

2026 ATLANTA OCTOBER 17-19

2026 AABB Annual Meeting

October 17-19

Atlanta, GA

Exhibitor Report





EXHIBITOR REPORT

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ATTENDEE STATISTICS

Appx. **3,500** Total Attendees

Appx. **2,400** Professional Attendees

55 Countries Represented

755 First Time Attendees

137 Exhibitors

482 Posters

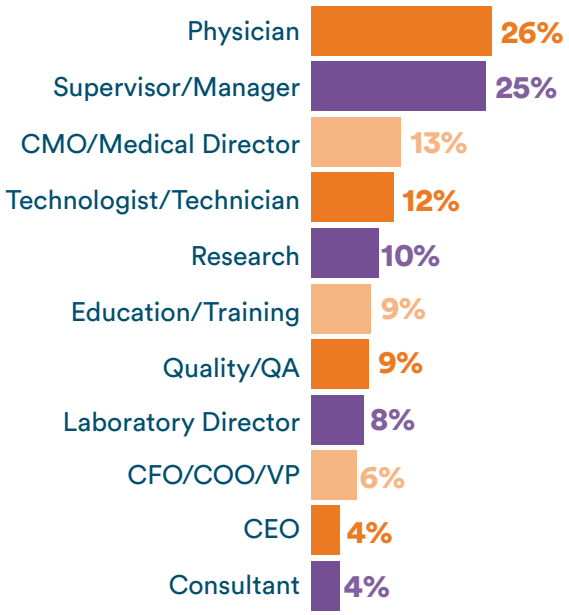
417 Speakers

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

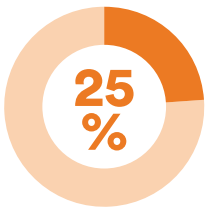
24% Research

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.

AABB 2026 ATLANTA OCTOBER 17-19

EXHIBITOR REPORT

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

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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.





