2018 MARKETING & SUPPORT KIT

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

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

CONTACT AABB
4550 Montgomery Avenue
Suite 700, North Tower
Bethesda, MD 20814
Phone: +301.907.6977
Fax: +301.907.6895

The 2018 AABB Marketing & Support Kit offers advertisers, supporters and exhibitors a comprehensive, one-stop resource for all corporate opportunities offered by AABB throughout the year.

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

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

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### AABB Membership Statistics

#### Total Membership
- **102** Non-Accredited Institutions
- **25** Corporate Affiliates
- **1,334** Accredited Institutional Members
- **6,106** Individual Members

#### Accredited Facilities by Type
- **62%** Transfusion Service
- **14%** Community Blood Center
- **12%** Hospital Blood Bank
- **12%** Other

#### Geographic Distribution

<table>
<thead>
<tr>
<th>Region 1</th>
<th>Individual Members</th>
<th>Percentage</th>
<th>Institutional Members</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT, MA, ME, NJ, NY, RI, VT</td>
<td>774</td>
<td>11%</td>
<td>201</td>
<td>16%</td>
</tr>
<tr>
<td>Region 2</td>
<td>754</td>
<td>11%</td>
<td>223</td>
<td>17%</td>
</tr>
<tr>
<td>AL, FL, GA, NC, PR, SC, TN</td>
<td>824</td>
<td>15%</td>
<td>230</td>
<td>15%</td>
</tr>
<tr>
<td>Region 3</td>
<td>897</td>
<td>14%</td>
<td>185</td>
<td>15%</td>
</tr>
<tr>
<td>IA, IL, IN, KS, MI, MN, MO, ND, NE, SD, WI</td>
<td>773</td>
<td>14%</td>
<td>186</td>
<td>13%</td>
</tr>
<tr>
<td>Region 4</td>
<td>868</td>
<td>14%</td>
<td>177</td>
<td>16%</td>
</tr>
<tr>
<td>AR, AZ, CO, LA, MS, NM, OK, TX, UT</td>
<td>1,116</td>
<td>20%</td>
<td>132</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Includes Canada and Mexico

---

#### Top Countries — Individual Members

<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>15</td>
</tr>
<tr>
<td>Mexico</td>
<td>15</td>
</tr>
<tr>
<td>New Zealand</td>
<td>15</td>
</tr>
<tr>
<td>Spain</td>
<td>15</td>
</tr>
<tr>
<td>Belgium</td>
<td>16</td>
</tr>
<tr>
<td>South Africa</td>
<td>16</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>20</td>
</tr>
<tr>
<td>Singapore</td>
<td>20</td>
</tr>
<tr>
<td>Italy</td>
<td>21</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>21</td>
</tr>
<tr>
<td>Argentina</td>
<td>22</td>
</tr>
<tr>
<td>China</td>
<td>27</td>
</tr>
<tr>
<td>Korea, Republic of</td>
<td>27</td>
</tr>
<tr>
<td>Switzerland</td>
<td>27</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>33</td>
</tr>
<tr>
<td>Netherlands</td>
<td>37</td>
</tr>
<tr>
<td>Brazil</td>
<td>48</td>
</tr>
<tr>
<td>Germany</td>
<td>54</td>
</tr>
<tr>
<td>India</td>
<td>57</td>
</tr>
<tr>
<td>Japan</td>
<td>62</td>
</tr>
<tr>
<td>Australia</td>
<td>83</td>
</tr>
<tr>
<td>Canada</td>
<td>292</td>
</tr>
<tr>
<td>United States</td>
<td>4,819</td>
</tr>
</tbody>
</table>

#### Top Roles — Individual Members

<table>
<thead>
<tr>
<th>Role</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/Exec Dir/Admin</td>
<td>98</td>
</tr>
<tr>
<td>COO/VP/Senior Mgmt</td>
<td>85</td>
</tr>
<tr>
<td>Medical Director</td>
<td>803</td>
</tr>
<tr>
<td>Medical Tech/SBB/BB Student</td>
<td>106</td>
</tr>
<tr>
<td>Mgr/Dir/Sup — BC/DRM/APH</td>
<td>359</td>
</tr>
<tr>
<td>Mgr/Dir/Sup — Transf. Serv</td>
<td>401</td>
</tr>
<tr>
<td>Nonmgr — Transf. Serv</td>
<td>103</td>
</tr>
<tr>
<td>Physicin — Transf. Serv</td>
<td>183</td>
</tr>
<tr>
<td>QC/QA</td>
<td>151</td>
</tr>
<tr>
<td>Research</td>
<td>102</td>
</tr>
<tr>
<td>Mgr/Dir/Sup — Transf. Serv</td>
<td>401</td>
</tr>
<tr>
<td>Nonmgr — Transf. Serv</td>
<td>103</td>
</tr>
<tr>
<td>Physicin — Transf. Serv</td>
<td>183</td>
</tr>
<tr>
<td>QC/QA</td>
<td>151</td>
</tr>
<tr>
<td>Research</td>
<td>102</td>
</tr>
</tbody>
</table>
AABB Corporate Affiliate Program allows you to actively participate in and support the industry in order to achieve your goals. It also gives you the opportunity to stay abreast of the latest trends and information while making valuable connections with leaders in the transfusion medicine and cellular therapies field. Join AABB today as a Corporate Affiliate and reap the expanded benefits listed here.

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

**AABB ANNUAL MEETING**
- One booth priority point
- Recognition in the 2018 Expo Guide
- Signage recognition in exhibit booth

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

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

**ONLINE ACCESS 24/7**
- Access to members-only content online at www.aabb.org, which includes the membership directory, association bulletins, regulatory analysis, cellular therapies content including practice snapshots, and much more — all the information you need to stay in tune with your customers.
- Use of the AABB Corporate Affiliate logo (in accordance with the logo usage guidelines)

**ADVERTISING - 15% DISCOUNT!**
- AABB News
- AABB SmartBrief
- www.aabb.org
- One-time complimentary use of the AABB membership list for a targeted direct mail campaign

---

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

Melanie Meek  
Member Services Specialist  
1.301.215.6561  
mmeek@aabb.org

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

- High-resolution PDF (300 dpi or higher, formatted for printing)
- AABB does not accept native file formats (Quark, InDesign, etc.).
- Embed all screen and printer fonts
- Do not subset font in export options
- Matchprint or equivalent proof must be supplied
- Ads should be created according to SWOP guidelines for web coated printing (www.swop.org/certification).

Use CMYK web-coated as the color space for all images; do not use compression on any images.

• Keep all live matter (text and logos) at least 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

2018 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>
<td>$4,375</td>
<td>$3,970</td>
<td>$3,865</td>
<td>$3,690</td>
<td>$3,575</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>
</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>
</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>
</tr>
</tbody>
</table>

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

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

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

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

Mechanical Specifications

- Binding: Saddle-stitch

- Trim: 7 ½" 9 7/8"
- Live Area: 8 1/4" 10 7/8"
- Bleed: 8 1/2" 11 1/8"
- Cover Tip: 5 1/4" 10 3/8"
- Cover Wrap: 5 1/4" 10 7/8"
- 1/2 page H: 7 1/4" 4 7/8"
- 1/2 page V: 4 3/4" 9 7/8"
- 1/3 page H: 4 3/4" 4 7/8"
- 1/3 page V: 2 1/4" 9 7/8"


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

### 2018 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1-19 ISSUES</th>
<th>20-39 ISSUES</th>
<th>40-79 ISSUES</th>
<th>80+ ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD</strong></td>
<td>$800</td>
<td>$725</td>
<td>$665</td>
<td>$580</td>
</tr>
<tr>
<td><strong>TOP STORY (NEWS 1)</strong></td>
<td>$725</td>
<td>$665</td>
<td>$580</td>
<td>$510</td>
</tr>
<tr>
<td><strong>SCIENCE &amp; HEALTH (NEWS 2)</strong></td>
<td>$605</td>
<td>$525</td>
<td>$465</td>
<td>$395</td>
</tr>
<tr>
<td><strong>HOT TOPICS (MONDAYS ONLY)</strong></td>
<td>$525</td>
<td>$465</td>
<td>$395</td>
<td>$330</td>
</tr>
<tr>
<td><strong>EMERGING TRENDS (NEWS 3)</strong></td>
<td>$525</td>
<td>$465</td>
<td>$395</td>
<td>$330</td>
</tr>
<tr>
<td><strong>INDUSTRY NEWS &amp; PRACTICE (NEWS 4)</strong></td>
<td>$465</td>
<td>$395</td>
<td>$345</td>
<td>$265</td>
</tr>
<tr>
<td><strong>GOVERNMENT &amp; REGULATORY (NEWS 5)</strong></td>
<td>$395</td>
<td>$335</td>
<td>$265</td>
<td>$205</td>
</tr>
</tbody>
</table>

Companies can maximize daily face time with subscribers through ongoing sponsorship of Top Story, Science & Health, Emerging Trends, and other sections. Advertisements with text boxes typically receive a response higher than the industry average. Advertisers receive real-time access to the number of emails delivered, open rate, clicks, and the job title and company name behind every click.

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

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

Wynn Hansen  
Associate Publisher,  
Health Care Group  
+1.202.470.1149  
whansen@smartbrief.com

**2017 Open rate**  
57%  
**2017 Click-through rate**  
.65%  
(on advertising)

**Circulation**  
12,000+ opt-in subscribers  
**Format**  
HTML email  
**Frequency**  
Daily  
(Monday – Friday)

---

### 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**

---

**2018 Advertising Rates**

**2017 Open rate**  
57%  
**2017 Click-through rate**  
.65%  
(on advertising)

**Circulation**  
12,000+ opt-in subscribers  
**Format**  
HTML email  
**Frequency**  
Daily  
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- **Leaderboard**  
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- **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**

---

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

Wynn Hansen  
Associate Publisher,  
Health Care Group  
+1.202.470.1149  
whansen@smartbrief.com

**2017 Open rate**  
57%  
**2017 Click-through rate**  
.65%  
(on advertising)
TRANSFUSION is the Official Journal of the AABB, and is received by all AABB members, as well as over 1,000 institutions involved in transfusion medicine, including leading teaching hospitals and universities.

Publishing the latest technological advances, clinical research, and controversial issues related to transfusion medicine, cellular and gene therapies, and tissue transplantation, each issue addresses topics such as clinical transfusion, immunology, genetics, cellular therapy, 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.

Utilizing TRANSFUSION as an ad vehicle can help you achieve your marketing objectives.

2018 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"
The CareerLink job board from AABB is the leading portal to find hundreds of qualified healthcare professionals that have specific experience in blood banking, transfusion medicine, patient blood management and cellular therapies. CareerLink brings together the best people with the best opportunities.

2018 Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NONMEMBER</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 POSTINGS</td>
<td>$1,100</td>
<td>$1,250</td>
</tr>
<tr>
<td>(Resume Search Included)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Visit www.aabb.org/careerlink or call +1.888.491.8833 for more information.

As an employer, take advantage of CareerLink’s benefits:
- Post job openings instantly
- Find qualified experienced professionals—FAST!
- Save money with a targeted talent search
- Make real-time changes to your postings
- Search an extensive résumé database

MAILING LISTS

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

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

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

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

**FACE TO FACE INTERACTION WITH QUALIFIED BUYERS**
More than 64% of professional attendees are involved in the purchasing process.

**DIVERSE COMPETITIVE MIX**
AABB attracts CEOs, medical directors/manager, physicians, technicians, technologists and many other transfusion medicine and cellular therapy professionals.

**ONE ON ONE INTERACTION**
Private VIP hours, product demonstration, and Industry Workshop sessions present targeted contacts.

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

**LEAD RETRIEVAL**
Collect email addresses from booth visitors for fast and efficient follow up.

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

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Demographics & Statistics

**2017 ATTENDEES**
- Have 10+ years of experience: 24%
- Attend to learn about the latest product innovations: 86%
- Attend to look for new vendor: 72%

**2017 EXHIBITORS**
- Rate overall exhibit hall traffic as good to excellent: 44%
- Rate current customer interaction as good to excellent: 60%
- Rate the number of new leads collected as good to excellent: 63%

**ATTENDEE BREAKDOWN**
- International: 17%
- U.S. Based: 83%

---

2018 Dates

**SATURDAY, OCTOBER 13 – TUESDAY, OCTOBER 16**

**LOCATION**
- Boston Convention and Exposition Center
- Exhibit Hall A
- Boston, MA

**2018 EXHIBIT HALL SCHEDULE**
- Saturday, October 13: 5:45 pm – 8:00 pm
- Sunday, October 14: 11:00 am – 4:30 pm
- Monday, October 15: 10:00 am – 4:30 pm
- Tuesday, October 16: 10:00 am – 2:00 pm

**DAILY UNOPPOSED HOURS**
- No education during this time
- Morning Break: 10:00 am – 10:30 am
- Lunch in the Exhibit Hall: 12:00 pm – 2:00 pm
- Afternoon Break: 3:30 pm – 4:30 pm

---

2018 Dates

**SATURDAY, OCTOBER 13 – TUESDAY, OCTOBER 16**

**LOCATION**
- Boston Convention and Exposition Center
- Exhibit Hall A
- Boston, MA

**2018 EXHIBIT HALL SCHEDULE**
- Saturday, October 13: 5:45 pm – 8:00 pm
- Sunday, October 14: 11:00 am – 4:30 pm
- Monday, October 15: 10:00 am – 4:30 pm
- Tuesday, October 16: 10:00 am – 2:00 pm

**DAILY UNOPPOSED HOURS**
- No education during this time
- Morning Break: 10:00 am – 10:30 am
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**ATTENDEE BREAKDOWN**
- International: 17%
- U.S. Based: 83%
AABB provides many opportunities for targeted one-on-one selling opportunities and interaction with your existing and potential customers. You are encouraged to participate in VIP hours and host corporate education and networking events.

**DESIGNATED VIP SCHEDULE**

EXHIBITORS ARE ENCOURAGED TO TAKE ADVANTAGE OF THE OPPORTUNITY TO CONDUCT PRIVATE SHOWINGS IN THEIR BOOTHS DURING DESIGNATED VIP HOURS.

**Sunday, October 14**
9:30 am – 11:00 am

**Monday, October 15**
8:30 am – 10:00 am

**Tuesday, October 16**
8:30 am – 10:00 am

**TARGETED CUSTOMER INTERACTION AND VISIBILITY**

A key to success at the 2018 AABB Annual Meeting is maximum exposure to attendees. Whether your goal is branding, lead generation, market visibility or all three, you want to encourage attendees to visit your booth. With this in mind, listing upgrades are available with longer company and product descriptions, press releases, product photos, and a corporate video.

**CONTACT A SALES TEAM MEMBER FOR MORE INFORMATION.**

**Important Dates And Deadlines**

**JANUARY 11, 2018**

Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before January 11, 2018 for a full refund.

**JANUARY 12, 2018**

Booth rate increases JANUARY 12, 2018 (for Onsite/Online Rebooking) 50% deposit due.

**JUNE 7, 2018**

Booth cancellations/reductions must be submitted in writing to AABB Exhibit Management on or before June 7, 2018 for a 50% refund.

**JUNE 8, 2017**

Balance of booth space due.

**2018 Booth Rates**

<table>
<thead>
<tr>
<th>(FEES PER 10’ X 10’ BOOTH SPACE)</th>
<th>BEFORE JAN. 11, 2018 (including Onsite &amp; Online Rebooking)</th>
<th>AFTER JAN. 12, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,650</td>
<td>$3,850</td>
</tr>
<tr>
<td>Corner</td>
<td>$3,850</td>
<td>$4,050</td>
</tr>
<tr>
<td>Island Booths &amp; Vehicles (Per 10’ X 10’ Booth)</td>
<td>$3,850</td>
<td>$4,050</td>
</tr>
<tr>
<td>Non-Profit (Must Provide 501C Form)</td>
<td>$1,150*</td>
<td>$1,450</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).

**Booth Space Rates Include**

- Free pre-registered attendee direct mailing list three to four weeks prior to the Annual Meeting. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- Free post-registered attendee direct mailing list available four weeks post-event. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- One full-meeting registration for first 10’ x 10’ booth purchased. Additional meeting registrations accrue based on additional booths purchased. (Non-profit booth space excluded.)
- Four “exhibit hall only” booth personnel badges per 10’ x 10’ booth purchased.
- Free pipe and drape, ID sign, company identification sign, island exception. (Carpet is required and must be purchased separately.)
- Complimentary basic (50-word) listing on the Virtual Exhibit Hall and the 2018 AABB Annual Meeting Mobile App.
- Customer VIP Passes
- Company listing in the Expo Guide (if received by early August 2018)
- 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

**Upgraded Listings**

- Free pre-registered attendee direct mailing list three to four weeks prior to the Annual Meeting. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- Free post-registered attendee direct mailing list available four weeks post-event. (Completed request form required. Form available in the Exhibitor Services Manual. Physical addresses only.)
- One full-meeting registration for first 10’ x 10’ booth purchased. Additional meeting registrations accrue based on additional booths purchased. (Non-profit booth space excluded.)
- Four “exhibit hall only” booth personnel badges per 10’ x 10’ booth purchased.
- Free pipe and drape, ID sign, company identification sign, island exception. (Carpet is required and must be purchased separately.)
- Complimentary basic (50-word) listing on the Virtual Exhibit Hall and the 2018 AABB Annual Meeting Mobile App.
- Customer VIP Passes
- Company listing in the Expo Guide (if received by early August 2018)
- 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

**CONTACT A SALES TEAM MEMBER FOR MORE INFORMATION.**

**AABB SALES TEAM:**

Darnella Bradley (Companies A-L), Sales Account Manager, Healthcare Sector | +1.703.631.6200 | aabbexhibits@spargoinc.com
Emily Dowling (Companies M-Z), Sales Account Manager, Healthcare Sector | +1.703.631.6200 | aabbexhibits@spargoinc.com
SUPPORTER LEVELS AND BENEFITS

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

Note: Past supporters have first right-of-refusal until February 1, 2018, for exclusive items or activities they supported the previous year. Please note: Company supporter level is determined at the sole discretion of AABB. Excluded from support level considerations are exhibit booth space, and year round advertising opportunities.

Supporter Benefits at a Glance

<table>
<thead>
<tr>
<th>Level recognition in promotional materials*</th>
<th>ULTIMATE</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<td>•</td>
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<tr>
<td>Recognition on AABBC website</td>
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<tr>
<td>Exhibit Hall Entrance Unit Supporter Thank You List*</td>
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<tr>
<td>Invitation to attend the President’s Reception</td>
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<tr>
<td>Complimentary Full Annual Meeting registrations</td>
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</tr>
<tr>
<td>Opportunity to reserve additional hotel rooms in headquarter hotel (pending space availability)*</td>
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<tr>
<td>Highlighted on the online floorplan</td>
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<tr>
<td>Complimentary ad in Expo Guide*</td>
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<tr>
<td>One additional priority point</td>
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<tr>
<td>One additional pre-meeting attendee mailing list usage</td>
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<tr>
<td>Complimentary Mobile App Premium Listing</td>
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</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 Unit
- Two invitations to the President’s Reception
- Two complimentary full annual meeting registrations
- The opportunity to reserve a total of two additional hotel rooms in the headquarter hotel (pending space availability)
- Recognition on the Expo Guide
- Recognition on the online floorplan
- Text recognition on the Exhibit Hall Entrance Unit

BRONZE SUPPORTER

$5,000 – $9,999

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

GOLD SUPPORTER

$30,000 – $49,999

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

PLATINUM SUPPORTER

$50,000 – $74,999

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

ULTIMATE SUPPORTER

$75,000+

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

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

**Scholarship Awards**

$20,000

**SUNDAY, OCTOBER 14**

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 on Tuesday, October 16

**Tibor Greenwalt Memorial Award and Lectureship**

$8,500

**SUNDAY, OCTOBER 14**

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

**Your investment includes:**

- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 16

**Sally Frank Memorial Award**

$8,500

**SATURDAY, OCTOBER 13**

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

**Your investment includes:**

- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 16

**Karl Landsteiner Memorial Award and Lectureship**

$13,500

**TUESDAY, OCTOBER 16**

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

**Your investment includes:**

- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 16

**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:**

- **Darnella Bradley (Companies A–L)**
  Sales Account Manager, Healthcare Sector
  +1.703.631.6200
  aabbexhibits@spargoinc.com

- **Emily Dowling (Companies M–Z)**
  Sales Account Manager, Healthcare Sector
  +1.703.631.6200
  aabbexhibits@spargoinc.com

**Hemphill-Jordan Leadership Award**

$8,500

**MONDAY, OCTOBER 15**

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

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

**Your investment includes:**

- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 16

**Emily Cooley Memorial Award and Lectureship**

$8,500

**SUNDAY, OCTOBER 14**

Recipient Selected by a Joint Committee Comprised of Leaders from the Cellular Therapies Section Coordinating Committee and Transfusion Medicine Section Coordinating Committee with formal approval by the AABB Board of Directors. This award began as a lectureship in 1963 and was designated as a Memorial Award in 1983. The person who receives this award shall have demonstrated teaching ability and have made a major contribution to the field of transfusion medicine or cellular therapies. Acceptance of the award requires attendance at the Annual Meeting and the presentation of a lecture. Recipient will receive a $5,000 honorarium. (The Emily Cooley Memorial Award and Lectureship is presented annually and the recipient is chosen one year in advance.)

**Your investment includes:**

- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 16
These focused networking opportunities provide face-to-face contact with a targeted audience.
The AABB National Blood Foundation (NBF), established in 1983, serves the fields of transfusion medicine and cellular therapies through grant making, educational offerings and industry leadership engagement and recognition. Help support NBF’s mission of fueling innovation in transfusion medicine and cellular therapies for the benefit of patients and donors by contributing your support.

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

**Grant Making**

<table>
<thead>
<tr>
<th>GRANT RECIPIENTS’ LECTURE AND LUNCHEON *</th>
<th>$3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATURDAY, OCTOBER 13</td>
<td></td>
</tr>
<tr>
<td>Partnership includes one reserved table for eight guests at this well attended lecture showcasing the research activities of three early-career transfusion medicine investigators who are utilizing or have utilized NBF grant funding to develop their investigations into highly productive transfusion medicine, cellular therapies or patient blood management research programs. Your company’s logo will be included on signage at the event, the convention center and on the NBF website.</td>
<td></td>
</tr>
</tbody>
</table>

**Leadership Forum**

<table>
<thead>
<tr>
<th>CORD SUMMIT * [EXCLUSIVE]</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY, OCTOBER 15</td>
<td></td>
</tr>
<tr>
<td>The Council on Research and Development, comprised of major contributing organizations giving at the CORD and Partner contribution levels, supports the mission of NBF and offers both financial and intellectual support. The NBF offers these elite members an opportunity for leadership engagement in critical conversations among industry leaders that can spark innovation, enhance the exchange of ideas and confirm priorities.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VISIONARY:</th>
<th>$25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage at registration/check-in, verbal recognition during the program, and company logo in the program, on the registration site and on the NBF website. Partnership includes a reserved executive table at the event.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INNOVATOR:</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage at registration/check-in, verbal recognition during the program, and company logo in the program, on the registration site and on the NBF website.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LEADER:</th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage at registration/check-in, verbal recognition during the program, and company logo in the program.</td>
<td></td>
</tr>
</tbody>
</table>

**Industry Leadership Engagement**

**20TH ANNUAL NBF RUN FOR RESEARCH 5K/1 MILE WALK * | SUNDAY, OCTOBER 14 |  |
| The NBF Run for Research provides an exercise opportunity for runners and walkers prior to Sunday’s educational meetings. |

<table>
<thead>
<tr>
<th>PREMIER SUPPORTER: [EXCLUSIVE]</th>
<th>$4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes verbal recognition at the event, corporate logo on runner race bibs, on the race t-shirt, and on signage at the event and in the convention center.</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WALL OF EXCELLENCE: [EXCLUSIVE]</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes verbal recognition at the event, corporate logo on start/finish line banner, on the race t-shirt, and on signage at the event and in the convention center.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCHOLAR PROGRAM * [EXCLUSIVE]</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>For over thirty years the NBF has awarded over $9 million to early career investigators through its Scientific Research Grants Program. NBF awards grants for investigator initiated original research in all aspects of blood banking, transfusion medicine, cellular therapies and patient blood management. The Scholar Program recognizes those NBF early-career investigators who complete their research project and submit a final report outlining their discoveries. Scholars are acknowledged during the NBF Reception at the AABB Annual Meeting.</td>
<td></td>
</tr>
</tbody>
</table>

**Recognition**

**HALL OF FAME * [EXCLUSIVE] | Partner with the NBF and celebrate your colleagues by supporting NBF’s Hall of Fame in 2018! |  |
| Includes verbal recognition at the NBF Reception, your company’s logo on signage at the event and elsewhere as well as the NBF website. |

**Unrestricted Grant**

Organizations who want to support the NBF events during the 2018 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**

Amy Quiggin
Director, National Blood Foundation
+1.301.215.6551
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 3,000 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
Display 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 they stop to take a break, have some refreshments, and network with their colleagues in the Exhibit Hall.

AISLE SIGNS
$15,500 [EXCLUSIVE]
Attendees will take notice of your corporate logo on all the 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
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 this prominent stairs location leading up from 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. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runners, installation, and removal.

NEW! ELEVATOR FLOOR CLINGS
$10,000
13’ x 10’ floor cling available in front of each of 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.

CALL FOR PRICING AND DETAILS ON PACKAGING THESE DIGITAL OPTIONS.
Print Opportunities

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

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

Marketing Opportunity offerings and pricing are subject to change.

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 PARTIAL (4 MAX)
$10,000 $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.

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.

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$7,500
All attendees stop by this board to see where their colleagues are from. Showcase your corporate branding on this popular item.
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

SHUTTLE BUS RIBBONS, PASSENGER & DRIVER SIDE
$16,000

HEADREST COVERS*
$7,000
*Headrest covers are only available when purchased with the bus ribbon.

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

$16,000 (rights only)
Please note: The supporter is responsible for working with each hotel directly and for all expenses associated with production and distribution of room keys. All creative materials must be approved by AABB prior to production.

Mobile App

EXCLUSIVE SUPPORTER
$12,500 [EXCLUSIVE]
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

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

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.

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.

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$10,000

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## 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.

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### 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 lavaliere 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

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**CORPORATE EDUCATION**

Ancillary Meetings

Ancillary meetings are 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.

**PRIVATE MEETING ROOMS**

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

**BOSTON CONVENTION AND EXHIBITION CENTER**

**FRIDAY – TUESDAY RENTAL**

$10,500

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

**FOR MORE INFORMATION:**

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AABB IS THE GLOBAL ASSOCIATION FOR TRANSFUSION, PATIENT BLOOD MANAGEMENT AND CELLULAR THERAPY PROFESSIONALS

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