

aabb
2025
SAN DIEGO
OCTOBER 25-28



aabb
**BIOETHERAPIES
PAVILION**

Advancing Biotherapies Together

at the 2025 AABB Annual Meeting

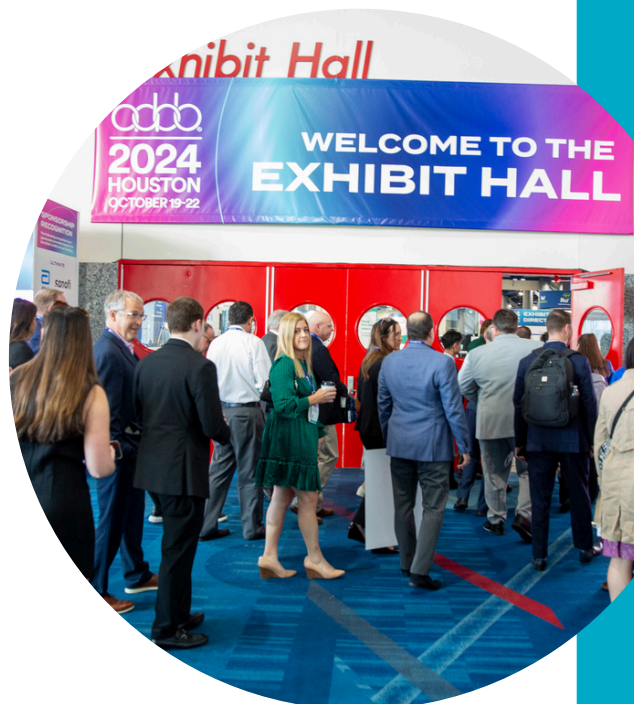
AABB is pleased to announce the return of the Biotherapies Pavilion at the 2025 AABB Annual Meeting, taking place October 25-28, in San Diego, CA.

About AABB

The Association for the Advancement of Blood & Biotherapies (AABB) is an international, not-for-profit organization representing individuals and institutions involved in the fields of transfusion medicine and biotherapies.

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 more than 50 countries.

The Association works collaboratively to advance the field through the development and delivery of standards, accreditation and education programs. AABB is dedicated to its mission of improving lives by making transfusion medicine and biotherapies safe, available and effective worldwide.



Exhibiting at the AABB Annual Meeting

When: October 25-28, 2025

Where: San Diego Convention Center

The 2025 AABB Annual Meeting will bring together the latest research and practice-changing resources for professionals in the fields of blood and biotherapies. The meeting will provide unparalleled networking opportunities to build brand awareness by connecting you with more than 3,500 industry leaders and colleagues from around the world.

AABB2024 connected exhibitors with key audiences

2+

days of exhibits

16.5

hours of total open time

8.5

hours of unopposed time

Dedicated traffic-building activities in the Exhibit Hall



Posters



Curated
Poster Tours



Foundation
Scholars on Stage



Opening Night
Reception



Attendee Lunch



Coffee Breaks



Passport to Prizes



Headshot Lounge



Biotherapies Pavilion
and Open-Mic Sessions



Science &
Innovation Theaters



Collaboration
Hub

Join us at the AABB Biotherapies Pavilion

AABB introduced the inaugural biotherapies pavilion at the 2023 Annual Meeting as a specially designed networking space in the Exhibit Hall providing biotherapies companies with new and curated opportunities to network with key audiences in the field and gain access to all that the AABB Annual Meeting has to offer.

Biotherapies Pavilion Open-Mic Sessions and Events

Returning to the Biotherapies Pavilion this year are industry expert open-mic conversations – a highlight from the 2023 and 2024 meetings, where 45-minute sessions featured:

- Phase-Appropriate Business Development in Biotherapies with Becky Cap, Vitalant
- Simplifying Quality Audits with Tracey Hlucky, Kite Pharma
- Biomanufacturing with Rob Tressler, Excellos
- Certified Advanced Biotherapies Professional (CABP) panel with Jeff Wren, AABB
- Maintaining and Retaining a Qualified Cell Therapy Workforce with Ignacio Nunez, CellReady
- Utilization of Generative AI in Regulatory and Quality GXP Systems with Jyo Biswas, ThinkTrends
- Shaping How Cell Therapy Manufacturers Approach New Product Launches with Tracey Hlucky and Jeff Schacherl, Kite Pharma
- Emerging Challenges and Solutions in the CGT Supply Chain with Mark Sawicki, Cryoport Systems



Other events at the Biotherapies Pavilion have also included:

CABP Celebration Hour

Join AABB for an engaging discussion about the AABB Certified Advanced Biotherapies Professional (CABP) Credentialing Program. Hear from recent CABPs on how they prepared and discover the latest resources available for exam preparation.

***Getting Started in Processing for Biotherapies* book launch**

Book launch celebration of AABB's new publication, *Getting Started in Processing for Biotherapies* with Yossi Schwartz, MD, MPH, CABP, the book's editor.

AABB will be excited to announce the schedule for this year's sessions and events in September.



ATTENDEES AT THE AABB ANNUAL MEETING

Stats from the 2024 Meeting



Appx.

3,400

Total Attendees



60

Countries Represented



711

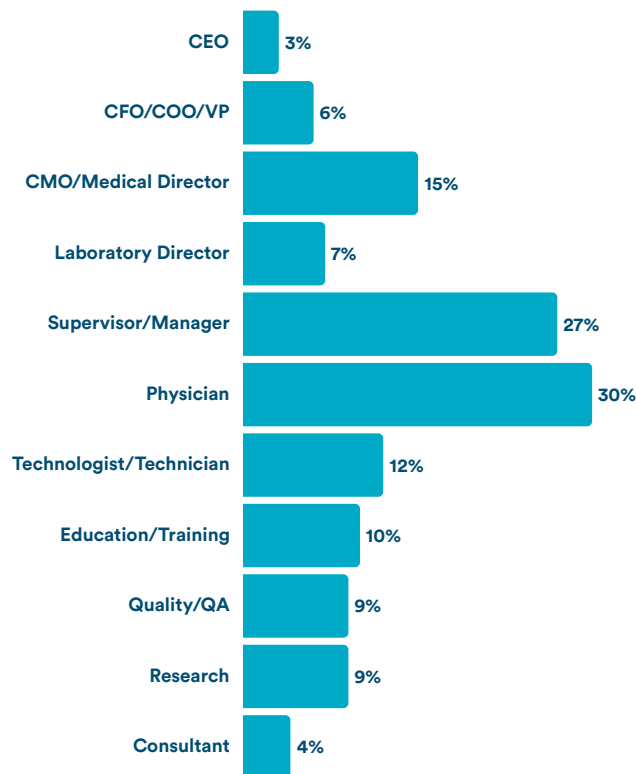
First-time Attendees



126

Exhibitors

Top attendee primary roles



Attendee facilities are involved in:

50% Biotherapies



22% Research



46% Work within a hospital system



38% Testing of blood/blood products, stem cells and/or other cells



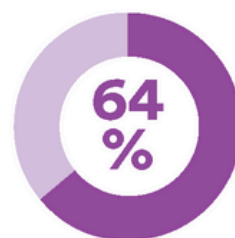
30% Storage and distribution of blood or biotherapies products



28% Processing and labeling of blood/ blood products, stem cells and/or other cells



Involvement in purchase of supplies/services



64% of professional attendees are involved in purchasing decisions.



24% of professional attendees make final selections or final recommendations for purchases.

For more information about the AABB Annual Meeting, please visit aabb.org/annual-meeting.

The AABB Annual Meeting on Social Media

Colleen Maiden • 2nd
Executive Director at American Red Cross
1w • 🌐

The AABB conference is off to a great start! 🌟 Today is the first full day to engage in enlightening topics currently trending across the industry, poster presentations and opportunities to meet with new and familiar faces! Stop by the Biotherapies Pavilion to see the American Red Cross team. We look forward to discussing how we can meet your needs for cell sourcing, CAR-T and Clinical Apheresis collections, processing or storage.



**SEE YOU AT THE
BIOTHERAPIES
PAVILION
& NETWORKING SPACE**

aabb | **2024 HOUSTON**
OCTOBER 19-22

Kevin Land MD • 1st
Executive MD Biotherapies Vice President of Clinical Services at Vitalant
2w • 🌐

I'll be attending the 2024 AABB Annual Meeting from Oct. 19-22, and I'm excited to connect with you all and learn about the latest breakthroughs in transfusion medicine and biotherapies.

Let's collaborate, share ideas and drive innovation together! Don't miss out – join us in Houston in the Biotherapies Pavilion!
📍 <https://lnkd.in/gUSwqArJ> #AABB24



Find us at Table 2 at the Biotherapies Pavilion
and see how we can support your first & final mile needs.

 Kevin Land MD Exec MD Biotherapies VP Clinical Serv	 Rachael Cap MHA Sr VP Biotherapies	 Neha Mahajan VP Biotherapies Laboratory	 Mark Sawicki VP Clinical & Research Quality Serv
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vitalant.
YOUR CLINICAL

Cell collections
Product processing
Cryopreservation
Infusion prep

Jyotiska Biswas • 1st
Code-less Generative AI for Enterprise
18h • 🌐

What an incredible experience speaking at the **AABB 2024 Annual Meeting** in Houston!

It was a privilege to present and share best practices on AI methodologies for measuring and assessing laboratory competency in Blood Banks and Cell Therapy Facilities. This isn't just about speeding up data extraction - it's about transforming manual, labor-intensive processes (that no one particularly enjoys). Our work focuses on converting complex, unstructured data (like PDFs and handwritten forms) into structured, analyzable formats, saving both time and costs. With ThinkTrends code-less AI solutions, laboratories can achieve greater accuracy, consistency, and data quality, leading to better decision-making across blood banking and cell therapy functions.

A huge thank you to Dr. **WANXING CUI**, **Jeff Wren**, and **Daisy** for your enthusiastic support and engagement. You made this session truly impactful! 🙏

#AABB24 #ThinkTrends #CodelessGenerativeAI #GenerativeAI







Mark Flower • 1st
VP Business Development | Cell & Gene Therapy Enthusiast | Liverpool FC Fan
Visit my website
1w • 🌐

Mark Sawicki is talking #CellTherapy #SupplyChain in the #Biotherapies Pavilion at #AABB24 with Jeff Wren and Linda S Barnes DrPH, MHA



Join AABB on social media!

-  **LinkedIn @aabb | 25k+ followers**
-  **Instagram @aabbpics | 3.5k+ followers**
-  **Facebook**
-  **Twitter**

BIOTHERAPIES PAVILION SPONSORSHIP OPPORTUNITIES: Find your ideal package

Biotherapies Connection Package

\$3,500

Limited availability

Value of more than \$7,000

- Networking table in the exclusive Biotherapies Pavilion in the Exhibit Hall + access to AABB provided biotherapies content, sessions and/or exclusive events featured in the Biotherapies Pavilion
- One (1) full 2025 AABB Annual Meeting registration + two (2) complimentary Exhibit Hall badges
- Opportunity to provide (1) complimentary bag insert marketing flyer to be placed into Biotherapies Pavilion bags
- Work directly with the AABB marketing team to collaborate on marketing efforts including:
- Opportunity to be featured in one (1) Biotherapies Pavilion participants round-up announcement article in AABB Newsfeed
- Opportunity to be featured in the Biotherapies Pavilion Participant Spotlight Q&A interview series with includes one (1) written Q&A article published on the AABB website + promotion of the article in AABB's CellSource monthly newsletter
- Mention and tag in one (1) Tweet + one (1) Instagram featuring all Biotherapies Pavilion participants
- Featured in one (1) Biotherapies Pavilion email invitation to all 2025 AABB Annual Meeting attendees and AABB members
- Recognition on all on-site promotional signage and more!

Biotherapies Pavilion Presenting Sponsorship

\$22,000

Only 2 available

Value of more than \$40,000

- Highlighted as one of the Official Biotherapies Pavilion Presenting Sponsors for the 2025 AABB Annual Meeting
- Sponsor logo recognition included on hanging banner over Biotherapies Pavilion
- Official sponsor of the lounge seating area in the Biotherapies Pavilion utilized for general networking, AABB biotherapies sessions and/or events
- Opportunity to participate in an AABB biotherapies session occurring in the Biotherapies Pavilion as an invited guest speaker and/or content contributor to highlight your knowledge of the biotherapies industry + access to AABB provided biotherapies content, sessions and/or exclusive events featured in the Biotherapies Pavilion occurring daily during the exhibit hall dates.
- Opportunity to provide (1) complimentary bag insert marketing flyer to be placed into Biotherapies Pavilion bags
- Recognition in one (1) email featuring sponsor as one of the Official Biotherapies Presenting sponsors with short blurb and/or sponsor electronic banner advertisement highlighting your support and connection with Biotherapies
- Recognition on all on-site promotional signage and more!

For a full list of benefits, please visit the [Biotherapies Pavilion sponsorship gallery](#).

OPTIONAL ADD-ONS

You Won't Want to Miss!

Biotherapies Pavilion Bag and CellSource Sponsorship

Only 1 available: Opportunity to sponsor Biotherapies Pavilion bags and CellSource newsletter handed out to attendees who visit the Biotherapies Pavilion in the Exhibit Hall.

Bag benefits:

- Sponsor logo featured on Biotherapies Pavilion bag.
- Distributed to AABB attendees who visit the Biotherapies Pavilion in the Exhibit Hall.
 - Bags will be a limited quantity and will be handed out by AABB staff in the Biotherapies Pavilion on a first come, first serve basis.
- One (1) complimentary bag Insert (if not already included with another Biotherapies Pavilion sponsorship).



CellSource benefits:

- Sponsor logo and sponsor message featured in September's digital issue of CellSource, AABB's monthly biotherapies newsletter with 12,000+ LinkedIn subscribers.
- Sponsor logo and sponsor message featured in an additional CellSource reminder email sent to 2,400+ AABB email contact list.
- Opportunity for sponsor to collaborate with AABB on one (1) article in the September issue of CellSource. Subject to availability and AABB content approval.
- Sponsor logo, sponsor message and collaboration article featured in September's printed issue of CellSource will be distributed in a once-a-year-only limited quantity inside the Biotherapies Pavilion bags.

Additional benefits:

- Recognition on all on-site promotional signage and more!

\$5,000

Post-Registration List Purchase

Opportunity to purchase a post-registration list to use as a reference guide to learn who attended the 2025 AABB Annual Meeting to better understand the AABB2025 audience.

- Post-Registration List Reference Guide Includes: First Name, Last Name, Title, Company, City, State, Country.

\$1,500

HOW TO BOOK

Ready to book a package or discuss these limited availability opportunities further?

Register your interest via the [2025 Biotherapies Pavilion online application form](#), or email businessdevelopment@aabb.org.

EMAIL TO BOOK

All packages and sponsorship sales as well as special offers are dependent on availability and final AABB approval.

AABB reserves the right to revise any aspect of sponsorships to preserve the integrity and professional atmosphere of the meeting.

All sponsorship messaging, graphics, etc. are subject to AABB approval.



**AABB looks forward to seeing you at the 2025 AABB Annual Meeting
Biotherapies Pavilion!**