



2015

SAN ANTONIO, TX
Grand Hyatt • May 6-9, 2015

CORPORATE
OPPORTUNITIES



AN EDUCATIONAL AND NETWORKING FORUM FOR
PROFESSIONALS IN THE FIELD OF APHERESIS MEDICINE

ASFA

American Society for Apheresis



The ASFA 2015 Annual Meeting will take place May 6-9, 2015 at the Grand Hyatt Hotel in San Antonio, TX.

The Corporate Opportunities outlined in this Prospectus provide a unique way to show your support of ASFA and to increase your visibility to delegates from all over the world. Market directly to your target demographic and build valuable professional relationships with experts in apheresis, blood banking, transfusion medicine, and cellular therapy.

Please review this Prospectus and contact the ASFA Head Office (E. asfa@apheresis.org; T. 604.484.2851) with your questions or requests. We will be contacting you soon to explore these opportunities further.

**WE LOOK FORWARD TO SEEING YOU
IN SAN ANTONIO!**

Conference Overview

ASFA, officially formed in 1981, has been the proud host to 35 highly successful scientific conferences. Last year's Annual Meeting in San Francisco had over 600 participants, including registered delegates, exhibitors and other corporate representatives. The meeting is the only one of its kind that offers a focus on apheresis medicine in both the donor and patient settings. It is a key educational and networking event for physicians, scientists, and allied health professionals in the field of apheresis medicine.

Delegates of the ASFA 2015 Annual Meeting will be divided between MD and/or PhD clinicians and scientists (39%) and allied health professionals (52%) who practice donor or therapeutic apheresis medicine. Other attendees will include regulatory professionals, corporate management, and marketing personnel (9%).



Past Supporters & Exhibitors

- 3M
- AABB
- Alexion
- American Red Cross
- American Society for Clinical Pathology
- Amgen
- Andover Coated Products
- Angiodynamics
- Apheresis Care Group
- Apheresis News
- Arlington Scientific
- Arizant Healthcare
- Asahi Kasei Medical Co., Ltd.
- Audit MicroControls
- Banner MD Anderson Cancer Center
- Bard Access Systems
- Baxter Healthcare Corporation
- B. Braun Medical
- bioMerieux
- CHF Solutions
- CSL Behring
- Dideco S.P.A.
- Fenwal
- Fresenius HemoCare
- Fresenius Kabi, LLC
- Fresenius Medical Care Extracorporeal Alliance
- Gambro
- GenesisBPS
- Genzyme Corporation
- Haemonetics Corporation
- Haemoscope Corporation
- HDOX Bioinformatics
- Health Care ID
- HemaCare Corporation/ Coral Blood Services, Inc.
- HemaMetrics Corporation
- ICCBBA
- International Society for Cellular Therapy
- ITxM
- John Wiley & Sons
- JMS North America Corporation
- Kaneka Pharma America
- Lifeblood Biological Services
- Mayo Clinic
- MedComp
- Medical Visual Creations
- National Institute of Health
- National Marrow Donor Program
- Navigant Biotechnologies
- New York Blood Center
- OccuLogix
- Octapharma
- Otsuka America Pharmaceuticals
- Pall Medical
- PhereSys Therapeutics
- Professional Billing Services
- QBC Diagnostics
- Renal Care Group
- r4 Vascular
- Sanofi Oncology
- SEBRA
- Separation Technology
- Shamrock Scientific Specialty Systems
- Talisman
- TerumoBCT
- Terumo Medical Corporation
- Therakos
- UC San Diego Apheresis Academy
- United Blood Services Therapeutic Apheresis Program/ Stem Cell Program
- University of Virginia Therapeutic Apheresis Academy



Summary of Corporate Opportunities

Outlined below are the various ways in which you can participate in the ASFA 2015 Annual Meeting. Details of each of these corporate opportunities are provided in this information package. Please feel free to contact the ASFA Head Office (E. asfa@apheresis.org; T. 604.484.2851) with any questions or requests that you may have.

CONFERENCE SUPPORT

- Keynote (\$75,000)
- Gold (\$40,000)
- Bronze (\$7,000)
- Platinum (\$65,000)
- Silver (\$12,000)
- Contributor (\$2,000)

FOCUS GROUP SUPPORT (\$15,000)

SYMPOSIA SUPPORT

Lunch Symposium (Exclusive): \$35,000

- Thursday, May 7, 2015 12:30pm – 1:30pm
- Friday, May 8, 2015 12:30pm – 1:30pm

Lunch Symposium (Concurrent): \$22,500

- Thursday, May 7, 2015 12:30pm – 1:30pm
- Friday, May 8, 2015 12:30pm – 1:30pm

Dinner Symposium: \$35,000

- Wednesday, May 6, 2015 7:30pm – 9:30pm
- Thursday, May 7, 2015 7:30pm – 9:30pm
- Friday, May 8, 2015 6:00pm – 8:00pm

MARKETING

Delegate Bag Advertising Inserts	\$1,500
Corporate Program Advertising	\$1,500
Delegate Bag	\$6,000
Lanyards	\$3,000
Hotel Key Advertisement	\$6,000

EXHIBITING

- 10'x10' Booth (\$2,600)
- Non-profit Organizations (\$1,000 for the first 10' x 10', additional booths per above rate)



Conference Support

••••• BENEFITS OF CONFERENCE SUPPORT

All Conference supporters will receive the following benefits (regardless of the level of support):

- A pre-conference delegate list (provided by April 15, 2015)
- A post-conference delegate list (provided by May 30, 2015)
- Recognition in the Corporate Program
- Recognition on the Annual Meeting section of the ASFA website (www.apheresis.org)
- Recognition on conference promotional material
- Recognition on prominent conference event signage
- 1 delegate bag insert

Keynote Conference Support (\$75,000)

Exclusive supporter of the Welcome Reception – a networking reception for all conference delegates and attendees held on the opening evening of the conference.

The support fee will include reception food and 1 drink ticket for all registered delegates. Please note that the Supporter will be billed separately for any additional food and beverage ordered. Any other associated costs will also be billed to the Supporter.

The Keynote Supporter will receive the following benefits:

- 2 exhibit spaces (prime locations are reserved for supporters)
- 5 full conference registrations, including all conference sessions, meals, events, and Welcome Reception
- A 20% discount on all Symposia, Focus Group and Marketing opportunities
- A full-page advertising space (content provided by the supporter) to be included in the Corporate Program
- All other benefits provided to Conference Supporters (listed above)

Platinum Conference Support (\$65,000)

Exclusive support of the Abstract Poster Networking Evening – an exciting conference abstracts networking event for all conference delegates.

The support fee will include reception food and 1 drink ticket for all registered delegates. Please note that the Supporter will be billed separately for any additional food and beverage ordered. Any other associated costs will also be billed at cost to the Supporter.

The Platinum Conference Supporter will receive the following benefits:

- 2 exhibit spaces (prime locations are reserved for supporters)
- 4 full conference registrations, including all conference sessions, meals, events, and Welcome Reception
- A 10% discount on all Symposia, Focus Group and Marketing opportunities
- A half-page advertising space (content provided by the supporter) to be included in the Corporate Program
- All other benefits provided to Conference Supporters (listed above)



Gold Conference Support (\$40,000)

Exclusive support of the Breakfast with the Experts Sessions - a popular event, the three Breakfast with the Experts sessions offer attendees a chance to discuss best practices, procedures and policies with experts in the field over a continental breakfast.

The support fee will include continental breakfast for all registered delegates. Please note that the Supporter will be billed separately for any additional food and beverage ordered. Any other associated costs will also be billed at cost to the Supporter.

The Gold Conference Supporter will receive the following benefits:

- 1 exhibit space (prime locations are reserved for supporters)
- 3 full conference registrations, including all conference sessions, meals, events, and Welcome Reception
- A 5% discount on all Symposia, Focus Group and Marketing opportunities
- A half-page advertising space (content provided by the supporter) to be included in the Corporate Program
- All other benefits provided to Conference Supporters (listed above)

Silver Conference Support (\$12,000)

Support recognition in conjunction with any non-CME accredited sessions of your choosing from the conference program.

The Silver Conference Supporter will receive the following benefits:

- 2 full conference registrations including all conference sessions, meals, events, and Welcome Reception
- All other benefits provided Conference Supporters (listed above)

Bronze Conference Support (\$7,000)

Support recognition of two coffee breaks at the meeting.

The Bronze Conference Supporter will receive the following benefits:

- 1 full conference registration including all conference sessions, meals, events, and Welcome Reception
- All other benefits provided to Conference Supporters (listed above)



Conference Contributor Support (\$2,000)

Support recognition of one best abstract award.

In an effort to attract abstract submissions from the various disciplines that practice apheresis medicine, ASFA awards a series of Best Abstracts Awards.

Best Abstract Awards will be awarded in the following categories.

- Donor Apheresis
- Therapeutic Apheresis
- Junior Investigator
- Allied Health

The Conference Contributor Supporter will receive the following benefits:

- Recognition on prominent conference event signage, in the Call for Abstracts, in confirmation of receipt of award, and in conference promotional material
- All other benefits provided to Conference Supporters (listed above)

Focus Group Support (\$15,000)

Take advantage of this valuable opportunity to have a direct, detailed and cost-effective conversation with motivated conference delegates.

Your focus group will consist of 8–12 high-level apheresis professionals, with the group facilitated by an ASFA leader. A focused group of this size provides the optimal opportunity for all participants to share their views and expertise, with adequate discussion.

The ASFA facilitator will be chosen by the ASFA Organizing Committee Chair and will work with you to determine how the agenda will run to your goals and objectives for the group. The participant selection process will be in accordance with your target audience requirements (e.g. qualifications, specialty, expertise, state/country). Please note that invitations must be sent by the supporting company.

Focus Group Support includes basic food and beverage, as appropriate, to be confirmed with Conference Management. Not included in the support fee are enhanced audio-visual, minute taking, and facilitator honoraria/participant tokens (discretionary). ASFA will agree on these costs with the Supporter in advance, depending on requirements. ASFA will bill all additional costs separately, as necessary. Focus Group date and time to be confirmed with the ASFA Head Office.



Symposia Support

●●●● LUNCH SYMPOSIUM (EXCLUSIVE): **\$35,000**

Thursday, May 7, 2015 12:30pm – 1:30pm

Friday, May 8, 2015 12:30pm – 1:30pm

The Exclusive Lunch Symposium offers the opportunity to be the only session serving lunch on the chosen day. Note that lunches will also be available in the exhibit hall.

●●●● LUNCH SYMPOSIUM (CONCURRENT): **\$22,500**

Thursday, May 7, 2015 12:30pm – 1:30pm

Friday, May 8, 2015 12:30pm – 1:30pm

The Concurrent Lunch Symposium offers the opportunity to be one of two sessions serving lunch on the chosen day, in addition to lunches available in the exhibit hall.

●●●● DINNER SYMPOSIUM: **\$35,000**

Wednesday, May 6, 2015 7:30pm – 9:30pm

Thursday, May 7, 2015 7:30pm – 9:30pm

Friday, May 8, 2015 6:00pm – 8:00pm

Each level of support fee is based on the estimated attendance and includes: continental breakfast, box lunches or plated dinner for the attendees, as appropriate.

Please note that the Supporter will be billed separately for any additional food and beverage ordered. Any other associated costs will also be billed at cost to the Supporter. Please note that fees listed here do not include any administrative services (e.g. registration services), or audio-visual technician services.

●●●● BENEFITS OF SYMPOSIA SUPPORT

All Symposia Supporters will receive the following benefits:

- The opportunity to present information to your target audience
- A pre-conference delegate list (provided by April 15, 2015)
- A post-conference delegate list (provided by May 30, 2015)
- Recognition on the Annual Meeting section of the ASFA website
- Reservation of appropriate space booked at the conference location
- Limited audio-visual equipment (screen, LCD projector, podium, laser pointer, microphones, presentation computer)
- A listing in the Corporate Program



••••• SYMPOSIA PROPOSAL PROCEDURE

Symposia proposals submitted by supporters will only be considered if they include the following details:

1. A one-paragraph description and title of the session
2. Two to four learning goals/objectives
3. Speaker name(s), talk title(s) and short speaker bio(s)

Symposia supporters who are also conference supporters will be given priority in time allocations. Following this, symposia will be assigned on a "first come, first served" basis.

••••• SYMPOSIA GUIDELINES

Symposia held in conjunction with the ASFA 2015 Annual Meeting are not part of the official meeting agenda and will be designated as Corporate Symposia in the meeting agenda. Companies hosting Symposia agree:

1. that ASFA retains the right to approve Symposia content, faculty, venue and other details.
2. that the Symposium will provide opportunity for open question and answer sessions and permit evaluation by attendees. Evaluation forms would be developed, distributed and tabulated by ASFA.
3. that Symposia planning efforts including set-up, food and beverage, audio-visual and other arrangements, will be made through the ASFA Meeting Manager. The ASFA Meeting Manager must be kept informed of all communication between the Symposium contact person and conference center staff. All audio-visual requirements must be arranged through ASFA.
4. that ASFA will provide a list of registered conference attendees to the Symposium contact prior to the Symposium. If ASFA meeting staff is required on-site, the Company will be billed separately. If audio-visual technicians are required, the Company will be billed separately.
5. not to use "ASFA", "ASFA 2015 Annual Meeting", or the respective logos on any announcement, sign publication, audio-visual product or other promotional materials without advance written permission from ASFA.
6. all promotional material must be approved by ASFA prior to distribution.
7. that no audio or video taping without consent of ASFA may be used; all approved audio and/or video taping must be disclosed to the audience in the program.
8. to refrain from posting promotional signs in hotel lobbies without permission of ASFA; placing promotional material under the doors (or door drops of any kind) of hotel guests is not permitted.
9. the symposium fee does not include any costs for registration, additional audio-visual, or any administrative services provided.
10. to remit the symposium fee, administrative fees and symposium proposal information to ASFA; additional costs will be billed after the ASFA 2015 Annual Meeting; checks should be made payable to the American Society for Apheresis.



Marketing Opportunities

Marketing opportunities generally available include the following:

- **Delegate Bag Advertising Inserts (\$1,500)** – an advertising brochure inserted into the delegate bag. Each purchaser is limited to one insert provided at the cost of the purchaser.
- **Corporate Program Advertising (\$1,500)** – a full-page advertisement in the Corporate Program.
- **Delegate Bag (\$6,000)** – An attractive delegate bag provided to each conference delegate. Inside the bag will be inserted the Final Program for the conference. The supporter's logo will be displayed on the outside, front cover of the bag.
- **Lanyards (\$3,000)** – A delegate badge lanyard, provided by the supporter, to be inserted into each delegate bag.
- **Hotel Key Advertisement (\$6,000)** – an image of your logo or advertisement that will be displayed on the hotel key cards that will be distributed to hotel guests.

••••• BENEFITS OF MARKETING OPPORTUNITIES

All purchasers of marketing opportunities will receive the following benefits:

- A listing in the Corporate Program
- A pre-conference delegate list (provided by April 15, 2015)
- A post-conference delegate list (provided by May 30, 2015)

Exhibiting

••••• EXHIBIT BOOTHS

10'x10' Booth (\$2,600)

Non-profit Organizations (\$1,000 for the first 10' x 10', additional booths per above rate)

Increase your company's visibility – exhibit at the ASFA 2015 Annual Meeting and take advantage of this unique marketing opportunity. Whether you are selling existing products or services, promoting your organization, or introducing a new product, exhibiting at the ASFA 2015 Annual Meeting allows you to meet face-to-face with the experts in the field.

••••• BENEFITS OF EXHIBITING

Exhibitors will receive the following benefits:

- The Welcome Reception and Poster Networking Evening will take place in the exhibit hall. These receptions will provide you with an excellent opportunity to make some initial contacts and to finalize your on-site marketing plans.
- The exhibit area will be located next to the conference registration area and close to several major sessions/meeting rooms to help maintain a steady flow of delegates.
- All exhibits will be strategically located in conjunction with abstract posters and coffee and lunch breaks to maximize delegate traffic.
- A professionally assembled booth with back and side draping will provide your company with a strong, visible presence at the conference.
- A pre-conference delegate list (provided by April 15, 2015).
- A post-conference delegate list (provided by May 30, 2015).
- 1 full conference registration and 1 exhibit-hall-only badge.
- Recognition in the Corporate Program.



Conference Location

Grand Hyatt, San Antonio, TX

Exhibit Location

All exhibits are strategically located with the abstract posters and food and beverage to maximize delegate traffic.

••••• DATES AND TIMES OF EXHIBITION

Wednesday May 6, 2015	6:00pm-8:00pm
Thursday, May 7, 2015	10:00am-8:00pm
Friday, May 8, 2015	10:00am-4:30pm

••••• MOVE-IN / MOVE-OUT SCHEDULE

Move in:	Wednesday, May 6, 2015	8:00am-4:30pm
Move Out:	Friday, May 8, 2015	4:30pm-8:00pm

Please note that exhibit staff must be at booths during delegate break and networking times.

••••• EXHIBITOR SERVICES MANUAL

An exhibitor services manual will be sent to each confirmed exhibitor in February 2015. The manual will include rules and regulations, vendor contact information, freight and labor deadlines, and additional furniture purchasing information.

••••• BOOTH ALLOCATION POLICY

Conference Management will confirm exhibit space on receipt of a signed application form with payment in full. Exhibitors who are also supporters will be given priority in booth allocations. Following this, booths will be assigned on a "first come, first served" basis. Receipt of the application form by Conference Management shall not confer any claim to subsequent approval.

••••• ELIGIBILITY TO EXHIBIT

Conference Management in its sole discretion will determine eligibility of any applicant to exhibit at the ASFA 2015 Annual Meeting and the suitability for display of each product or service that the applicant or exhibitor intends to display at the Meeting. The decision of Conference Management will be final and binding on the applicant or exhibitor as the case may be. For the information of applicants, Conference Management will have regard to the following factors in determining whether or not to accept applications from applicants:

- Technical and scientific documentation may be required for products or services not regulated by US agencies.
- Conference Management may decline exhibit space, discontinue any promotion, wholly or in part, that in its opinion, is not in keeping with the character and purposes of the Meeting.

••••• DELEGATE COMMUNICATION AND MEETING GUIDELINES

Conference delegates expect that all communication from sponsors is sanctioned by ASFA Head Office. Meetings with conference delegates during the conference program and activities are not permitted. Companies found in violation of the sponsor and symposia guidelines will risk penalty from ASFA.



ASFA 2015 Annual Meeting May 6-9, 2015

APPLICATION FOR EXHIBIT SPACE / CONFERENCE SUPPORT OPPORTUNITIES

1. APPLICANT INFORMATION:

Company Name: _____

(As you wish it to appear in the Corporate Program)

Address: _____

City: _____

State: _____

Country: _____

Zip Code: _____

Telephone: _____

Fax: _____

Email: _____

Corporate Applicant Contact: _____

Title: _____

Exhibit Coordination Contact: _____

Title: _____

Telephone: _____

Fax: _____

Email: _____

Signature of Applicant: _____

Please Print Name: _____

2. BOOTH RESERVATIONS AND PREFERENCES:

Exhibit Booth Space: 10' x 10' – \$2,600

Non-profit Organizations: 10' x 10' – \$1,000

Other formations are available on request.

TOTAL number of spaces (10' x 10') required: _____

Please do not place near the following company's booths:

3. BOOTH COMPANY/PRODUCT INFORMATION:

(As you wish it to appear in the Corporate Program)

Main product/service(s) to be exhibited:



APPLICATION FOR EXHIBIT SPACE / CONFERENCE SUPPORT OPPORTUNITIES

4. CONFERENCE SUPPORT PREFERENCES

Keynote (\$75,000)	Platinum (\$65,000)
Gold (\$40,000)	Silver (\$12,000)
Bronze (\$7,000)	Contributor (\$2,000)
Focus Group Support (\$15,000)	

5. SYMPOSIA SUPPORT

Lunch Symposium (Exclusive): \$35,000

Thursday, May 7, 2015	12:30pm – 1:30pm
Friday, May 8, 2015	12:30pm – 1:30pm

Lunch Symposium (Concurrent): \$22,500

Thursday, May 7, 2015	12:30pm – 1:30pm
Friday, May 8, 2015	12:30pm – 1:30pm

Dinner Symposium: \$35,000

Wednesday, May 6, 2015	7:30pm – 9:30pm
Thursday, May 7, 2015	7:30pm – 9:30pm
Friday, May 8, 2015	6:00pm – 8:00pm

Marketing

- Delegate Bag Advertising Inserts (\$1,500)
- Corporate Program Advertising (\$1,500)
- Delegate Bag (\$6,000)
- Lanyards (\$3,000)
- Hotel Key Advertisement (\$6,000)



APPLICATION FOR EXHIBIT SPACE / CONFERENCE SUPPORT OPPORTUNITIES

6. PAYMENT INFORMATION:

All payments must be made in US dollars. Bank drafts must be drawn on a bank in the US.

Please make checks payable to the "American Society for Apheresis". Forward completed application along with check, or bank draft to the address below.

I/we agree to pay the TOTAL sum of US\$_____

I will pay by check (please make payable to the "American Society for Apheresis")

ACCEPTANCE OF APPLICATION

The Exhibitor will be notified in writing of the acceptance of this application by ASFA.

CANCELLATION POLICY

Refunds for payment will require written notice of cancellation. Cancellations received in writing on or prior to December 1, 2014 will receive a 50% refund. Cancellations received after December 1, 2014 will NOT receive a refund. Paid space unclaimed or abandoned by 5:00pm on Wednesday, May 6, 2015 may be repossessed without indemnity and reassigned by Conference Management.

PLEASE FORWARD COMPLETED APPLICATION AND PAYMENT TO:

ASFA Head Office
570 West 7th Avenue, Suite 400
Vancouver, BC, Canada V5Z 1B3
T 604.484.2851
F 604.874.4378
E asfa@apheresis.org
www.apheresis.org

APPLICANT SIGNATURE AGREEING TO ALL TERMS AND CONDITIONS OUTLINED IN THIS PROSPECTUS:

Signature of Applicant: _____ Please print name: _____