

2027 ANAHEIM OCTOBER 16-18

Exhibitor Prospectus

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

Why Exhibit

Attendee Statistics

Booth Rates & Benefits

Sponsorships* Coming Soon

Important Dates & Deadlines Coming Soon

Biotherapies Pavilion

**Only contracted exhibitors may purchase sponsorships.*

Exhibit at the 2027 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-accredited 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.

ATTENDEE STATISTICS

Appx. **3,500** Total Attendees

Appx. **2,400** Professional Attendees

55 Countries Represented

755 First Time Attendees

137 Exhibitors

482 Posters

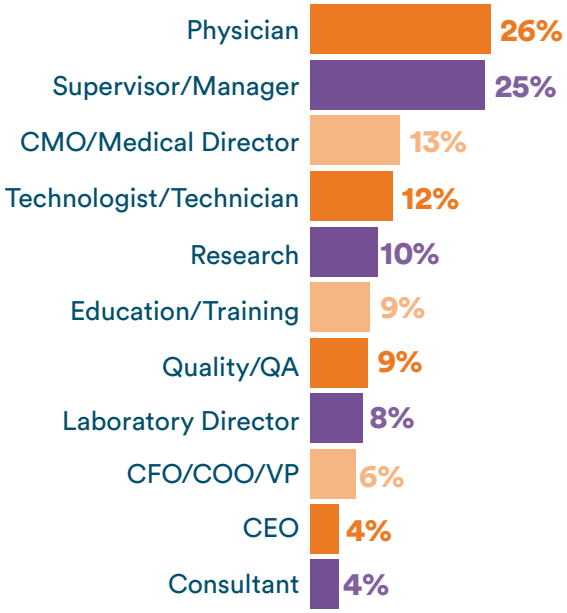
417 Speakers

129 Sessions



13% of onsite attendees come from outside the US

TOP ATTENDEE PRIMARY ROLES:



ATTENDEE FACILITIES ARE INVOLVED IN:

52% Work within a hospital system

42% Biotherapies

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

26% Storage and distribution of blood or biotherapies products

24% Processing and labeling of blood/ blood products, stem cells and/or other cells

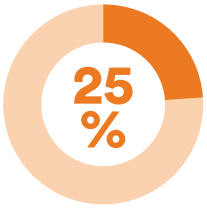
24% Research

20% Prehospital or out-of-hospital transfusions

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.

AABB2026 CONNECTED EXHIBITORS WITH KEY AUDIENCES IN BLOOD AND BIOTHERAPIES

2+

days of exhibits

17

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

HIGHLIGHTS FROM AABB2026

General Session Keynote: Frederick Appelbaum, MD

The 2026 AABB Annual Meeting featured a keynote speech from Frederick Appelbaum, MD, executive vice president at Fred Hutch and a professor in Fred Hutch's clinical research division, and an influential leader in the blood and biotherapies field for decades.

Corporate Partners Roundtable

Corporate Partners connected with AABB's Board of Directors in a strategic discussion of the big-picture issues impacting their business and the field.

Biotherapies Pavilion

This year, the Biotherapies Pavilion took on a bigger location in the Exhibit Hall centered around the AABB Learning Theater. This new location allowed for better visibility, interaction with more events and even more networking opportunities!

Exhibit Hall Opening Night Reception

The Exhibit Hall Opening Night Reception was a lively highlight, drawing a large crowd of attendees who networked, explored exhibits and enjoyed the vibrant party atmosphere.

AABB2026 Closing Ceremony

New for 2026, the Closing Ceremony drew a strong crowd of attendees for one last chance to connect and celebrate before heading home.

Cord Blood Connect Returns to AABB2026

Cord Blood Connect returned to the 2026 AABB Annual Meeting, offering three days of rich programming on timely topics spanning the full breadth of the cord blood field.

AABB/THOR Joint Program

The 2026 AABB Annual Meeting will also featured joint educational sessions with the THOR Network, the International Society of Blood Transfusion and the American Society for Histocompatibility and Immunogenetics.

AABB Foundation Events

Participants joined the Run for Research, Research and Development Summit, and other events that showcased innovative research by Foundation grant recipients and supported Foundation initiatives.

Corporate Education

Corporate education sessions provided attendees with in-depth learning on new technologies and solutions, offering valuable insights through sponsor-designated presentations on a variety of topics.

Bark Park Arrives at AABB2026

AABB's new Bark Park was a true highlight, drawing attendees back to the Exhibit Hall each day for puppy cuddles and a fun recharge. 2027 sponsorship for this popular spot is now available.







Apply Now | View Floorplan | AABB2026 Exhibitor Report

Sponsorships* Coming Soon | Expo Suite Application

**Only contracted exhibitors may purchase sponsorships.*

Exhibitor Booth Rates & Benefits

$43.50 per sq ft Standard In-line Booth
+ $200 per corner Standard In-line w/ Corner Booth
$19.75 per sq ft Non-Profit* Standard Inline
+ $200 per corner Non-Profit* Standard Inline w/ Corner Booth (Up to 200 sq ft)
$46.00 per sq ft for Islands
$4,350 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.
- †Five (5) complimentary single day exhibit-hall-only guest badges. Attendee lunch not included.
- 50-word company description with logo and product categories (3-max) in the AABB2027 Mobile App.
- Opportunity to purchase a “Featured Exhibitor Spotlight Package” for enhanced visibility in the AABB2027 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 AABB2027 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. Submit through the Exhibitor Registration & Housing Dashboard.
‡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.

Contact Us



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