More than 4,000 healthcare professionals will gather in Baltimore, Maryland for the 2020 AABB Annual Meeting for premiere programming, networking, and to engage with an array of exhibiting industry partners. The Annual Meeting provides the perfect opportunity for your company to engage with these driven individuals through exhibition and sponsorship. Establish your meeting presence with a sponsorship built to enhance and extend your message and promote your company beyond your booth location.

- Create brand awareness and increase brand loyalty among a targeted audience of blood bank professionals.
- Reach a targeted group of healthcare professionals involved in transfusion medicine, patient blood management, and cellular therapies.
- Introduce a new product/service to a captive group of leaders and practitioners involved in the fields of transfusion medicine and cellular therapies.
- Drive interest and visibility to your products and services by reinforcing your brand messaging and effectively enhancing your exhibit space.
- Differentiate yourself from your competition and benefit from the enhanced reach gained with an AABB sponsorship.

We are committed to providing you with the best brand integration opportunities in order to connect with your target audience. The following sponsorship opportunities have been designed to help you reach your marketing goals and reach AABB members and meeting attendees before, during and after the meeting. For more details on these opportunities, or to share ideas of your own, please contact Heidi O’Hara at (856) 637-3301 or heidi_ohara@AFassanoCo.com.
**Sponsorship Opportunities at Baltimore Convention Center**
- Attendee Bag Inserts
- Backlit Kiosk Advertising
- Column Clings Package
- Column Wraps
- Exhibit Hall Aisle Signs
- Exhibit Hall Highboy Table Clings
- Exhibit Hall Lunch Sponsor
- Featured Exhibitor Listing
- Hand Sanitizer & Branding Stations
- Interactive Photo Booth During Opening Reception
- Market Fresh Café Branding Package - **SOLD**
- Pratt Lobby Tabletop Clings
- Pratt Street Entrance Wall Clings
- Passport to Prizes
- Premium Branding Package
- Professional Head Shot Studio
- Recharge Lounges – Lower Pratt Lobby
- Therapy Dogs Walking Experience - **SOLD**
- “Where Are You From?” Board

**Digital & Advertising Opportunities**
- Banner Ad In “Before You Go” Attendee Email Expo Guide Advertising
- Mobile App Rotating Banner Ad
- Mobile App Title Sponsor - **SOLD**
- Pre/Post Meeting Attendee eBlast
- Pre/Post Meeting Registration Mailing List

**Hotel Marketing**
- Hotel Room Keys - **SOLD**
- Hotel Room Drops

**Networking Events**
- Cellular Therapy Sizzling Topics Luncheon - **SOLD**
- Corporate Evening Satellite Symposium General Session
- Immunohematology Reference Laboratory Luncheon
- Industry Workshops
- Product and Innovation Theater
- Private Meeting Rooms
- Expo Suites

**Educational Awards and Grants**
- Emily Cooley Memorial Award and Lectureship
- Hemphill-Jordan Leadership Award and Lectureship
- Karl Landsteiner Memorial Award and Lectureship - **SOLD**
- NBF Award for Innovative Research
- Sally Frank Memorial Award
- Scholarship Awards
- Tibor Greenwalt Memorial Award and Lectureship
- Unrestricted or Educational Grant Support

**National Blood Foundation**
- NBF CEO Summit
- NBF Research Symposium
- NBF Scholar Program
- NBF Research and Recognition Awards
- Unrestricted Grant Luncheon
- Hall of Fame – Wall of Excellence
- NBF Run for Research 5K/1 Mile Walk
- Sleep-In for Research
- NBF Donor Hour(s)

---

Heidi O’Hara  
Direct: 856-637-3301  
Email: heidi_ohara@afassanoco.com
Sponsorship Opportunities at Baltimore Convention Center

**Attendee Bag Inserts - $5,500**
Place your company branding directly in the hands of every meeting attendee with an insertion in the 2020 AABB Annual Meeting official bag.

- Sponsor’s customized printed insert will be placed into each attendee meeting bag
- Creation, production and shipping of bag inserts will be the responsibility of sponsor (Size limit: 8½” x 11” Maximum weight: 8 oz. Due to their weight and bulk, magazines, newspapers and other publications will not be permitted in the bags.)
- All materials must be approved by AABB prior to production

**Backlit Kiosk Advertising**
Put your message in lights with backlit kiosk advertising signs located in high traffic areas throughout the Baltimore Convention Center (locations available on a first-come, first-served basis).

- Sponsor’s 31”W X 8”H advertisement produced and applied to both sides of LED backlit kiosk

**Single Location Price** – $6,500 per placement
**Multiple Locations Price** – $5,000 per placement

Click here to view available locations.

**Column Clings Package - $9,500**
These highly visible columns throughout the main lobby become a hub for all attendee-goers. Place your branding above the convenient stand and your message will be top of mind while attendees have a moment to plan their next move - to your booth!

- A total of twelve (12) 2’ wide x 3’ high clings will be produced and installed to brand four (4) sides of columns*
- Three (3) different column locations included in package (locations subject to AABB approval)
Column Clings Package Enhancement Opportunity:

Tabletop Cube Mobile Chargers - $5,500
These cube mobile charger units will be a popular attraction for attendees to recharge. The power boost unit includes six charging cords, USB, and four sides of branding in conjunction with the column clings above.
- A total of six (6) charging units, two (2) placed at each branded column cluster
- Sponsor branding per cube includes four-sided ad wrap, 7” wide X 10” high*

Click here to view locations.

Column Wraps
Make an impact and let your brand stand out as attendees make their way into the AABB Exhibit Hall
- Sponsor’s choice of one prominent location available outside of the exhibit hall entrance; (locations available on a first come, first served basis)
- Includes production and installation of 7’ 11” W x 10’ 7”H cylindrical column wrap
Single Column Wrap – $7,500
Two (2) Column Wraps – $6,500 each
Three (3) + Column Wraps – $5,500 each

Click here to view available locations.

Exhibit Hall Aisle Signs - $17,500 (Exclusive Opportunity)
Attendees rely on hanging aisle graphics to navigate the exhibit hall. Place your logo prominently where all eyes will be on you.
- Sponsor’s graphics (4’x4’) featured below AABB messaging on aisle signs displaying the aisle number*
- Add your booth number to your graphics to direct traffic to your booth and bring awareness to your location on the expo floor

Click here to view locations.

Heidi O'Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
Exhibit Hall Highboy Table Clings - $8,500

Top of table, top of mind! These customized table-top clings will catch the attention of attendees as they enjoy a break, plan their day or chat with a colleague.

- Ten (10) highboy tables (3’ diameter) strategically placed throughout the exhibit hall in high-traffic aisle locations
- A 3’ diameter customized graphic produced and installed on the highboy table-top

Click here to view available locations.

Exhibit Hall Lunch Sponsor (Sunday and Monday) - $28,500

Seize the opportunity to sponsor the highest attended exhibit hall event: lunch! Your brand recognition will soar as every attendee indulging will have a touchpoint with your logo.

- Twelve (12) 2’x2’ floor clings strategically placed as attendees go through buffet lines
- Sponsor’s color logo displayed on onsite signage in each catering area*
- Sponsor’s color logo produced on napkins available at catering areas*
- Sponsor’s corporate logo on hanging sign in F&B area
- Social media post and push notification scheduled to highlight recognition
- Twenty-five (25) lunch tickets per day included for sponsor
- Complimentary Featured Exhibitor Listing
- Menu selections at the discretion of AABB show management
- Sponsor may choose to place table tents at banquet rounds in seating areas or provide staff to handout items as attendees enter the buffet lines (production and shipping of table tents or handouts responsibility of sponsor; subject to AABB approval)

Click here to view locations.

Looking for additional exposure? Sponsor a Break!

Extend your lunch sponsorship to break services as well! Your presence will not only be known in the exhibit hall, but in meeting room corridors, as well.

- Sponsor’s color logo produced on napkins available at all break stations throughout the hall and corridors*
- Sponsor’s logo displayed on onsite signage at break service stations*
- Menu selections at the discretion of AABB show management
(Continued from page 5)

- Breaks include the following services (times are subject to change):
  - **Morning Service:**
    - Sunday, October 4: 10:00am-10:30am
    - Monday, October 5: 10:00am-10:30am
  - **Afternoon Service:**
    - Sunday, October 4 – 3:30pm-4:00pm
    - Monday, October 4 – 3:30pm-4:00pm

  **One (1) day break service - $10,000**  
  **Two (2) days break service - $15,000**

---

**Featured Exhibitor Listing - $1,250**

*Only eight (8) spots available!*

Differentiate your company from other exhibitors! Enhancing your listing could be the difference between blending in or standing out at the Annual Meeting.

- **Exhibitor Directory (located near the main entrance to the exhibit hall)**
  - Bolded company name listed alongside an exhibit hall map
  - Booth location designated on exhibit hall map
- **Expo Guide Listing (Benefits if submitted by August deadline)**
  - Standard benefits (company name, booth number, contact information, website and 50-word description)
  - Highlighted Company Listing
  - Logo included above company listing
  - Booth location designated on the exhibit hall map
- **Mobile App Listing**
  - Standard exhibitor listing benefits (company name, booth number, contact information, website and 50-word description)
  - Company logo displayed in Exhibitors Booth List, Exhibitor Listing and Exhibit Hall Floor Plan

---

Heidi O'Hara  
Direct: 856-637-3301  
Email: heidi_ohara@afassanoco.com
Hand Sanitizer & Branding Stations - $10,500

Keep Those Hands Clean! Designed for high-traffic, public locations, the sanitizer stations allow for graphics that provide the event guests with the ability to sanitize hands and eliminate many germs known to cause illness.

- Package includes a total of ten (10) sanitizer stations positioned throughout Pratt Lobby and the Exhibit Hall (locations subject to AABB approval)
- Each station includes the following for sponsor branding:
  - (1) 8.5”W X 12”H advertising header, framed above sanitizer dispenser*
  - (1) 14” X 14” base plate* (with center cut-out for stand)
- Includes graphics production, installation and sanitary gel with refills
- Artwork and print ready files are sponsors’ responsibility

Ask us about extending your exposure by adding additional stations!

Click here to view available locations.

Interactive Photo Booth During Opening Reception - $5,500

Point. Click. Email! This interactive photo station bonds guests, brands the experience and creates a lasting connection between a sponsor and attendees. A professional will walk the floor during the Opening Reception (Saturday, October 3, 5:30pm – 7:30pm), engaging with attendees for fun photos (boomerangs, GIFs etc.) that can be shared via email within moments. Your branding will be highlighted in the process!

- Photo background to include Annual Meeting theme
- Custom sponsor messaging included in the email to each participant, including email subject line, email body with links, and signature line
- Report of participants will be provided to sponsor post-event
- Sponsor has the opportunity to provide branded shirts for the staff as they roam the exhibit hall
Market Fresh Café Branding Package*

The Market Fresh Café located on the 300s level is a central hub and popular break or meeting place. Your messaging will be visible to attendees throughout the area as they take a break in between educational sessions.

- Sponsor has opportunity to place table tents on the tables without tabletop clings in the area (*production and shipping costs responsibility of sponsor*)
- Market Café opens at 7am on main convention days (*schedule is at discretion of Centerplate Catering*)

**Premium Package - $15,000**

- Six (6) 3’x3’ tabletop clings spread throughout the café area
- Sponsor’s full-color logo printed on coffee cup sleeves distributed at the Café
- Sponsor’s one-color logo printed on napkins used at the Market Fresh Café

**Basic Package - $8,500**

- Six (6) 3’x3’ tabletop clings spread throughout the café area only

Click here to view location.

---

**Pratt Lobby Tabletop Clings - $10,000**

The main lobby will be the central hub of the Annual Meeting and buzzing with attendees. Create brand awareness by placing tabletop clings in this high-traffic area, located in the corridor behind registration.

- Fifteen (15) tabletop clings produced and installed on the tables*
- Table clings are 30” in diameter

Click here to view location.

---

Heidi O’Hara  
Direct: 856-637-3301  
Email: heidi_ohara@afassanoco.com
Pratt Street Entrance Wall Clings - $12,000
Two (2) locations available.
Grab attendees’ attention from the moment they walk into the Pratt Street Entrance with an impressive wall cling.
- Sponsor’s artwork displayed on a 12'W x 8'H wall cling*
- Production and installation of wall cling included in price

Enhancement Opportunity - $5,000
Enhance your sponsorship by adding highboy tables to the area with your branding on the tabletops.
- Four (4) highboy tables in the sponsorship area
- Tabletop clings (3’ diameter) applied to the tables*

Click here to view available locations.

Passport to Prizes – $1,500
Space is limited to 20 participants!
Draw attendees to your booth with Passport to Prizes! Attendees will look forward to visiting and engaging with you at your booth. Your custom QR code will help them earn an entry into the daily prize drawing at the end of the day (Sunday and Monday).
- Each participating attendee will be driven to visit your booth to scan an individualized QR code through the mobile app
- Sponsor’s logo and QR code printed on an 8.5"x11" sign to be displayed at your booth
- Sponsor’s name and logo displayed in the Passport to Prizes section of the mobile app
- A PA announcement during exhibit hall hours (one per day) to promote the program
- Social media call out to promote the Passport to Prizes program

Heidi O’Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
Premium Branding Package - $25,000
Two packages available
Claim this prime location of stairs and escalators leading from the entrance level to the exhibit level with various branding elements.
 One (1) 16.75"W x 49'L escalator runner
 A 7'W x 7'H wall cling on the side of the stair/escalator corridor
 Each side of the glass panels (railing) branded with sponsors’ artwork
 A 22’ wide x 3’ deep floor graphic at the base of the stairs

Wrap the adjacent column for only an additional $5,000!

Click here to view available locations.

Professional Head Shot Studio
Ask us about customizing this opportunity! More details coming soon!
Recharge Lounges – Lower Pratt Lobby - $18,500

Two packages available

Relax. Recharge. Network. Branded furniture groupings available in the high traffic area outside of the exhibit hall entrance to include a coffee table with charge outlets plus prominent sponsorship branding.
- Sponsor’s graphics displayed on charging table, and four (4) seating cubes
- Sponsor's graphics produced and installed on 6’W x 5’H wall cling behind branded furniture grouping

Click here to view available locations.

Therapy Dogs Walking Experience - $14,500

Surprise, delight and comfort attendees with a healthy dose of endorphins. Studies have shown that visits from therapeutic dogs lowers anxiety, stress, heart and lung pressure among patients. Additionally, the power of touch appears to be a major component of this “effect”; several studies show that blood pressure goes down when a person pets a dog due to the calming effect of the interaction. Visiting canines also provide relief to healthcare providers working under enormous stress. AABB is proud to partner with local animal assisted therapy (AAT) canine-assisted teams to bring AAT volunteers to the 2020 AABB Annual Meeting for attendees’ enjoyment.
- Attendees will encounter therapy dog teams on the exhibit hall floor and in the Pratt Street Lobby during a 2-hour timeframe in the morning and again in the afternoon to hug, pet, and take pictures with the dogs (number of therapy dog teams may vary by timeslot based on volunteer availability)
- Therapy dogs will visit on Sunday and Monday, a total of four (4) timeslots
- Therapy dog teams will sport distinctive bandanas with sponsor’s logo
- Therapy dog handlers will hand out trading cards to include information on the program, therapy dog, and a message from the sponsor (messaging must be pre-approved by AABB)
- AABB will provide a donation to the AAT program to help them further their mission
- Sponsorship text recognition included in AABB deployed tweet during meeting highlighting the presence of the therapy dog teams

Heidi O'Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
“Where Are You From?” Board - $4,500
Showcase your customized banner graphic on this popular, high-traffic item located near the main entrance. Attendees will be drawn to the board to identify from where they have traveled.
- Sponsor’s messaging displayed along the bottom of the board*
- Direct attendees to your booth inside the exhibit hall

Digital & Advertising Opportunities

Banner Ad In “Before You Go” Attendee email - $7,500 (Exclusive Opportunity)
Highlight your presence at the meeting by advertising in the “Before You Go” eBlast deployed just prior to the kick-off of the meeting. The e-blast is deployed to every registered attendee!
- Sponsor’s banner advertisement included on the “Before You Go” e-blast highlighting registration information, mobile app download links and much more*
- Sponsor’s advertisement hyperlinked to specified URL

Expo Guide Advertising
Advertise in the onsite attendee guide to the Exhibit Hall. Draw attention to your presence by advertising in the Expo Guide printed and available at registration.
- Sponsor’s 4-Color advertisement included in location purchased (Program size: 8.5” x 11”)
- Distributed to Annual Meeting attendees at registration

<table>
<thead>
<tr>
<th>Ad Placement</th>
<th>4-Color Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4 (back cover)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Cover 2 or 3 (inside)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,250</td>
</tr>
<tr>
<td>Half ½ Page</td>
<td>$2,750</td>
</tr>
<tr>
<td>Quarter ¼ Page</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

Mobile App Rotating Banner Ad - $2,500
Reach attendees directly as they reference the mobile app for educational listings, exhibit hall information, show alerts, and more.
- Reach attendees directly as they reference the mobile app for meeting details, exhibit hall information, show alerts, etc.
- Banner Ad located at the bottom of the screen will be viewed on menu sub-pages, rotating with other content (sponsor ads are not permitted on educational pages)*
- Sponsor’s advertisement hyperlinked to specified URL

Heidi O’Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
Mobile App Title Sponsor - $17,500
The AABB Mobile App is the main communication tool for attendees to view educational programming, exhibitor information, connect to their personal online itinerary and much more. Highlight your brand while also sharing information and resources of your products and/or services.
- Sponsor splash page follows the AABB page each time the app is opened - attendees can’t miss it!
- Sponsor’s banner ad hyperlinked to specified URL
- One (1) push notification to attendees per day, Saturday – Monday (preferred deployment considered, final schedule at discretion of AABB show management)
- Featured Exhibitor benefits for mobile app including company logo displayed in list of exhibitors, exhibitor listing and exhibit hall floor plan

Pre/Post Meeting Attendee eBlast - $6,000
Limited Spots Available!
Highlight your presence at the Annual Meeting in the most impactful way with a pre or post meeting eBlast deployed directly to all registered attendees!
- eBlast will be available after September 7, 2020
- Sponsor provides customized eBlast in HTML format
- All eBlasts must be submitted per specifications (provided in confirmation of purchase) and approved by AABB
- Deployment dates subject to availability
- Design, creation and production associated with eBlast are responsibility of sponsor

Pre/Post Meeting Registration Mailing List - $750
The 2020 AABB Annual Meeting attendee registration mailing list will be available after August 7, 2020. Maximize your presence at the meeting with a direct marketing piece to registered attendees!
- List contains mailing addresses only and is for one-time use
- All materials must be submitted and approved by AABB prior to production
- Purchaser is responsible for design, production, shipping and all costs associated with mailing
- Additional restrictions may apply; check back for mailing list request form

Hotel Marketing

Hotel Room Keys - $27,500 (Exclusive Opportunity)
Place your branding directly in the hands of AABB attendees as they check-in to their hotel with a custom keycard - which will be utilized for the duration of their stay (anticipated Hotel Block: 2,200).
- Key cards will be distributed October 2-6 to all attendees staying within room blocks at the most popular hotels:
  - Baltimore Marriott Inner Harbor at Camden Yards
  - Baltimore Marriott Waterfront
  - Hilton Baltimore (HQ)
  - Hyatt Regency Baltimore Inner Harbor
  - Renaissance Baltimore Harbor Place
  - Sheraton Inner Harbor Hotel
- Sponsor’s artwork prominently displayed on the front side of each hotel key card*
- Includes production and distribution of key cards

Click here to view 2020 AABB Annual Meeting official hotels.
**Hotel Room Drops**
Hand-delivered messaging on the day of your choice to attendees staying at the choice hotels listed below.

- Baltimore Marriott Inner Harbor at Camden Yards
- Baltimore Marriott Waterfront
- Hilton Baltimore (HQ)
- Hyatt Regency Baltimore Inner Harbor
- Renaissance Baltimore Harbor Place
- Sheraton Inner Harbor Hotel
- *Anticipated Hotel Block: 2,200

- Sponsor’s marketing piece will be distributed either outside or inside of the guestroom of attendees staying within the Annual Meeting hotel block
- Includes one hotel door drop on day of choice: Saturday, Sunday, Monday or Tuesday *(sponsor may choose either early morning or early evening delivery on purchased day)*
- Production and shipping of door drop promotional piece responsibility of sponsor; subject to AABB approval

**Premium Room Drops (Inside Rooms) – $20,000**
**Standard Room Drops (Outside Rooms) – $15,000**

*Call for a custom hotel package/pricing!*
Click here to view 2020 AABB Annual Meeting official hotels

---

**Networking Events**

**Cellular Therapy Sizzling Topics Luncheon – $8,500**
This popular event for cell therapy professionals brings together leaders in the field for presentations and discussions on hot topics in the field.
Your investment includes:

- Opportunity to welcome attendees
- Corporate name recognition on the luncheon ticket
- Five invitations to attend the luncheon
- Corporate recognition at the event entrance
Corporate Evening Satellite Symposium - $13,000
Now Offered SATURDAY, SUNDAY and MONDAY!
Corporate Evening Satellite Symposia are held Saturday, Sunday or Monday evening, at the Hilton Baltimore. These programs are hosted by companies who choose to provide informational programming combined with a networking twist.
- Corporate Evening Satellite Symposium attendance is open to all attendees, however, the host company has the right to refuse admittance.
- All costs associated with these activities are the sponsors' responsibility.
- Sponsor's description listed in the Expo Guide and available online or through the mobile app
- One-time use of the attendee mailing list prior to the meeting to promote the event
- Half-page advertisement in the Expo Guide
- Social Media call out prior to the Symposium
- Available Dates & Times (2 per night)
  - Saturday, October 3, 7:30 pm – 9:00 pm
  - Sunday, October 4, 7:00 pm – 9:00 pm
  - Monday, October 5, 7:00 pm – 9:00 pm

Click here to view location at Hilton Baltimore.

General Session – Saturday, October 3 - $40,000
The General Session, featuring a keynote presentation, is the kickoff event to the 2020 AABB Annual Meeting and is one of the first opportunities to make a dynamic impression with attendees.
- Sponsor will have the opportunity to offer a welcome and introduce the keynote speaker
- Sponsor's logo displayed on a slide during the welcome/introduction
- Priority seating will be offered for twelve (12) of the sponsors’ guests
- Sponsor's corporate logo will be displayed on signage at the event entrance outside Hall C
- Private Meet & Greet w/ keynote speaker for up to five sponsor delegates
- Complimentary eBlast to registered attendees pre or post show (date subject to availability)
- Complimentary Featured Exhibitor Listing

Heidi O'Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
Immunohematology Reference Laboratory Luncheon – Saturday, October 3 – $8,500
This event brings together medical directors and directors of IRL for targeted updates on accreditation and standards.
- Sponsor opportunity to welcome attendees
- Corporate name recognition on the invitation
- Five invitations to attend the luncheon
- Corporate logo at the event entrance

Industry Workshops
**Two (2) spots available each day**
Industry Workshops provide your company with an opportunity to present a 1.25-hour program before AABB education sessions begin for the day or following their conclusion. Each Workshop is designed to seat approximately 140 attendees and may be held at Baltimore Convention Center or the Hilton Baltimore.
- Industry Workshop attendance is open to all attendees, however, the host company has the right to refuse admittance.
- Sponsor’s Workshop description listed in the Expo Guide and available online or through the mobile app
- One-time use of the attendee mailing list prior to the meeting to promote the event
- Half-page advertisement in the Expo Guide
- Social media call out promoting Industry Workshops
- Sponsor has the opportunity to provide food and beverage for attendees; arrangements and costs will be the responsibility of sponsor.

**Available Dates & Times:**
- Sunday, October 4:
  - 7:00am – 8:15am
  - 6:00pm – 7:15pm
- Monday, October 5:
  - 7:00am – 8:15am
  - 6:00pm – 7:15pm

---

Baltimore Convention Center – $12,500
- AABB provides audiovisual equipment for Industry Workshops held at the Baltimore Convention Center
- [Click here](#) to view location at Baltimore Convention Center

**Hilton Baltimore - $9,500**
- Audiovisual arrangements and costs will be the responsibility of the host company for Industry Workshops held at the Hilton Baltimore.
- [Click here](#) to view location at Hilton Baltimore.

---

Heidi O'Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
Product and Innovation Theater

Theater presentations are a fantastic opportunity to educate and increase interaction with professional attendees during the busiest exhibit hall hours. A total of five (5) different time-slots to host will be assigned on a first-come, first-served basis or upon right of first refusal status. All programs will include the following:

- Theater seating for approximately 150 attendees
- Standard audio-visual package including technical support
- Two (2) lead retrieval devices provided and one (1) temporary staff to assist with lead retrieval device
- Pre-conference and onsite promotions of Product Theater scheduling and content to include:
  - One-time use of the attendee mailing list prior to the meeting to promote the event
  - Sponsor’s program description listed in the Expo Guide and available online or in the mobile app
  - One (1) half-page ad in the Expo Guide
  - Sponsor’s program listing to be featured in an eBlast to registered attendees highlighting all activity in the Product Theater
  - Product and Innovation Theater schedule including sponsor logo printed at Theater entrance and on onsite signage
  - Push notification promoting all Theater programming deployed each day in the 2020 Annual Meeting Mobile App
  - Daily social media post linking to the Theater schedule
  - PA Announcement in Exhibit Hall prior to presentation

Available Time Slots & Pricing During Unopposed Hours:

- Saturday, October 3, 5:45pm – 6:45pm: $20,000*
- Sunday, October 4, 12:45pm – 1:45pm: $30,000**
- Monday, October 5, 12:45pm – 1:45pm: $30,000**

Available Time Slots & Pricing during AABB Sessions:

- Sunday, October 4, 3:45pm – 4:30pm: $15,000*
- Monday, October 5, 10:15am – 11:15am: $15,000*

* Food & Beverage at discretion of sponsor  
** Food & Beverage provided for approximately 150 attendees (menu selections at discretion of AABB show management)
Private Meeting Rooms
There are a limited number of private meeting rooms available for exclusive use at the Baltimore Convention Center and the Hilton Baltimore. Book your space now for an intimate environment for one-on-one meetings, presentations, etc.
- Friday – Monday Rental
- Preferred one-time room set-up and equipment included (within limits of inventory) along with daily housekeeping refresh (sponsor will incur additional charges for any room changeover fees)
- Two (2) keys issued to secure the room (charges apply for any unreturned keys)
- Audiovisual, catering or additional services and costs will be the responsibility of sponsor

**Baltimore Convention Center – $12,500**
- Click here to see available locations.

**Hilton Baltimore Headquarter Hotel – $9,500**
- Click here to see available locations of at the Hilton Baltimore

Expo Suites
The convenient meeting-space solution. A hard wall, furnished meeting room where you may hold staff meetings, meet privately with potential clients or hold investigator meetings. You and your guests do not have to leave the Baltimore Convention Center, let alone the exhibit hall. Space is limited and will be assigned on a first-come, first-served basis.
- ExpoSuites are available in different sizes starting at 10’ x 10’
- Suites purchased are available from Saturday through Monday
- Electric not included

**Available Dates & Times:**
- Saturday, October 3: 5:30pm – 7:30pm
- Sunday, October 4: 8:30am – 4:30pm
- Monday, October 5: 8:30am – 4:30pm

**Unfurnished ExpoSuite - $38.50 per square foot**
- Includes basic carpet and company identification signs (no furniture included in space) Sunday - Monday

**Furnished ExpoSuite - $58.50 per square foot**
- Includes basic furnishings, including carpet, table(s), chairs and company identification signs, Sunday - Monday

Click here to complete an application for an Expo Suite.

Educational Awards and Grants

**Emily Cooley Memorial Award and Lectureship - $8,500**
This award began as a lectureship in 1963 and was designated as a Memorial Award in 1983. The person who receives this award shall have demonstrated teaching ability and have made a major contribution to the field of transfusion medicine or cellular therapies.

**Your investment includes:**
- Corporate logo at the event entrance
- Two invitations to the President’s Reception
Hemphill-Jordan Leadership Award and Lectureship - $8,500
This award recognizes an individual who made significant contributions in the areas of administration, quality programs, law and/or government affairs. The individual shall have demonstrated leadership qualities and a consistent willingness to lend his/her expertise to his/her peers.
Your investment includes:
- Corporate logo at the event entrance
- Two invitations to the President’s Reception

Karl Landsteiner Memorial Award and Lectureship - $13,500
AABB’s highest honor, this award recognizes a scientist whose original research resulted in an important contribution to the body of scientific knowledge. The scientist who receives the award shall have an international reputation in transfusion medicine or cellular therapies.
Your investment includes:
- Corporate logo at the event entrance
- Two invitations to the President’s Reception

Sally Frank Memorial Award - $8,500
This award recognizes an individual who is or has been a medical technologist and has demonstrated quality research, teaching and/or service abilities in the technical aspects of immunohematology.
Your investment includes:
- Corporate logo at the event entrance
- Two invitations to the President’s Reception

Scholarship Awards - $20,000
These awards are given to students enrolled in accredited Specialist in Blood Banking (SBB) programs, and medical or Doctor of Osteopathy (DO) students who are enrolled as a fellow in a transfusion medicine program.
- Specialist in Blood Banking Students (presented to up to five recipients)
- Transfusion Medicine Fellow students (presented up to five recipients)
Your Investment Includes:
- Five invitations for your guests to attend the event
- Recognition during the luncheon
- Corporate logo projected on screen in the luncheon room
- Corporate logo at the event entrance
- Two invitations to the President’s Reception

Tibor Greenwalt Memorial Award and Lectureship - $8,500
- Corporate logo at the event entrance
- Two invitations to the President’s Reception

Unrestricted or Educational Grant Support
PhRMA and AdvaMed guidelines state that educational grants may be provided to organizations, such as AABB, to offset and reduce meeting expenses. This grant opportunity is structured with various price points and can be combined with other support opportunities to increase your support level and benefits.

Heidi O’Hara
Direct: 856-637-3301
Email: heidi_ohara@afassanoco.com
National Blood Foundation

The AABB National Blood Foundation (NBF), established in 1983, serves the fields of transfusion medicine and cellular therapies through grant making, educational offerings and industry leadership engagement and recognition. Help support NBF’s mission of fueling innovation for the benefit of patients and donors by contributing your support.

**NBF CEO Summit - $3,500**
Impact of COVID-19: Shared Experiences with Leading Executives

**Summit Sponsor**
- Focused visibility among industry thought leaders and key stakeholders
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website
- Two invitations to NBF’s Research and Recognition Awards Luncheon

**NBF Research Symposium**
Help the NBF highlight leading-edge research.

**Premier Symposium Supporter - $6,500 (Exclusive Opportunity)**
- Corporate logo in the Impactful NBF Awards Recipients’ Video
- Reserved seating for four guests
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**Event Supporter - $3,500**
- Reserved seating for four guests
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**NBF Scholar Program - $5,000 (Exclusive Opportunity)**
Celebrate a milestone achievement for NBF-funded early-stage scientists

- Reserved seating for four at the NBF Research and Recognition Awards Luncheon
- Reserved seating for four at the NBF Research Symposium
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**NBF Research and Recognition Awards Luncheon**
Celebrate deserving recognition for outstanding research and volunteerism

**Awards Luncheon Supporter - $4,000**
- Reserved seating for four guests
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**NBF Award for Innovative Research Sponsor - $2,000 (Exclusive Opportunity)**
- Company representative to present the award
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**Unrestricted Grant**
Organizations may provide an unrestricted grant to the NBF. NBF is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.

- Recognition and logo on NBF’s website
**Hall of Fame – Wall of Excellence - $10,000 (Exclusive Opportunity)**
Features photos and bios of all Hall of Fame members
- Corporate logo on the Hall of Fame wall in a highly visible area of the convention center
- Reserved seating for four at the NBF Research and Recognition Awards Luncheon
- Reserved seating for four at the NBF Research Symposium
- Corporate logo and recognition during the event
- Recognition and logo on NBF’s website

**NBF Run for Research 5K/1 Mile Walk - $3,500**
The NBF Run for Research provides an exercise opportunity for runners and walkers prior to Sunday’s educational meetings.
- Corporate logo on the race t-shirt
- Event and convention center signage
- Recognition on the NBF website and at the event
- Three complimentary race registrations

**Sleep-In for Research - $3,500**
Attendees can take advantage of a little extra ‘shut-eye’ while supporting a good cause! You’ll see them rested and refreshed while wearing your branded t-shirt at the conference.
- Corporate logo on the fundraising t-shirt
- Convention center signage
- Recognition on the NBF website
- Three complimentary T-shirts

**NBF Donor Hour(s) - $4,500**
Partner with the NBF to raise awareness and donations in support of the NBF mission to fuel innovative research in transfusion medicine and cellular therapies for the benefit of patients and donors.
- Sponsor’s designated Donor Hour to be announced and promoted via social media, push notification, signage etc.
- Attendees will visit AABB Central-NBF booth to make [$10-$50] donations
- Coupon card will be handed to attendee that they can redeem at sponsor’s booth for promotional item/gift (responsibility of sponsor; must be approved by NBF)

*Interested in any of the above sponsorship opportunities? Perhaps you have a new idea that would better meet your marketing needs? Contact Heidi O’Hara to discuss sponsorship opportunities that best suit your company’s goals:*

Heidi O’Hara  
Business Development  
A. Fassano & Company  
Direct: 856-637-3301  
Email: heidi_ohara@afassanoco.com

*Messaging must be corporate in nature (not product specific).  
Note: graphics shown in photos are approximate and may not reflect exact sizes or dimensions.  
AABB reserves the right to revise any aspect of sponsorships to preserve the integrity and professional atmosphere of the meeting. All offerings and prices, dates and times are subject to change. Graphics and all items pertaining to sponsorships must be approved by AABB prior to production. Product branding may be prohibited on some items. AABB is NOT responsible for electronic malfunctions to digital presentations.*
Level 300

- AABB Central
- Education Sessions
- Exhibitor Private Rooms
- Industry Workshops
- Market Fresh Café Branding Package
- Registration
- Backlit Kiosk / Hand Sanitizer Station
- Column Cling Package
- Pratt Lobby Tabletop Clings

Programming and sponsorship locations are subject to change. AABB reserves the right to revise any aspect to preserve the integrity and professional atmosphere of the Annual Meeting. This list is published as of 3/6/20.
Level 200

- Pratt Street Entrance Wall Clings
- Premium Branding Packages

Programming and sponsorship locations are subject to change. AABB reserves the right to revise any aspect to preserve the integrity and professional atmosphere of the Annual Meeting. This list is published as of 3/6/20.
Level 100

- Column Wraps
- Premium Branding Packages
- Recharge Lounges

Programming and sponsorship locations are subject to change.
AABB reserves the right to revise any aspect to preserve the integrity and professional atmosphere of the Annual Meeting.
This list is published as of 3/6/20.
Level 100 - Exhibit Hall

- Exhibit Hall Lunch Sponsor
- Expo Suites
- Product & Innovation Theater

- Exhibit Hall Aisle Signs
- Exhibit Hall Highboy Table Clings
Hilton Baltimore

- Exhibitor Private Meeting Rooms
- Industry Workshops
- Corporate Evening Satellite Symposium

Programming and sponsorship locations are subject to change. AABB reserves the right to revise any aspect to preserve the integrity and professional atmosphere of the Annual Meeting. This list is published as of 3/8/20.
AABB
October 3-6, 2020
Baltimore Convention Center

1. Hilton Baltimore Inner Harbor (HQ)
   Connected to Convention Center
2. Hyatt Regency Baltimore Inner Harbor
   Connected to Convention Center
3. Sheraton Inner Harbor
   Connected to Convention Center
4. Baltimore Marriott Inner Harbor at Camden Yards
   1 Block
5. Renaissance Baltimore Harborplace Hotel
   2 Blocks
6. Baltimore Marriott Waterfront
   8 Blocks