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.

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

The 2017 AABB Marketing & Support Kit offers advertisers, supporters and exhibitors a comprehensive, one-stop resource for all corporate opportunities offered by AABB throughout the year.

Key Contacts

AABB Sales Team
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aquiggins@aabb.org

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mlamattina@wiley.com

AABB Supplier Guide
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aabb@multiview.com

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kpolesky@wiley.com

Mailing List Rental
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+1.800.708.5478
sales@infocusmarketing.com
www.infocusmarketing.com
AABB MEMBERSHIP STATISTICS

**TOTAL MEMBERSHIP**

- **25** Non-Accredited Institutions

- **25** Corporate Affiliates

- **1,349** Institutional Members

- **6,313** Individual Members

**ACCREDITED FACILITIES BY TYPE**

- Hospital Blood Bank: 156 (12%)
- Community Blood Center: 191 (14%)
- Other: 165 (12%)

**62%** Transfusion Service

**TOP COUNTRIES INDIVIDUAL MEMBERS**

- **Belgium**: 15 members
- **New Zealand**: 15 members
- **Sweden**: 16 members
- **France**: 18 members
- **Argentina**: 20 members
- **Italy**: 20 members
- **China**: 25 members
- **Korea, Republic of**: 25 members
- **Switzerland**: 27 members
- **Singapore**: 28 members
- **Saudi Arabia**: 32 members
- **United Kingdom**: 36 members
- **Netherlands**: 40 members
- **Brazil**: 42 members
- **India**: 47 members
- **Germany**: 54 members
- **Japan**: 65 members
- **Australia**: 80 members
- **Canada**: 329 members
- **United States**: 5,012 members

**TOP ROLES – INDIVIDUAL MEMBERS**

- CEO/Exec Dir/Admin: 101 members
- COO/VP/Senior Mgmt: 98 members
- Medical Director: 874 members
- Medical Tech/SBB/BB Student: 128 members
- Mgr/Dir/Sup — BC/DRM/APH: 325 members
- Mgr/Dir/Sup — Transfuse Serv: 424 members
- Nonmgr — Transfuse Serv: 145 members
- Physician — Transfuse Serv: 201 members
- QC/QA: 182 members
- Research: 138 members

**GEOGRAPHIC DISTRIBUTION**

- **Region 1**: CT, MA, ME, NJ, NY, RI, VT
- **Region 2**: AL, FL, GA, NC, PR, SC, TN
- **Region 3**: IA, IL, IN, KS, ME, MN, MO, ND, NE, SD, WI
- **Region 4**: AR, AZ, CO, LA, MS, NM, OK, TX, UT
- **Region 5**: AK, CA, HI, ID, MT, NV, OR, WA, WY
- **Region 6**: DC, DE, KY, MD, OH, PA, VA, WV

**INDIVIDUALS**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>MEMBERS</th>
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<tbody>
<tr>
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<td>821</td>
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<tr>
<td>International*</td>
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**INSTITUTIONS**

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<td>Region 1</td>
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<td>Region 2</td>
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<td>Region 5</td>
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<td>Region 6</td>
<td>243</td>
<td>16%</td>
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<tr>
<td>International*</td>
<td>140</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Includes Canada and Mexico

Membership data as of July 2016. Listings may be segmented in other ways to reach your target audiences. Numbers listed are approximations as lists change daily. Please see page 15 for mailing list rental information.
Where Partnership Begins

The 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 2017 Expo Guide
• Signage recognition in exhibit booth

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

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)

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

TO BECOME A CORPORATE AFFILIATE PLEASE CONTACT:
Melanie Meek
Member Services Specialist
T: 1.301.215.6561
mmeek@aabb.org

YEAR ROUND ADVERTISING

AABB publications and digital properties reach key contacts at the following institutions:

American Red Cross
Bonfils Blood Center
Canadian Blood Services
Blood Systems
Carter BloodCare
BloodCenter of Wisconsin
Community Blood Center
BloodSource
FDA
Blood Transfusion Center
Gulf Coast Regional Blood Center
Haemonetics
Heartland Blood Center
Hema-Quebec
Hoxworth Blood Center
Indiana Blood Center
Kaiser Permanente
Community Blood Center
Mayo Clinic
National Blood Transfusion Center
New York Blood Center
Oklahoma Blood Institute
One Blood
San Diego Blood Bank
Terumo BCT
United Health System
and more…

TERMS & CONDITIONS

What You Get

AABB Corporate Affiliate Benefits are all-inclusive. The fee is non-refundable and non-transferable.

AABB’s Global IMPACT AND ENGAGEMENT

ADVANCING TRANSFUSION AND CELLULAR THERAPIES WORLDWIDE

WHERE PARTNERSHIP BEGINS
Published 11 times per year, the association’s magazine provides an insightful look at critical issues affecting the transfusion medicine, cellular therapy and patient blood management community.

AABB News is distributed to all individual and institutional members, as well as Corporate Affiliates. Each issue takes a closer look at the industry through feature articles, in-depth news stories, departmental columns, association news and calendars of upcoming events. Through our unique advertising venues and targeted audiences, we can help you meet your goals.

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

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.

2017 AABB NEWS EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Theme</th>
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<tbody>
<tr>
<td>January</td>
<td>Technology</td>
</tr>
<tr>
<td>February</td>
<td>Transfusion-Transmitted Diseases</td>
</tr>
<tr>
<td>March</td>
<td>Donor Health and Donor Management</td>
</tr>
<tr>
<td>April</td>
<td>Pediatric Health</td>
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2017 ADVERTISING RATES

<table>
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<th>Size 6X</th>
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<td>$2,865</td>
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MECHANICAL SPECIFICATIONS

- High-resolution PDF (300 dpi or higher, formatted for printing)
- AABB does not accept native file formats (Quark, InDesign, etc.).
- 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 1/8” from trim; allow 1/2” for bleeds all four sides; include crop marks
- Maximum Black Density: 95
- Maximum Ink Density: 290
- Dot Gain: 2%
- Halftone screen: 150 to 175

ELECTRONIC AD FILE SUBMISSION

- Halftone screen: 150 to 175
- Dot Gain: 2%
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.

**2016 Open rate**
57%

**2016 Click-through rate**
.65% (on content)

**Circulation**
12,000+ opt-in subscribers

**Frequency**
Daily (Monday – Friday)

**Format**
HTML email

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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.

---

**2017 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>
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<td>$665</td>
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<tr>
<td>TOP STORY (NEWS 1)</td>
<td>$725</td>
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<tr>
<td>SCIENCE &amp; HEALTH (NEWS 2)</td>
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<td>HOT TOPICS (MONDAYS ONLY)</td>
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<td>EMERGING TRENDS (NEWS 3)</td>
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**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**

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

Meryl Harold
Account Director
SmartBrief
+202.407.7828
mharold@smartbrief.com

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WWW.AABB.ORG | 11

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WWW.AABB.ORG | 10

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AABB SMARTBRIEF
TRANSFUSION is the AABB scholarly, peer-reviewed monthly journal, 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 and hematology. In addition to a supplement containing AABB Annual Meeting abstracts, other supplements focus on key conference proceedings and single-topic content not readily available elsewhere. TRANSFUSION is free to all AABB members.

Editor: Paul M. Ness, MD
Origin of editorial: 100% submitted, peer-reviewed articles by members and nonmembers. Acceptance or rejection of articles solely determined by the editorial board based on rigorous peer-review process.
Editorial-to-ad ratio: 90:10
Total circulation: 9,927 U.S. and international, verified by sworn statement
Frequency: Monthly plus supplements
Bonus distribution: AABB Annual Meeting, American Society of Hematology (ASH), American Society for Blood Transfusion (ASBT), European Group for Blood and Marrow Transplantation (EBMT), Society for the Advancement of Blood Management (SABM), TransFuse, and other state and regional meetings
Agency commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

2017 ADVERTISING RATES

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<tr>
<th>Frequency</th>
<th>Full Page</th>
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<td>48X</td>
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Color Rates and Preferred Placement (in addition to B/W rates):
4C Process $1,550
Placement: C2 35%, C3 25%, C4 50%, Opposite Table of Contents 15%
Trim Size: 8 1/4” x 10 7/8”

MECHANICAL SPECIFICATIONS

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<th>Width</th>
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</tr>
</thead>
<tbody>
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<tr>
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<td>1/4 page horizontal</td>
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</tr>
<tr>
<td>1/4 page</td>
<td>3 1/4&quot;</td>
<td>5&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page Size, Bleed</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>1/2 page vertical</td>
<td>4 3/4&quot;</td>
<td>11 1/4&quot;</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>8 1/4&quot;</td>
<td>5 3/4&quot;</td>
</tr>
</tbody>
</table>
The AABB website maintains an active user base with high duration time per unique visitor. Placing your ad on the AABB website gives you the opportunity to reinforce your brand and build traffic to your site. Your ad will rotate on all pages, except those with continuing medical education (CME) information and/or content or other pages not approved by AABB. Skyscraper and button ads offer an excellent visual opportunity for your company, product or service.

**AABB Web Profile**
- Approximately 310,000 page views/month
- More than 67,000 visits/month
- International visitors from more than 80 countries

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

**2017 ADVERTISING RATES**

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<thead>
<tr>
<th>Format</th>
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<th>3X</th>
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**Skyscraper Ad Specifications**
- 160 x 600 pixels
- Ad format: GIF or JPG
- File size: 40KB or less
- Animation graphics are acceptable

**Button Ad Specifications**
- 180 x 150 pixels
- Ad format: GIF or JPG
- File size: 40KB or less
- Animation graphics are acceptable

**CareerLink**

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.

**2017 ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
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<tbody>
<tr>
<td>30-DAY JOB POSTING</td>
<td>$275</td>
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<tr>
<td>(RESUME SEARCH INCLUDED)</td>
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<td>60-DAY JOB POSTING</td>
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<td>(RESUME SEARCH INCLUDED)</td>
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<tr>
<td>FIVE 30-DAY JOB POSTINGS</td>
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<tr>
<td>(RESUME SEARCH INCLUDED)</td>
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</tr>
</tbody>
</table>

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

**Add ons:**
- Featured job: $100
- SmartBrief add-on for two weeks: $195
- SmartBrief add-on for one month: $330

Visit www.aabb.org/careerlink for more information.

**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.
October 7-10, 2017
The Event Advancing Transfusion and Cellular Therapy
TOP SIX REASONS TO EXHIBIT

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

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

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

4. 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.

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

6. 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.)

2017 DATES

SATURDAY, OCTOBER 7 – TUESDAY, OCTOBER 10

LOCATION
San Diego Convention Center
Exhibit Halls E-H
San Diego, CA

2017 EXHIBIT HALL SCHEDULE
Saturday, October 7
5:45 pm – 8:00 pm
Sunday, October 8
11:00 am – 4:30 pm
Monday, October 9
10:00 am – 4:30 pm
Tuesday, October 10
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

DEMOGRAPHICS & STATISTICS

2016 ATTENDEES
Involved in the purchasing process
64%
Have 10+ years of experience
78%
Attend to learn about the latest product innovations
81%
Attend to look for new vendor contacts
62%

2016 EXHIBITORS
Rate overall exhibit hall traffic as good to excellent
72%
Rate current customer interaction as good to excellent
77%
Rate the number of new leads collected as good to excellent
70%

ATTENDEE BREAKDOWN

| International: 17% |
| U.S. Based: 83% |

The 2017 AABB Annual Meeting, which will be held October 7-10, in San Diego, California, is an interactive and educational forum that offers a reliable venue to develop relationships with a highly targeted audience of transfusion medicine, patient blood management and cellular therapy professionals. The following pages provide information about opportunities to enhance your exhibit hall participation before, during and after the meeting.

5,000+
Anticipated Total Attendance

3,000+
Anticipated Professional Attendance

200+
Anticipated Exhibiting Companies

60,000
Net Sq. Ft. of Exhibits

2016 ATTENDEES
Involved in the purchasing process
64%
Have 10+ years of experience
78%
Attend to learn about the latest product innovations
81%
Attend to look for new vendor contacts
62%

2016 EXHIBITORS
Rate overall exhibit hall traffic as good to excellent
72%
Rate current customer interaction as good to excellent
77%
Rate the number of new leads collected as good to excellent
70%
2017 BOOTH RATES

BOOTH SPACE RATES

<table>
<thead>
<tr>
<th>(FEES PER 10' X 10' BOOTH SPACE)</th>
<th>BEFORE JAN. 11, 2017 (Including Online Rebooking)</th>
<th>AFTER JAN. 12, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,550</td>
<td>$3,750</td>
</tr>
<tr>
<td>Corner</td>
<td>$3,750</td>
<td>$3,950</td>
</tr>
<tr>
<td>Island Booths &amp; Vehicles (Per 10' X 10' Booth)</td>
<td>$3,750</td>
<td>$3,950</td>
</tr>
<tr>
<td>Non-Profit (Must Provide 501C Form)</td>
<td>$1,100*</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

*Rate inclusive to non-profit area for the first 10' x 10' booth. Additional booths per above rates.

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 is available at a discounted rate. Applications with no payment information or signature will not be processed.

PRIORITY POINTS BOOTH SELECTION POLICY

Booth assignments are selected using a priority point system and then on a first-come, first-served basis. Every effort is made to accommodate first preference booth selections. To view a current floor plan and obtain an exhibit space contract, visit www.aabb.org/annualmeeting > Exhibit.

HOW TO RECEIVE PRIORITY POINTS:

1. Exhibit in the Exhibit Hall during the AABB Annual Meeting = One point per year
2. Book exhibitor housing = One point per year (100% of exhibitor housing must be booked through Experient, at AABB-designated hotels to qualify.)
3. Ultimate and Platinum Supporters at Annual Meeting ($50,000 and over) = One point per year
4. Corporate Affiliate = One point per year
5. Completed Post Meeting Exhibitor Survey = One point per year

NEW! This year’s Exhibit Hall will feature a Technology Row on the exhibit hall floor. Contact a member of the sales team for details.

TARGETED CUSTOMER INTERACTION AND VISIBILITY

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 booth for attendees during designated VIP Hours.

- Sunday, October 8: 9:30 am – 10:00 am
- Monday, October 9: 8:30 am – 10:00 am
- Tuesday, October 10: 8:30 am – 10:00 am

HOW TO RECEIVE PRIORITY POINTS:

1. Exhibit in the Exhibit Hall during the AABB Annual Meeting = One point per year
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2017 MARKETING & SUPPORT KIT

WWW.AABB.ORG
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, 2017, 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.

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 headquarters 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

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
• Three invitations to the President’s Reception
• Three complimentary full annual meeting registrations
• The opportunity to reserve a total of five additional hotel rooms in the headquarters hotel (pending space availability)
• Recognition on the online floorplan
• One complimentary half-page ad in the Expo Guide
• One additional priority point

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
• Two invitations to the President’s Reception
• Two complimentary full annual meeting registrations
• The opportunity to reserve a total of three additional hotel rooms in the headquarters hotel (pending space availability)
• Recognition on the online floorplan

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
• One invitation to the President’s Reception
• One complimentary full annual meeting registration
• The opportunity to reserve a total of two additional hotel rooms in the headquarters hotel (pending space availability)

BRONZE SUPPORTER
$5,000 - $9,999
• Text recognition on signage, promotional materials and AABB website
• Text recognition on the Exhibit Hall Entrance Unit

SUPPORTER BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>ULTIMATE</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on AABB website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Hall Entrance Unit Supporter Thank You List*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to attend the President’s Reception</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary full Annual Meeting registrations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to reserve additional hotel rooms in headquarters hotel (pending space availability)*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Highlighted on the online floorplan</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary ad in Expo Guide*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One additional priority point</td>
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<td>✓</td>
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*subject to print deadlines

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AABB SAN DIEGO 2017
Supporters may contribute to the AABB educational efforts and awards while developing a strategic alliance with AABB.

Scholarship Awards
$20,000

SUNDAY, OCTOBER 8
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 10

Your investment includes:
- Corporate logo at the event entrance
- Two invitations to the President’s Reception on Tuesday, October 10

Tibor Greenwalt Memorial Award
$8,500
SATURDAY, OCTOBER 7
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 10

SUNDAY, OCTOBER 8
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 10

Emily Cooley Memorial Award and Lectureship
$8,500
Recipient Selected by a Joint Committee comprised 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 10

Karl Landsteiner Memorial Award and Lectureship
$13,500
TUESDAY, OCTOBER 10
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 10

Hemphill-Jordan Leadership Award
$8,500
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.

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FOR MORE INFORMATION:
Darnella Bradley
Sales Account Manager, Healthcare Sector
+1.703.651.6200
aabbexhibits@spargoinc.com

Emily Dowling
Sales Account Manager, Healthcare Sector
+1.703.651.6200
aabbexhibits@spargoinc.com
These focused networking opportunities provide face-to-face contact with a targeted audience.

**Cellular Therapy Workshop & Reception**
**FRIDAY, OCTOBER 6**
5:30 PM - 7:00 PM  
(Included in registration fee)
Kicks off the meeting with this event exclusively for cellular therapy professionals. Network with colleagues while enjoying light refreshments.

**Patient Blood Management Workshop**
**FRIDAY, OCTOBER 6**
More information coming soon!

**Assessor Continuing Education Day**
**FRIDAY, OCTOBER 6**
This program brings together current AABB assessors for a day of camaraderie and learning, while strengthening the assessor’s role in the accreditation process. The audience is comprised of physicians, technologists, nurses, manager/supervisors and perfusionists.

Please note: AABB accredited facilities are not eligible to support these events.

**ASSESSOR CONTINENTAL BREAKFAST**
$2,200

**ASSESSOR REFRESHMENT BREAK**
$800

**ASSESSOR LUNCHEON**
$5,000

**Opening Session**
**$45,000**
**SATURDAY, OCTOBER 7, 8:30 AM – 10:00 AM**
The opening session, featuring a keynote presentation by an accomplished individual, is the kick-off event to the 2017 AABB Annual Meeting and is one of the first opportunities to make a dynamic impression with attendees.

**Your exclusive investment includes:**
- Private breakfast for eight of your invited guests with the keynote speaker and the AABB Board of Directors
- Opportunity to introduce the speaker and say a few words during the session
- Priority reserved seating for 12 of your guests at the session
- Corporate logo at the event entrance

**CO-SUPPORTER (MAX 2):**
**$25,000**
- Private breakfast for four of your invited guests with the keynote speaker and the AABB Board of Directors
- Priority reserved seating for 6 of your guests at the session
- Corporate logo at the event entrance

**Cellular Therapy Section Business Meeting and Luncheon**
**$8,500**
**MONDAY, OCTOBER 9**
The cellular therapies section business meeting and luncheon is an event that brings together cell therapy professionals to discuss association CT-related business and selection of key positions in the member section take place. The audience is comprised of physicians, technologists, regulatory and quality assurance staff involved in all areas of this import area.

**Your investment includes:**
- Opportunity to welcome attendees
- Attendee list post-meeting
- Five invitations to attend the event
- Text recognition on eblast (AABB produced) to section members prior to meeting
- Corporate logo at the event entrance
- Text recognition in the CT Schedule-At-A-Glance

**Immunohematology Reference Laboratory Luncheon**
**$8,500**
**SATURDAY, OCTOBER 7**
This event brings together directors of IRL and medical directors for targeted updates on accreditation and standards.

**Your investment includes:**
- Opportunity to welcome attendees
- Attendee list post-meeting
- Five invitations to attend the luncheon
- Corporate name recognition on the invitation
- Five invitations to attend the luncheon
- Corporate logo at the event entrance

**Cellular Therapy Sizzling Topics Luncheon**
**$8,500**
**SUNDAY, OCTOBER 8, NOON – 2:00 PM**
The cellular therapy section business meeting and luncheon is a program that brings together cell therapy professionals. The section members are comprised of physicians, technologists, regulatory and quality assurance staff involved in all areas of the cellular therapy world.

**Your investment includes:**
- Opportunity to welcome attendees
- Attendee list post-meeting
- Corporate name recognition on the luncheon ticket
- Five invitations to attend the luncheon
- Corporate logo at the event entrance
- Text recognition in the CT Schedule-At-A-Glance
This exclusive support opportunity offers your organization a focused visibility among industry thought leaders and NBF’s key stakeholders. Partnership includes your company’s logo on signage at the event and elsewhere as well as the NBF website and the attendee gift.

Leadership Forum
SPRINGTIME – DATE TBA
This dynamic program convenes clinical and research leaders along with industry executives to support critical conversations among industry manufacturers, providers, and patient advocates. This invitation-only event offers a platform for conversations among industry leaders that can spark innovation, enhance the exchange of ideas and confirm priorities.

VISIONARY: $25,000
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.

INNOVATOR: $15,000
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.

LEADER: $10,000
Signage at registration/check-in, verbal recognition during the program, and company logo in the program.

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LEADER: $10,000
Signage at registration/check-in, verbal recognition during the program, and company logo in the program.

INDUSTRY LEADERSHIP ENGAGEMENT
19th Annual NBF Run for Research
5K/1 Mile Walk*
SUNDAY, OCTOBER 8
The NBF Run for Research provides an exercise opportunity for runners and walkers prior to Sunday’s educational meetings.

PREMIER SUPPORTER: [EXCLUSIVE]
$4,000
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.

START / FINISH LINE BANNER: [EXCLUSIVE]
$3,000
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.

The 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
Grant Recipients’ Lecture and Luncheon*

$3,500
SUNDAY, OCTOBER 8
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 and elsewhere as well as the NBF website.

EDUCATIONAL OFFERINGS
CORD Summit* [EXCLUSIVE]
$10,000
DATE TBA
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 affecting the future of transfusion medicine and cellular therapies.

INNOVATOR: $5,000
NBF awards grants for investigation 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.

Supporting this opportunity celebrates a milestone achievement in the careers of promising early-career scientists in transfusion medicine and cellular therapies. This partnership 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 2017 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.
**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.

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## CONVENTION CENTER OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Banner</td>
<td>$5,000</td>
<td>10’x10’ double-sided</td>
</tr>
<tr>
<td>Hanging Banner</td>
<td>$7,500</td>
<td>3’x15’ double-sided/$12,500 round 15’x15’ double-sided</td>
</tr>
<tr>
<td>Name Badge Holders</td>
<td>$41,500</td>
<td><strong>(EXCLUSIVE)</strong> Expand your corporate presence throughout the meeting with your logo on approximately 4,000 professional attendee badge holders.</td>
</tr>
<tr>
<td>Lite Boxes</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Highboy Table Clings</td>
<td>$7,500</td>
<td>(10 tables)</td>
</tr>
<tr>
<td>Aisle Signs</td>
<td>$15,000</td>
<td><strong>(EXCLUSIVE)</strong> Attendees will take notice of your corporate logo on all the aisle signs as they navigate the Exhibit Hall floor.</td>
</tr>
<tr>
<td>Meter Boards</td>
<td>$1,500</td>
<td>($4,000 for 3) Display company or product information on one or more of these double-sided, freestanding signs placed in high traffic areas.</td>
</tr>
<tr>
<td>Escalator Runners</td>
<td>$10,000</td>
<td>Opportunity for placement of company branded clings in prominent areas within the San Diego Convention 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.</td>
</tr>
<tr>
<td>Park Benches</td>
<td>$10,000</td>
<td>(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.</td>
</tr>
<tr>
<td>Annual Meeting Bags</td>
<td>$41,500</td>
<td>Your corporate logo will be front and center on the official meeting bags provided to all attendees.</td>
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</table>

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

Deliver your event, company or product ad with these back-lit, two-sided structures that will be strategically located throughout the convention center in high-traffic areas.

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MARKETING OPPORTUNITIES

Attendee Bag Inserts
$5,000
Get your name and branding in front of thousands of meeting participants as they check in at attendee registration.

Company Logo on Carpet Overlay
$6,000
Make an impression with your company branding and message on a 10’ x 10’ carpet inlay as attendees enter the Exhibit Hall or walk the main aisle.

Window and Door Clings

<table>
<thead>
<tr>
<th>DOOR CLINGS</th>
<th>WINDOW CLINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>24”x32”</td>
<td>24.5”x86.5”</td>
</tr>
<tr>
<td>2 CLINGS PER PURCHASE</td>
<td>2 CLINGS PER PURCHASE</td>
</tr>
</tbody>
</table>

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.

Charging Kiosk
$5,000
Associate your company with much appreciated service. Located in a high traffic areas in the Convention Center, each Kiosk is equipped with power connections for charging mobile devices. Your company branding will be displayed on the charging kiosk.

Charging Lounge
$13,500—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.

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.

<table>
<thead>
<tr>
<th>EXCLUSIVE</th>
<th>PARTIAL (4 MAX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Reach attendees sooner by having your corporate logo and URL link highlighted in the registration confirmation email.
HOTEL/CITY WIDE OPPORTUNITIES

Shuttle Bus Opportunities
Showcase your corporate or product brand around San Diego and the San Diego Convention 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

Please note: *Headrest covers are only available when purchased with the bus ribbon.

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

$16,000 (rights only)

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

MARKETING OPPORTUNITIES

MOBILE APP

EXCLUSIVE SUPPORTER
$12,000 (EXCLUSIVE)
As the exclusive supporter of the 2017 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 San Diego.

The package includes:
- Secondary launch page prior to app opening
- Weighted banner ad linking back to your company description
- Company highlighted in Exhibitor Listing
- Corporate logo on “My Schedule” page of the app
- Premium Listing
- Featured Product (1)

BANNER AD
$1,500
Increase your visibility by having a rotating banner ad on the mobile app, including a URL link of your choice.

PUSH ALERT
$1,250
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 2017 AABB Annual Meeting Mobile App.
Corporation educational events are non-CME, industry-supported sessions. These events are offered during non-AABB educational programming hours. While not part of the AABB official content, they provide an excellent venue to present the most up-to-date information to complement the AABB education. Corporate education includes corporate evening satellite symposia and industry workshops.

Corporate Evening Satellite Symposia

Monday, October 9, 7:00 PM - 11:00 PM
Corporate evening satellite symposia are held Monday evening, primarily at the AABB headquarters hotel, Marriott Marquis San Diego Marina or other local hotels. These programs are hosted by companies who choose to provide educational programming combined with a networking twist.

All costs associated with these activities are the company’s responsibility. Satellite symposia supporters will receive a one-time use of the attendee mailing list three weeks prior to the meeting to help promote the event.

Please note: Corporate Evening Satellite Symposium attendance is by invitation only. The host company has the right to refuse admittance.

Corporate Evening Package 1
$10,000
Package includes:
- Corporate Evening Satellite Symposium
- % page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

Corporate Evening Package 2
$12,000
Package includes:
- Corporate Evening Satellite Symposium
- Full-page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

For an Application, Please Contact:
Darnella Bradley
Sales Account Manager, Healthcare Sector
+aabbexhibits@spargoinc.com

Emily Dowling
Sales Account Manager, Healthcare Sector
+aabbexhibits@spargoinc.com

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 San Diego Convention Center or the AABB headquarters hotel, the Marriott Marquee San Diego Marina. Any food and beverage costs are the responsibility of the host company.

For all Industry Workshops held at the San Diego Convention 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 Hilton Bay Front or another headquarters 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.

Industry Workshop Package 1
$6,000
Package includes:
- Industry Workshop
- % page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

Industry Workshop Package 2
$8,500
Package includes:
- Industry Workshop
- Full-page advertisement in the Expo Guide
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall

For an Application, Please Contact:
Darnella Bradley
Sales Account Manager, Healthcare Sector
+aabbexhibits@spargoinc.com

Emily Dowling
Sales Account Manager, Healthcare Sector
+aabbexhibits@spargoinc.com

Available Dates & Times
Sunday, October 8
7:00 am – 8:15 am
Monday, October 9
7:00 am – 8:15 am
Tuesday, October 10
7:00 am – 8:15 am

New Industry Workshop Theater
$10,000 – Multiple time slots available
This convenient on floor theater location has been built to allow attendees to access education while remaining close to the action in the Exhibit Hall. (Note these Industry Workshops are 45 minute programs in length).

Package includes:
- Industry Workshop
- Premium Listing in the 2017 Annual Meeting Mobile App and Virtual Exhibit Hall
ANCILLARY MEETINGS

Ancillary meetings are meetings hosted by exhibitors and can be defined as staff/company/board meetings, business-to-business (B2B) meetings, focus groups, media events, hospitality suites or special events. If annual meeting attendees are included, they are typically notified by invitation from the host company or organization. Ancillary meetings that include annual meeting attendees can be held only at times that do not compete with official AABB educational programming.

To request space for an ancillary meeting, completion of an Ancillary Meeting Request Form is required. The San Diego hotels will not honor your request for meetings or events without an approved AABB Ancillary Meeting Request Form.

EXPOSUITES AND PRIVATE MEETING ROOMS

ExpoSuites

The convenient meeting-space solution. A hardwall, 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 San Diego 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 $35 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 $55 per square foot. They are available from Saturday through Tuesday.* Electric is not included.

Available Dates & Times

Saturday, October 7
5:45 pm – 8:00 pm
Sunday, October 8
8:30 am – 4:30 pm
Monday, October 9
8:30 am – 4:30 pm
Tuesday, October 10
8:30 am – 2:00 pm

Key Contacts

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Fax: +1.301.907.6895
www.aabb.org
While AABB has members in 80 countries, this map identifies the 20 countries with the highest number of members.

AABB is the Global Association for Transfusion, Patient Blood Management and Cellular Therapy Professionals