



**ASEA**  
*American Society for Apheresis*  
**2018**



**CORPORATE  
OPPORTUNITIES**

**Chicago, Illinois  
April 25-28, 2018**

Hilton Chicago • [www.apheresis.org](http://www.apheresis.org)



# ASFA 2018 ANNUAL MEETING

## APRIL 25-28, 2018

### HILTON CHICAGO, ILLINOIS.



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](mailto: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 Chicago!

## CONFERENCE OVERVIEW

ASFA, officially formed in 1981, has been the proud host to 38 highly successful scientific conferences. Last year's Annual Meeting in Fort Lauderdale had over 550 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 2018 Annual Meeting will be divided between MD and/or PhD clinicians and scientists (38%) and allied health professionals (40%) who practice donor or therapeutic apheresis medicine. Other attendees will include regulatory professionals, corporate management, and marketing personnel (22%).



## 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
- Cerus Corporation
- CHF Solutions
- CSL Behring
- Dideco S.P.A.
- Fenwal
- Fresenius HemoCare
- Fresenius Kabi USA, LLC
- Fresenius Medical Care/ Apheresis Care Group
- 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
- Machaon Diagnostics
- Mallinckrodt Pharmaceuticals
- Mayo Clinic
- MedComp
- Medical Visual Creations
- Miltenyi Biotec
- Nanoentek Inc.
- National Institute of Health
- National Marrow Donor Program
- Navigant Biotechnologies
- New York Blood Center
- Norfolk Medical
- OccuLogix
- Octapharma
- Otsuka America Pharmaceuticals
- Pall Medical
- PhereSys Therapeutics
- Professional Billing Services
- QBC Diagnostics
- Renal Care Group
- r4 Vascular
- Sanofi Genzyme
- Seattle Cancer Care Alliance
- SEBRA
- Separation Technology
- Shamrock Scientific Specialty Systems
- Talisman
- Terumo BCT
- Terumo Medical Corporation
- Therakos
- UC San Diego Health System
- 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 you can participate in the ASFA 2018 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.

### Marketing Support Opportunities

Marketing support opportunities are available at the following levels:

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

#### INDIVIDUAL SPONSORSHIP ITEMS

- Delegate Bag Advertising Inserts (\$1,500)
- Hotel Key Advertisement (\$6,000)
- Corporate Program Advertising (\$1,500)
- Company Logo on 5K Fun Run T-Shirt (\$750)

### Industry Satellite Symposia Support

LUNCH (EXCLUSIVE): \$35,000

LUNCH (CONCURRENT): \$22,500

DINNER: \$35,000

FOCUS GROUP: \$15,000

### Educational Grant Opportunities

Please contact John Barclay, ASFA's Executive Director, at john.barclay@malachite-mgmt.com or 604-630-5531 for more information regarding Educational Grant Opportunities.

### Exhibiting Opportunities

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



## MARKETING SUPPORT OPPORTUNITIES

Marketing support opportunities are available at the following levels:

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

Marketing Support Opportunity	Fee	Complimentary Exhibit Spaces	Complimentary Conference Registrations	Discount on Symposia, Focus Group and Marketing Opportunities	Complimentary Advertising Space in the Corporate Program
Premier	\$75,000	2	5	20%	Full Page
Platinum	\$65,000	2	4	10%	Half Page
Gold	\$40,000	1	3	5%	Half Page
Silver	\$12,000	N/A	2	N/A	N/A
Bronze	\$7,000	N/A	1	N/A	N/A

Only one Premier Marketing Support Opportunity is available.

A complimentary delegate bag insert is included with all Marketing Support Opportunities.

### SPONSORSHIP ITEMS

- Delegate Bag Advertising Inserts (\$1,500)
- Corporate Program Advertising (\$1,500)
- Hotel Key Advertisement (\$6,000)
- Company Logo on 5K Fun Run T-Shirt (\$750)



## INDUSTRY SATELLITE SYMPOSIA SUPPORT

### LUNCH (EXCLUSIVE): \$35,000 (300 ATTENDEES)

Thursday, April 26, 2018  
12:30pm – 1:30pm

Friday, April 27, 2018  
12:30pm – 1:30pm

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

### LUNCH (CONCURRENT): \$22,500 (120 ATTENDEES)

Thursday, April 26, 2018  
12:30pm – 1:30pm

Friday, April 27, 2018  
12:30pm – 1:30pm

The Concurrent Lunch Industry Satellite Symposia offers the opportunity to be one of two lunch sessions on the chosen day. Note that lunches will also be available in the exhibit hall.

### DINNER: \$35,000 (110 ATTENDEES)

Wednesday, April 25, 2018  
7:30pm – 9:30pm

Thursday, April 26, 2018  
7:30pm – 9:30pm

Friday, April 27, 2018  
7:30pm – 9:30pm

Each level of support fee is based on the estimated attendance.

The supporter must make arrangements directly with the conference secretariat in relation to food and beverage for the symposium. Also, any other associated fees must be handled directly between supporter and the conference secretariat.

### FOCUS GROUP: \$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. A focus group of this size provides the optimal opportunity for all participants to share their views and expertise, with adequate discussion.

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.



## Industry Satellite Symposia Proposal Procedure

Industry Satellite 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)

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

## Industry Satellite Symposia Guidelines

Industry Satellite Symposia held in conjunction with the ASFA 2018 Annual Meeting are not part of the official meeting agenda and will be designated as Industry Satellite Symposia in the meeting agenda. Companies hosting Symposia agree:

1. that ASFA retains the right to approve Industry Satellite Symposia content, faculty, venue and other details.
2. all promotional material must be approved by ASFA prior to distribution.
3. 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.
4. the Industry Satellite Symposia fee does not include any costs for registration, additional audio-visual, or any administrative services provided.



## EDUCATIONAL GRANT OPPORTUNITIES

Per the Accreditation Council for Continuing Medical Education (ACCME), educational grant support must be used for meeting expenses.

Meeting expenses that can be supported through an educational grant include:

- Social Events
- Food and Beverage
- Abstract Awards
- Wi-Fi
- ASFA 2018 Mobile App
- Speaker Expenses
- Lanyards
- Delegate Bags
- Printing

With an educational grant, the supporter receives acknowledgment of the support in the program, and on signage on slides. These acknowledgments cannot include a logo, product name, or tag line. Furthermore, company information is not permitted on lanyards, registration bags and other such materials.

All Educational Grant Opportunities must have a signed Letter of Agreement (LOA) on file with ASFA's CME provider, the American College of Surgeons, by April 20, 2018.

Please contact John Barclay, ASFA's Executive Director, at [john.barclay@malachite-mgmt.com](mailto:john.barclay@malachite-mgmt.com) or 604-630-5531 for more information regarding Educational Grant Opportunities.





## EXHIBITING OPPORTUNITIES

### Exhibit Booths

10' X 10' 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 2018 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 2018 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.
- 1 full conference registration and 1 exhibit-hall-only badge.
- Recognition in the Corporate Program.

## BENEFITS FOR ALL SUPPORTERS AND EXHIBITORS:

- A pre-conference delegate list (provided by April 1, 2018).
- A post-conference delegate list (provided by May 15, 2018).
- Recognition in the Corporate Program.
- Recognition in the Annual Meeting section of the ASFA website

## CONFERENCE LOCATION

Hilton Chicago, Chicago, Illinois



## 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 April 25, 2018 6:00pm - 8:00pm
- Thursday, April 26, 2018 10:00am - 8:00pm
- Friday, April 27, 2018 10:00am - 4:30pm

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

### MOVE-IN / MOVE-OUT SCHEDULE

- Move in: Wednesday, April 25, 2018 8:00am - 4:30pm
- Move Out: Friday, April 27, 2018 4:30pm - 8:00pm

### EXHIBITOR SERVICES MANUAL

An exhibitor services manual will be sent to each confirmed exhibitor in February 2018. 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 2018 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 2018 ANNUAL MEETING APRIL 25-28, 2018

## 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:

Main product/service(s) to be exhibited: \_\_\_\_\_



## Application For Exhibit Space / Conference Support Opportunities

### 4. MARKETING SUPPORT OPPORTUNITIES

Premier (\$75,000)	Platinum (\$65,000)
Gold (\$40,000)	Silver (\$12,000)
Bronze (\$7,000)	

### 5. INDUSTRY SATELLITE SYMPOSIA

#### Lunch (Exclusive): \$35,000

Thursday, April 26, 2018	12:30pm – 1:30pm
Friday, April 27, 2018	12:30pm – 1:30pm

#### Lunch (Concurrent): \$22,500

Thursday, April 26, 2018	12:30pm – 1:30pm
Friday, April 27, 2018	12:30pm – 1:30pm

#### Dinner: \$35,000

Wednesday, April 25, 2018	7:30pm – 9:30pm
Thursday, April 26, 2018	7:30pm – 9:30pm
Friday, April 27, 2018	6:00pm – 8:00pm

#### Focus Group Support (\$15,000)

### 6. MARKETING

- Delegate Bag Advertising Inserts (\$1,500)
- Corporate Program Advertising (\$1,500)
- Hotel Key Advertisement (\$6,000)
- Company Logo on 5K Fun Run T-Shirt (\$750)



## 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”)

I will pay by credit card (Visa, Mastercard, Amex)

Name on Card: \_\_\_\_\_ Credit Card No.: \_\_\_\_\_  
Expiry (mm/yy): \_\_\_\_\_ CVV: \_\_\_\_\_

### 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, 2017 will receive a 50% refund. Cancellations received after December 1, 2017 will NOT receive a refund. Paid space unclaimed or abandoned by 5:00pm on Wednesday, April 25, 2018 may be repossessed without indemnity and re-assigned by Conference Management.

### PLEASE FORWARD COMPLETED APPLICATION AND PAYMENT TO:

ASFA Head Office  
301-750 W Pender St  
Vancouver, BC, Canada V6C 2T7  
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: \_\_\_\_\_

Date: \_\_\_\_\_