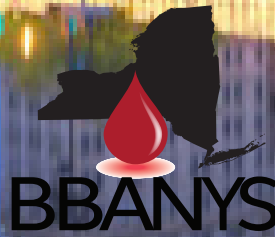


# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17 SYRACUSE, NEW YORK



BLOOD BANKS ASSOCIATION OF NEW YORK STATE

## 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 2024 BBANYS Annual Meeting on Thursday and Friday, May 16 & 17, at the historic Marriott Syracuse Downtown.

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. We have again enhanced our sponsor benefits to offer you recognition year-round, not just at Annual Meeting. In addition to packages, we have individual item sponsorship opportunities.

We ask you, our industry partners, to help make the 2024 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:

### Isabel Derks

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

### Sean Ryan

2024 Sponsor Liaison  
PH: (646) 983-0783  
sryan@nybc.org

### Elizabeth Stone, MD, PhD

2024 Conference Committee Chair  
PH: (646) 317-8952  
es2024@cumc.columbia.edu

### Majed Refaai, MD

BBANYS President  
PH: (585) 276-3927  
majed\_refaai@urmc.rochester.edu

## Sponsor Highlights

PLATINUM LEVEL  
\$2,750

GOLD LEVEL  
\$1,500

SILVER LEVEL  
\$1,200

Here's a quick look at additional sponsorship opportunities for the 2024 BBANYS Annual Meeting

Cocktail Reception  
\$4,000

Continental Breakfast  
\$2,500

Lunch  
\$5,000

Morning and Afternoon Breaks  
\$1000



# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17

## Platinum, Gold or Silver Level Sponsor Details

<b>BBANYS Sponsorship Package Items 2024</b>	<b>Platinum Maximum 3 \$2,750*</b>	<b>Gold Maximum 4 \$1,500*</b>	<b>Silver \$1,200</b>
8 x 8 booth space in Exhibit Area	X	X	X
Registration for two company representatives	X	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 2024 (BBANYS must approve content)	X		
BBANYS Quarterly Newsletter ad	2 issues of choice in 2024	1 issue of choice in 2024	1 issue of choice in 2024
Sponsor Spotlight in newsletter and on social media (FB, Twitter, and LinkedIn) in 2024	X		
Sponsor drafted (BBANYS approved) targeted eblast to all members anytime in 2024	X		
Scrolling Sponsor listing on the BBANYS Website Home Page before, during, and for 2 months following 2024 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	

\* Platinum and Gold Sponsor Demonstration Add-On – for an additional \$2,000 you will receive an additional space in the exhibit hall and be scheduled for a 15-minute demonstration at your space. We will promote your assigned demonstration time in advance so attendees can make plans to attend.

## Additional Sponsorship Opportunities

Additional sponsorship opportunities have been designed for the 2024 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. Details of these opportunities and their benefits are outlined on the next page.



# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17

## Additional Sponsorship Opportunities

### **CONTINENTAL BREAKFAST PACKAGE – two sponsors at \$2500 each:**

This sponsorship package includes a continental breakfast Thursday morning and a continental breakfast Friday morning. In addition to the sponsor recognition shown in the Sponsorship Package table outline on the previous page, your company will get recognition on each buffet table. We will accept two sponsors.

### **BREAK PACKAGE – three sponsors at \$1,000 each:**

This sponsorship package includes two breaks on Thursday and one on Friday morning. In addition to the sponsor recognition shown in the Sponsorship Package table outline on the previous page, your company will get recognition on each coffee service table. We will accept three sponsors.

### **BUFFET LUNCH – two sponsors at \$5,000 each:**

In addition to the sponsor recognition shown in the Sponsorship Package table outline on the previous page, your company will get recognition on each table. We will accept two sponsors. First-Come, First-Served Offer for one lucky company, if you take both luncheon sponsor slots for \$10,000 and the \$2,000 Demonstration Add-On, you may sponsor a 30-minute luncheon speaker in addition to receiving an additional space in the exhibit hall, and be scheduled for a 15-minute demonstration at your exhibit space.

### **COCKTAIL RECEPTION – three sponsors at \$4,000 each:**

This sponsorship opportunity will be the first to go so don't waste time - Secure this sponsorship TODAY! We can accept up to three sponsors. Your company will gain MAXIMUM exposure with this sponsorship. In addition to the recognition shown above, your company logo will appear on cocktail napkins, and you will be given an opportunity at the reception to thank our attendees for coming. Logo artwork must be received by March 1, 2024. We will accept three sponsors.

### **CONFERENCE SPEAKERS – unlimited sponsors at \$500 each:**

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 Program Booklet and signage. Unlimited speaker sponsorships are available.

### **ORAL ABSTRACT AND POSTER AWARDS – one sponsor at \$500:**

This sponsorship is for the \$400 award for the best oral abstract presentation and \$100 for the best poster award. Your company will be mentioned during the presentation of the awards. We will accept one sponsor.



# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17

## Additional Sponsorship Opportunities

### **CONFERENCE PROGRAM – one sponsor at \$1,000:**

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 recognition as shown in the Sponsorship Package table outline on the previous page. Logo artwork must be received by March 1, 2024. We will accept one sponsor.

### **ATTENDEE BAGS – one sponsor at \$1,000:**

Attendees will see your name well after the Annual meeting is over when they take home their meeting bag. You will receive your company logo on the bags and recognition as shown above. Logo artwork must be received by March 1, 2024. We will accept one sponsor.

### **ATTENDEE WATER BOTTLES – one sponsor at \$1,000:**

As the Water Bottle Sponsor your company logo will be displayed on the reusable water bottle each attendee receives at registration, and recognition as shown in the Sponsorship Package table outline on the previous page. Sponsor an attendee gift that will last beyond the conference. Logo artwork must be provided by March 1, 2024. We will accept one sponsor.

### **NAME BADGE LANYARDS – one sponsor at \$1,000**

By selecting this sponsorship opportunity, your company logo will be front and center on everyone's mind, as your company logo will be featured prominently on everyone's name badge lanyard! Logo artwork must be provided by March 1, 2024. We will accept one sponsor.



# 2024 ANNUAL MEETING

## THURSDAY AND FRIDAY, MAY 16 & 17

## Sponsor Details

**Program Booklet Ad Deadline:** Platinum, Gold, and Silver Sponsor/Program Color Ad Deadline is April 1, 2024. 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, 2024, Q3: June 15, 2024, and Q4: September 15, 2024. 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 table and two chairs. Note on the registration form if you require electricity, additional \$125 is imposed.

**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.

Shipping Information and Exhibitor Setup details will be provided as we get closer to the event.

**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.

**Security:** Security will be provided by BBANYS during the evening and overnight hours when the exhibits are closed.

**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 Thursday and Friday, May 16 & 17. 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 fax, mail, or email by March 15, 2024, to receive a 50% refund. No refunds will be given after this date. If BBANYS cannot hold the conference, the sponsors will not receive refund, each exhibitor will receive a copy of any conference materials and attendee lists that would have been distributed. 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.



# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17

## Sponsor Details

**Hotel Contract Indemnification Clause:** Blood Banks Association of New York State will indemnify, defend, and hold harmless Hotel and its management company, Crescent Hotels & Resorts LLC, and their affiliates from and against any loss or damage to Hotel property in any way caused by Blood Banks Association of New York State during its Event. Blood Banks Association of New York State will also indemnify, defend, and hold harmless the Hotel and its owner from and against any third-party claims for losses to property or personal injury arising out of or related to the negligence, gross negligence, or intentional misconduct of Blood Banks Association of New York State, its employees, agents, contractors or attendees. Blood Banks Association of New York State will not be required to indemnify the Hotel for claims caused by the sole negligence, gross negligence, or intentional misconduct of the Hotel.

**The Exhibitor understands that neither BBANYS nor the Marriott Syracuse Downtown maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.**

**Lodging:** The 2024 meeting is being held at Marriott Syracuse Downtown in Syracuse, NY. The hotel was fully restored in 2016 to its 1924 glory. Those of you who attended the BBANYS Conference in 2017 may remember the historic beauty of this property which is on the National Register of Historic Places. All guest rooms include complimentary Wi-Fi access. We have blocked 40 rooms for attendees and exhibitors. Overnight room rates per night: Single/Double -Standard Rooms: \$179 (These rates will be subject to 15% sales).

Book your group rate for Blood Banks Association of New York State 2024 Annual Conference.

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

**Please Donate 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 note it on the sponsorship registration form. All donations will be recognized in the newsletter and on social media.



BLOOD BANKS ASSOCIATION OF NEW YORK STATE

# 2024 ANNUAL MEETING THURSDAY AND FRIDAY, MAY 16 & 17 MARRIOTT SYRACUSE DOWNTOWN, SYRACUSE, NEW YORK

DEDICATED TO IMPROVING TRANSFUSION MEDICINE AND CELLULAR THERAPY

## Sponsor & Advertising Agreement

Company Name \_\_\_\_\_

(as it is to be printed on program materials)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Representative 1: Name \_\_\_\_\_

Representative 2: Name \_\_\_\_\_

### EXHIBITOR/SPONSORSHIP INFORMATION: Please select your level of participation

\_\_\_\_\_ **PLATINUM** Level - \$2,750      \_\_\_\_\_ **GOLD** Level - \$1,500      \_\_\_\_\_ **SILVER** Level - \$1,200

\_\_\_\_\_ Demonstration Add-On - \$2,000 (Platinum & Gold levels only)

Please check here if you require electricity include additional \$125.

Please check if you will provide a raffle prize.

### Please select additional sponsorship opportunities in which you wish to participate (given on a first come, first served basis).

\_\_\_\_\_ Continental Breakfast Package - \$2,500

\_\_\_\_\_ Break Package - \$1,000

\_\_\_\_\_ Buffet Lunch - \$5,000

\_\_\_\_\_ Buffet Lunch (both spots) - \$10,000

\_\_\_\_\_ Cocktail Reception - \$4,000

\_\_\_\_\_ Conference Speakers - \$500

\_\_\_\_\_ Oral Abstract and Poster Awards - \$500

\_\_\_\_\_ Conference Program - \$1,000

\_\_\_\_\_ Attendee Bags - \$1,000

\_\_\_\_\_ Attendee Water Bottles - \$1,000

\_\_\_\_\_ Name Badge Lanyards- \$1,000

### FINAL PROGRAM ADVERTISING:

\_\_\_\_\_ Full Page, Color Ad - \$750 (7" h x 4 1/2" w)

\_\_\_\_\_ Half Page Horizontal, Color Ad - \$525 (3 1/2" h x 4 1/2" w)

\_\_\_\_\_ Half Page Vertical, Color Ad - \$525 (7" h x 2 1/4" w)

\_\_\_\_\_ Quarter Page, Color Ad - \$250 (3 1/2" h x 2 1/4" w)

\_\_\_\_\_ Eighth Page, Color Ad - \$250 (2 1/2" h x 2 w)

### NEWSLETTER ADVERTISING:

\_\_\_\_\_ Full Page - \$750/Issue (10" h x 7 1/2" w)

\_\_\_\_\_ Half Page Horizontal - \$525/Issue (4 1/2" h x 7 1/2" w)

\_\_\_\_\_ Half Page Vertical - \$525/Issue (10" h x 3 1/2" w)

\_\_\_\_\_ Quarter Page - \$250/Issue (4 1/2" h x 3 1/2" w)

\_\_\_\_\_ Eighth Page - \$250/Issue (2 1/2" h x 3 1/2" w)

### PAYMENT METHOD

\_\_\_\_\_ Check Enclosed

\_\_\_\_\_ Please charge my (circle one)    Visa    MC    Discover    AMEX

Name on Credit Card \_\_\_\_\_ Card # \_\_\_\_\_

3-Digit Code \_\_\_\_\_ Exp Date \_\_\_\_\_

Cardholder Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I authorize BBANYS to charge the credit card provided about for:

Sponsorship \$ \_\_\_\_\_ Advertising \$ \_\_\_\_\_ Total Enclosed \$ \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_ Date \_\_\_\_\_

### Please Mail or Fax Agreement Forms with payment to:

**BBANYS • 2345 Rice Street, Suite 220, St. Paul, MN 55113 • Phone (866) 397-8883 • Fax: 651-317-8048**

**Email: [bbanys@bbanys.org](mailto:bbanys@bbanys.org)**

**Payment must be received in full by April 1, 2024**