

Blood Banks Association of New York State

2012 Annual Meeting

June 14th - 15th

New York Blood Center, New York, New York



SPONSORSHIP HIGHLIGHTS

ADVERTISING & SPONSORSHIP PROSPECTUS

The Blood Banks Association of New York State invites you, our colleagues in transfusion medicine and cellular therapy, to join us at the 2012 BBANYS Annual Meeting. As partners in our profession, we extend the opportunity to reach blood bank professionals throughout New York, New Jersey and Connecticut.

Due to space constraints this year, we are not able to offer enough space for exhibitor booths. However, we would like to offer you the opportunity to support the Annual Meeting of the Association by being a SILVER or GOLD Level Sponsor. SILVER or GOLD Level Sponsors receive 2 complimentary registrations and have the opportunity to send materials which will be given to the attendees. Please send materials by June 5, 2012 to:

Susan Kusic
New York Blood Center
310 E. 67th Street
New York, NY 10065

BBANYS also offers Program advertising and additional sponsorship opportunities so be sure to check them out!

We ask you, our industry partners, to help make the 2012 BBANYS Annual Meeting a success through your support. This Advertising & Sponsorship Prospectus details several opportunities for you to take part in the event. Your support will be recognized in our official program as well as on the day of the meeting.

Thank you for your commitment to our profession, and support of BBANYS in working toward continuing education and enhancing our professional goals. If you have any questions, please feel free to contact:

Ashley Combs

Exhibits Coordinator/BBANYS Central Office
PH: (866) 397-8883
bbanys@bbanys.org

Susan Kusic

Exhibits Chair/BBANYS Industry Liaison
PH: (800) 411-9851
skusic@nybloodcenter.org

SILVER LEVEL
\$750.00

GOLD LEVEL
\$1,000.00

Here's a quick look at additional sponsorship opportunities for the 2012 BBANYS Annual Meeting.

Cocktail Reception
\$2,000.00

Boxed Lunch
\$1,000.00

DAMP Workshop
\$500.00

Details about LEVEL and additional sponsorships inside!

PROGRAM ADVERTISING

Quarter Page	\$250.00
Half Page VERTICAL	\$525.00
Half Page HORIZONTAL	\$525.00
Full Page	\$750.00

LEVEL Sponsor Details

Being a LEVEL Sponsor gives you the opportunity to display printed materials so that participants can take copies and have your information available for future reference. Simply send us your materials and we do the rest!

GOLD and SILVER Level Sponsors receive 2 complimentary registrations for your representatives

GOLD Level Sponsor **\$1000.00**

SILVER Level Sponsor **\$750.00**

Additional Sponsor Details

Additional sponsorship opportunities have been designed for the 2012 Annual Meeting to provide fundraising for the Association and provide the maximum return on investment for our sponsors. Details of these opportunities and their benefits are outlined below.

Thursday, CONTINENTAL BREAKFAST/AM BREAK \$750.00

Sponsorship of the Thursday CONTINENTAL BREAKFAST/AM BREAK will include signage by the serving station with your company logo as well as recognition in Annual Meeting collateral.

Thursday, BOXED LUNCH \$1,000.00

People are always telling you to "think outside the box" but we say THINK INSIDE IT! By sponsoring the Thursday BOXED LUNCH your company will get recognition on each box with a company logo sticker attached and recognition in Annual Meeting collateral.

Thursday, AFTERNOON BREAK \$750.00

Sponsorship of the Thursday AFTERNOON BREAK will include signage by the serving station with your company logo as well as recognition in Annual Meeting collateral.

COCKTAIL RECEPTION \$2,000.00

This sponsorship opportunity will be the first to go so don't waste time - Secure this sponsorship TODAY! Your company will gain MAXIMUM exposure with this sponsorship by receiving their company logo on cocktail napkins, signage reflecting sponsorship at the reception, recognition in Annual Meeting collateral and time at the microphone to address the attendees and thank them for coming.

Friday, CONTINENTAL BREAKFAST/AM BREAK \$750.00

Sponsorship of the Friday CONTINENTAL BREAKFAST/AM BREAK will include signage by the serving station with your company logo as well as recognition in Annual Meeting collateral.

DAMP Workshop Sponsorship \$500.00

The DAMP Workshop is designed for technical staff working in transfusion services that are responsible for performing moderate to advanced level antibody identifications. Participants will be shipped blood samples to investigate at their own facility prior to the workshop. As sponsor of the workshop we would send your literature (provided by sponsor) along with the blood samples for attendees to see as well as recognition in Annual Meeting collateral and signage.

Speaker Sponsorships \$500.00

By sponsoring an Annual Meeting speaker you will help defray speaker cost and show your ongoing support of Blood Banks Association of New York State. Speaker sponsorships include recognition in Annual Meeting collateral and signage.

Additional Sponsorship Details Cont...

DAMP Workshop Transportation Sponsor \$1,000.00

Ground transportation will be provided for those that wish to attend the DAMP Workshop series at the Long Island location. What better way to market to your customers than when you have their undivided attention! As Ground Transportation sponsor you will have the opportunity to provide your company materials for those utilizing this transportation.

Annual Meeting Bag Sponsor \$1,000.00

Attendees will see your name well after the Annual meeting is over when they take home their meeting bag.

Sponsor something that lasts! You will receive your company logo on the Annual Meeting bags and recognition in Annual Meeting collateral.

H₂O Sponsor \$850.00

We want to encourage our attendees to stay hydrated during the festivities. As the H₂O sponsor you will receive your company logo on the water bottles that we will offer attendees as well as recognition in Annual Meeting collateral.

**Logo artwork must be provided by May 1, 2012*

Final Program Advertising

Advertising in the BBANYS Annual Meeting Program is a great opportunity to gain exposure with our attendees.

**We must receive your camera ready ad-copy no later than April 30, 2012 to ensure inclusion in the Final Program*

Quarter Page **\$250.00**

Half Page VERTICAL **\$525.00**

Half Page HORIZONTAL **\$525.00**

Full Page **\$750.00**

Agreement Deadline

If you are interested in being a LEVEL Sponsor, advertising in our Final Program or would like to secure one of our additional Sponsorship opportunities mentioned, please fill out the attached BBANYS Advertising & Sponsorship Agreement Form. Send your completed Agreement Form along with payment to BBANYS Central Office via fax: **(888) 734-8886** or U.S. Mail to:

BBANYS Central Office
Ashley Combs, Vendor Sponsorships
2901 Richmond Road, Suite 130-171
Lexington, KY 40509

The deadline to receive your completed Agreement Form, and still be listed in the Final Program, is **May 1, 2012**.

Company Information

Company Name: _____
 (as you wish it to appear in the program, please print/type clearly)

Company Representative(s): _____

Mailing Address: _____

 (City) (State) (Zip)

Phone: _____ Fax: _____

E-mail: _____

REGISTRATION DEADLINE: February 15, 2012 (in order for name to appear in preliminary program)
Registrations will be accepted until June 1, 2012.

Sponsorship Selection

Please indicate the Sponsorship and Advertising opportunities you wish to secure:

LEVEL SPONSORSHIP

- _____ GOLD \$1,000.00
- _____ SILVER \$750.00

* LEVEL Sponsors receive 2 complimentary registrations

ADDITIONAL SPONSORSHIPS

- _____ Thursday Breakfast/AM Break \$750.00
- _____ Thursday BOXED Lunch \$1,000.00
- _____ Thursday Afternoon Break \$750.00
- _____ Cocktail Reception \$2,000.00
- _____ Friday Breakfast/AM Break \$750.00
- _____ DAMP Workshop \$500.00
- _____ Speaker Sponsors \$500.00
- _____ DAMP Transportation \$1,000.00
- _____ Annual Meeting Bag Sponsor \$1,000.00
- _____ H₂O Sponsor \$850.00

PROGRAM ADVERTISING

- _____ Quarter Page \$250.00
- _____ Half Page VERTICAL \$525.00
- _____ Half Page HORIZONTAL \$525.00
- _____ FULL Page \$750.00

TOTAL FOR ADVERTISING & SPONSORSHIPS

\$ _____

Payment Information

Please indicate your method of payment:

CHECK, Please mail payment to:
BBANYS Central Office
 2901 Richmond Road, Suite 130-171
 Lexington, KY 40509

CREDIT CARD, Please circle type below:

VISA MASTERCARD AMERICAN EXPRESS

Credit Card #: _____

Expiration Date: ____/____

Name (as it appears on card): _____

Billing Address of credit card: _____

 (City) (State) (Zip)

I hereby authorize BBANYS to charge the above credit card for the amount of \$_____.

 (Cardholder Signature)