AABB Virtual Exhibit Packages are here!

Exhibit Hall hours will be daily October 3-5, 2020 from 12:15 pm - 2:15 pm (EDT).

**Exhibitor material deadline is September 16, 2020.**

Booths will be divided into the respective categories from the Expo Lobby:

- **Standard**
- **Enhanced**
- **Premium**

For FAQ regarding 2020 AABB Virtual Meeting, please visit: [http://www.aabb.org/annual-meeting/go/Pages/faqs.aspx](http://www.aabb.org/annual-meeting/go/Pages/faqs.aspx).

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**Standard Virtual Exhibit Package - $3,850**

- Company corporate logo displayed on the Exhibit Hall page representing booth
- Company name, logo, and description on the exhibit booth page as well as company website (*URL without hyperlink*), social media and contact information
- Select unlimited company categories, searchable by attendees
- Standard virtual booth template with customized banner ad at top of page
- “Email Me More Information” button option for attendees to connect with exhibitor (*full contact information provided for these attendees*)
- “Live Chat” feature to interact with visitors to the booth (*specific exhibit hall hours will be encouraged*)
- “Schedule a Meeting” option for attendees to choose a time to meet with one (1) representative or join in a dedicated virtual meeting room
Standard Virtual Exhibit Package (cont.)

- Two (2) PDF “Resources” available on page (e.g. white paper, abstract, product brochure, etc.)
- Four (4) Full Meeting Registrations included for complimentary access to the virtual event – **Over a $1,700 Value!**
- Reports of number of page views can be provided for the virtual booth page and Resources. Full attendee contact information will only be provided from attendees clicking on “Email Me More Information”.

Enhanced Virtual Exhibit Package - $8,000

- Company corporate logo displayed on the Exhibit Hall page representing booth
- Company name, logo, and description on the exhibit booth page as well as company website (URL without hyperlink), social media and contact information
- Select unlimited company categories, searchable by attendees
- Standard virtual booth template with customized banner ad at top of page
- “Email Me More Information” button option for attendees to connect with exhibitor (full contact information provided for these attendees)
- “Live Chat” feature to interact with visitors to the booth (specific exhibit hall hours will be encouraged)
- Reports of number of page views can be provided for the virtual booth page and resources. Full attendee contact information will only be provided from attendees clicking on “Email Me More Information”.
- “Schedule a Meeting” option for attendees to choose a time to meet with two (2) representatives in a dedicated virtual meeting room
- Recognized as an Enhanced Exhibitor with increased visibility to attendees
- Company video displayed on booth page (up to 5 minutes)
- Four (4) PDF “Resources” available on page (e.g. white paper, abstract, product brochure, etc.)
- Eight (8) Full Meeting Registrations included for complimentary access to the virtual event – **Over a $3,500 Value!**
- Pre-Registration list to include name, city, state, country of ALL registered virtual attendees (list to view only - no contact information)
Premium Virtual Exhibit Package - $16,000

- Company corporate logo displayed on the Exhibit Hall page representing booth
- Company name, logo, and description on the exhibit booth page as well as company website (URL without hyperlink), social media and contact information
- Select unlimited company categories, searchable by attendees
- Standard virtual booth template with customized banner ad at top of page
- “Email Me More Information” button option for attendees to connect with exhibitor (full contact information provided for these attendees)
- “Live Chat” feature to interact with visitors to the booth (specific exhibit hall hours will be encouraged)
- Reports of number of page views can be provided for the virtual booth page and Resources. Full attendee contact information will only be provided from attendees clicking on “Email Me More Information”.
- Recognized as a Premium Exhibitor with increased visibility to attendees
- “Schedule a Meeting” option for attendees to choose a time to meet with four (4) representative in a dedicated virtual meeting room
- Recognized as a Premium Exhibitor with top position on Expo Lobby page for optimal attendee viewing
- Two (2) Company videos displayed on booth page (up to 5 minutes each)
- Six (6) PDF “Resources” available on page (e.g. white paper, abstract, product brochure, etc.)
- Participation in Passport to Prizes program where attendees will visit your booth and scan their badge to be entered in daily prize drawings – A $1,500 Value!
- Twelve (12) Full Meeting Registrations included for complimentary access to the virtual event – Over a $5,300 Value!
- Pre/post meeting eBlast (email addresses not shared) – Valued at $6,000!
- Post-meeting attendee registration list (mailing addresses only) – A $750 Value!
**Add-Ons**

**Passport to Prizes - $1,500**
Draw attendees to your booth with Passport to Prizes!
- Attendees will be entered for a prize drawing - one drawing on Sunday and one drawing on Monday (*a total of four prizes*) - if they have visited each of the participating companies and selected “Email Me More Information” at the booth
- Passport to Prizes program to be promoted through social media (*at discretion of AABB*)

**Sponsor/Exhibitor Raffle – Inquire for more information**
- Attendees may enter to win a prize (*prize provided by exhibitor, exhibitor must coordinate drawing and logistics*)

**Expo Lobby Opportunities**
*All associated production and costs are responsibility of sponsor; must submit by deadline according to specs provided.*

**Expo Lobby page Video - $12,500 per day**
- Seen by all attendees – front and center - in the Expo Lobby
- Sponsor provided video (2 minutes maximum)
- *Metrics including number of clicks provided, attendee contact information not available.*

**Floor Graphic - $7,500 per day**
*Call for exclusive pricing!*
- Prime location, seen by all attendees in the Expo Lobby
- Clickable to virtual booth
- *Metrics including number of clicks provided, attendee contact information not available.*

**Window Clings - $6,500 per day**
*Call for exclusive pricing!*
*Two (2) locations available.*
- Great brand visibility in the Expo Lobby
- Clickable to virtual booth
- *Metrics including number of clicks provided, attendee contact information not available.*
Premium Booth Lobby Opportunities

Premium Lobby Video - $6,000 per day
Call for exclusive pricing!
• Visitors to the Premium booth page will not miss this main attraction
• Sponsor provided video (2 minutes maximum)
• Metrics including number of clicks provided, attendee contact information not available.

Premium Lobby Image - $5,000 per day
Call for exclusive pricing!
• Image will capture interest on the Premium booth page
• Clickable to virtual booth
• Metrics including number of clicks provided, attendee contact information not available.

Additional Opportunities

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!
• eBlasts will be available after September 12, 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 on a first-come, first-served basis
• Design, creation, and production associated with eBlast are responsibility of sponsor
Additional Opportunities (cont.)

Pre/Post Meeting Registration Mailing List - $750
The 2020 AABB Annual Meeting attendee registration mailing list will be available after August 7, 2020.
- 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

Science & Innovation Workshops Presentations (limited availability)
Live or Pre-Recorded Sessions with Live Video Q&A - $20,000

- Presentations may be live or pre-recorded
- A maximum of 45 minutes will be provided for the presentation, or for presentation and Live Q&A (no exceptions on 45-minute time limit)
  - All presentations will be available on-demand after the session and on the meeting platform until November 5. (If you do not wish your presentation to be viewed after the meeting dates, it can be removed.)
- Science & Innovation Workshops will be presented 3 per day October 3-5, with a total of nine (9) spots available. Presentations are during unopposed times from other sessions.
  - Available time slots include (in EDT):
    - 9:00 am – 9:45 am
    - 12:30 pm – 1:15 pm
    - 5:00 pm - 5:45 pm
- Presentations will be accessed from the Main Lobby Page of the virtual meeting
  - Presentation pages will include sponsor’s logo, presentation title, description, and speaker information
  - Sponsor may provide up to three (3) PDFs to be available for viewing on the presentation page
  - A link can be provided directly to the company’s virtual exhibit booth
- A live video chat feature will be available for each presentation to interact with attendees
- Attendee contact information including name, title, company, email, address will be shared for individuals viewing the presentation video (duration viewed is not available)
- All production, recording and costs associated with the workshop are responsibility of sponsor.
Science & Innovation Workshops Presentations (cont.)

- **Presentation Promotion Efforts:**
  - Presentation listing on the virtual meeting itinerary planner, on the virtual platform and on the Science & Innovation Workshop page.
  - A link to the Workshops will be promoted and deployed in the pre-meeting eNewsletter.
  - One complimentary pre-meeting eBlast will be sent to AABB virtual attendees
    - Presentation title, presenter name and sponsoring company with logo to be included
    - All presentations will be included in this eBlast promotion
  - Social media promotion of all presentations *(at discretion of AABB)*

- **AABB On-Demand eCasts - $10,000**
  - On-demand eCasts shall be available for a minimum of one (1) year and no longer than three (3) years post recording, which decision shall be at the sole discretion of AABB.
  - Presentations will be available to AABB members on the eCast website.

**Ready to get started?**

**Have a question?**

Please contact Heidi O’Hara to discuss your needs.

Heidi O’Hara  
heidi_ohara@AFassanoCo.com  
856-637-3301

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.

AABB is NOT responsible for electronic malfunctions to digital presentations.

http://www.aabb.org/annual-meeting/go/Pages/faqs.aspx