>17%</td>
</tr>
<tr>
<td>International*</td>
<td>1,216</td>
<td>20%</td>
<td>142</td>
<td>11%</td>
</tr>
</tbody>
</table>

* Includes Canada and Mexico

** Membership data as of August 2018. Listings may be segmented in other ways to reach your target audiences. Numbers listed are approximations as lists change daily.
The AABB Corporate Affiliate Program gives you the opportunity to stay abreast of the latest trends and information affecting the industry while making the valuable connections to achieve your goals.

Annual dues investment provides you with these extended benefits:

**AABB ANNUAL MEETING**
- One booth priority point
- Recognition in the 2019 Expo Guide
- Signage recognition in exhibit booth

**ADVERTISING – 15% DISCOUNT!**
- AABB News
- AABB SmartBrief
- AABB Website
- 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 which includes exclusive information you need to stay in tune with your customers
- Use of the AABB Corporate Affiliate logo (in accordance with the logo usage guidelines)

---

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

---

**TO BECOME A CORPORATE AFFILIATE PLEASE CONTACT:**

Member Services
membership@aabb.org
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
- FDA
- Gulf Coast Regional Blood Center
- Haemonetics
- Heartland Blood Center
- Héma-Québec
- Hoxworth Blood Center
- Indiana Blood Center
- Kaiser Permanente
- LifeShare Blood Centers
- Mayo Clinic
- National Blood Transfusion Center
- New York Blood Center
- Oklahoma Blood Institute
- OneBlood
- Rhode Island
- Blood Center
- San Diego Blood Bank
- Terumo BCT
- United Health System
- and more...

Ensuring Donor Health and Safety

2019 MARKETING & SUPPORT KIT
Circulation: Approximately 6,000
Frequency: 11 issues per year

Published 11 times per year, the association’s magazine provides an insightful look at critical issues affecting the fields of transfusion medicine, cellular therapies and patient blood management.

*AABB News* is received by all members of the association. Each issue takes a close look at the industry through feature articles, in-depth news stories, interviews, expert opinion columns and coverage of critical issues affecting the industry.

*AABB News* was redesigned in 2018. In addition to a fresh, modern look the publication added new features, including:

- “White Coats” – interviews with influential AABB members
- “In the Field” – profiles of leading facilities or organizations
- “Insider’s View” – guest columnists sharing their expertise

Advertise in *AABB News* to reach professionals across the field, including Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors and Physicians (Anesthesiologists, Surgeons, Transfusion Services Specialists).

2019 *AABB News* Editorial Calendar

**JANUARY**

- Featured Theme: Disaster Preparedness
  - Ad reservation due: December 7, 2018
  - Artwork due: December 14, 2018

**FEBRUARY**

- Featured Theme: Immunohematology
  - Ad reservation due: January 8, 2019
  - Artwork due: January 15, 2019

**MARCH**

- Featured Theme: Blood Transfusions in Non-Hospital Settings
  - Ad reservation due: February 8, 2019
  - Artwork due: February 15, 2019

**APRIL**

- Featured Theme: Patient Blood Management
  - Ad reservation due: March 8, 2019
  - Artwork due: March 15, 2019

**MAY**

- Featured Theme: Cellular Therapies
  - Ad reservation due: April 8, 2019
  - Artwork due: April 15, 2019

**JUNE**

- Featured Theme: Military Medicine
  - Ad reservation due: May 8, 2019
  - Artwork due: May 15, 2019

**JULY**

- Featured Theme: Transfusion Medicine in Rural Areas
  - Ad reservation due: June 7, 2019
  - Artwork due: June 14, 2019

**AUGUST**

- Featured Theme: Diversifying Business
  - Ad reservation due: July 8, 2019
  - Artwork due: July 15, 2019

**SEPTEMBER**

- Featured Theme: Transfusion Medicine: Past, Present and Future
  - Ad reservation due: August 8, 2019
  - Artwork due: August 15, 2019
  - Bonus distribution at 2019 AABB Annual Meeting

**OCTOBER**

- Featured Theme: Standards and Accreditation
  - Ad reservation due: September 6, 2019
  - Artwork due: September 13, 2019

**NOVEMBER/DECEMBER**

- Featured Theme: Neonatal Patients
  - Ad reservation due: October 8, 2019
  - Artwork due: October 15, 2019
2019 Advertising Rates*

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

Corporate Affiliates save 15% on advertising rates. See page 4 for more details about the AABB Corporate Affiliate Program.

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

Mechanical Specifications

<table>
<thead>
<tr>
<th></th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live area</td>
<td>7 1/2&quot;</td>
<td>9 7/8&quot;</td>
</tr>
<tr>
<td>Trim size</td>
<td>8 1/4&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>Bleed size</td>
<td>8 1/2“</td>
<td>11 1/8“</td>
</tr>
</tbody>
</table>

**OTHER SIZES**

<table>
<thead>
<tr>
<th></th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tip</td>
<td>5 1/4“</td>
<td>10 3/8“</td>
</tr>
<tr>
<td>Cover Wrap</td>
<td>5 1/4“</td>
<td>10 7/8“</td>
</tr>
<tr>
<td>1/2 page H</td>
<td>7 1/4“</td>
<td>4 7/8“</td>
</tr>
<tr>
<td>1/2 page V</td>
<td>4 3/4“</td>
<td>9 7/8“</td>
</tr>
<tr>
<td>1/3 page H</td>
<td>4 3/4“</td>
<td>4 7/8“</td>
</tr>
<tr>
<td>1/3 page V</td>
<td>2 1/4“</td>
<td>9 7/8“</td>
</tr>
</tbody>
</table>

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](http://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 1/2" from trim; allow 1/8" for bleeds all four sides; include crop marks
- Maximum Black Density: 95
- Maximum Ink Density: 290
- Dot Gain: 2%
- Halftone screen: 150 to 175

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

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

The frequency and reach of AABB SmartBrief keeps your brand top-of-mind for a large and influential audience, while also driving clicks and other engagement.

2019 Advertising Rates

<table>
<thead>
<tr>
<th>Section</th>
<th>COST PER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$800</td>
</tr>
<tr>
<td>Top Story (News 1)</td>
<td>$800</td>
</tr>
<tr>
<td>Science &amp; Health (News 2)</td>
<td>$605</td>
</tr>
<tr>
<td>Emerging Trends (News 3)</td>
<td>$525</td>
</tr>
<tr>
<td>Industry News &amp; Practice (News 4)</td>
<td>$475</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$800</td>
</tr>
</tbody>
</table>

Engage daily with subscribers through ongoing sponsorship of Top Story, Science & Health, Emerging Trends, and other sections.

Features include:

- Real-time access to the number of emails delivered, open rate, clicks, and the job title and company name behind every click
- 100% share-of-voice opportunities, including e-blasts and special-topic issues, are available
- AABB Corporate Affiliates receive a 15% discount

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

Jay Lewis
Director of Marketing and Communications, AABB
+1.301.215.6593
jlewis@aabb.org

2018 Open rate
63%

2018 Click-through rate
.65%
(on advertising)

Circulation
10,000+
opt-in subscribers

Frequency
Daily
(Monday – Friday)

Average Monthly Impressions
150,000+

Format
HTML email
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**
The Official Journal of the AABB, TRANSFUSION is received by all AABB members and more than 1,000 institutions.

TRANSFUSION publishes the latest technological advances, clinical research and controversial issues on topics such as clinical transfusion, immunology, genetics, cellular therapy, patient blood management and hematology.

This peer-reviewed scholarly journal represents a direct, efficient route to Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, and Physicians (Transfusion Service, Anesthesiologist, Surgeon) who work in Blood Centers, Hospital Blood Banks and Hospital Transfusion Services.

EDITOR:
Richard M. Kaufman, MD

ORIGIN OF EDITORIAL:
100% submitted, peer-reviewed articles by members and nonmembers.*

EDITORIAL-TO-AD RATIO:
90:10

TOTAL CIRCULATION:
7,102 U.S. and international

FREQUENCY:
Monthly plus supplements

BONUS DISTRIBUTION:
AABB Annual Meeting and other state and regional meetings

* Acceptance of articles is determined by the editorial board based on a rigorous peer-review process.
2019 Advertising Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$2,494</td>
<td>$1,602</td>
<td>$1,150</td>
</tr>
<tr>
<td>3X</td>
<td>$2,389</td>
<td>$1,539</td>
<td>$1,097</td>
</tr>
<tr>
<td>6X</td>
<td>$2,284</td>
<td>$1,497</td>
<td>$1,045</td>
</tr>
<tr>
<td>12X</td>
<td>$2,179</td>
<td>$1,434</td>
<td>$992</td>
</tr>
<tr>
<td>24X</td>
<td>$2,074</td>
<td>$1,370</td>
<td>$940</td>
</tr>
<tr>
<td>36X</td>
<td>$1,969</td>
<td>$1,307</td>
<td>$887</td>
</tr>
<tr>
<td>48X</td>
<td>$1,864</td>
<td>$1,245</td>
<td>$835</td>
</tr>
</tbody>
</table>

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 1/4" x 10 7/8"

Mechanical Specifications

<table>
<thead>
<tr>
<th>PAGE SIZE, NON-BLEED</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 1/2&quot;</td>
<td>5&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAGE SIZE, BLEED</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8 1/2&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>4 5/16&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8 1/2&quot;</td>
<td>5 9/16&quot;</td>
</tr>
</tbody>
</table>

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

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

Placing your ad on the AABB website gives you the opportunity to reinforce your brand and build traffic to your site. Your ad will appear on select pages, to an active user base with a high duration time per unique visitor. Skyscraper and button ads offer an excellent visual opportunity for your company, product or service.

AABB Web Profile
- Approximately 280,000 page views/month
- More than 74,000 visits/month

Top sections that will house your ad include:
- Annual Meeting
- Programs & Services
- Professional Development

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
- File size: 40KB or less
- Animation graphics are acceptable

2019 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKYSCRAPER AD</td>
<td>$1,200</td>
<td>$1,000</td>
<td>$900</td>
<td>$725</td>
<td>$600</td>
</tr>
<tr>
<td>BUTTON AD</td>
<td>$600</td>
<td>$550</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
</tr>
</tbody>
</table>

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

Jay Lewis
Director of Marketing and Communications, AABB
301.215.6593
jlewis@aabb.org

Corporate Affiliates receive a 15% discount off website advertising.

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

* Advertising will not appear on pages with continuing medical education (CME) information and/or content or other pages not approved by AABB.
AABB CareerLink 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.

2019 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30-DAY JOB POSTING</strong> (Resume Search Included)</td>
<td>$275</td>
<td>$330</td>
</tr>
<tr>
<td><strong>60-DAY JOB POSTING</strong> (Resume Search Included)</td>
<td>$440</td>
<td>$495</td>
</tr>
<tr>
<td><strong>FIVE 30-DAY JOB POSTINGS</strong> (Resume Search Included)</td>
<td>$1,100</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

aabb.org/careerlink | +1.888.491.8833

**Employer 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 resume database

**Add-ons:**
- Featured job: $100
- SmartBrief add-on for two weeks: $195
- SmartBrief add-on for one month: $330
October 19-22, 2019

The Event Advancing Transfusion and Cellular Therapy
The **2019 Annual Meeting**, October 19-22 in San Antonio, TX provides an unparalleled opportunity to maximize your exposure to a highly targeted audience.

| **4,500+** | **3,000+** | **200+** | **60,000** |
| Anticipated Total Attendance | Anticipated Professional Attendance | Anticipated Exhibiting Companies | Net Sq. Ft. of Exhibits |

**Demographics & Statistics**

**2017 ATTENDEES**
- Are involved in the purchasing process: 64%
- Have 10+ years of experience: 45%
- Attend to learn about the latest product innovations: 86%
- Attend to look for new vendor contacts: 72%

**2017 EXHIBITORS**
- Rate current customer interaction as good to excellent: 60%
- Rate the number of new leads collected as good to excellent: 63%

**ATTENDEE BREAKDOWN**
- 17% International
- 83% U.S. Based
TARGETED CUSTOMER INTERACTION AND VISIBILITY

Top Seven Reasons To Exhibit

1. FACE TO FACE INTERACTION WITH QUALIFIED BUYERS
2. DESIGNATED VIP SCHEDULE
3. DIVERSE COMPETITIVE MIX
4. ONE ON ONE INTERACTION
5. HIGH RETURN ON INVESTMENT
6. LEAD RETRIEVAL
7. COMPLIMENTARY MEETING REGISTRATION

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

Featured Exhibitor Listing $1,250
ONLY EIGHT (8) SPOTS AVAILABLE!

Differentiate your company from other exhibitors! Enhancing your listing could be the difference between blending in or standing out at the Annual Meeting.

- Exhibitor Directory (two [2] structures located outside the main entrances to the exhibit hall)
- Bolded listing alongside an exhibit hall map on both structures
- Expo Guide Listing
- Standard benefits (company name, booth number, contact information, website and 400 character description)
- Bolded Company Listing
- Logo included above company listing
- Booth location designated on the exhibit hall map
- Mobile App Listing
- Standard exhibitor listing benefits (company name, booth number, contact information, website and 400 character description)
- Company logo displayed next to company name and contact information
- Supporter level displayed next to listing
- Up to 10 Product & Service Categories listed
- Additional benefits coming soon!

2019 Dates

Saturday, October 19 – Monday, October 21

LOCATION
Henry B. Gonzalez Convention Center
San Antonio, TX
Halls 2&3

2019 EXHIBIT HALL SCHEDULE

Saturday, October 19
5:30 pm – 7:30 pm

Sunday, October 20
10:00 am – 4:30 pm

Monday, October 21
10:00 am – 4:30 pm

* times subject to change

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

More than 64% of professional attendees are involved in the purchasing process.
2019 BOOTH RATES

<table>
<thead>
<tr>
<th>FEES PER 10’ X 10’ BOOTH SPACE</th>
<th>BEFORE JAN. 11, 2019 (including Onsite &amp; Online Rebooking)</th>
<th>AFTER JAN. 12, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,750</td>
<td>$3,850</td>
</tr>
<tr>
<td>Corner</td>
<td>$3,950</td>
<td>$4,050</td>
</tr>
<tr>
<td>Island Booths &amp; Vehicles</td>
<td>$3,950</td>
<td>$4,050</td>
</tr>
<tr>
<td>Is (Per 10’ X 10’ Booth)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Profit (Must Provide 501C Form)</td>
<td>$1,200*</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*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).

Important Dates And Deadlines

**JANUARY 11, 2019**
Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before January 11, 2019 for a full refund

**JANUARY 12, 2019**
Booth rate increases January 12, 2019 (for Onsite/Online Rebooking) 50% deposit due

**JUNE 7, 2019**
Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before June 7, 2019 for a 50% refund

**JUNE 8, 2019**
Balance of booth space due

Booth Space Rates Include

- Discount pricing on pre-registered attendee direct mailing list* three to four weeks prior to the Annual Meeting.
- Discount pricing on attendee direct mailing list* available four weeks post-event.
- One full-meeting registration for first 10’ x 10’ booth purchased. Additional meeting registrations accrue based on additional booths purchased.**
- Four “exhibit hall only” booth personnel badges per 10’ x 10’ booth purchased
- Complimentary pipe and drape, ID sign, company identification sign, island exception.***
- Complimentary basic (50-word) listing on the Virtual Exhibit Hall and the 2019 AABB Annual Meeting Mobile App
- Customer VIP Passes
- Company listing in the Expo Guide (if received by early August 2019)
- 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

* Completed request form required. Physical addresses only. Mailing subject to AABB approval.
** Non-profit booth space excluded.
*** Carpet is required and must be purchased separately.

AABB SPONSORSHIP AND EXHIBITOR OPPORTUNITIES:
Heidi O’Hara | Business Development | +1.856.637.3301 | heidi_ohara@AFassanoCo.com
MARKETING OPPORTUNITIES

Extend your company’s reach beyond your booth.
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, 2019, for exclusive items or activities they supported the previous year.

Exhibit Hall Aisle Signs
$16,000 [EXCLUSIVE]

Interior Door Clings
$7,000

Column Wraps
$8,500

Backlit Kiosk
$6,500
(per location)

Market Cafe Table Clings
$7,750
(5 tables)

Branding Package
$15,000

Highboy Table Clings in Exhibit Hall
$7,750 (10 tables)

Offerings and pricing are subject to change.

Escalator Clings
$15,000 [EXCLUSIVE]
Includes escalator and stair clings. Sponsorship includes production of the clings, installation, and removal.

Attendee Bag Inserts
$5,250

Hotel Room Keys
Secures the rights to produce and distribute corporate, product or event-branded key cards at select hotels within the official housing block.
$25,000

Escalator Runner and Stair Cling Package
$25,000 [EXCLUSIVE]
Includes escalator and stair clings. Sponsorship includes production of the clings, installation, and removal.
# MARKETING OPPORTUNITIES

## Glass Railing Clings
**$13,500**
(Set of 4)

## Exhibit Hall Lunch
(Sunday and Monday)
**$20,000**

## Exhibit Hall AM/PM Breaks
(Sunday and Monday)
**$12,000 per day**
**$7,500 per break**

## After Hours Demonstration
Call for Pricing.

## Digital Advertisement
**$5,000**

## Attendee Registration and Confirmation Email
**$12,500 [EXCLUSIVE]**

## Banner Ad
**$2,000**
Rotating banner ad on the mobile app, including a URL link of your choice.

### “Where Are You From?” Board
**$5,500**
Showcase your corporate branding on this popular, high-traffic item.

### Charging Lounge
**$14,500 2 available**
Located in the Exhibit Hall, each lounge contains charging stations and a seating area.

### Banner ad in “Before You Go” Attendee email
**$7,500**
Your banner ad and URL will be displayed in this email.

## Mobile App Sponsor
**$15,000 [EXCLUSIVE]**
The AABB Mobile App is the main communication tool for attendees to view educational programming, exhibitor information, connect to their personal online itinerary and much more. Highlight your brand while also sharing information and resources of your products and/or services.

- Sponsor ad at startup – attendees can’t miss it!
- Banner ad linking to the website of your choice
- One (1) push notification to attendees per day, Saturday – Monday
  *(preferred deployment considered, final schedule at discretion of AABB show management)*
- Additional details coming soon!

---

**Offerings and pricing are subject to change.**
Print Opportunities

EXPO GUIDE
The Expo Guide is an excellent opportunity to complement your company’s presence in the exhibit hall. Secure an ad in this publication to magnify onsite visibility, impact and effectiveness. **What’s included in the Expo Guide:**

- Exhibitor information, including product/service categories
- Exhibit floor plan
- Schedules and descriptions for corporate satellite symposia and industry workshops

<table>
<thead>
<tr>
<th>AD PLACEMENT</th>
<th>4-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER 2</td>
<td>$7,000</td>
</tr>
<tr>
<td>COVER 3</td>
<td>$7,000</td>
</tr>
<tr>
<td>COVER 4</td>
<td>$7,500</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$5,250</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$2,750</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$1,750</td>
</tr>
<tr>
<td>SHOWCASE AD</td>
<td>$800</td>
</tr>
</tbody>
</table>

Wi-Fi

**$20,000 [EXCLUSIVE]**

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 Wi-Fi recognizing your support of this much valued service. Plus a digital package of benefits!
AABB offers a myriad of exciting ways to reach the transfusion medicine, patient blood management and cellular therapy audience. Opportunities will count toward support levels recognition and may be combined to increase your support level* and benefits.

* 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. Past year supporters have first right-of-refusal for exclusive items or activities until February 1, 2019.

<table>
<thead>
<tr>
<th>ULTIMATE SUPPORTER</th>
<th>PLATINUM SUPPORTER</th>
<th>GOLD SUPPORTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75,000+</td>
<td>$50,000 – $74,999</td>
<td>$30,000 – $49,999</td>
</tr>
<tr>
<td>Corporate logo recognition on signage, promotional materials and AABB website</td>
<td>Corporate logo recognition on signage, promotional materials and AABB website</td>
<td>Corporate logo recognition on signage, promotional materials and AABB website</td>
</tr>
<tr>
<td>Corporate logo recognition on the Exhibit Hall Entrance signage</td>
<td>Corporate logo recognition on the Exhibit Hall Entrance signage</td>
<td>Corporate logo recognition on the Exhibit Hall Entrance signage</td>
</tr>
<tr>
<td>Five invitations to the President’s Reception</td>
<td>Three invitations to the President’s Reception</td>
<td>Two invitations to the President’s Reception</td>
</tr>
<tr>
<td>Five complimentary full Annual Meeting registrations</td>
<td>Three complimentary full Annual Meeting registrations</td>
<td>Two complimentary full Annual Meeting registrations</td>
</tr>
<tr>
<td>Recognition on the online floorplan</td>
<td>Recognition on the online floorplan</td>
<td>Recognition on the online floorplan</td>
</tr>
<tr>
<td>One complimentary full page ad in the Expo Guide</td>
<td>One complimentary half page ad in the Expo Guide</td>
<td>One complimentary half page ad in the Expo Guide</td>
</tr>
<tr>
<td>One additional priority point</td>
<td>One additional priority point</td>
<td>One additional priority point</td>
</tr>
<tr>
<td>One additional pre-meeting attendee mailing list usage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Featured Exhibitor Listing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2019 MARKETING & SUPPORT KIT
# Supporter Benefits at a Glance

<table>
<thead>
<tr>
<th>Supporter Level</th>
<th>ULTIMATE</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level recognition in promotional materials</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on AABB website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Exhibit Hall Entrance Unit Supporter Thank You List</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Invitation to attend the President’s Reception</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary full Annual Meeting registrations</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Highlighted on the online floorplan</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary ad in Expo Guide</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>One additional priority point</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>One additional pre-meeting attendee mailing list usage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary Featured Exhibitor Listing</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

*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 signage
- One invitation to the President’s Reception
- One complimentary full Annual Meeting registration

## BRONZE SUPPORTER

$5,000 – $9,999

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

Contribute to AABB educational efforts and awards while developing a strategic alliance with AABB.

Scholarship Awards
$20,000

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 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

Tibor Greenwalt Memorial Award and Lectureship
$8,500

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

Sally Frank Memorial Award
$8,500

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

Karl Landsteiner Memorial Award and Lectureship
$13,500

AABB’s 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
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:
Heidi O'Hara
Business Development
+1.856.637.3301
heidi_ohara@AFassanoCo.com

Hemphill-Jordan Leadership Award and Lectureship
$8,500

This 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.

Your investment includes:
• Corporate logo at the event entrance
• Two invitations to the President’s Reception

Emily Cooley Memorial Award and Lectureship
$8,500

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.

Your investment includes:
• Corporate logo at the event entrance
• Two invitations to the President’s Reception
These networking opportunities provide face-to-face contact with a targeted audience.

**Cellular Therapy Workshop & Reception**

**FRIDAY, OCTOBER 18**
*included in registration fee*
Kick off the meeting with this event exclusively for cellular therapy professionals. Network with colleagues while enjoying light refreshments.

**Patient Blood Management Workshop**

**FRIDAY, OCTOBER 18**
More information coming soon!

**Assessor Continuing Education Day**

**FRIDAY, OCTOBER 18**
This program brings together current AABB volunteer assessors from all over the industry 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

**General Session**

**$50,000**

**SATURDAY, OCTOBER 19**
The general session, featuring a keynote presentation, is the kick-off event to the 2019 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
- Priority reserved seating for 12 of your guests at the session
- Corporate logo at the event entrance
Immunohematology Reference Laboratory Luncheon

$8,500

SATURDAY, OCTOBER 19
This event brings together medical directors and directors of IRL for targeted updates on accreditation and standards.

Your investment includes:
- Opportunity to welcome attendees
- 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 20
This popular event for cell therapy professionals brings together leaders in the field for presentations and discussions on hot topics in the field.

Your investment includes:
- Opportunity to welcome attendees
- Corporate name recognition on the luncheon ticket
- Five invitations to attend the luncheon
- Corporate logo at the event entrance

Cellular Therapy Section Business Meeting and Luncheon

$8,500

MONDAY, OCTOBER 21
The cellular therapies section business meeting and luncheon brings together cell therapy professionals to discuss association CT-related business and key positions in the member section.

Your investment includes:
- Opportunity to welcome attendees
- Five invitations to attend the event
- Text recognition on eBlast (AABB produced) to section members prior to meeting
- Corporate logo at the event entrance
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 for the benefit of patients and donors by contributing your support.

2019 Grant Recipients’ Lecture and Luncheon
$3,500
SATURDAY, OCTOBER 19
This well attended lecture showcases the research activities of three early-career transfusion medicine investigators who have utilized NBF grant funding to develop their investigations into highly productive research programs.

Your investment includes:
• One reserved table for eight guests
• Corporate logo at the event
• Recognition and logo on our website

Reach Out for Research – Yoga Premier Supporter
$3,500
SUNDAY, OCTOBER 20
Attendees can start their day off right by saluting the sun and your brand can be a part of it.

Your investment includes:
• Corporate logo on the event promotional item
• Event and convention center signage
• Recognition on the NBF website and at the event
• Five complimentary event registrations

NBF Run for Research 5K/1 Mile Walk
SUNDAY, OCTOBER 20
The NBF Run for Research provides an exercise opportunity for runners and walkers prior to Sunday’s educational meetings.

PREMIER SUPPORTER: [EXCLUSIVE]
$4,000
• Corporate logo on the runner bibs
• Corporate logo on the race t-shirt
• Event and convention center signage
• Recognition on the NBF website and at the event
• Five complimentary race registrations

START / FINISH LINE BANNER: [EXCLUSIVE]
$3,000
• Corporate logo on the start/finish line banner
• Corporate logo on the race t-shirt
• Event and convention center signage
• Verbal recognition at the event

BREAKFAST: [EXCLUSIVE]
$2,000
• Corporate logo on the race t-shirt
• Event and convention center signage
• Verbal recognition at the event

Council on Research and Development (CORD) Summit
[EXCLUSIVE]
$10,000
MONDAY, OCTOBER 21
This invitation-only event provides elite contributing members an opportunity for leadership engagement in critical conversations that shape the future of the industry.

Your investment includes:
• Focused visibility among industry thought leaders and key stakeholders
• Corporate logo on signage at the event
• Recognition and logo on our website
• Recognition on the attendee gift

Sleep In for Research Premier Supporter
$3,500
Meeting attendees who prefer to spend their mornings sleeping rather than taking in an early-morning run or stretch can support the NBF’s important work without losing any sleep.

Your investment includes:
• Corporate logo on the event t-shirt
• Convention center signage
• Recognition on the NBF website
• Five complimentary T-shirts
NBF Reception
$4,000
This invitation-only executive networking event brings together 200+ attendees, including high level industry executives, to recognize NBF’s Hall of Fame members, recent incoming scholars, major contributors and individual donors.

Your investment includes:
• Corporate logo on signage at the event and convention center
• Recognition during the reception
• Four invitations

NBF VIP Lounge
Premier Supporter
An exclusive lounge for NBF contributing members, including industry thought leaders and key stakeholders.
Contact us to customize your space today!

Hall of Fame
[EXCLUSIVE]
The Hall of Fame acknowledges a prestigious and select group of NBF grant recipients who leveraged their early-career grant funding into successful careers and who demonstrate exemplary leadership within the field.

WALL OF EXCELLENCE:
$15,000
• Corporate logo on the Hall of Fame wall in a highly visible area of the convention center
• Corporate logo on appreciation signage
• Recognition on the NBF website
• Verbal recognition at the NBF Reception

Scholar Program
[EXCLUSIVE]
$5,000
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.

Your investment includes:
• Corporate logo on signage at the event and convention center
• Verbal recognition during the NBF Reception
• Four invitations to the NBF Reception

Unrestricted Grant
Organizations who want to support the NBF events during the 2019 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.

FOR MORE INFORMATION, PLEASE CONTACT
Heidi O’Hara
Business Development
+1.856.637.3301
heidi_ohara@AFassanoCo.com
CORPORATE SUPPORT

Corporate Evening Satellite Symposium

SUNDAY, OCTOBER 20 $13,000

Corporate evening satellite symposia* are held Sunday evening, primarily at the Grand Hyatt San Antonio or other local hotels. These programs are hosted by companies who choose to provide informational 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.

* Corporate Evening Satellite Symposium attendance is open to all attendees, however, the host company has the right to refuse admittance.

- Full-page advertisement in the Expo Guide
- Social Media call out prior to the Symposium

Industry Workshops

Industry Workshops* provide your company with an opportunity to present a 1.25-hour program before AABB education sessions begin for the day. Each workshop is designed for presentations that seat approximately 100 to 150 attendees and may be held at the Henry B. Gonzalez Convention Center or the Grand Hyatt San Antonio.

- Corporate logo displayed on onsite signage outside of meeting room
- Half page advertisement in the Expo Guide
- Sponsor’s workshop description listed in the Expo Guide and available online or through the mobile app
- Social media call out promoting Industry Workshops
- Sponsor has the opportunity to provide breakfast for attendees; arrangements and costs will be the responsibility of sponsor.

* Industry Workshop attendance is open to all attendees, however, the host company has the right to refuse admittance.

AVAILABLE DATES & TIMES:

Sunday, October 20 7:00am – 8:15am
Monday, October 21 7:00am – 8:15am

Henry B. Gonzalez Convention Center

$12,500 (5 available)
AABB provides audiovisual equipment for Industry Workshops held at the Henry B. Gonzalez Convention Center.

Grand Hyatt San Antonio

$9,500 (12 available)
Audiovisual arrangements and costs will be the responsibility of the host company for all industry workshops held at the Grand Hyatt San Antonio.
Product and Innovation Theater  $35,000

Theaters are a fantastic opportunity to educate and increase interaction with our professional attendees by hosting promotional presentations during the busiest exhibit hall hours. Presentations will be limited to 45-minutes in length and will be assigned on a first-come, first-served basis.

- Theater seating for approximately 80 attendees
- Audio-visual package to include technical support, two (2) monitors, laptop, laser pointer, sound system, and standing podium with microphone
- Food & Beverage provided for approximately 80 attendees (menu selections at discretion of AABB show management)
- Complimentary Featured Exhibitor Listing

Pre-meeting and onsite promotions of product theaters scheduling and content to include:
- Push Alert to be deployed the morning of the presentation in the 2019 Annual Meeting Mobile App
- Product and Innovation Theater Schedule printed in program and exhibitor guide
- Presentation schedule with sponsor’s logo on onsite signage
- Program listing on the 2019 AABB Annual Meeting website
- Social media post prior to each presentation highlighting the Theater programming
- Complimentary Featured Exhibitor Listing
- Lead Retrieval and staff responsibility of sponsor.

AVAILABLE TIME SLOTS INCLUDE:

Sunday, October 20
12:15pm – 1:00pm
1:15pm – 2:00pm

Monday, October 21
12:15pm – 1:00pm
1:15pm – 2:00pm
Ancillary Meetings

Ancillary meetings are staff/company/board meetings, business-to-business (B2B) meetings, focus groups, media events, hospitality suites or special events hosted by exhibitors. 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 Antonio hotels will not honor your request for meetings or events without an approved AABB Ancillary Meeting Request Form.

ExpoSuites and Private Meeting Rooms

Private Meeting Rooms

There are a very limited number of private meeting rooms available for exclusive use at the Henry B. Gonzalez Convention Center and the Grand Hyatt San Antonio.

Henry B. Gonzalez Convention Center
FRIDAY – MONDAY RENTAL
$12,500

Grand Hyatt San Antonio
FRIDAY – MONDAY 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 Henry B. Gonzalez 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 $38.50 per square foot. They are available from Saturday through Monday. 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 $58.50 per square foot. They are available from Saturday through Monday. Electric is not included.

Available Dates & Times*  
Saturday, October 19
5:45 pm – 8:00 pm  
Sunday, October 20
8:30 am – 4:30 pm  
Monday, October 21
8:30 am – 4:30 pm

* times subject to change

Ancillary Meetings Request Form

To receive an Ancillary Meeting Request Form or for more information on ExpoSuites and Private Meeting Rooms, please contact:

Heidi O’Hara  
Business Development  
+1.856.637.3301  
heidi_ohara@AFassanoCo.com
KEY CONTACTS

AABB SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Heidi O’Hara  
Business Development  
+1.856.637.3301  
heidi_ohara@AFassanoCo.com

AABB NEWS AND TRANSFUSION

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

AABB WEBSITE

Jay Lewis  
Director of Marketing and Communications, AABB  
+1.301.215.6593  
jlewis@aabb.org