



Association for the  
Advancement of  
Blood & Biotherapies

**2024**  
**HOUSTON**  
OCTOBER 19-22



# BACK BY POPULAR DEMAND: BIOTHERAPIES PAVILION

At The 2024 AABB Annual Meeting

AABB is pleased to announce the return of the Biotherapies Pavilion at the 2024 AABB Annual Meeting, which will take place Oct. 19-22 in Houston, TX.

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.

# Stats From the 2023 Annual Meeting



**3,464**

Total Attendees



**55**

Countries Represented



**840**

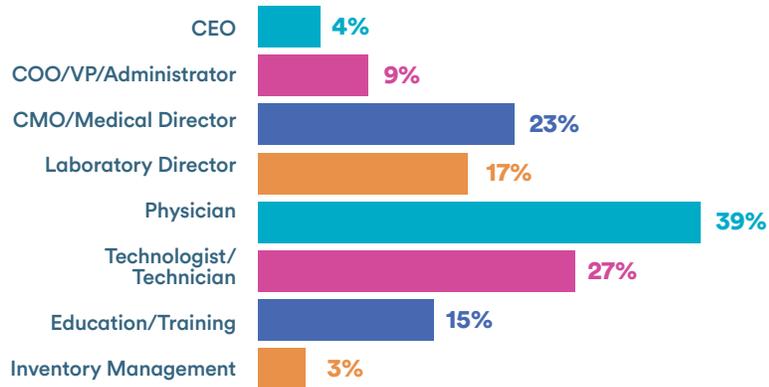
First Time Attendees



**127**

Exhibitors

## Top Attendee Primary Roles\*



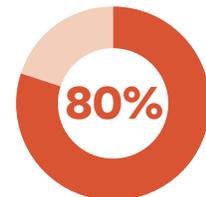
\*Data from roles provided by professional attendees.

## Involvement in Purchase of Supplies/Services



Of attendees are involved in purchasing decisions.

## Satisfaction Rating



Of Annual Meeting attendee survey respondents were satisfied or very satisfied with the Biotherapies Pavilion.

## The AABB Annual Meeting on Social Media

During the 2023 meeting, **484** participants used the #AABB23 hashtag on X/Twitter across **3,500** posts.

Together, these accounted for more than **15.4 million** impressions.



*Participating in the inaugural biotherapies pavilion at the AABB 2023 meeting in Nashville enabled us to share our exciting developments within Versiti Clinical Trials services, including our blood products for research. These services provide researchers and manufacturers solutions that span discovery through commercialization. As the next frontier of treatment solutions, it is an exciting time to support biotherapies. We look forward to partnering again in Houston."*



# 2023 Biotherapies Pavilion Participants

PRESENTING SPONSOR



MEDIA SPONSOR



BIOTHERAPIES PAVILION PARTICIPANTS



## 2023 Biotherapies Pavilion Events & Highlights

Industry expert open-mic conversations hosted at the biotherapies pavilion included:

- Becky Cap (SVP, Biotherapies at Vitalant) on the importance of collaborations within the biotherapies ecosystem
- Dr. Rob Tressler (CSO, at Excellos) on considerations around healthy donor characterization
- Tracey Hlucky (QA Sr. Mgr, at Kite Pharma) on how to leverage established quality systems when developing advanced biotherapies

These engaging **45-minute sessions** were unscripted and interactive with audiences of **up to 50 people** and were one of the many very successful features of the 2023 Annual Meeting!

## VIP dessert bar and award ceremony for CABPs



**More than 75** Certified Advanced Biotherapies Professionals (CABP)s RSVP'd to this special, by-invitation only event hosted in the biotherapies pavilion. They gathered to reflect on the success of the certification to date, before hosting a panel discussion on the future of CABP and its need within the field.

Find out more about AABB's CABP at [aabb.org/cabp](http://aabb.org/cabp)



# 2024 Biotherapies Pavilion Packages

This year again, AABB will be offering limited availability Biotherapies Pavilion connection packages and sponsorship opportunities. These packages provide the opportunity to network with attendees and decision makers in the biotherapies field while gaining access to AABB's more than 76-year-strong community. AABB encourages interested organizations to inquire as soon as possible.

## Biotherapies Connection Package

Gain access and introduce yourself to AABB's 76-year-strong, industry-leading community at the 2024 AABB Annual Meeting by participating in the Biotherapies Pavilion. The Biotherapies Pavilion is a highly sought after destination in the Annual Meeting Exhibit Hall that will feature custom biotherapies-focused content and speakers, and opportunities to network with decision makers in biotherapies.

### BENEFITS

- ✓ One (1) 6-ft networking table reserved in the exclusive Biotherapies Pavilion in the Exhibit Hall.\*
  - One (1) electrical drop at your table to utilize for your table setup, charging of devices and more.
  - Opportunity to provide marketing/display materials, branded tablecloth, any equipment and/or products and (1) standard pop-up banner for your table setup that will fit on your 6-ft table.
  - One (1) optional company branded tabletop sign provided by AABB to designate your table location in the Biotherapies Pavilion.
- ✓ Opportunity to invite key attendees to network with you in the Biotherapies Pavilion.
- ✓ 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 each of the Biotherapies Pavilion bags that will be handed out to attendees who visit the Biotherapies Pavilion in the Exhibit Hall.
  - Sponsor is responsible for all costs of producing, printing, and shipping of bag inserts materials to convention center to be placed into the bags. Marketing flyer artwork must be approved by AABB.
- ✓ Work directly with the AABB marketing team to collaborate on marketing efforts to further exposure for your company participating in the Biotherapies Pavilion.
  - Marketing promotions include:
    - + Opportunity to be featured in one (1) monthly Biotherapies Pavilion participants round-up announcement article in AABB Newsfeed.
    - + Opportunity to be featured in the Biotherapies Pavilion Participant Spotlight Q&A interview series which includes:
      - One (1) written Q&A article published on the AABB website.
      - Promotion of the article in AABB's CellSource monthly biotherapies newsletter.
    - + Mention and tag in one (1) Tweet featuring all Biotherapies Pavilion participants.
    - + Mention and tag in one (1) Instagram story featuring all Biotherapies Pavilion participants.
- + Featured as a "Biotherapies Company to Watch" to all 2024 AABB Annual Meeting attendees and AABB members in one (1) email invitation inviting attendees to the exclusive Biotherapies Pavilion and networking space.
  - Company logo, 50-word maximum company description and link to website featured in email.
- ✓ Recognition on all on-site promotional signage, digital promotions, AABB website and all marketing materials including the mobile app promoting the Biotherapies Pavilion.
- ✓ Two (2) complimentary Exhibit Hall badges for company representatives to have access to Biotherapies Pavilion and Exhibit Hall space.
- ✓ One (1) full 2024 AABB Annual Meeting registration, which includes access to AABB Cellular Starting Material (CSM) Forum.
  - The AABB Cellular Starting Material (CSM) Forum connects organizations involved in providing or procuring CSM for research and manufacturing of advanced therapies. CSM is used for a variety of novel biotherapies, including cellular therapy, gene and cell therapy and regenerative medicines.
- ✓ *Non-exclusive opportunity.*

### Additional Add-On Opportunity:

- ✓ Opportunity to purchase a post-registration list to use as a reference guide to learn who attended the 2024 AABB Annual Meeting to better understand the AABB24 audience. [Review full opportunity listing and benefits.](#)
- ✓ Post-Registration List Reference Guide Includes: First Name, Last Name, Title, Company, City, State, Country.
  - No personal contact information will be included.
  - Post-Registration Purchase Deadline: Friday, October 18, 2024
  - Post-Registration List Delivered By: November 22, 2024

Price: \$1,500

### Price: \$3,500 (Value of more than \$7,000)

This price does not include the additional add-on opportunity of the post-registration list listed below.

*\*This opportunity is available to companies who will not have a larger exhibit booth in the exhibit hall OR available to companies that currently have an exhibit booth and want to ADD on the Biotherapies Connection Package in addition to their exhibit booth. Companies that already have an exhibit booth can secure this package as an ADD ON for their presence in the exhibit hall, but they may not switch from an exhibit booth to a Biotherapies Connection Package only.*

*AABB reserves the right to revise any aspect of sponsorships to preserve the integrity and professional atmosphere of the AABB Annual Meeting. All sponsorship messaging, graphics, etc. are subject to AABB approval.*

# 2024 Biotherapies Pavilion Packages (cont.)

Only  
1 Left

## Official Biotherapies Pavilion Presenting Sponsorship

Help support AABB as one of the Official Biotherapies Pavilion Presenting Sponsors. Your support will allow for a Biotherapies Pavilion in the Exhibit Hall as a space for Biotherapies companies to network with key audiences, space for attendees to gather for custom biotherapies-related content, special events and gain access to all that the AABB Annual Meeting has to offer! **Limited opportunities available.**

### BENEFITS

- ✓ Highlighted as one of the Official Biotherapies Pavilion Presenting Sponsors for the 2024 AABB Annual Meeting.\*
- ✓ Official sponsor of the lounge seating area in the Biotherapies Pavilion utilized for general networking, AABB biotherapies sessions and/or events. Graphics including sponsor logos included on networking tables.
  - Includes production of graphics and installation of item. Sponsor required to provide artwork for approval by AABB.
  - Lounge seating area furnishings are at the discretion of AABB show management.
- ✓ Opportunity for sponsor representative 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.
  - Optional opportunity and sponsor representative as a guest speaker and/or content contributor is at the approval and discretion of AABB show management.
- ✓ Sponsor logo recognition included on hanging banner over Biotherapies Pavilion.
- ✓ 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 each of the Biotherapies Pavilion bags that will be handed out to attendees who visit the Biotherapies Pavilion in the Exhibit Hall.
  - Sponsor is responsible for all costs of producing, printing, and shipping of bag inserts materials to convention center to be placed into the bags. Marketing flyer artwork must be approved by AABB.
  - 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.
- ✓ Sponsor recognition included 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.
  - Email will also highlight the emerging Biotherapies companies featured in the space with company logo and link to company website.
- ✓ Recognition on all on-site promotional signage, digital promotions, AABB website and all marketing materials, including the mobile app promoting the Biotherapies Pavilion.
- ✓ Additional Sponsorship Level Benefits.
  - By purchasing any of the sponsorship opportunities, companies will receive the additional benefits appropriate per sponsorship level depending on overall spend. Please click [HERE](#) to review the Sponsorship Level Benefits.
- ✓ *Non-exclusive opportunity, limited to two sponsors only.*

*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.*

**Price: \$20,000 (Value of more than \$40,000)**

Limited opportunities available, limited to two sponsors only.

*\*This opportunity is available to AABB24 exhibitors only who have secured exhibit booth for the 2024 AABB Annual Meeting.*

# 2024 Biotherapies Pavilion Packages (cont.)

## Biotherapies Pavilion Bag Sponsorship

Gain exposure by sponsoring the official Biotherapies Pavilion Bag! This bag will include key materials on biotherapies focused content from AABB and other contributors and will be handed out to attendees at the Biotherapies Pavilion. Your sponsor logo will be showcased on the front of the Biotherapies Pavilion Bag for all to see!

### BENEFITS

- ✓ Sponsor logo included on the front side of the Biotherapies Pavilion Bag.\*
  - Selection of bag design and style is at the discretion of AABB and may be subject to change.
- ✓ 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).
  - Sponsor is responsible for all costs of producing, printing, and shipping of bag insert materials to convention center to be placed into the bags. Marketing flyer artwork must be approved by AABB.
- ✓ Recognition on all on-site promotional signage, digital promotions, AABB website and all marketing materials, including the mobile app promoting the Biotherapies Pavilion.
- ✓ Additional Sponsorship Level Benefits.
  - By purchasing any of the sponsorship opportunities, companies will receive the additional benefits appropriate per sponsorship level depending on overall spend. Please click [HERE](#) to review the Sponsorship Level Benefits.
- ✓ *Exclusive opportunity.*

*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.*

**Price: \$5,000**

*\*This opportunity is available to companies who purchase the Biotherapies Connection Package, and all AABB24 exhibitors who have secured exhibit booth for the 2024 AABB Annual Meeting.*

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

Register your interest via the 2024 Biotherapies Pavilion online [application form](#), or email Becca Newburg.

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



Becca Newburg,  
AABB Sales & Business  
Development Manager  
[bnewburg@aabb.org](mailto:bnewburg@aabb.org)