BBANYS

BLOOD BANKS ASSOCIATION OF NEW YORK STATE

www.bbanys.org

DEDICATED TO IMPROVING TRANSFUSION MEDICINE AND CELLULAR THERAPY

BBANYS Sponsor Opportunities

The Blood Banks Association of New York State invites you, our colleagues in transfusion medicine and cellular therapy, to join us at the 2022 BBANYS Annual Meeting on Saturday, June 4 at the New York Blood Center, New York, New York. We are very excited to once again meet in person.

We would like to offer you the opportunity to support the Annual Meeting of the Association by being a Platinum, Gold or Silver Level sponsor. Furthermore, we have enhanced our sponsor benefits this year to offer you recognition year-round, not just at Annual Meeting time. In addition to the packages we also have limited individual sponsorship opportunities.

We ask you, our industry partners, to help make the 2022 BBANYS Annual Meeting a success through your support. 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:

Sheryle Hazard
BBANYS Central Office
PH: (866) 397-8883
bbanys@bbanys.org

Mahdokht Parsi
2022 Conference Chair
PH: (718) 752-4628
mparsi@nybc.org

Sponsor Highlights

PLATINUM LEVEL
$2,750

GOLD LEVEL
$1,250

SILVER LEVEL
$1,000

Here's a quick look at additional sponsorship opportunities for the 2022 BBANYS Annual Meeting:

Continental Breakfast
$1,000

Lunch
$2,000

Morning and Afternoon Breaks
$800

Networking Social Hour
$800

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2022 Annual Meeting
Saturday, June 4

Platinum, Gold or Silver Level Sponsor Details

BBANYS Sponsorship Package Items 2022	Platinum Maximum 3 $2,750	Gold Maximum 4 $1,250	Silver $1000
Six Foot Table (no standard booths for 2022 due to space restrictions)	X	X	
Registration for two company representatives	X	X	
Company name and logo on event advertising	X	X	X
Conference program advertising	1/2 page	1/4 page	1/8 page
Speaking Opportunity at the Conference – up to five minutes at Annual Business Meeting	X		
Social Media posts on FB, Twitter and LinkedIn to acknowledge your sponsorship leading up to, during and following Conference	X	X	X
30-second company-filmed ad to be posted on BBANYS FB, Twitter, and LinkedIn twice in 2022 (BBANYS must approve content)	X		
BBANYS Quarterly Newsletter ad	3 issues of choice in 2022	2 issues of choice in 2022	1 issue of choice in 2022
Sponsor Spotlight in newsletter and on social media (FB, Twitter, and LinkedIn) in 2022	X		
Sponsor drafted (BBANYS approved) targeted eblast to all members anytime in 2022	X		
Scrolling Sponsor listing on the BBANYS Website Home Page before, during, and for 2 months following 2022 Conference – this would be your sponsorship level, logo/website link	X	X	X
BBANYS Sponsor mention/thank you on BBANYS Webinars	Fall and Spring Series	Fall Series	

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Additional Sponsorship Opportunities

Additional sponsorship opportunities have been designed for the 2022 Annual Meeting to provide fundraising for the Association and provide the maximum return on investment for our sponsors. Opportunities may be reserved on a first-come, first served basis and only one sponsor is permitted unless otherwise noted. Sponsors will be recognized in Annual Meeting promotional materials, in the conference program, and at the event/display.

BOX LUNCH SATURDAY - $2000:
In addition to the sponsor recognition shown above, your company will get recognition on each table. We will accept two sponsors.

CONTINENTAL BREAKFAST SATURDAY- $1000:
In addition to the sponsor recognition shown above, your company will get recognition on each buffet table. We will accept two sponsors.

MORNING and AFTERNOON COFFEE BREAK SATURDAY- $800:
In addition to the sponsor recognition shown above, your company will get recognition on each coffee service table.

NETWORKING SOCIAL HOUR - $800:
In addition to the sponsor recognition shown above, your company will get recognition on each table. We will accept two sponsors.

PROGRAM SPONSOR - $750:
Your name and company logo will be displayed at the bottom of the front and final pages of the event program, so attendees will see your name every time they check the agenda to see what's next. This sponsorship also includes the sponsor recognition shown above. Logo artwork must be received by April 1, 2022.

FILE FOLDER - $500:
Attendees will receive a high-quality file folder with your company logo and the BBANYS logo to hold their Conference materials. Logo artwork must be received by April 1,2022.

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2022 Annual Meeting
Saturday, June 4

Sponsor Details

Program Booklet Ad Deadline: Platinum, Gold, and Silver Sponsor/Program Color Ad Deadline is April 1, 2022. Ads must be in jpg format, 350 ppi, and measure: Half Page Horizontal: 3.5" x 4.5", Half Page Vertical: 7" x 2.25", Quarter Page: 3.5" x 2.25", or Eighth Page: 2.5" x 2".

Newsletter Ad Deadline: Platinum, Gold, and Silver Sponsor/Newsletter Color Ad Deadlines are: Q2: March 15, 2022, Q3: June 15, 2022, and Q4: September 15, 2022. Ads must be in jpg format, 350 ppi, and measure: Half Page Horizontal: 4.5" x 7.5", Half Page Vertical: 10" x 3.5", Quarter Page: 4.5" x 3.5", or Eighth Page: 2.5" x 3.5".

Your Exhibit Space Includes: A 6 ft x 3 in table, please contact Mahdokht Parsi at mparti@nybc.org or Sheryle Hazard at bbanys@bbanys.org if you require electricity. You may only display what will fit on your table.

Assignment of Space: BBANYS will make final assignments of table space with consideration for each exhibitor's needs, and the date sponsor confirmation/payment is received.

Sponsor Table Setup: Vendors may bring their display materials and set up tables on Friday, June 3 between 2pm-6pm. Your table display must be removed after 5pm on Saturday, June 4.

Eligibility: This display is designed to present products and services relating to the advancement of the transfusion medicine and cellular therapy profession. BBANYS reserves the right to prohibit any display materials that, in its opinion, are not in keeping with this mission. This conference/display may not be used to solicit employees.

Independent Events: No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with BBANYS program hours. The Association should be notified in writing of any special activities (whether entertainment, educational, or promotional in nature) planned by a sponsoring company for the period of Saturday, June 4, 2022. Announcements and invitations addressed to BBANYS members and BBANYS Conference attendees concerning such industry-sponsored events should clearly indicate the name(s) of the sponsor and must in no manner imply that the event is a part of, or an official activity of, BBANYS.

Cancellation Policy: Written notice to cancel must be received via email to bbanys@bbanys.org by April 15, 2022 to receive a 50% refund. No refunds will be given after this date and you must receive a confirmation of email receipt by BBANYS staff. If BBANYS cannot hold the conference in person, the conference will still be held virtually and similar sponsor benefits/recognition offered. No sponsor refunds will be given if the conference is held virtually. BBANYS is not responsible for any other costs incurred by exhibitors concerning the conference.

Liability: The exhibitor acknowledges that the Blood Banks Association of New York State (BBANYS) is not obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance, and the exhibitor must do so at his/her own expense. Exhibitors are expressly bound, at their expense, to pay for or repair all damage to the exhibit facility where the BBANYS Conference is being held, or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

The exhibitor agrees to assume all risks of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof. This includes any goods, merchandise, papers, and business records or other property which may be in or come into the exhibitor's possession during the exhibition, or in the course of assembling or disassembling the exhibit. The exhibitor also agrees to assume all liability for damage to any person arising from the movement and operation of the exhibit and releases BBANYS, its contractors, and the owners and managers of the exhibit facility from any liability whatsoever in respect thereto.

Lodging: Should you need lodging BBANYS has a small group of rooms blocked at the Hilton Garden Inn Midtown East, 206 E 52nd St, New York, NY 10022, 212-794-6000. The room rate is $209 per night for a King bed room or $229 per night for a room with 2 Queen beds. Please make your reservation by Wednesday, May 4, 2022, for the special rate and reference BBANYS as the group.

Additional Information: If you have questions or need additional information, contact the BBANYS office at 866-397-8883 or bbanys@bbanys.org.

Raffle Prizes: Everyone enjoys winning something. Call more attention to your product or service by donating something for our prize drawings. If you are a Platinum or Gold sponsor with a table display, winners will be asked to visit your table to claim their prize. If you do not have a display, we will provide you with the winner's name and contact information. Some items always well received are your own product items, restaurant gift certificates, gift cards, electronic devices, etc. If you would like to contribute something, please contact Mahdokht Parsi at mparti@nybc.org or Sheryle Hazard at bbanys@bbanys.org. All donations will be recognized in the newsletter and on social media.