

**aabb** | **2026**  
**ATLANTA**  
**OCTOBER 17-19**



# ADVANCING BIOTHERAPIES TOGETHER

At the 2026 AABB Annual Meeting

AABB is pleased to announce the return of the Biotherapies Pavilion – taking a bigger stage this year at the 2026 AABB Annual Meeting, to be held Oct. 17-19, 2026, in Atlanta, Ga.



**aabb**  
**BIOTHERAPIES**  
**PAVILION**

## 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 2026 AABB Annual Meeting

When: Oct. 17-19, 2026

Where: Georgia World Congress Center  
Atlanta, GA

The 2026 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 3,600+ industry leaders and colleagues from throughout the world.

### AABB2025 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



Opening Night  
Reception



Attendee Lunch



Coffee Breaks



Passport to Prizes



Headshot Lounge



Biotherapies Pavilion  
and Open-Mic  
Sessions



Science &  
Innovation Theaters

## Join us at the AABB Biotherapies Pavilion

AABB introduced the inaugural biotherapies pavilion in 2023 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.

This year, Biotherapies Pavilion participating organizations will gain access to even more of what the AABB Annual Meeting has to offer, setting up their tables at a bigger location in the Exhibit Hall centered around the AABB Learning Theatre. This new location will allow for better visibility, interaction with more events such as poster tours, and even more networking opportunities.

### Biotherapies Pavilion Open-Mic Sessions and Other Events

Returning to the Biotherapies Pavilion for 2026 are industry expert open-mic conversations – a highlight from the 2023, 2024 and 2025 meetings – this year taking on an even bigger stage at the AABB Learning Theatre. With previous 45-minute sessions covering topics from supply chain to manufacturing, workforce and quality, these aim to address emerging challenges and solutions in our field.

New this year, organizations will have the opportunity to participate in these sessions by sponsoring a seat on the panel, showcasing their unique perspective and expertise.

**[For more information, please refer to the full Biotherapies Pavilion sponsorships menu.](#)**

Other events at the Biotherapies Pavilion will also include:

- The annual CABP Celebration Hour, a key networking event for advanced biotherapies professionals
- The highly anticipated AABB Biotherapies Manual book launch

**AABB will be excited to announce the full schedule for this year's Biotherapies Pavilion events and open-mic sessions in September.**



# ATTENDEES AT THE AABB ANNUAL MEETING

## Stats from the 2025 Meeting



Appx.

**3,600**

Total Attendees



**54**

Countries Represented



**832**

First-time Attendees



**126**

Exhibitors

## Attendee facilities are involved in:

**48%** Biotherapies



**23%** Research



**53%** Work within a hospital system



**39%** Testing of blood/blood products, stem cells and/or other cells



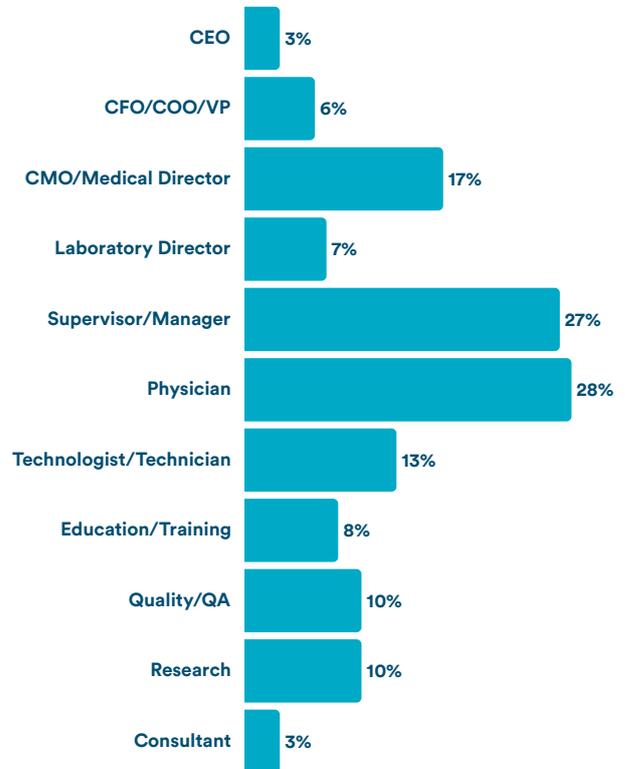
**23%** Storage and distribution of blood or biotherapies products



**22%** Processing and labeling of blood/blood products, stem cells and/or other



## Top attendee primary roles



## 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](http://aabb.org/annual-meeting).

# The AABB Annual Meeting on Social Media



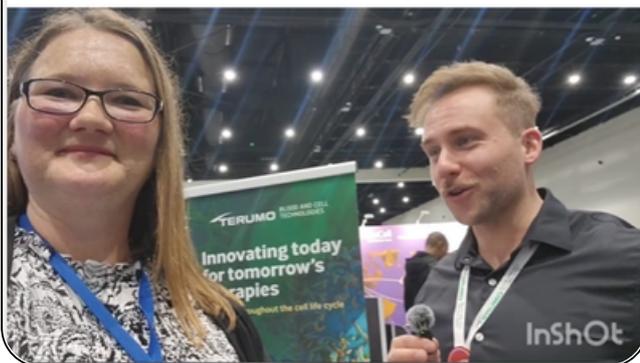
**Jennifer Chain, PhD, CABP** • 1st  
The Leukopak Lady | CSM Strategy Expert & Thought Leader | Open to Fractiona...  
4mo •

The Leukopak Lady coming to you from #AABB25, opening night at The Biotherapies Pavilion.

Im talking with **Trevor S.** of **Terumo Blood and Cell Technologies** about what they are doing to support Biotherapies.

Also, I show off my very own Luke O'Pak from Terumo. YAY!!!

Check out their table inside The Biotherapies Pavilion.



**Heather Munoz, MN, RN, CPN, CPHON, QIA** • 1st  
Principal, Global Market Development, BBG Advanced Therapies | Nursing ...  
4mo •

Monday at #AABB2025 Recap:

Another productive day here at AABB! Yesterday we kicked things off at the Biotherapies Pavilion, diving into how we're making it work across different blood center capabilities.

It was an honor to speak alongside so many industry experts **Becky Cap**, **Trevor S.**, and **Scott Grady** — all of us sharing the same mission: advancing cell and gene therapies through blood centers and apheresis technology. We may be taking different approaches, but we're all heading toward the same goal.

There's still a lot to tackle — from patient access and reimbursement challenges to overcoming apheresis hurdles across hospitals, community settings, and partnerships. But what's inspiring is how we're identifying the gaps together and finding real solutions as a united field.

Different organizations, different capabilities — one shared purpose. We're making it work, together.

#AABB #CellandGeneTherapy #Biotherapies #Apheresis



**Accellix**  
8,998 followers  
4mo • Edited •

Thank you to the **AABB Biotherapies Pavilion** team, including **Linda S Barnes DrPH, MHA**, **Jeff Wren**, and **Cheryl Francis-Owens**, for organizing such an engaging Open Mic session: "Innovations Across the Cell Therapy Workflow – From Apheresis to Analysis."

And a special thanks to **Accellix's** very own **Félix A MONTERO-JULIAN PhD**, and fellow panelists **Trevor Smith** (Terumo Blood and Cell Technologies) and **Jennifer Sander** (WellSky). It was a **full house with standing room only**, underscoring the importance of the cellular starting materials conversation for cell therapy development and manufacture.

Couldn't join the session? Visit the **Accellix table** at the **Biotherapies Pavilion** today for a final chance to connect with our team.

Or let us know if you'd like to **view the recorded content** when it becomes available: <https://lnkd.in/gPi65Wxn>

#AABB2025 #CellTherapy #Biotherapies #Accellix #FlowCytometry #LeukopakQC #CellularStartingMaterial



**Vitalant**  
14,690 followers  
4mo •

We're excited to announce Vitalant's participation in the AABB 2025 Annual Meeting, taking place in San Diego from October 25 to 28.

Our broad involvement underscores our unwavering commitment to scientific excellence and advancing the critical fields of transfusion medicine and biotherapies.

Here's a snapshot of where you can find us:

- Education Sessions:** Our team members will be featured speakers in 13 education sessions, with 16 individual presenters sharing vital knowledge with the global community.

- Research & Abstracts:** Vitalant research will be prominently featured, including 23 scientific posters, 11 oral abstracts and 2 plenary papers.

- Biotherapies Pavilion:** Demonstrating our strategic focus on the future, we'll be a key participant in the Biotherapies Pavilion, highlighting our growing role in supporting lifesaving cellular and gene therapies.

We look forward to connecting, collaborating, and discussing the future!

#AABB2025 #TransfusionMedicine #Biotherapies #CellularTherapy #MedicalResearch

Join AABB on social media!

**LinkedIn @aabb | 32k+ followers**

**Instagram @aabbpics | 4k+ followers**

**Facebook** **Twitter**

# BIOTHERAPIES PAVILION SPONSORSHIPS

Find your ideal participation package:



## Biotherapies Connection Package

**\$3,500**

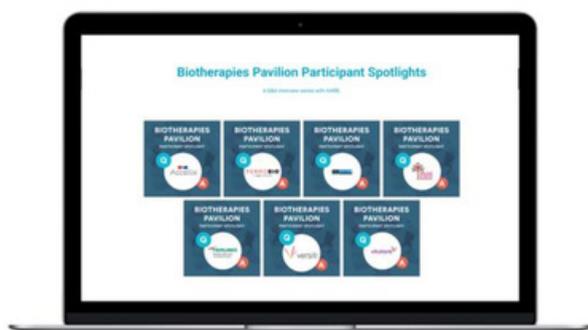
Limited availability



## Biotherapies Pavilion & Learning Theater Presenting Sponsorship **\$22,000**

Only 2 available

## Other sponsorship opportunities and optional add-ons:



## Biotherapies Pavilion Extended Company Profile – New for 2026!

**\$1,500**

Limited availability



## Biotherapies Pavilion Open Mic Session Panel Seat - NEW for 2026!

**\$2,500**

Limited availability



## Annual Meeting Printed and Digital CellSource Sponsorship - New for 2026! **SOLD**

**\$6,000**

Only 1 available

[VIEW FULL MENU](#)

## HOW TO BOOK

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

Register your interest via the [2026 Biotherapies Pavilion online application form](#), or email [businessdevelopment@aabb.org](mailto: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 2026 AABB Annual Meeting Biotherapies Pavilion!