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KEY CONTACTS

AABB Sponsorship, Website and Other Opportunities
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Director of Business Development, AABB
mboraz@aabb.org

AABB Annual Meeting Sponsorship and Exhibits; NBF Sponsorship
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Business Development
+1.856.637.3301
heidi_ohara@AFassanoCo.com

TRANSFUSION and AABB News
Michael Lamattina
Advertising Sales Manager, Wiley-Blackwell
+1.781.388.8548
mlamattina@wiley.com
CONNECT YOUR BRAND TO A POWERFUL NETWORK OF TRANSFUSION MEDICINE AND BIOOTHERAPIES PROFESSIONALS

AABB is the global leader in standards development, accreditation, education and implementation of quality systems in transfusion medicine and biotherapies.

AABB Membership is comprised of a diverse community of health care professionals dedicated to making transfusion medicine and biotherapies safe, available and effective worldwide.

6,000+ Individual Members
1,300+ Accredited Institutional Members
100+ Non-Accredited Institutional Members

Accredited Institutional Member Facilities
Facilities by Type

- 61% Transfusion Service
- 14% Community Blood Center
- 14% Other
- 11% Hospital Blood Bank

Top AABB Member Work Roles
- CEO
- CMO
- COO/VP/Administrator
- Medical Director
- Medical Technologist/Technician
- Physician
- Donor Recruitment
- Education/Training
- Information Technology
- Inventory Management
- Laboratory Director
- Nurse Practitioner/Nurse
- Perfusionist
- Quality Assurance
- Transfusion Safety Officer

International Members

19% of Individual Members
11% of Institutional Members
ABOUT AABB

VISION
A connected community dedicated to advancing transfusion medicine and biotherapies. From donor to patient. From lab to bedside.

MISSION
Improving lives by making transfusion medicine and biotherapies safe, available, and effective worldwide.

CORPORATE AFFILIATE PROGRAM
AABB is recognized for leadership, education, advocacy and resources that support corporate affiliates. Let us help you reach top professionals in transfusion medicine and biotherapies.

Find out how you can improve engagement with leaders through our corporate affiliate program.

aabb.org/CorporateAffiliate

CONTACT
Margie Boraz
mboraz@aabb.org

Gift an AABB Membership
Gift a 1-year membership to AABB as a “thank you” or “recognition” to a peer or colleague impacted by the pandemic. This can be a new membership or a renewal.
AABB SPONSORSHIP OPPORTUNITIES

AABB members rate education as one of the most valuable resources provided by the Association. Sponsorship of educational content provides high quality professional development, while also providing companies with exposure to the AABB community.

Educational Sponsored eCast
$15,000
Sponsorship of a one-hour educational webinar on an important or hot topic in the field. AABB eCasts offer sponsors high visibility to a targeted and engaged audience. All programs will include the following:
- Sponsor featured in AABB media (AABB website, AABB calendar of events)
- Sponsor’s name included in all marketing initiatives to promote to community, including Weekly Report and COVID-19 Highlights newsletters, an audience of more than 18,000 professionals
- Continuing Education credit option (CME as applicable)
- Program recorded for on-demand viewing (available for up to 2 years)
- Topic identified and agreed upon by both AABB & Sponsor

Virtual Innovation Theater
$20,000
Sponsorship offers a company the unique opportunity to provide live education about their products and solutions. The sponsor develops the content and engages the speakers, while AABB promotes and broadcasts the program to our professional audience:
- Sponsor featured in AABB media (newsletters, AABB website, AABB calendar of events)
- Sponsor’s name included in all marketing initiatives to promote to community, including Weekly Report and COVID-19 Highlights newsletters, an audience of more than 18,000 professionals
- Sponsor will present its product during a live 60-minute webinar including a Q&A period
- Program recorded for on-demand viewing (available for up to 1 year)

Hospital Survey
$35,000 ★
The AABB Research Department is conducting weekly hospital surveys during the COVID-19 pandemic. The survey goes out to over 850 hospitals on Mondays, with results posted in AABB's Weekly Report and COVID-19 Highlights newsletters on Fridays. This is an exclusive opportunity for a sponsor wanting to reach this valuable targeted market:
- Sponsor featured in email to 850 hospitals requesting survey responses
- Sponsor’s name included in all reporting of survey results, including Weekly Report, COVID-19 Highlights newsletter and AABB social media, an audience of more than 18,000 professionals.

★ EXCLUSIVE OPPORTUNITY
Offerings and prices are subject to change.

CONTACT
Margie Boraz
mboraz@aabb.org
**AABB Weekly Report** is AABB’s weekly, member newsletter providing the latest regulatory developments, breaking research, reports from key meetings, association news and more. **COVID-19 Highlights** is a new, nonmember newsletter providing COVID-19 related content from Weekly Report to the transfusion medicine and biotherapies community.

**Circulation:** 16,900

**Open Rate:** 25%

**Click-Through Rate:** 4%

**Frequency:** Weekly (Friday)

**Audience:** Health care professionals across the field, including Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Services Specialists).

### 2020 Advertising Rates

<table>
<thead>
<tr>
<th>Ad</th>
<th>4 weeks</th>
<th>8 weeks</th>
<th>12 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard (600x900)</strong>†</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Vertical (200x600)</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Square (200x200)</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Small Rectangle (360x200)</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Large Rectangle (600x150)</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

*Purchase of ad space includes space in four issues in both newsletters (where available).

*Space only available in COVID-19 Highlights (12,400 circulation).

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**CONTACT**

Margie Boraz  
mboraz@aabb.org
AABB NEWS

AABB News provides an insightful look at critical issues affecting the field. 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 field. AABB News is received by all AABB members.

Circulation: 6,000

Frequency: 11 issues/year

Audience: Health care professionals across the field, including Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Services Specialists).

2020 Advertising Rates

<table>
<thead>
<tr>
<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>
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<td>$3,575</td>
</tr>
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<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>
</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>
</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>
</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>
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<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>
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</table>

September Issue has bonus distribution at 2020 AABB Annual Meeting

Mechanical Specifications

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Other Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1/2 page V</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/3 page V</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/3 page H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/2 page H</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cover Tip</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cover Wrap</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/2&quot; x 9 7/8&quot;</td>
<td>5 1/4&quot; x 10 3/8&quot;</td>
</tr>
<tr>
<td></td>
<td>8 1/4&quot; x 10 7/8&quot;</td>
<td>1/3 page H</td>
</tr>
<tr>
<td></td>
<td>8 1/2&quot; x 11 1/8&quot;</td>
<td>7 1/4&quot; x 4 7/8&quot;</td>
</tr>
<tr>
<td>Live area</td>
<td>8 1/4&quot; x 10 7/8&quot;</td>
<td>4 3/4&quot; x 9 7/8&quot;</td>
</tr>
<tr>
<td>Trim size</td>
<td>7 1/4&quot; x 4 7/8&quot;</td>
<td>4 3/4&quot; x 4 7/8&quot;</td>
</tr>
<tr>
<td>Bleed size</td>
<td>2 1/4&quot; x 9 7/8&quot;</td>
<td>2 1/4&quot; x 9 7/8&quot;</td>
</tr>
</tbody>
</table>

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CONTACT

Michael Lamattina
mlamattina@wiley.com
TRANSFUSION JOURNAL

This peer-reviewed scholarly journal publishes the latest technological advances, clinical research and controversial issues on topics such as clinical transfusion, immunology, genetics, cellular therapies, patient blood management and hematology. *Transfusion* is received by all AABB members and more than 1,000 institutions.

**Circulation:** 7,100

**Frequency:** Monthly plus supplements

**Audience:** Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Service Specialists) who work in Blood Centers, Hospital Blood Banks and Hospital Transfusion Services.

**Editor:** Richard M. Kaufman, MD

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### 2020 Advertising Rates

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

### Mechanical Specifications

**Page Size, Non-Bleed**

- Full page: 7” x 10”
- 1/2 page V: 3 1/2” x 10”
- 1/2 page H: 7” x 5”
- 1/4 page: 3 1/2” x 5”

**Page Size, Bleed**

- Full page: 8 1/2” x 11 1/8”
- 1/2 page V: 4 5/16” x 11 1/8”
- 1/2 page H: 8 1/2” x 5 9/16”

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**CONTACT**

Michael Lamattina
mlamattina@wiley.com
AABB SmartBrief is a free daily email newsletter with summaries of the latest news stories of interest to the transfusion medicine and biotherapies community, along with links to the full articles hand-picked from hundreds of top sources.

Circulation: 9,000

Open Rate: 63%

Advertising Click-Through Rate: .65%

Frequency: Daily

Audience: Physicians, CEOs, Administrators, Medical Technologists, Donor Recruiters

2020 Advertising Rates

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>$850</td>
</tr>
<tr>
<td>Top Story (News 1)</td>
<td>$850</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$800</td>
</tr>
<tr>
<td>Dedicated Send eBlast</td>
<td>$5,000</td>
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</table>

Advertising Specifications

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>970 x 250</th>
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</thead>
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<tr>
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<td>(or 728 x 90)</td>
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<tr>
<td>File Size</td>
<td>250k maximum</td>
</tr>
</tbody>
</table>

Rectangle-Text Ad Unit

<table>
<thead>
<tr>
<th>Ad Logo</th>
<th>120 x 60</th>
<th>50k maximum</th>
<th>GIF/JPEG/PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Image</td>
<td>180 x 150</td>
<td>50k maximum</td>
<td>GIF/JPEG/PNG</td>
</tr>
<tr>
<td>Headline</td>
<td>40 characters, excluding spaces</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Copy</td>
<td>250 characters, excluding spaces</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

CONTACT

Jay Lewis, AABB
jlewis@aabb.org
AABB WEBSITE

AABB’s website, aabb.org, attracts a wide range of visitors working in transfusion medicine and biotherapies. Your ad will appear on select pages, to an active user base with a high duration time per unique visitor. Advertising on aabb.org is an ideal opportunity to reinforce your brand and build traffic to your site.

 Visitors: 86,975/month

 Page Views: 257,700/month

 Audience: Health care professionals across the field, including Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Services Specialists).

2020 Advertising Rates

<table>
<thead>
<tr>
<th>Pricing Per Month</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Skyscraper Ad</td>
<td>$1,200</td>
<td>$1,000</td>
<td>$900</td>
<td>$725</td>
<td>$600</td>
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<tr>
<td>Button Ad</td>
<td>$600</td>
<td>$550</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
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</table>

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CONTACT

Jay Lewis, AABB
jlewis@aabb.org

STANDARDS COMPLIANT PRODUCT EVALUATION PROGRAM (SCoPE) aabb.org/accreditation

AABB’s Standards Compliant Product Evaluation (SCoPE) Program is designed to benefit both vendors and customers by certifying that a product is in compliance with AABB Standards.

As part of this new program, vendors of laboratory equipment and supplies can apply to have their products reviewed by AABB’s Accreditation team. If the product is determined to be in compliance with AABB Standards, it will receive an “AABB Standards-Compliant” seal.

Products achieving SCoPE recognition will be available on the AABB website.

CONTACT

AABB Accreditation Department
accreditation@aabb.org | +1.301.215.6492
AABB Supplier Guide Sales Team  
aabb@multiview.com | +1.800.816.6710

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 biotherapies.

AABB CareerLink allows employers to post job openings instantly and find qualified, experienced professionals fast with a highly targeted talent search.

Audience: Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Service) who work in Blood Centers, Hospital Blood Banks and Hospital Transfusion Services.

2020 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Member Organization</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day Job Posting</td>
<td>$275</td>
<td>$330</td>
</tr>
<tr>
<td>(Resume Search Included)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60-Day Job Posting</td>
<td>$440</td>
<td>$495</td>
</tr>
<tr>
<td>(Resume Search Included)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five 30-Day Job Posting</td>
<td>$1,100</td>
<td>$1,250</td>
</tr>
<tr>
<td>(Resume Search Included)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add-ons:

- Featured job: $100  
- **SmartBrief add-on for two weeks**: $195
- **SmartBrief add-on for one month**: $330
The AABB Annual Meeting, to be held October 3-6 in Baltimore, MD, provides and unparalleled opportunity to maximize your exposure to a highly targeted audience of health care professionals in transfusion medicine and biotherapies.

**Date:** October 3-6, 2020

**Location:** Baltimore Convention Center, Baltimore, MD

**Total Attendees:** 4,300+

**Professional Attendees:** 3,100+

**Audience:** CEOs, CMOs, Blood Bank Directors, Transfusion Service Directors, Transfusion Specialists, Medical Directors, Researchers and Physicians (Anesthesiologists, Surgeons, Transfusion Service) who work in Blood Centers, Hospital Blood Banks, Hospital Transfusion Services and more.

**Attendee Demographics:**

- Are involved in purchasing decisions: 64%
- Have 10+ years of experience: 45%
- Attend to learn about the latest product innovations: 86%
- Attend to look for new vendor contacts: 72%
- International attendees: 17%

**2020 Exhibit Hall Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, October 3</td>
<td>5:30 pm – 7:30 pm</td>
</tr>
<tr>
<td>Sunday, October 4</td>
<td>10:00 am – 4:30 pm</td>
</tr>
<tr>
<td>Monday, October 5</td>
<td>10:00 am – 4:30 pm</td>
</tr>
</tbody>
</table>

*All times subject to change*

**Daily Unopposed Hours (Sun and Mon)**

- No education sessions 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 – 4:00 pm
# 2020 Booth Rates

<table>
<thead>
<tr>
<th>Fees Per 10’ x 10’ Booth Space</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,850</td>
</tr>
<tr>
<td>Corner</td>
<td>$4,050</td>
</tr>
<tr>
<td>Island Booths &amp; Vehicles</td>
<td>$40.50 per sq. ft.</td>
</tr>
<tr>
<td>Non-Profit*</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Non-profit rate applies only to the first 10’ x 10’ booth space and does not include complimentary meeting registration. Must provide 501C form.

**Booth Space Rates Includes:**

- One complimentary full-meeting registration per each 10’x10’ purchased*
- Four complimentary “exhibit hall only” booth personnel badges per 10’ x 10’ booth purchased.
- Pipe and drape, ID sign, company identification sign, island exception.**
- A basic (50-word) listing on the Virtual Exhibit Hall and the 2020 AABB Annual Meeting Mobile App (upgraded listings are available to purchase).
- Customer VIP Passes.
- Basic company listing in the Expo Guide *(if received by early August 2020)*
- Access to the Exhibitor’s Lounge.
- 24-hour exhibit hall perimeter security service.
- Exhibitors are eligible to purchase the attendee direct mailing list *(pre and/or post show lists available)*. Restrictions may apply.
- Exhibitors are responsible for the cost and ordering of carpet, booth furnishings, lead retrieval, utilities, shipping and material handling.

*Maximum of 10 per company. Excludes non-profit booth space

**Excludes island booth space

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**Contact**

Heidi O’Hara  
heidi_ohara@AFassanoCo.com | +1.856.637.3301
SUPPORTER LEVELS AND BENEFITS

Access exclusive benefits and increase your brand exposure by becoming an Annual Meeting supporter. Combine meeting sponsorship opportunities 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.

**Ultimate Supporter**
$75,000+
All Platinum level benefits, plus:
- Two additional invitations to the President's Reception (5 total)
- Two additional full Annual Meeting registrations (5 total)
- Upgrade to a full-page ad in the Expo Guide (replaces half-page ad benefit)
- One complimentary pre-meeting attendee mailing list usage
- Featured Exhibitor listing in the Expo Guide
- Additional priority points towards 2021 booth selection (30 total)

**Platinum Supporter**
$50,000 – $74,999
All Gold level benefits, plus:
- One additional invitation to the President’s Reception (3 total)
- One additional full Annual Meeting registration (3 total)
- One half-page ad in the Expo Guide
- Additional priority points towards 2021 booth selection (25 total)

**Gold Supporter**
$30,000 – $49,999
All Silver level benefits, plus:
- One additional invitation to the President’s Reception (2 total)
- One additional full Annual Meeting registration (2 total)
- Recognition on the online floorplan and mobile app
- One complimentary use of pre-meeting attendee mailing list (subject to AABB approval)
- Additional priority points towards 2021 booth selection (20 total)

**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 full Annual Meeting registration
- Additional priority points towards 2021 booth selection (15 total)

**Bronze Supporter**
$5,000 – $9,999
- Text recognition on signage, promotional materials and AABB website
- Text recognition on the Exhibit Hall Entrance signage
- Additional priority points towards 2021 booth selection (10 total)

**CONTACT**
Heidi O’Hara
heidi_ohara@AFassanoCo.com | +1.856.637.3301
ONSITE BRANDING

Increase your visibility, impact and return on 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.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Aisle Signs</td>
<td>$17,500</td>
</tr>
<tr>
<td>Column Cling Package</td>
<td>$9,500</td>
</tr>
<tr>
<td>Column Wraps (each)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Passport to Prizes</td>
<td>$1,500</td>
</tr>
<tr>
<td>Pratt Lobby Table Clings (15 tables)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Exhibit Hall Highboy Table Clings (10 tables)</td>
<td>$8,500</td>
</tr>
<tr>
<td>Premium Branding Packages (2 available)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Market Fresh Café Sponsorship</td>
<td>$8,500 basic package ★</td>
</tr>
<tr>
<td></td>
<td>$15,000 premium package ★</td>
</tr>
<tr>
<td>Exhibit Hall Lunch (Sunday and Monday)</td>
<td>$28,500</td>
</tr>
<tr>
<td>Pratt Street Entrance Wall Clings (2 locations available)</td>
<td>$12,000 wall cling</td>
</tr>
<tr>
<td></td>
<td>$15,500 +highboys w/clings</td>
</tr>
<tr>
<td>Featured Exhibitor Listing</td>
<td>$1,250</td>
</tr>
<tr>
<td>Attendee Bag Inserts</td>
<td>$5,500</td>
</tr>
<tr>
<td>“Where Are You From?” Board</td>
<td>$4,500</td>
</tr>
<tr>
<td>Therapy Dog Walking Experience</td>
<td>$14,500</td>
</tr>
<tr>
<td>Headshot Studio – Call for Pricing! ★</td>
<td></td>
</tr>
</tbody>
</table>

★ EXCLUSIVE OPPORTUNITY

All graphics must be approved by AABB prior to production. Product branding may be prohibited on some items. Certain items may be exclusive or have limited quantities. Offerings and prices are subject to change.

For full sponsorship descriptions and additional opportunities, visit afassanoco.com/aabb

CONTACT

Heidi O’Hara
heidi_ohara@AFassanoCo.com | +1.856.637.3301
ADVERTISING OPPORTUNITIES

Mobile App Sponsor
$17,500 ★
• Sponsor ad at startup
• Banner ad
• One push notification per meeting day, Saturday – Monday (final schedule at discretion of AABB)

Mobile App Banner Ad
$2,500

Banner Ad “Before You Go” Attendee Email
$7,500 ★

Meeting Attendee eBlast
$6,000

Attendee Direct Mail List
$500

Hotel Room Keys
$27,500 ★

Hotel Room Drops
$20,000 Inside
$15,000 Outside (call for options)

Expo Guide
Advertise in the onsite attendee guide to the Exhibit Hall.

<table>
<thead>
<tr>
<th>Ad Placement</th>
<th>4-Color Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$7,500</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
<td>$7,000</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>
</tbody>
</table>

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EDUCATIONAL AWARDS AND GRANTS

Consider a meaningful contribution to AABB's educational efforts and awards while gaining visibility during highly-attended Annual Meeting events.

Memorial Award Support

AABB Memorial Awards honor individuals who have made significant contributions to the field. Support includes your corporate name at the event entrance and two invitations to the President's Reception.

<table>
<thead>
<tr>
<th>Award Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karl Landsteiner Memorial Award and Lectureship</td>
<td>AABB's highest honor, this award recognizes an internationally renowned scientist whose original research resulted in an important contribution to the body of scientific knowledge in transfusion medicine or biotherapies.</td>
</tr>
<tr>
<td>Sally Frank Memorial Award and Lectureship</td>
<td>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.</td>
</tr>
<tr>
<td>Tibor Greenwalt Memorial Award and Lectureship</td>
<td>Recognizes an individual who made major scientific or clinical contributions to hematology, transfusion medicine or biotherapies and succinctly communicated these advances.</td>
</tr>
<tr>
<td>Emily Cooley Memorial Award and Lectureship</td>
<td>Recognizes an individual who has demonstrated teaching ability and has made a major contribution to the field of transfusion medicine or biotherapies.</td>
</tr>
<tr>
<td>Hemphill-Jordan Leadership Award</td>
<td>Recognizes an individual who made significant contributions in the areas of administration, quality programs, law and/or government affairs, and has demonstrated leadership qualities.</td>
</tr>
<tr>
<td>NBF Award for Innovative Research</td>
<td>Recognizes a scientist whose original NBF-funded research resulted in an important contribution in transfusion medicine or cellular therapies. Recipient is awarded and presents at the NBF Innovative Research and Leadership Luncheon.</td>
</tr>
</tbody>
</table>

Scholarship Awards

$20,000

These awards honors current students enrolled in Specialist in Blood Banking (SBB) programs or as a fellow in a transfusion medicine program. Support includes corporate recognition and logo at the presentation luncheon, five invitations to the event and two invitations to the President's Reception.

Unrestricted or Educational Grant Support

PhRMA and AdvaMed guidelines state that educational grants may be provided to organizations, such as AABB, to offset and reduce meeting expenses. This grant opportunity is structured with various price points and can be combined with other support opportunities to increase your support level and benefits.
NBF OPPORTUNITIES

AABB’s National Blood Foundation (NBF) drives innovation through scientific research and education grants. The NBF early-career grant program has funded more than 200 investigators – many have become leaders in the field. Help support NBF’s mission of fueling innovation for the benefit of patients and donors by contributing your support.

<table>
<thead>
<tr>
<th>NBF Run for Research 5K/1 Mile Walk Supporter</th>
<th>NBF CEO Summit Sponsor</th>
<th>NBF Research and Recognition Awards Luncheon</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,500</td>
<td>$3,500</td>
<td>Celebrate deserving recognition for outstanding research and volunteerism.</td>
</tr>
<tr>
<td>• Corporate logo on race t-shirt</td>
<td>• Focused visibility among industry thought leaders and key stakeholders</td>
<td></td>
</tr>
<tr>
<td>• Recognition on the NBF website and during the event</td>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Three complimentary race registrations</td>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
<tr>
<td>Sleep-In for Research Supporter</td>
<td>• Two invitations to NBF’s Research and Recognition Awards Luncheon</td>
<td></td>
</tr>
<tr>
<td>$3,500</td>
<td>Program topic subject to change.</td>
<td></td>
</tr>
<tr>
<td>• Corporate logo on the fundraising t-shirt</td>
<td>• Reserved seating for four guests</td>
<td></td>
</tr>
<tr>
<td>• Recognition on the NBF website and at the event</td>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Three complimentary t-shirts</td>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
</tbody>
</table>

★ EXCLUSIVE OPPORTUNITY

Offerings and prices are subject to change. For full sponsorship descriptions and additional opportunities, visit afassanoco.com/aabb

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

CONTACT

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## NBF OPPORTUNITIES (CONTINUED)

### NBF Research Symposium

*Help the NBF highlight leading-edge research.*

<table>
<thead>
<tr>
<th>Premier Symposium Supporter</th>
<th>$6,500 ★</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Corporate logo in the Impactful NBF Awards Recipients’ Video</td>
<td></td>
</tr>
<tr>
<td>• Reserved seating for four guests</td>
<td></td>
</tr>
<tr>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hall of Fame Wall of Excellence</th>
<th>$10,000 ★</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Features photos and bios of all Hall of Fame Members.</em></td>
<td></td>
</tr>
<tr>
<td>• Corporate logo on the Hall of Fame wall in a highly visible area of the convention center</td>
<td></td>
</tr>
<tr>
<td>• Reserved seating for four guests at the NBF Research and Recognition Awards Luncheon</td>
<td></td>
</tr>
<tr>
<td>• Reserved seating for four guests at the NBF Research Symposium</td>
<td></td>
</tr>
<tr>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Supporter</th>
<th>$3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reserved seating for four guests</td>
<td></td>
</tr>
<tr>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scholar Program</th>
<th>$6,500 ★</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Celebrate a milestone achievement for NBF-funded early-stage scientists.</em></td>
<td></td>
</tr>
<tr>
<td>• Reserved seating for four guests at the NBF Research and Recognition Awards Luncheon</td>
<td></td>
</tr>
<tr>
<td>• Reserved seating for four guests at the NBF Research Symposium</td>
<td></td>
</tr>
<tr>
<td>• Corporate logo and recognition during the event</td>
<td></td>
</tr>
<tr>
<td>• Recognition and logo on NBF’s website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unrestricted Grant</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Recognition and logo on NBF’s website.</em></td>
<td></td>
</tr>
</tbody>
</table>

### NBF Donor Hour(s)

*Partner with the NBF to raise awareness and donations.*

<table>
<thead>
<tr>
<th>$4,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsor’s designated Donor Hour to be announced and promoted via social media, push notification, signage etc.</td>
</tr>
<tr>
<td>• Attendees will visit AABB Central-NBF booth to make [$10-$50] donations</td>
</tr>
<tr>
<td>• Coupon card will be handed to attendee that they can redeem at sponsor’s booth for promotional item/gift (responsibility of sponsor; must be approved by NBF)</td>
</tr>
</tbody>
</table>

★ EXCLUSIVE OPPORTUNITY
NETWORKING EVENTS

Networking opportunities provide opportunities for face-to-face contact with targeted Annual Meeting attendees.

General Session – Saturday, October 3
$40,000

The general session, featuring the keynote speaker, is the kickoff event to the Annual Meeting. A unique opportunity to make a dynamic first impression with attendees.

- Sponsor will have the opportunity to offer a welcome and introduce the keynote speaker
- Sponsor’s logo displayed on a slide during the welcome/introduction
- Priority seating will be offered for 12 of the sponsors’ guests
- Sponsor’s corporate logo will be displayed on signage at the event entrance
- Private Meet & Greet w/ keynote speaker for up to five sponsor delegates
- eBlast to registered attendees pre or post show (date subject to availability)
- Featured exhibitor listing

Industry Workshops*

Baltimore Convention Center $12,500
Hilton Baltimore $9,500

Present a 1.25-hour program to attendees before or after AABB education sessions.

- Half-page ad in the Expo Guide
- Sponsor’s workshop description listed in the Expo Guide, online and through the mobile app
- Social media call out promoting Industry Workshops
- Sponsor has the opportunity to provide food and beverage for attendees; arrangements and costs will be the responsibility of sponsor
- One-time use of the attendee mailing list to promote the event

Available Dates & Times

Sunday, October 4
7:00 am – 8:15 am  |  6:00 pm – 7:15 pm
Monday, October 5
7:00 am – 8:15 am  |  6:00 pm – 7:15 pm

Corporate Evening Satellite Symposium*
$13,000

Provide informational programming to attendees during a hosted networking event at the Hilton Baltimore.

- Sponsor’s description listed in the Expo Guide, online and through the mobile app
- One-time use of the attendee mailing list to promote the event
- Half-page ad in the Expo Guide
- Social media call out prior to the event

Immunochemistry Reference Laboratory Luncheon $8,500

Cellular Therapies Sizzling Topics Luncheon $8,500

* Event is open to all attendees; however, the host company has the right to refuse admittance.

Available Dates & Times (2 per night)

Saturday, October 3 7:30 pm – 9:00 pm
Sunday, October 4 7:00 pm – 9:00 pm
Monday, October 5 7:00 pm – 9:00 pm

For full sponsorship descriptions and additional opportunities, visit afassanoco.com/aabb

CONTACT

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Product and Innovation Theater

Theater presentations are a fantastic opportunity to educate and increase interaction with professional attendees by hosting promotional presentations during the busiest exhibit hall hours. All programs will include the following:

- Theater seating for approximately 150 attendees
- Standard audio-visual package including technical support
- One-time use of the attendee mailing list to promote the event
- Sponsor’s program description listed in the Expo Guide, online and through the mobile app
- One half-page ad in the Expo Guide
- Logo and event on the Product and Innovation Theater schedule, to be printed in the Expo Guide, at the theater entrance and on onsite signage
- Push alert promoting the event in the mobile app
- Social media post highlighting theater programming
- PA announcement in exhibit hall prior to presentation
- Two lead retrieval devices and one temporary staff member to assist with lead retrieval device

**Available Times & Pricing**

**During Unopposed Hours**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, October 3</td>
<td>5:45 pm – 6:45 pm</td>
<td>$20,000*</td>
</tr>
<tr>
<td>Sunday, October 4</td>
<td>12:45 pm – 1:45 pm</td>
<td>$30,000**</td>
</tr>
<tr>
<td>Monday, October 5</td>
<td>12:45 pm – 1:45 pm</td>
<td>$30,000**</td>
</tr>
</tbody>
</table>

**Available Times & Pricing**

**During AABB Education Sessions**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, October 4</td>
<td>3:45 pm – 4:30 pm</td>
<td>$15,000*</td>
</tr>
<tr>
<td>Monday, October 5</td>
<td>10:15 am – 11:15 am</td>
<td>$15,000*</td>
</tr>
</tbody>
</table>

*Food & Beverage at discretion of Sponsor

**Ancillary Meeting Space**

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

**Private Meeting Rooms**

A limited number of private meeting rooms are available.

- **Baltimore Convention Center**: $12,500
- **Hilton Baltimore**: $6,750

**ExpoSuites**

A hard wall meeting room conveniently located in the exhibit hall. Available in custom sizes starting at 10’ x 10’. Space is limited.

- **Unfurnished ExpoSuite**: $38.50 per square foot
  - Includes basic carpet and company identification signs. Electric is not included.
- **Furnished ExpoSuite**: $58.50 per square foot
  - Includes basic furnishings (carpet, table(s), chairs) and company identification signs. Electric is not included.