

2021

EXHIBIT & SPONSORSHIP PROSPECTUS

America's Blood Centers

Founded in 1962, America's Blood Centers (ABC) is North America's largest alliance of community-based, independent blood programs. ABC member blood centers:

- Operate more than 600 blood donor centers
- Serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities
- Provide more than half of the U.S. and a quarter of the Canadian blood supply

ADRP

ADRP, an International Division of America's Blood Centers, provides an array of benefits for over 800 blood banking professionals including those who work in donor recruitment, donor collections and marketing/communications. ADRP provides resources with the goal of enhancing the donor experience. From online resources, digital education and an annual conference, we provide many ways for individuals to connect and learn from those around the world!



America's Blood Centers®
It's About *Life.*



An International Division of ABC



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2021 MEETINGS & WORKSHOPS



ABC Annual Meeting

March 8-12, *Virtual*

The ABC Annual Meeting is attended by senior blood center leadership as an opportunity to learn about industry trends in science, medical and technology as well as engage in blood center leadership. Networking opportunities continue at the *Awards of Excellence*.

2021 ADRP Master Class Workshop

May 2021

This event will focus on a specific topic of interest in the blood centers. This Workshop is designed to help advance mid- to senior management in areas of collections, recruitment, marketing, and communication. Expected attendance is between 80-100.

ABC Summer Summit & Medical Director Workshop

August 4-6, *Cleveland, OH*

This meeting convenes thought leaders from across the globe to focus on the future of blood centers and the transfusion medicine community through an interactive and collaborative format. Kicking it off with a Medical Directors Workshop, this intimate educational experience provides time to explore the newest in transfusion medicine research, discuss challenging case studies, and identify strategies to implement new donor center requirements. The remainder of the Summit will bring together speakers from within and outside the industry to provide a one-of-a-kind experience.

ADRP Conference & Expo

August 17-19, *Kansas City, MO*

ADRP's annual conference draws over 300 attendees from across the globe to share best practices in the areas of collections, communications, marketing, and recruitment. You will interact with senior leaders of member organizations and front-line donor recruitment and collections staff, who interact with donors and the community daily.

Your Organization's Opportunity
to Be a Part of the Conversation

Questions? Contact Jeanette Brown at jbrown@americasblood.org.



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ABC events continue to provide valuable education and networking opportunities for blood center professionals and vendors, as well as the opportunity to share best practices and discuss current challenges facing the industry. Our partners at ABC events continuously find value in networking and building relationships with key blood center decision-makers.

ABC MEETINGS & EVENTS

	Gold	Silver	Bronze	Vendor
Number of Attendees for Meeting and Associated Networking Event(S) <i>For the 2021 ABC Annual Meeting, number of allotted attendees is different. Please refer to your ABC agreement.</i>	4	3	2	1
Downloadable Materials on Event App	✓	✓	N/A	N/A
Recognition on ABC website and event signage.	✓	✓	✓	N/A
Distribution of Company Materials at Registration Table	✓	✓	✓	N/A
Advertisement in ABC Newsletter	1 full-page	1 half-page	N/A	N/A

A LA CARTE SPONSORSHIPS OPPORTUNITIES

Display Company Pop-Up Banner (Vendor Supplied Artwork) - \$1,500 (Two Available per Event)

Mobile App Welcome/Splash Screen - \$2,000 (One Sponsor per ABC Event)

Questions? Contact Jeanette Brown at jbrown@americasblood.org.

2021 ADRP MASTER CLASS WORKSHOP



SPONSORSHIP PACKAGES

VIP - \$4,000

- Premier advertising video spot, played during the conference on one of three days and posted to conference website
- \$10 gift card sent to all attendees for a "lunch break" delivery
- Email message sent to all ADRP subscribers
- Four registrations to the full conference with access to on-demand recordings
- Benefits of the Premier and Featured sponsorships

Premier - \$2,500

- Featured page on the conference website and access to upload documents, videos and engage in conversations with attendees.
- Virtual Attendee Bags -Prior to the start of the Virtual Conference, each attendee will receive a virtual attendee bag that provides them with everything they will need for a successful event. You will have the opportunity to include one PDF into the Virtual Attendee Bag that will be emailed to all participants.
- Two registrations to the full conference with access to on-demand recordings
- Benefits of the Featured sponsorship
- screen (exclusive)

Featured - \$1,000

- Virtual Attendee Bags -Prior to the start of the Virtual Conference, each attendee will receive a virtual attendee bag that provides them with everything they will need for a successful event. You will have the opportunity to include one PDF into the Virtual Attendee Bag that will be emailed to all participants.
- Logo recognition on appropriate materials, signage and website, as well as acknowledge from the course directors during the course
- One registration to the full conference with access to on-demand recordings



Questions? Contact Jeanette Brown at jbrown@americasblood.org.

ADRP EXHIBITOR & SPONSORSHIP OPPORTUNITIES



EXHIBIT PACKAGES

Premium Exhibit Package – \$4,000

- 10' by 20' booth, pipe and drape, skirted table, sign and carpet (Electricity extra charge through hotel vendor)
- Four attendee badges/registration for your employees (additional badges \$250)
- Four tickets to Networking Happy Hour for your employees (additional tickets \$35)
- One piece of literature at registration area
- Company logo, description and link on ADRP "Our Partners" page of website for one year
- Banner ad on ADRP onsite conference app throughout conference

Standard Exhibit Package – \$2,500

- 10' by 10' booth, pipe and drape, skirted table, sign and carpet (electricity extra charge through hotel vendor)
- Two attendee badges/registration for your employees (additional badges \$250)
- Two tickets to Networking Happy Hour for your employees (additional tickets \$35)
- Banner ad on ADRP onsite conference app throughout conference

Non-Exhibiting Vendor Registration – \$1,500

- One attendee badge/registration to attend ADRP conference sessions and events
- One ticket to networking happy hour



ADRP EXHIBITOR & SPONSORSHIP OPPORTUNITIES



SPONSORSHIP PACKAGES

PLATINUM

(All Platinum packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Workshops (only two available)
- Email sent to attendees pre or post conference
- ADRP Expo opening and reception (exclusive)
- ADRP Expo reception (exclusive)
- Logo item in conference attendee bags

GOLD

(All Gold packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Key cards (exclusive)
- Email sent to attendees pre or post conference
- Logo item in conference attendee bags
- Awards breakfast (exclusive)
- Mobile app welcome/splash screen (exclusive)

SILVER

(All Silver packages include standard exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Refreshment break (three available including one specialty themed break)
- Bag insert (limited to flyer or brochure)
- Walking map of the city (exclusive)



ADRP EXHIBITOR & SPONSORSHIP OPPORTUNITIES



A LA CARTE SPONSORSHIPS

Escalator cling (exclusive)	\$3,500
President's reception (exclusive)	\$3,000
Hotel room mirror clings (exclusive)	\$2,500
Stacking logo blocks (exclusive)	\$2,500
Mobile app welcome/splash screen	\$2,000
Bag insert (five available)	\$1,000
Push notification (six available)	\$250 each
Headshot lounge (exclusive)	call for details
Lunch in exhibit hall on day 2	call for details



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COMMITMENT FORM | Please complete the form below.

Please indicate all events that you would like to attend/sponsor by selecting the applicable sponsorship level:

ANNUAL MEETING

- Gold - \$12,500
- Silver - \$9,500
- Bronze - \$6,500
- Vendor Registration* - \$3,500

SUMMER MEETING

- Gold - \$12,500
- Silver - \$9,500
- Bronze - \$6,500
- Vendor Registration* - \$3,500

2021 ADRP MASTER CLASS WORKSHOP

- VIP - \$5,000
- Premier - \$2,500
- Featured - \$1,000

ADRP CONFERENCE

- Platinum Sponsor - \$15,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$5,000
- Vendor Registration - \$1,500
- Exhibit Only:
 - Premium - \$4,000
 - Standard - \$2,500

ADDITIONAL INDIVIDUAL REGISTRATIONS (per attendee per event)

- Gold - \$1,000 Silver - \$1,500 Number of Additional Attendees _____

*Limit two vendor registrants (one attendee each) per organization.

No refunds or credits within 30 days of event.

Contact Name: _____

Company: _____

Address(Street/City/State/Zip): _____

Phone: _____ Email: _____

Signature: _____

Return form to Jeanette Brown at jbrown@americasblood.org.

Upon receipt of this form, your company will be invoiced at the address listed above.