

AMERICA'S BLOOD CENTERS' MEETINGS, WORKSHOPS & EVENTS



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

THE FOUNDATION FOR
AMERICA'S BLOOD CENTERS

One of the many valuable resources America's Blood Centers offers its membership is the opportunity to learn and network with peers and leaders in blood banking through ABC meetings, workshops and events. These face-to-face educational opportunities are just one component of America's Blood Centers' new initiative, the ABC Professional Institute – an online learning community offering an innovative and robust blend of traditional and virtual educational tools for blood center professionals. Be a part of the crowd with the unique opportunity to learn about the issues and challenges affecting the blood and transfusion medicine communities and meet your current and future partners in an intimate setting. With a variety of opportunities available, vendors of all sizes have the chance to meet, network, and share with decision-makers in blood banking.

2015 Schedule

**Annual Meeting +
FABC Networking Event**
March 20-24, 2015
Washington, DC

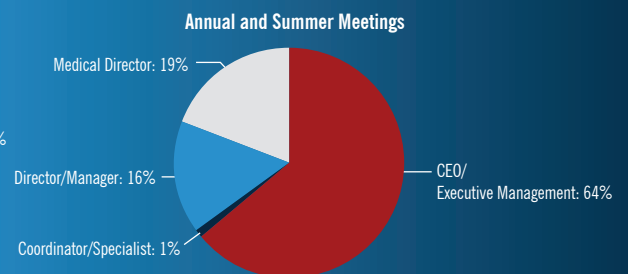
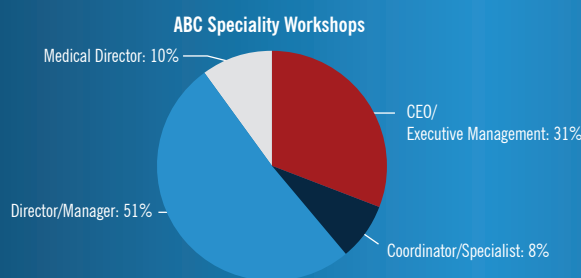
**Fund Development, Communications
& Donor Management (FDCDM) Workshop**
June 16-19, 2015
Chattanooga, TN

Financial Management (FM) Workshop
September 16-17, 2015
Chicago, IL

**Technical, Collections & Quality
(TCQ) Workshop**
May 5-7, 2015
Orlando, FL

**Summer Meeting, MD Workshop + 5th
Annual Links for Life Golf Tournament**
August 4-6, 2015
Philadelphia, PA

Overview of ABC Specialty Workshops and Meetings' Attendance Breakdown by Level of Decision Makers within the Blood Center



Historical Snapshot of ABC Workshop Attendance

Meeting/Workshop	2007	2008	2009	2010	2011	2012	2013	2014
Annual Meeting	181	226	207	174	183	227	190	149
Summer Meeting	181	145	146	175	166	140	166	144
Fund Development/Communications/Donor Management	111	135	99	95	81	86	61	72
Technical & Quality (odd years)/Human Resources & Training and Development (even years)	134	56	111	58	127	67	108	67
Medical Directors	60	37	55	97	107	85	81	83
Financial Management (odd years)/ Information Technology (even years)	70	170	61	88	79	57	64	61
Supply Chain Management/MDDS	N/A	N/A	N/A	N/A	N/A	67	91	TBD

Sponsorship Opportunities:

Diamond Sponsorships

\$50,000 – Sponsorship of all ABC 2015 Meetings, Workshops & FABC Events, Listserv Naming Opportunity on the ABC Professional Institute, and Personalized Benefits Tailored to Meet Your Organization's Needs

\$30,000 – Sponsorship of all FABC 2015 Events and Large Virtual Brick on the API Fundraising Wall

Meetings (Annual & Summer)

Platinum - \$15,000
Gold - \$12,500
Silver - \$9,500

Bronze - \$6,500
Event - \$5,000
Vendor Registration - \$3,500

Workshops

Platinum - \$8,500
Gold - \$6,000
Silver - \$3,500
Vendor Registration - \$1,500

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Meetings & Events

	Platinum (\$15,000)	Gold (\$12,500)	Silver (\$9,500)	Bronze (\$6,500)	Event (\$5,000)	Vendor Reg. (\$3,500)
Sponsorship designation and # of attendees for meeting and associated networking event(s)	4	4	3	2	N/A	1
One-year display of logo and link to company's website on <i>AmericasBlood.org</i>	X	X	X	X	X	N/A
Sponsor designation of fundraising event	X	N/A	N/A	N/A	X	N/A
Tickets to associated FABC fundraising event	4	2	1	1	2	1
Company logo on meeting materials	X	X	X	X	N/A	N/A
Company logo on FABC fundraising event materials	X	N/A	N/A	N/A	X	N/A
Advertisement in meeting program	1 full-page	1 full-page	1 full-page	1 half-page	N/A	N/A
Advertisement in <i>ABC Newsletter</i>	2 full-page	2 full-page	1 full-page	1 half-page	N/A	N/A
Opportunity to address the audience	X	X	N/A	N/A	N/A	N/A

Workshops

	Platinum (\$8,500)	Gold (\$6,000)	Silver (\$3,500)	Vendor Reg. (\$1,500)		
Sponsorship designation and # of attendees for workshop and associated networking event(s)	3	2	1	1		
Company logo on meeting materials	X	X	X	N/A		
Advertisement in meeting program	1 full-page	1 full-page	1 half-page	N/A		
One-year display of logo and link to company's website on <i>AmericasBlood.org</i>	X	X	X	N/A		
Advertisement in <i>ABC Newsletter</i>	1 full-page	1 half-page	1 third-page	N/A		
Opportunity to address the audience	X	N/A	N/A	N/A		

America's Blood Centers' Meetings, Workshops & Events Commitment Form

Special Discounts: Register at the following levels by January 31, 2015 and receive applicable discounts.

- Two Meeting Sponsorships – 20 percent off total amount
- Three Workshop Sponsorships – 20 percent off total amount
- Two Workshop Sponsorships – 15 percent off total amount
- One Meeting and One Workshop – 15 percent off total amount

**First time at an ABC meeting, workshop or event? Receive a 50 percent discount off vendor registration fees only (limit one per organization).

Deadline to sponsor and attend an ABC meeting, workshop or event is 30 days prior to selected event(s). Payment must be received within 30 days of submitting form to guarantee attendance.

Contact Name: _____

Company: _____

Address(street/city/state/zip): _____

Phone: _____ Email: _____

Signature: _____

Please check all meetings/workshops/events that you would like to attend and the applicable sponsorship level:

- Diamond Sponsorship Opportunities
 - \$50,000 – Meetings, Workshops & Events
 - \$30,000 – Events

- Annual Meeting and/or FABC Event
 - Platinum - \$15,000
 - Gold - \$12,500
 - Silver - \$9,500
 - Bronze - \$6,500
 - Event - \$5,000
 - Vendor Registration* - \$3,500
 - VIP Event Ticket - \$500; Number: _____
 - Event Ticket - \$250; Number: _____

- TCQ Workshop
 - Platinum - \$8,500
 - Gold - \$6,000
 - Silver - \$3,500
 - Vendor Registration* - \$1,500

- FM Workshop
 - Platinum - \$8,500
 - Gold - \$6,000
 - Silver - \$3,500
 - Vendor Registration* - \$1,500

- Summer Meeting and/or FABC Event
 - Platinum - \$15,000
 - Gold - \$12,500
 - Silver - \$9,500
 - Bronze - \$6,500
 - Event - \$5,000
 - Vendor Registration* - \$3,500

- FCDM Workshop
 - Platinum - \$8,500
 - Gold - \$6,000
 - Silver - \$3,500
 - Vendor Registration* - \$1,500

Additional Individual Registration:

- Platinum and above - \$750 per person
- Gold - \$1,000 per person
- Silver - \$1,500 per person

Meeting or Workshop: _____

Number of additional attendee(s): _____

Return form to Abbey Nunes at anunes@americasblood.org. Your company will be invoiced at the address listed below within 30 business days unless otherwise specified. No refunds are available once invoice is issued.

*Limit two per organization.

WHAT IS THE ABC PROFESSIONAL INSTITUTE (API)?

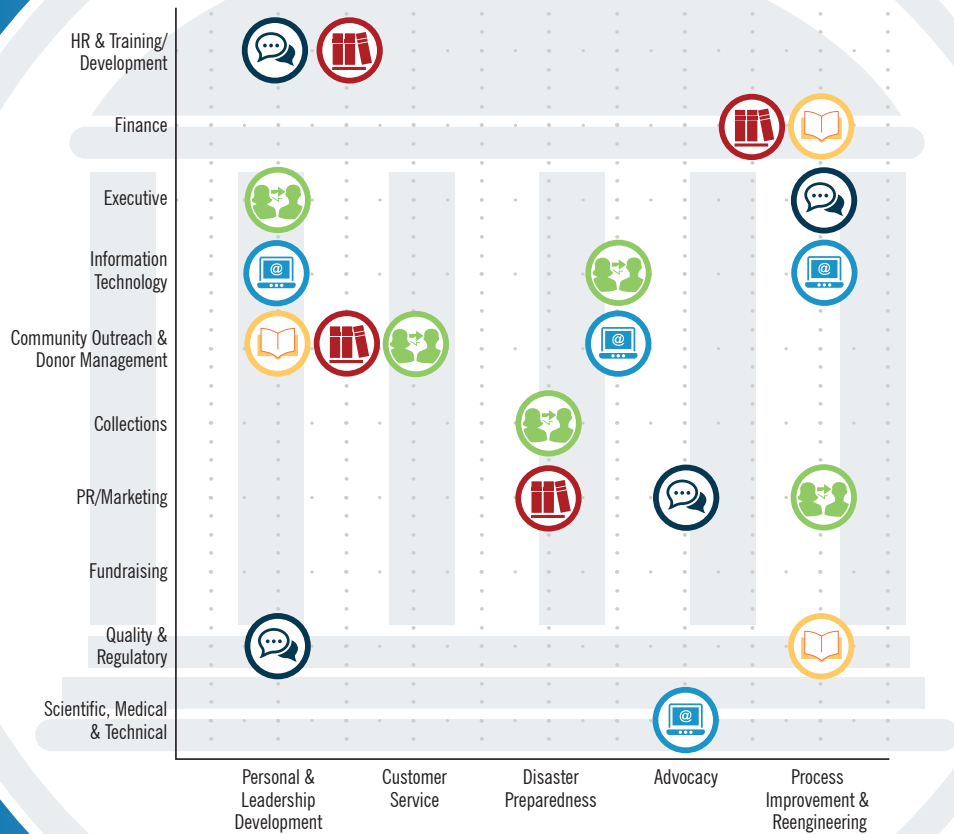
The ABC Professional Institute, (API) is a robust online and face to face learning community consisting of inter-connecting Educational Tracks, Learning Portals and Subject Matter that every ABC member blood center employee can access for leadership development and continuing education, including the ability to complete valuable certificate programs.

As a member of the blood banking industry, and a partner of ABC member blood centers, we are offering you the unique opportunity to invest in the future via the API. Your support reflects your ongoing dedication to the industry.

Your collaboration will further:

- Brand the API as a thought leader in continuing education and staff and leadership development in all aspects of blood banking: clinical/technical, innovation, leadership and governance
- Enable us to create the online learning center and library with core content available to all members (e.g., executive leadership, management excellence, innovation, marketing, diversification, partnerships and mergers guidance, governance, quality, clinical topics, and leading change)
- Create an "Innovation Fusion Center" that collects innovative case studies from blood centers and provides content on initiating and using innovation for center success
- Establish a cadre of recognized subject matter experts that ABC will broker to blood centers needing individualized learning or process intervention (e.g. quality, lean process, staff training, etc.)

EDUCATIONAL TRACKS



SUBJECT MATTER



ONLINE LEARNING



PUBLICATIONS



FACE TO FACE LEARNING



CONSULTATION BY SUBJECT MATTER EXPERTS



LEARNING COMMUNITIES

Services and opportunities depicted are examples.



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