

2025 Exhibit & Sponsorship Package



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



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About America's Blood Centers

Founded in 1962, America's Blood Centers (ABC) is North America's largest alliance of community-based, independent blood programs.

Be part of our movement to amplify and advance the contributions of community blood centers to individuals, communities, and the healthcare system through advocacy, awareness, and collaboration. Specifically, we:

- Advocate for laws and regulations recognizing the essential role that independent blood centers play in the healthcare system.
- Promote partnerships, policies and programs that increase awareness about the need for blood donation.
- Serve as a thought-leader in the advancement of evidence-based medical and scientific solutions related to health and safety.

ABC programs bring together senior level executives from around the country to promote thought leadership and innovative solutions to our industry's toughest challenges. We consider our industry partners an integral part of this work and look forward to partnering with your company to further our mutual goals.



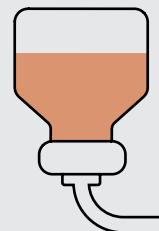
America's Blood Centers®
It's About *Life.*



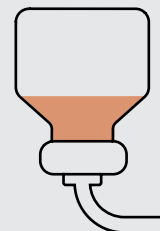
600+
blood donor
centers



150M+
people served. ABC members
provide blood products and
services to more than 3500
hospitals and healthcare facilities



60%
US
blood
supply



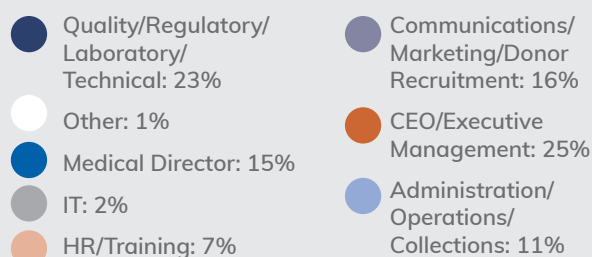
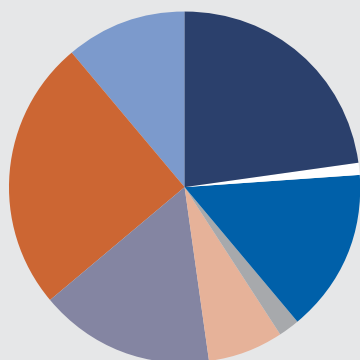
25%
Canada
blood
supply

ABC Newsletter

Rate Card

Published 46-48 times a year, the ABC Newsletter is a weekly chronicle of current events and issues affecting the blood community. Editorial coverage includes regulation, legislation, litigation, science, technology, and new developments in blood services. Special sections highlight ABC member news and updates from ABC headquarters. Also included is a comprehensive calendar events and a classified advertising section for employment opportunities, equipment, and other notices.

Newsletter Profile



Circulation:
approximately
5,000

email only
< 0.5% bounce
back rate
(subscription
based)

Length and format:
Up to 22 pages; portable
document format (PDF),
portrait layout,
8½" by 11"

Frequency:
Weekly, **46 to 48
issues per year**
on Fridays

Promotional Advertising Rates



Full Page:
\$2,000



Half-Page:
\$1,200

Key Facts

- Discounts available for multi-run ads.
- Ads can include a promotion for a company, service, product or event, or to make announcements.
- Advertisers are limited to running 16 ads per calendar year in the ABC Newsletter.

Classified Ad Rates

- Newsletter Paid Subscribers: \$139/placement
- Non-Subscribers: \$279/placement
- ABC Members: Free

Requirements, Deadlines and Limitations

Ads must be received and paid in full 10 business days prior to the desired publication issue. Cancellations must be made five business days prior to the publication issue. If a cancellation is received afterward, the publisher will offer an alternative publication date, but no refunds will be offered.

Advertiser must provide "camera ready" art as specified in ad specs. The publisher does not offer nor is obligated to assist with copy, artwork, or design services.

Ads must be tasteful, non-critical of other products or services, and must contain graphic elements besides the copy. Ads must contain factual information with no inaccuracies, typos, or grammatical/spelling errors. The publisher reserves the right to reject any ads that, in its opinion, do not comply with this requirement.

Advertisers are limited to running 16 ads per calendar year (with the exception of ABC classified ads). Ads for the same product or service are limited to running in up to two consecutive issues, with a four-issue break before they can be published again.

Ad space per issue is limited and assigned on a first-come, first-served basis. Reserve early to ensure placement in the issue of your choice.

Sponsored Content

Submissions of sponsored content for potential publication in the ABC Newsletter must adhere to the guidelines outlined in the [ABC Newsletter Sponsored Content Policy](#) as we prioritize continuing to bring value to the ABC Newsletter audience, ABC members, and partners. Contact us at newsletter@americasblood.org with questions or to discuss the submission process.

ABC Corporate Partner Council



**CORPORATE
PARTNER COUNCIL**
America's Blood Centers

ABC is committed to promoting collaboration, coordination, and connection throughout the blood community. The Council convenes blood center and industry leadership to discuss, strategize, and advance solutions to our most pressing needs and challenges.

ABC Corporate Partners are companies and organizations that care about ABC's Mission and Vision and have a vested interest in helping them come to fruition, while also working with ABC to further strengthen their brand and purpose. We work with each partner to understand your goals and then tailor an annual program to help reach those objectives.

Key Benefits

- Participation in bi-annual Corporate Partner Council meetings with ABC leadership
- Customized programs tailored to meet your business objectives
- Collaboration on national awareness and advocacy efforts
- Opportunity for content leadership at ABC meetings, workshops, and webinars
- Increased exposure with ABC members through networking and advertising
- Complimentary attendance at ABC webinars. Sponsor recognition at Annual Meeting, Workshops, Blood Advocacy Week, and ABC *Awards of Excellence*

**Some benefits change depending on partner level*

PARTNERS		
PLATINUM - \$35,000 As an Elite Partner, you play an integral part in advancing our industry efforts. This level includes leadership within the Council, development of tailored initiatives, premium exposure to ABC members, and elite recognition at ABC events throughout the year.	PREMIUM - \$25,000 As a Premium Partner, you gain all benefits of a Council Partner plus the ability to create a custom package of joint work based on your company priorities and interests.	COUNCIL - \$15,000 As a Council Partner, you gain access to corporate partner meetings, ABC webinars, Gold level status at ABC meetings, coordination on advocacy work, and recognition throughout the year.

Council Meetings

The 2025 Corporate Partner Council will begin in January with an in-person meeting at the ABC Annual Meeting March 10-12, 2025.

ABC National Meeting Opportunities



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ABC Annual Meeting

March 10-12, Arlington, VA

The ABC Annual Meeting is attended by senior blood center leadership as an opportunity to learn about industry trends in science, medicine and technology as well as engage in blood center leadership. Networking opportunities continue at the *Awards of Excellence*.

Advocacy Workshop During Blood Advocacy Week

June 10-11, Washington, DC

The Advocacy Workshop will be held during ABC's Blood Advocacy Week. The week will bring together members of the blood community, legislators, agency decisionmakers, advocates, providers, patients, and more to learn about and advance policies that promote the value of blood to patients, communities, and our healthcare system.



60%

of attendees are the CEO or part of the senior leadership teams at a blood center

WELC Rise & Lead Workshop

Fall 2025

Hosted by the ABC Women's Executive Leadership Community is geared towards women in leadership positions, emerging leaders, professionals seeking personal and professional growth, and individuals who want to cultivate diverse perspectives. This workshop convenes attendees in an intimate and interactive environment to network and discuss key topics.

ABC MEETINGS & EVENTS SPONSORSHIP/REGISTRATION*

	Gold \$12,500	Silver \$9,500	Bronze \$6,500	Vendor \$3,500
Number of Attendees for Meeting and Associated Networking Event(s)	4	3	2	1
Downloadable Materials on Event App	✓	✓	N/A	N/A
Recognition on ABC website and event signage	✓	✓	✓	N/A
Distribution of Company Materials at Registration Table	✓	✓	✓	N/A
Advertisement in ABC Newsletter	1 full-page	1 half-page	N/A	N/A

*Additional Individual Registrations (per attendee, for sponsored packages only) \$1,500

**Limit two vendor registrants (one attendee each) per organization.

Questions? Contact MemberServices@americasblood.org.

Executive Leadership

The ABC Executive Leadership Initiative seeks to engage and equip senior leaders at community blood centers to prepare for the next generation of challenges facing the blood community.



Executive Fellows Program

The Executive Fellows Program is a groundbreaking initiative that will equip senior leaders throughout the blood community with the business acumen and executive skill set needed to succeed in a quickly evolving environment. In partnership with the Vanderbilt University Owens School of Management, the Executive Fellows Program offers a cohort based, year-long executive leadership experience customized for the blood community.



Partnership Opportunities:

Program Sponsorship – Demonstrate your support for the current and next generation of blood center leadership by being an underwriting program sponsor. Sponsors receive recognition throughout the program and are invited to networking events during each annual cohort of Fellows.

Participant Scholarships – Help facilitate the leadership journey of each year's cohort by sponsoring an Executive Fellows Program Scholarship through the Foundation for America's Blood Centers (FABC).

Women's Executive Leadership Community

America's Blood Centers' (ABC) Women's Executive Leadership Community (WELC) empowers leaders throughout the blood community through networking and professional development. By leveraging a diverse set of opinions and experiences, WELC drives action towards a supportive and inclusive blood community, benefiting individuals, employers, and ultimately the patients that rely on a safe and available blood supply.



Partnership Opportunities:

Virtual Events – WELC offers learning opportunities throughout the year focused on a variety of leadership topics impacting the female workforce. Events regularly attract hundreds of senior leaders in a variety of decision-making roles. Showcase your company's support and increase your exposure throughout the blood community by serving as an event sponsor.

Rise & Lead WELC Workshop – The annual WELC Rise & Lead in-person workshop brings together leaders throughout the blood community to discuss the topics most important to the female workforce. Through an interactive format, this two-day experience fosters new collections and collaboration. A variety of sponsorship opportunities are available, including session sponsorships, networking event sponsorships, and more.



Interested in supporting ABC's Executive Leadership Initiative?
Contact MemberServices@americasblood.org.

About ADRP



ADRP, the Association for Blood Donor Professionals, supports more than 1,100 members worldwide as they make blood donation a priority in communities around the world.

Join us as we revolutionize the world of blood banking. At ADRP, we believe in the power of collaboration and recognize the invaluable role that corporate sponsors play in driving positive change. By sponsoring ADRP events and other initiatives, your organization will have the opportunity to align with a global community of professionals dedicated to expanding and enhancing blood donation activities worldwide.

When you're an ADRP sponsor, your organization is not only recognized as a champion for this critical cause, but it also gains unparalleled access to our vibrant community of blood bank professionals worldwide – a community of industry experts, thought leaders, and professionals, fostering valuable connections and opportunities for collaboration.

Membership

1,100+
subscribers



15%
International



30%
Collections



38%
Donor
Recruitment



32%
Marketing/
Communication



ADRP Corporate Partner Council



ADRP is convening a trusted space where blood donor professionals throughout the blood community can share, collaborate, and innovate. To advance these efforts, we are excited to announce the ADRP Corporate Partner Council, a new initiative for 2025 and beyond. The Council convenes blood center and industry leadership to join forces in advancing solutions to our most pressing challenges.

The ADRP Corporate Partners offers a customized opportunity for companies and organizations to work with ADRP throughout the year. Partners work with ADRP on an individual basis to identify opportunities and tailor an annual program to strengthen our respective missions and mutual goals.

Key Benefits

- Participation in bi-annual Corporate Partner Council meetings with ADRP leadership.
- Customized programs tailored to meet your business objectives.
- Opportunity for content leadership at ADRP meetings, workshops, and webinars.
- Increased exposure with ADRP members through networking and advertising.
- Complimentary attendance at ADRP webinars.
- Sponsor recognition at ADRP Annual Conference and Expo including exhibitor package, workshops, and the International Showcase.

**Some benefits change depending on partner level*

PARTNERS

PLATINUM - \$30,000

As a Premium Partner, you play an integral part in advancing our industry efforts. This level includes:

- Conference platinum sponsor package including premium exhibitor package and eight badges
 - VIP sponsorship of ADRP MasterClass Workshop and International Showcase
- Quarterly ADRP update
- Access to ADRP Survey Results
- Website recognition

PREMIUM - \$15,000

The Elite Partner level includes:

- Conference platinum sponsor package including premium exhibitor package and six badges
 - Elite item to be selected:
Example – Solution Session (Eight Solution Sessions available)
- Premium sponsorship of ADRP MasterClass Workshop and International Showcase
- Quarterly ADRP Update
- Access to ADRP Survey Results
- Website recognition

COUNCIL - \$10,000

The Council Member level includes:

- Conference Gold sponsor package including choice or premium or standard exhibitor package and four badges
 - Item to be selected:
Example – Solution Session (Eight Solution Sessions available)
- Featured sponsorship of ADRP Master Class Workshop and International Showcase
- Quarterly ADRP Update
- Access to ADRP Survey Results
- Website recognition

ADRP National Meeting Opportunities

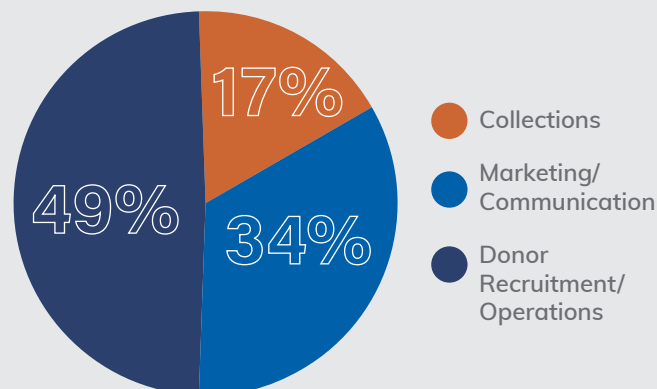


Annual Conference & Expo

May 6-8, Oklahoma City, OK

ADRP's annual conference draws over 400 attendees from across the globe to share best practices in the areas of collections, communications, marketing, and recruitment. You will interact with senior leaders of member organizations and front-line donor recruitment and collections staff, who interact with donors and the community daily.

Attendee Demographics



60% of attendees have been in the industry more than 5 years.

SPONSORSHIP PACKAGES

PLATINUM - \$15,000

(All Platinum packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Workshops (only two available)
- Email sent to attendees pre or post conference
- ADRP Expo reception (exclusive)
- Logo item in conference attendee bags

GOLD - \$10,000

(All Gold packages include premium exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Email sent to attendees pre or post conference
- Logo item in conference attendee bags
- Awards breakfast (exclusive)
- Mobile app welcome/splash screen (exclusive)
- Logo on attendee bags

SILVER - \$6,000

(All Silver packages include standard exhibit package as well as items listed below)

Sponsor recognition through walk-in slides, signage and booth signage

Select one from the following:

- Refreshment break (three available including one specialty themed break)
- Bag insert (limited to flyer or brochure)
- Custom Signage (mutually agreed upon)

ADRP National Meeting Opportunities



EXHIBIT PACKAGES

Premium Exhibit Package – \$5,000

- 10' by 20' booth, pipe and drape, skirted table and sign (electricity extra charge through hotel vendor)
- Four attendee badges/registration for your employees (additional badges \$300)
- Four tickets to Networking Reception for your employees
- One piece of literature at registration area
- Banner ad on ADRP onsite conference app throughout conference

Standard Exhibit Package – \$2,800

- 10' by 10' booth, pipe and drape, skirted table and sign (electricity extra charge through hotel vendor)
- Two attendee badges/registration for your employees (additional badges \$300)
- Two tickets to Networking Reception for your employees

Non-Exhibiting Vendor Registration* – \$1,500

- One attendee badge/registration to attend ADRP conference sessions and events
- One ticket to Networking Reception

*Limit two vendor registrants (one attendee each) per organization.

A LA CARTE SPONSORSHIPS

Solution Session – Limited availability.

Take advantage of this opportunity to present a 30-minute presentation placed in the general program on Wednesday morning, prior to the Exhibit Hall Lunch. This is a great way to share your story and connect at your booth afterwards.

Signage throughout meeting venue (elevators, doorways, and more)

President's reception (exclusive)

E-mails

Mobile app welcome/splash screen

Bag insert (five available)

Push notification

**Don't see something?
We can customize an
offering to meet your
goals. Just ask!**

ADRP National Meeting Opportunities



ADRP Master Class Workshop

Fall 2025, Virtual

This event will focus on a specific topic of interest in the blood centers. This Workshop is designed to help advance mid- to senior management in areas of collections, recruitment, marketing, and communication.

SPONSORSHIP PACKAGES

VIP - \$4,000

- Premier advertising video spot, played during the conference on one of three days and posted to conference website
- Email message sent to all ADRP subscribers
- Four registrations to the full conference with access to on-demand recordings
- Benefits of the Premier and Featured sponsorships

Premier - \$2,500

- Featured page on the conference website and access to upload documents, videos and engage in conversations with attendees.
- Two registrations to the full conference with access to on-demand recordings
- Benefits of the Featured sponsorship

Featured - \$1,000

- Promotional banner ad for 1 week on member-only community, CollABORate
- Logo recognition on appropriate materials, signage and website, as well as acknowledgment from the course directors during the course
- One registration to the full conference with access to on-demand recordings

ADRP Newsletter

ADRP's monthly newsletter, *The Drop*, is sent to over 2,500 donor collections, recruitment, marketing and public relations professionals around the world. This key communication vehicle provides readers with the latest association news and happenings in the industry. Consistently having an open rate of over 28%, this is the newsletter to include your content in to get noticed.

Sponsored Newsletter Content

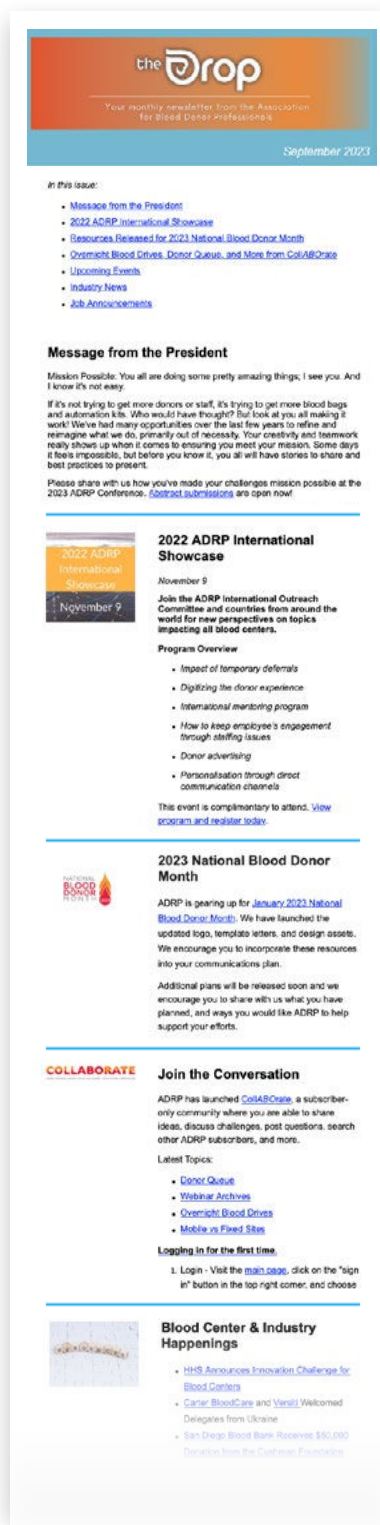
\$1,500/issue

Show your expert knowledge by providing an educational piece, exclusive to one per month, which will help advance the knowledge of the readers. Newsletter will include up to a 150 word "teaser" then will link out to the full article or video of your choice. This is a perfect value-add to the newsletter that is important to the industry. Content must be approved by ADRP.

Newsletter Advertising

\$1,500/issue or \$12,000 for 12 months

Exclusive to one advertiser per month, showcase your product or service to readers of *The Drop*, in a vibrant and bold way. Your ad will be prominently located after the President's message, ensuring all readers will view it.



ABC and ADRP Additional Opportunities

Webinars

Get in front of your key audience and decision makers, while also showing support to the blood industry. There are two options to expand your brand through our webinar program.

Webinar Partner (\$1,500)

Promotion of your logo and direct link to your website in all promotions leading up to the webinar (email, website and social media).

- Acknowledgement during the webinar (verbal and on a slide).
- Inclusion in the follow-up email to all contacts with the on-demand recording.
- On-demand recording posted on the website for 12 months after webinar.

Webinar Presenter (\$3,500)

Develop the content and choose your speaker (with approval).

- Two email promotions and one inclusion in the ADRP monthly newsletter, *The Drop* and the weekly ABC Newsletter.
- Acknowledgement during the webinar (verbal and on a slide).
- Follow-up email to all contacts with the on-demand recording.
- On-demand recording posted on the website for 12 months after webinar.



Environmental Scans

Work with a national association to reach the insight of the audience you need. We will collaborate on the ideal approach to deliver your survey to the full membership or a subset of it and provide detailed reports of results. Working with ABC or ADRP, a trusted source in the industry, offers access to the data you need to make the right strategic decisions.

CollABORate Advertising

Take advantage of this exclusive opportunity to be noticed daily through the member-only community, CollABORate. A banner ad is strategically placed alongside discussion posts, both online and in member's inboxes, each time a post or a reply is made.



COLLABORATE

SHARE STRATEGIC ADVICE | SOLVE CHALLENGES | DEVELOP NEW APPROACHES

Key Facts:

- \$3,500 for exclusive ad placement for 30 days
- On average each month, there is less than eight days with no new post.
- Advertising available for both ABC and ADRP CollABORate communities.

To become a sponsor for
one or more of these events,
publications, or other
opportunities, please
contact [MemberServices@
americasblood.org](mailto:MemberServices@americasblood.org).



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