

EXHIBITOR PROSPECTUS

SOUTH CENTRAL ASSOCIATION OF BLOOD BANKS



2017 Annual Meeting & Exhibit Show

May 25 - 28 || Orlando, Florida || Hyatt Regency Orlando

WHY EXHIBIT WITH SCABB?

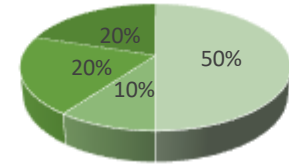
#SCABBAM #engage2017

With South Central, we build an all-inclusive experience. No need to worry about paying extra to attend educational sessions, buying food vouchers to eat or paying extra just to furnish your booth with the basics. At our annual meeting ALL this is included—and you don't have to be a high dollar sponsor to get these benefits.

BASIC BOOTH PACKAGE \$2,000

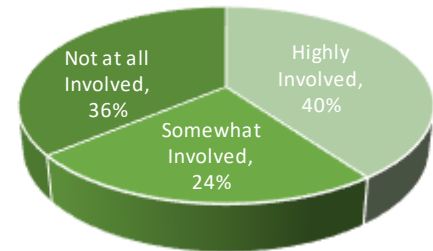
- 10' X 10' booth space furnished with an 8' draped/skirted table, 2 chairs, wastebasket and a booth ID sign
- 2 complimentary booth personnel registrations with full access to educational sessions, the SCABB Membership Mixer and the President's Awards Banquet
- Pre and post attendee registration lists
- Complimentary and additional registered personnel are included in all meal functions
- Company listing including a 35-word description on the annual meeting mobile app and in the printed final program

Attendee Statistics



- CEO/Director/Executive
- Med Technologist/Supervisor/Coordinator
- Manager
- Other (Specialist/physician/student/etc.)

Attendee Involvement in Purchasing Process



- Highly Involved
- Somewhat Involved
- Not at all Involved

GOLD SPONSORS

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GOLD Sponsorships are our highest level sponsorships and give your company maximum presence in front of your audience.

COMMUNITY OUTREACH - \$7,500

Offered for the first time last year, the Community Outreach project was a HUGE success! Attendees were energetic about the opportunity to give back to the community and this was made possible in part by an amazing sponsor. The Community Outreach sponsorship includes:

- ▶ Company logo on t-shirts given to Community Outreach attendees.
- ▶ Recognition of sponsorship on Community Outreach transportation.
- ▶ Enhanced recognition of sponsorship in meeting collateral.
- ▶ 4 additional booth personnel registrations.

ENGAGE PARTY—\$7,500

Don't miss the opportunity to sponsor this high energy, networking stoked, social event of the SCABB Annual Meeting. The sponsor will hold the majority of the tickets and attendees will be encouraged to visit your booth to obtain a ticket to this exclusive event. The ENGAGE Party sponsorship includes:

- ▶ Tickets customized with sponsor logo.
- ▶ Time onstage to welcome attendees to the party!
- ▶ Recognition of sponsorship on meeting collateral. (Final Program, mobile app and on-site signage)
- ▶ 4 additional booth personnel registrations.

SILVER SPONSORS

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SILVER Sponsorships provide complete meeting exposure with long lasting promotional items to keep your company in front of attendees during and even after the conference.

ATTENDEE BAGS—\$5,000

Put your logo front and center on bags given to all registered attendees to carry at the meeting and beyond.

- ▶ Company logo on attendee bags.
- ▶ Recognition of sponsorship on the mobile app and meeting collateral.

TECHNOLOGY PARTNER—\$5,000

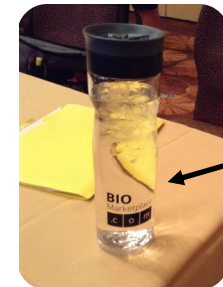
A great way to keep your company logo in front of attendees during all aspects of the meeting.

- ▶ Exclusive sponsorship of the SCABB Annual Meeting mobile app with logo on splash screen.
- ▶ 2 push notifications.
- ▶ Sponsor of the charging station.
- ▶ Recognition of sponsorship on mobile app and meeting collateral

HYDRATION PARTNER—\$5,000

Partner with us to help attendees stay hydrated!

- ▶ Your company logo featured on water bottles given to attendees
- ▶ Logo on water station's throughout the conference area's
- ▶ Recognition of sponsorship on mobile app and meeting collateral.



2015 Hydration Sponsor

BRONZE SPONSORS

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BRONZE Sponsorships are a great way stretch just beyond the basic booth package and support the meeting without breaking the budget. Sponsorships like these help defray a small portion of meeting costs affording the ability to maintain low attendee registration costs while still creating an overall fun and educational experience for all.

SCABB MEMBERSHIP MIXER—\$3,000

Support and attend this high energy networking experience while new and potential members mingle with the leadership of South Central.

- ▶ Attendees will receive custom drink tickets with your logo!
- ▶ Recognition of sponsorship on mobile app and meeting collateral.



Your logo here!

EXHIBIT HALL OPENING RECEPTION—\$3,000

Sponsor the much anticipated opening of the Exhibit Hall and a great way to drive traffic to your booth!

- ▶ Attendees will receive custom drink tickets with your logo.
- ▶ Cocktail bar placed near your booth.
- ▶ Recognition of sponsorship on mobile app and meeting collateral.

PRESIDENT'S AWARDS LUNCHEON—\$3,000

Help us celebrate and recognize those who have given so much to our industry and their community.

- ▶ Recognition of sponsorship on mobile app and meeting collateral.

INDUSTRY WORKSHOPS & ADDITIONAL OPPORTUNITIES

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Intended to educate attendees on subjects such as customer implementation of new products or technical presentations on new methods or products, Industry Workshops are a great opportunity to gain the undivided attention of your target audience in a more personal environment. *(Must be educational in nature and should not be used as a sales or marketing opportunity).*

REGULAR INDUSTRY WORKSHOP—\$2,000

Regular workshops will take place on Thursday, May 25th at 1:00pm and 2:15 pm. These workshops include a snack for attendees.

BREAKFAST INDUSTRY WORKSHOP—\$3,500

Breakfast workshops will take place on either Friday, May 26th or Saturday, May 27th from 7:00-8:00am. These workshops include breakfast for attendees.

VENDOR SUPPORTED, INDIVIDUAL OR INSTITUTIONAL FLEX PASS SCHOLARSHIP—\$385

Company, as well as personal, budgets are getting tighter every year. Employers are finding it harder to send employees to educational offerings leaving it up to the individual to fund themselves. You can help bring more attendees to the conference which means more potential clients for yourself!

CUSTOM PACKAGES AVAILABLE!

If you don't see a package that meets your budget or marketing goals please reach out! We'd love to work with you to create a custom package that meets your company's need.

HOTEL ACCOMMODATIONS

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HYATT REGENCY ORLANDO

9801 International Drive
Orlando, FL 32819
1 (407) 284-1234

The Hyatt Regency Orlando will serve as the headquarter hotel for the 2017 SCABB Annual Meeting & Exhibit Show. A discounted conference rate of \$159/night is available for attendees and exhibitors based on availability. All education sessions will take place at the Hyatt Regency Orlando.

ROOM RESERVATIONS—Cut off date is APRIL 25, 2017

We urge you to reserve your room early and STAY AT THE HYATT REGENCY ORLANDO. Your room commitment helps defray the cost of the meeting and keeps the registration costs to attendees and exhibitors down. Booking in the SCABB Annual Meeting room block will give you the discounted room rate of \$159/night (plus applicable taxes and fees).

To book accommodations at the Hyatt Regency Orlando either call reservations at (402) 592-6464 or visit <https://resweb.passkey.com/go/SouthCentralBloodBanks2017> . **The deadline to book your hotel room at the discounted rate is APRIL 25, 2017.**

SCABB CENTRAL OFFICE

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*ASHLEY COMBS
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