



**2025**  
**SAN DIEGO**  
**OCTOBER 25-28**

## Exhibitor Prospectus

*Reach a targeted group of health care professionals working in transfusion medicine and biotherapies.*

Why Exhibit

Attendee Statistics

Booth Rates  
& Benefits

Sponsorship\*  
Opportunities

Important Dates  
& Deadlines

Biotherapies  
Pavilion

*\*Only contracted exhibitors may purchase sponsorships.*

## Exhibit at 2025 AABB Annual Meeting

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.

# 2024 Attendee Demographics

AABB24 CONNECTED  
EXHIBITORS WITH KEY  
AUDIENCES IN BLOOD  
AND BIOTHERAPIES

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

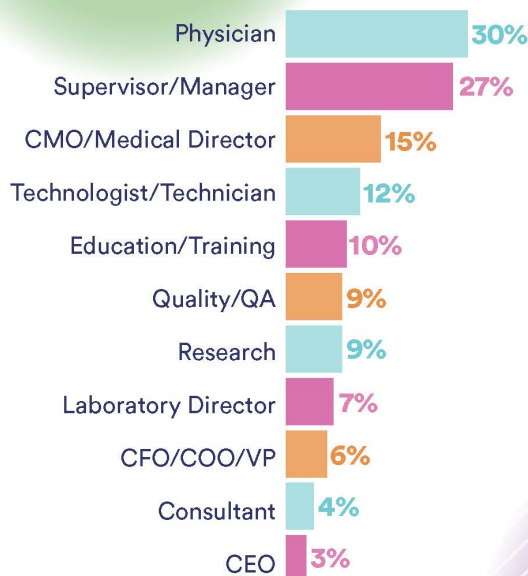


Collaboration  
Hub

## ATTENDEE STATISTICS



## TOP ATTENDEE PRIMARY ROLES:



## ATTENDEE FACILITIES ARE INVOLVED IN:

**50%** Biotherapies

**16%** Prehospital or out-of-hospital transfusions

**22%** Research

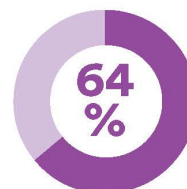
**46%** Work within a hospital system

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

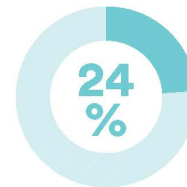
**30%** Storage and distribution of blood or biotherapies products

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

## INVOLVEMENT IN PURCHASE OF SUPPLIES/SERVICES



of professional attendees are involved in purchasing decisions.



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



[Apply Now](#)

[View Floorplan](#)

[Explore Sponsorships\\*](#)

*\*Only contracted exhibitors may purchase sponsorships.*



# Exhibitor Booth Rates & Benefits

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\$41.50 per sq ft  
Standard In-line Booth

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+ \$200 per corner  
Standard In-line w/ Corner Booth

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\$17.75 per sq ft  
Non-Profit\* Standard Inline

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+ \$200 per corner  
Non-Profit\* Standard Inline w/ Corner Booth (Up to 200 sq ft)

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\$44.00 per sq ft for Islands

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\$4,150 per 10 x 10  
Expo Suites\*\*

*\*Must provide 501 (c) for proof of tax-exemption.*

*\*\*Only contracted exhibitors may purchase Expo Suites.*

## Booth Space Purchase Includes:

- One (1) 8' tall back drape plus two (2) 33" draped siderails; 7" x 44" sign with company name and booth number for Standard In-line booths.\*
- General overhead lighting, Exhibitor Service Centers, and 24-hour exhibit hall perimeter security.
- Four (4) "exhibit hall only" booth personnel badges per 10' x 10' booth purchased. These badges allow access during Move-In, Show Hours, and Move-out. Attendee lunch not included.
- One (1) full-meeting exhibitor badge registration for each 100 square feet of booth space purchased, limited up to ten (10) total. Attendee lunch included on Sunday and Monday. This badge type is not available for non-profit and complimentary booth spaces\*\*
- Ten (10) complimentary exhibit-hall-only guest badges for Sunday OR Monday, by request (more details available in Spring 2025). Attendee lunch not included.†
- 50-word company description with logo and product categories (3-max) in the AABB2025 Mobile App.
- Opportunity to purchase a "Featured Exhibitor Spotlight Package" for enhanced visibility in the AABB2025 Mobile App and the Exhibit Hall Map Directory, with additional sponsorship benefits included.
- Pre- or post-meeting attendee registration lists for purchase to use as a reference for sales strategy during AABB2025 or to send a direct mail piece to Opt-In attendees. ‡
- AABB Foundation and Corporate Partner member recognition for current members.

*\*Carpet/flooring is required in ALL BOOTHS and must be purchased separately by exhibitor along with any furnishings and/or utilities needed for the booth.*

*\*\*Non-profit and Complimentary booth spaces do not receive full-meeting registrations with booth purchase.*

*†Completed request form is required for each guest badge. Details available Spring 2025.*

*‡Form will be available in the Sponsorships tab of the Exhibitor Prospectus. A completed request form is required. Direct mail piece is subject to AABB approval.*



# Important Dates & Deadlines

*Times are subject to change*

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## **November 27, 2024**

- Priority Point Deadline for all past exhibitors.
  - Assignments begin December 2024.
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## **Prior to June 26, 2025**

- ALL applications must include a 50% deposit for booth size requested.
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## **June 27, 2025**

- Full balance due for all exhibitors.
  - Any new exhibitor applications must include 100% payment of requested space.
  - Deadline for a refund if cancelling booth or reducing booth size.
  - View all AABB2025 Exhibitor Terms and Conditions including reduction/cancellation of space.
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## **September 22 — October 14, 2025**

- Crated, boxed, or skidded material/shipments may be shipped to Freeman Advance Warehouse.
  - Material arriving after October 14, 2025, will be received at the Freeman Advance Warehouse with an additional 'after deadline' charge.
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## **September 23, 2025**

- FreemanOnline ordering discount ENDS.
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## **October 22, 2025**

- **Exhibitor Move In**  
*Vehicles and Island Booths Only*  
8:00 am - 5:00 pm
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## October 23, 2025

- **Exhibitor Move In**  
*All Booths*  
8:00 am - 5:00 pm
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## October 24, 2025

- **Exhibitor Move In**  
*All Booths*  
8:00 am - 5:00 pm
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## October 25, 2025

- **Exhibitor Move In**  
*All Booths*  
8:00 am - 1:00 pm
  - **Exhibit Hall Open**  
4:30 pm - 7:00 pm (Exhibitor access @ 3:30 pm)
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## October 26, 2025

- **Exhibit Hall Open**  
9:30 am - 4:30 pm (Exhibitor access 8:30 am – 5:00 pm)
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## October 27, 2025

- **Exhibit Hall Open**  
9:30 am - 4:30 pm (Exhibitor access 8:30 am – 8:00 pm)
  - **Exhibitor Move Out**  
4:30 pm - 8:00 pm
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## October 28, 2025

- **Exhibitor Move Out**  
7:00 am - 5:00 pm  
*Exhibitor Services available only between 8:00 am – 5:00 pm.*

# Thank you for your participation!

If you have any questions, please contact:



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