

ASFA Annual Meeting  
**AUSTIN, TEXAS • MAY 6-9, 2020**



CORPORATE OPPORTUNITIES



# ABOUT ASFA & MEETING OVERVIEW

ASFA Annual Meeting  
May 6-9, 2020 • Renaissance Austin Hotel • Austin, Texas

## The Opportunity

The ASFA Annual Meeting hosts the leaders of apheresis medicine from the United States and all over the world. These leaders represent the various medical specialties associated with apheresis, such as hematology, nephrology, neurology, pathology, transfusion medicine, blood banking and cellular therapy.

The ASFA Annual Meeting provides the best opportunity for **quality** interactions with apheresis leaders in an intimate environment.

The Corporate Opportunities outlined in this Prospectus provide different methods of engaging directly with apheresis leaders. 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 Austin!

## Conference Overview

ASFA, officially formed in 1981, has been the proud host to 40 highly successful scientific conferences. Last year's Annual Meeting in Portland had record-breaking attendance with over 650 participants. 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 the key educational and networking event for physicians, scientists, and allied health professionals in the field of apheresis medicine.

Delegates of the ASFA 2020 Annual Meeting will be divided between MD and/or PhD clinicians and scientists (31%) and allied health professionals (52%) who practice donor or therapeutic apheresis medicine. Other attendees will include regulatory professionals, corporate management, and marketing personnel (17%).



**ASFA 2019 HAD OVER 650 DELEGATES FROM 27 COUNTRIES.**



**31%** PHYSICIANS

**52%** ALLIED HEALTH

**17%** INDUSTRY

## DELEGATES BY REGION

**90%** NORTH AMERICA

**10%** INTERNATIONAL

# PAST SPONSORS /EXHIBITORS

- 3M
- AABB
- AccuVein
- 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
- BD (formerly Bard Peripheral Vascular)
- Baxter Healthcare Corporation
- B. Braun Medical
- Be The Match BioTherapies
- 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 / Vitalant
- John Wiley & Sons
- JMS North America Corporation
- Kaneka Pharma America
- Lifeblood Biological Services
- Machaon Diagnostics
- Maco Pharma
- Mallinckrodt Pharmaceuticals
- Mallinckrodt Medical Affairs
- 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 Products, Inc.
- Novartis
- 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
- TrakCel
- UC San Diego Health System
- United Blood Services Therapeutic Apheresis Program/ Stem Cell Program
- University of Virginia Therapeutic Apheresis Academy

# MARKETING SUPPORT OPPORTUNITIES

Outlined below are the various ways you can participate in the ASFA 2020 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](mailto:asfa@apheresis.org); T. 604.484.2851) with any questions or requests that you may have.

Marketing Support Opportunity	Fee	Complimentary Exhibit Spaces	Complimentary Conference Registrations	Discount on Branding Opportunities	Complimentary Advertising Space in Corporate Program	Complimentary Email to Delegates sent by ASFA	Complimentary Ancillary Meeting Space*
PREMIER	\$75K	2	5 Full Conference; 5 Exhibit Hall Only	20%	Full Page, Inside Front Cover, Color	Two	Two days
PLATINUM	\$65K	2	4 Full Conference; 4 Exhibit Hall Only	10%	Full Page – B&W	One	One day
GOLD	\$40K	1	3 Full Conference; 3 Exhibit Hall Only	5%	Half Page – B&W	N/A	N/A
SILVER	\$12K	N/A	2 Full Conference; 2 Exhibit Hall Only	N/A	N/A	N/A	N/A
BRONZE	\$7K	N/A	1 Full Conference; 1 Exhibit Hall Only	N/A	N/A	N/A	N/A

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

*\*In the event ASFA needs to contract additional meeting space to accommodate your meeting request, additional charges may apply.*



# BRANDING OPPORTUNITIES

## Standard Branding Opportunities

- **Elevator Door Wrap** ..... \$6,000 per level
- **Hotel Key Card Advertisement** ..... \$6,000
- **Corporate Program Advertising**
  - Back Cover, Full Page, Color ..... \$2,500
  - Inside Front Cover, Full Page, Color ..... \$2,250
  - Inside Back cover, Full Page, Color ..... \$2,000
  - Full Page, Color ..... \$1750
  - Full Page, B/W ..... \$1,500
  - Half Page, Color ..... \$875
  - Half Page, Black and White ..... \$750
- **Delegate Bag Advertising Inserts** ..... \$1,500
- **Company Logo on 5K Fun Run Swag** ..... \$750

## E-Blasts to Annual Meeting Attendees

E-Blasts will be sent from ASFA Head Office to all registered delegates and ASFA distribution list (3500+ contacts). E-Blast supporters are to provide the content of the E-Blast in HTML format to ASFA Head Office.

- March 2020 ..... \$1,500
- April 2020 ..... \$2,000
- May 2020 ..... \$2,500
- Post-Conference ..... \$2,500



# INDUSTRY SATELLITE SYMPOSIA SUPPORT

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

Thursday, May 7, 2020  
12:30pm – 1:30pm

Friday, May 8, 2020  
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, May 7, 2020  
12:30pm – 1:30pm

Friday, May 8, 2020  
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.

## 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.

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

Wednesday, May 6, 2020  
7:30pm – 9:30pm

Thursday, May 7, 2020  
7:30pm – 9:30pm

Friday, May 8, 2020  
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.



# INDUSTRY SATELLITE SYMPOSIA SUPPORT

## 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 2020 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. 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. 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. 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
- Wi-Fi
- Lanyards
- Food and Beverage
- ASFA 2020 Mobile Conference App
- Delegate Bags
- Abstract Awards
- Speaker Expenses
- Printing

With an educational grant, the supporter receives acknowledgment of the support in the program, and on signage and 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 by March 31, 2020.

Please contact ASFA Head Office at [asfa@apheresis.org](mailto:asfa@apheresis.org) or 604-484-2851 for more information regarding Educational Grant Opportunities.



# EXHIBITING



## 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 2020 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 2020 Annual Meeting allows you to meet face-to-face with the experts in the field.

## Benefits of Exhibiting

Exhibitors will receive the following benefits:

- 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.
- 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 17, 2020).
- A post-conference delegate list (provided by May 30, 2020).
- 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 May 6, 2020 6:00pm – 8:00pm
- Thursday, May 7, 2020 10:00am – 8:00pm
- Friday, May 8, 2020 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, May 6, 2020 8:00am – 4:30pm
- Move Out: Friday, May 8, 2020 4:30pm – 8:00pm

### EXHIBITOR SERVICES MANUAL

An exhibitor services manual will be sent to each confirmed exhibitor in February 2020. 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 2020 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.





# ANCILLARY MEETINGS & EVENTS POLICY

An Ancillary Meeting is a meeting held in conjunction with the ASFA Annual Meeting that is not considered an Industry Satellite Symposium or Focus Group, and is typically held among employees/existing representatives of an organization. For example, marketing representatives of a company may be attending the conference and wish to meet to discuss internal company business while at the conference to make the most of their time there.

Please contact ASFA Head Office at [asfa@apheresis.org](mailto:asfa@apheresis.org) for the full ASFA Ancillary Meeting Policy and Request Form.

If one or more of the following apply to the meeting you intend to host, the meeting does not constitute an Ancillary Meeting per ASFA policy:

- If you are trying to access a sub-set of ASFA Annual Meeting delegates, and/or you are soliciting participation of ASFA Annual Meeting delegates that are not employed by your organization or are not existing representatives/consultants of your organization

**AND:**

- You intend to use the meeting time, in part or in whole, to inform/educate the participants
- You intend to use the meeting time, in part or in whole, to discuss the information/education presented
- You intend to use the meeting time, in part or in whole, to collect participant feedback/insights/recommendations/suggestions
- If you are offering remuneration (in any form) for participation in the meeting e.g. honorarium, expenses, etc, to one or more individuals attending
- If one or more participants have paid to attend the meeting

If your meeting does not qualify as an Ancillary Meeting, it may qualify as a Focus Group or Industry Supported Symposium. Please contact ASFA Head Office at [asfa@apheresis.org](mailto:asfa@apheresis.org) for more information about Focus Groups and Symposia.



# ASFA 2020 ANNUAL MEETING • MAY 6-9, 2020

## 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, May 7, 2020	12:30pm – 1:30pm
Friday, May 8, 2020	12:30pm – 1:30pm

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

Thursday, May 7, 2020	12:30pm – 1:30pm
Friday, May 8, 2020	12:30pm – 1:30pm

#### Dinner: \$35,000

Wednesday, May 6, 2020	7:30pm – 9:30pm
Thursday, May 7, 2020	7:30pm – 9:30pm
Friday, May 8, 2020	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 Swag (\$750)



## Application For Exhibit Space / Conference Support Opportunities

### 7. 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) *(Credit cards can be used up to charges of \$2,600 USD. Payments higher than or in addition to \$2,600 USD must be paid via cheque or wire transfer)*

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 January 31, 2020 will receive a 50% refund. Cancellations received after January 31, 2020 will NOT receive a refund. Paid space unclaimed or abandoned by 5:00pm on Wednesday, May 6, 2020 may be repossessed without indemnity and reassigned 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: \_\_\_\_\_