AATB ANNUAL MEETING

SEPTEMBER 24 - 27, 2019

SHERATON CENTRE TORONTO HOTEL
TORONTO, CANADA

EXHIBITOR & SPONSORSHIP PROSPECTUS
NEW FOR 2019

Increased Affiliate Member booth discount: $750

Affiliate Member company booth(s) will receive 1 extra complimentary representative badge per booth purchased.

Increased Affiliate member recognition with:
- Signage listing all Affiliate company names displayed at the Annual Meeting
- Affiliate member companies printed in the Exhibitor Guide
- Affiliate member companies listed on the mobile app

Affiliate Member sponsorship discount: $500

Affiliate Members now have the ability to send 1 push notification per day, up to 25 word maximum, during exhibit show days of the Annual Meeting.

Additional exhibitor badges available at only $250 each. non-Affiliate Member rate will be $350 each.

Deadline Dates:

APRIL 23 - MAY 3: AFFILIATE MEMBER BOOTH SELECTION BEGINS
MAY 6: BOOTHS OPEN TO PREVIOUS YEAR EXHIBITORS
MAY 9: BOOTHS OPEN TO PUBLIC FOR PURCHASE
JULY 1: BOOTH & SPONSORSHIP APPS, PROFILES & LOGOS DUE FOR ONLINE ADVERTISING INCLUSION
AUGUST 23: NO REFUNDS BEYOND THIS POINT FOR CANCELLATIONS OF SPONSORSHIP OR BOOTH
AUGUST 26: BOOTH SELECTION, PAYMENT AND PROFILES DUE FOR IN PRINT INCLUSION
AUGUST 26: SPONSORSHIP SELECTION AND PAYMENT DUE FOR IN PRINT INCLUSION
SEPTEMBER 6: BADGE PERSONNEL NAMES DUE
Why exhibit with AATB?

The AATB Annual Meeting gathers more than 650 of the best and the brightest minds in the tissue banking profession for collaboration, training and networking opportunities that are not available anywhere else in the world. The AATB Annual Meeting Exhibit Hall, sponsorship opportunities, and conference advertising provide invaluable exposure to a specialized professional segment with highly complex needs and challenges.

Who is this conference for?

- Donor Family Services staff
- Physicians who are medical directors or pathologists
- Nurses
- Physician specialists (e.g., orthopedic surgeons, burn surgeons) who rely on the use of human tissue in patient care and treatment
- Tissue bank specialists
- Regulatory and quality assurance staff
- Others involved in tissue recovery and banking
What previous exhibitors say about the AATB Annual Meeting:

"Great job, outstanding compared to every other show I attended and worked."
"The way you take care of the exhibitors puts you in a class of your own!"
"I made several contacts with serious buyers and for us that is the main goal of exhibiting."
"I really enjoyed the networking opportunities and would like to do more of that at my next show."

Interested in becoming an Affiliate Member?

Become an Affiliate Member* for only $5000 today and reap ALL the benefits and discounts that AATB has to offer:

- Five complimentary individual memberships that will have access to members-only areas of the AATB website and portal, including discussion forums, documents, membership and organization directories, and more (these individual members are classified as non-voting individual affiliate members). (Valued at $1125)
- AATB individual discounted membership pricing for AATB registered events and programs. (Average savings of $300 per event)
- Discounted Affiliate Member rate for Annual Meeting sponsorship plus 1 additional free registration. (Saving up to $1600)
- Discounted Affiliate Member rate for Annual Meeting exhibit booth space, plus 1 additional exhibitor representative badge. (Saving up to $1100)
- Listing of your company name, company description, and banner button on the AATB website. (Value at $500)
- Affiliate member exhibiting companies at the Annual Meeting may send 1 push notification through the AATB event app per exhibiting day! (Valued at $500)
- Your company name listed on select signage and printed at the AATB Annual Meeting. (Valued at $800)

Join today by emailing

Julie Bly at blyj@aatb.org.

*An Affiliate Member is defined as: Any manufacturer, supplier, shipping, packaging, laboratory, or storing organization that shares AATB’s vision and mission, but is not eligible for AATB Accreditation.
AATB Booth Pricing

- **Corner Premium Booth Affiliate Member**: $3,000  
- **All Other Booths Affiliate Member**: $2,500

- **Corner Premium Booth Non-Affiliate Member**: $3,750  
- **All Other Booths Non-Affiliate Member**: $3,250

Please note: Booths are 10' x 10', except 507 and 509 which are 8' x 10".
All booths come with one (1) 6-foot skirted table, a trash receptacle and two (2) chairs.
The exhibit floor is carpeted.

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American Association of Tissue Banks 2019  
September 24 - 27, 2019

**Corner Premium Booths:**

500, 513, 514, 517, 515, 539, 622, 638, 602, 610, 701, 702, 710, 711, 801, 811, 910, 1010
Booth Information

Your booth rental provides your company representative(s) with exclusive admission to the expo hall, expo hall functions, educational sessions and credits associated with such activities. In addition, it includes:

Attendee Lists: Please use the AATB app to view current attendees that have given person to release their information. Printed or digital spreadsheet attendee lists are no longer supplied due to current and pending privacy laws.

Free Food & Beverage: AATB provides free food and beverage service throughout the Annual Meeting functions. Exhibitors are welcome to these functions as well.

Listing in the AATB app and on the AATB website: Your exhibiting company will be included in our exhibitor section of the AATB Annual Meeting app and website.

Registration for exhibitors: Exhibiting company will receive two (2) complimentary registrations per booth purchased for non-Affiliate Member exhibiting companies and three (3) for Affiliate Member exhibiting companies. Registrations include admission to the Annual Meeting and all non-ticketed events.

Draping & Signage: Your booth space will be framed with an 8’-high back drape and 36”-high side rails. You’ll also receive a 7” x 44’ booth identification sign showing your company name and booth number. (Any alterations made to the standard 8’ height dimension, where permitted, will be at the exhibitor’s own expense.)

Exhibitor’s Directory Listing: All attendees have the opportunity to pick-up an Exhibitor Guide when on-site at the AATB registration desk. All attendees also have the ability to use the AATB app which will also list all exhibiting companies. Please see the deadline submission dates to make sure your company information is received in time for these free exposure opportunities.

Booth Regulations

In-Line Booths: These booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “non-corner” booths. These booths are 10’ wide by 10’ deep, with a maximum back wall height limitation of 8’.

Regardless of the number of In-Line booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8’ is allowed only in the rear half of the booth space, with a 4’ height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three (3) or more In-Line booths are used in combination as a single exhibit space, the 4’ height limitation is applied only to that portion of the exhibit space which is within 10’ of an adjoining booth.)

Corner Booths: A Corner Booth is like an In-Line Booth except that it is exposed to aisles on two (2) sides. All other guidelines for In-Line Booths apply.

End-Cap Booths: An End-Cap Booth is exposed to aisles on three (3) sides and composed of two (2) booths. End-Cap Booths are generally 20’x10’. The maximum back wall height limitation of 8’ is allowed only in the rear half of the booth space and within 5’ of the two aisles with 4’ height restriction imposed on all materials in the remaining space forward to the aisle.
AATB Annual Meeting Exhibits Application

TO SUBMIT FOR BOOTH REGISTRATION
Please visit www.aatb.org and click "Events & Education" in the ribbon, then select "Annual Meeting" from the list on the left of the screen.

Questions? Please contact Julie Bly, Director of Member Engagement & Marketing at 703.229.1031 or by email at blyj@aatb.org.

** Your company must be an Affiliate Member at the time of purchasing to receive the discounts and other member perks associated with the Affiliate Membership. Affiliate Member rate is $5000 from January 1 - December 31. Affiliate Membership dues are not prorated. Refunds will not be given if a company decides later to become an Affiliate Member after already purchasing booth(s) and/or sponsorship(s) at a non-Affiliate Member rate.

AATB Annual Meeting Exhibits Personnel Registration

Each exhibit booth package includes access for three (3) on-site representatives if your company is an Affiliate Member or two (2) on-site representatives if your company is not an Affiliate Member, to attend the Annual Meeting, educational sessions and activities within the AATB Annual Meeting areas. Additional badges may be purchased.

To register your booth representatives, send name(s), title(s) and email address(es) of those representatives to Julie Bly at blyj@aatb.org. If you have more than your free allotment of booth representatives, you will be billed. Those additional booth representatives will not be entered or receive a badge at the Annual Meeting until those additional fees are paid.
Exhibit Hall Hours (Tentative)

Tuesday: Set-up 12:00 noon - 5:00 p.m.
Wednesday: Set-up 9:00 a.m. - 4:00 p.m.; Exhibits Open 5:30 p.m. - 6:30 p.m.
Thursday: Exhibits Open 8:00 a.m.
Friday: Exhibits Open 8:00 a.m.; Tear Down: 11:30 a.m.

Please note: This schedule is subject to change.

Bonus For Purchasing and Completing Booth Selection Process* Before July 1 - A CHANCE TO WIN BIG FOR 2020!

Your company will receive 2 bonus complimentary drink tickets per registered booth representative to use at the AATB Welcome Reception. Your company will also receive exposure in booth listings being published in the AATB News Brief and AATB social media accounts. Finally, your company will be entered to win a $1000 discount for your booth at the 2020 Annual Meeting in Denver, Colorado!

*To be eligible, you must be registered, pay in full and have completed all steps including company description and logo submission needs, by midnight, June 30.
Applications for booth space and sponsorship are required to be completed and paid for online. You may also submit by mail, check payment for booth or badges. If sending in a check payment, please contact Julie Bly at blyj@aatab.org to start the booth process and submit for billing. All booth payments must be received within 10 business days or the booth/sponsorship may be released. No requests for exhibit space will be accepted by telephone. Booth assignments may be changed by AATB only with prior approval of the exhibitor. If circumstances beyond the control of the AATB require a reassignment, the association will consult with the exhibitor to locate an alternative space. The AATB will have final authority on booth assignments.

Booth assignments will be made to Affiliate Members first, followed by prior year exhibitors, then open to the public. Please refer to the deadline section for dates of opening exhibit space for purchase. If booth applications are received on the same day, preference will be given to the company that is the Affiliate Member, followed by those who have exhibited and sponsored with AATB the most since 2010. AATB reserves the right to assign space to companies requesting a large quantity of booth spaces in a manner that ensures maximum efficiency.
Annual Meeting Specifications

This Exhibitor Prospectus is part of the booth space application and contract for the AATB Annual Meeting. Each exhibitor agrees to meet any applicable requirements for the federal, state, municipal and territory governments, police and fire departments of the city, the management of the building, and to obtain and pay for all necessary permits and licenses, should any be required for the display of your exhibit. Each exhibitor shall be responsible for collecting and/or paying all applicable local, state and federal taxes.

Service Kits: Exhibitor Service Kit will be provided by the general contractor, Stronco, listing available services, electrical equipment, booth furniture and decorating materials, together with forms and will be emailed to exhibitors on or before July 1. The completed forms should be returned to the appropriate service company by the specified date using the specific information supplied on the forms.

Carpet: The Annual Meeting exhibition area is carpeted.

Dismantling: All exhibits must be removed from the expo hall by the exhibiting company at its own expense no later than what is listed on the Exhibitor Service Kit supplied by the exposition company.

Loading/Unloading: You are strongly encouraged to utilize the services of our exposition company and their official freight company for the shipment of material. The company we have contracted with is the only company with access to the loading docks.

Shipping Instructions: All materials must be shipped to and handled by the official AATB exposition company. No exhibitor material will be accepted by the convention center/hotel or by the AATB, nor will the association assume responsibility for loss or damage to goods consigned or shipped to it. All goods must be plainly marked with the exhibitor’s name and assigned booth number. Under no circumstances will goods be accepted on which there are charges due. For all shipments, please refer to the information supplied in the Exhibitor Services Kit.

Customs Broker: The AATB official Customs Broker is Academy Customs & Traffic and can be contacted at 905.677.9834. Stronco, the AATB exhibition services contracted company, can and will also assist with any shipping needs, working closely with Academy Customs & Traffic. Stronco contact phone is 905.270.6767. They can guide you through the process of shipping your exhibit materials to Toronto, and will assist with customs clearance and shipping. AATB has received important Canada Border Services privileges to facilitate sending your exhibit materials. They will also route your exhibit material to the appointed advance warehouse. If you are shipping by courier such as FedEx, UPS or DHL you may still use them to act as your customs broker but do not ship by postal service. All shipments entering Canada must also be accompanied by a completed Canada customs invoice. For more information, please refer to either of these listed companies.
Rules of Annual Meeting
Exhibition & Sponsorship

Necessary regulations of the proper conduct of exhibits as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct the Annual Meeting. Such timely regulations and decisions, as shall be necessary in addition to the following, shall be at the discretion and judgement of the AATB’s executive staff, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By entering in an agreement for sponsorship or booth space purchase with AATB, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations as well as the decision of the exposition management and the AATB executive staff in interpreting the same.

Booth Guidelines: If an exhibitor is using its rental space in a manner that is detrimental to the association, convention or meeting, or infringes on the rental of space by other exhibitors (including sight obstruction, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor’s display is not in keeping with the character and purpose of the show, the association, through its executive staff, reserves the right to request corrective action. If an exhibitor is unable or unwilling to comply with the request, the association reserves the right to cancel the use for that space, or bar from the expo/meeting hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the expo hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due to the association for the rental of the booth space.

Cancellation, Interruption or Postponement of The Annual Meeting: In the event that the Annual Meeting is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the AATB, whether such occurrence be, but not limited to, an act of God, or the result of war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the AATB to permit any exhibitor to occupy the premises, the AATB shall make a good faith effort to adjust the rental fee for the space based on the period of time the space was or could have been occupied by such exhibitor, and the AATB is released from any and all claims for damages which may arise in consequence thereof.

Utilization of Celebrities, Entertainers, Authors and more: Exhibiting companies wishing to utilize the services of individuals other than their own associates, such as celebrities, entertainers, authors, etc., are required to seek approval for the activity in writing sixty (60) days in advance of the AATB Annual Meeting to the attention of Julie A. B. Bly, MPS, AATB Director of Member Engagement and Marketing. The request shall include an overview of the proposed activity and provide enough detail to address how the activity will be conducted. Activities that are foreseen to be potentially disruptive to other exhibitors will not be approved.

Cancellation Of Booth Space: Please refer to the deadlines previously posted. The exhibitor shall give AATB written notice of intention to cancel or withdraw from the Annual Meeting. In the event that notice is received by the deadline dates previously listed, the exhibitor will receive a refund of the entire amount, minus a $500 non-refundable processing fee. No refunds will be given at the specified deadline date, even if the space is resold to another party.
Rules of Annual Meeting Exhibition Cont.

Hanging Signs and Other Materials: Exhibitors wishing to hang signs or other materials over their booth(s) must submit a written request to the attention of AATB’s Member Engagement & Marketing Director, Julie Bly, for approval sixty (60) days prior to the Annual Meeting.

Installation and Dismantling: Exhibitors will be permitted to begin assembling their exhibits during hours set by the exhibition company and sent to all exhibitors by July 1 by email. Inspection by the AATB designated staff will be complete sixty (60) minutes before the start of the show to ensure that all exhibitors are within compliance with the rules and regulations set forth in this document.

In the event an exhibit has not been properly set-up by that time, the AATB reserves the right to remove unsightly materials or to cover them in an appropriate manner at the exhibitor’s expense. Exposed unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. No set-up will be permitted during show hours. Exhibitors who plan to hire the services of another exhibit service firm must:

1. Notify AATB thirty (30) days prior to first day of show set-up with name, address, telephone and email address of the service firm and contact name of the person charged with the set-up from said firm.

2. Service firm must notify AATB thirty (30) days prior to the first day of show set-up of the names of all exhibiting companies for which it has orders and the names of all employees working on the show, and furnish proof that adequate insurance is maintained to cover possible liabilities.

3. Upon arrival at the Annual Meeting, service companies must check-in at the AATB registration desk to receive proper paperwork and instructions. The unpacking, assembly and dismantling of displays and equipment may be done by employees of the exhibiting company.

Dismantling: All exhibits must be removed from the expo area by the exhibiting company at its own expense no later than the hours that are supplied by the AATB official exhibition services company. If an exhibitor fails to remove its exhibit before the deadline given, the AATB may remove such exhibit to a storage warehouse at the risk and expense of the exhibitor, who shall pay any damage or expense incurred by the association in removing the exhibit. No exhibit or part of an exhibit may be removed from the space allocated during the period of exposition, except in cases of extreme necessity. Permission for such removal must be obtained from the AATB executive staff.
Insurance: Exhibitors must make provisions for the safekeeping of their goods before, during and after the Annual Meeting. Neither the AATB nor the management of the Annual Meeting site shall be responsible for any injury which may occur to an exhibitor or its representatives or employees, nor for the safety of any exhibit or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the AATB harmless and free from all damages or liabilities of any kind.

Liability: The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the AATB, Annual Meeting site/hotel/convention center, the official service contractor and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorney fees arising out of or caused by exhibitors’ installation and removal, maintenance, occupancy or use of the exposition premises or part thereof, excluding any such liability caused by the sole negligence of AATB. Annual Meeting site/hotel/convention center, the official service contractor, their employees and agents.

In addition, the exhibitor acknowledges that AATB and the Annual Meeting site/hotel/convention center do not maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage. This can be done by riders to existing policies, often at no extra cost.

Outside Exposition and Activities: During scheduled Annual Meeting activities, the exhibitor agrees, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the Annual Meeting exposition area. Exhibitor also agrees not to entertain Annual Meeting attendees during exposition hours or Annual Meeting program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the Annual Meeting and scheduled meeting activities.

Photography: No photography or videography will be permitted in any Annual Meeting area except by pre-approved members of the trade press. AATB staff and the official show photographer, who will be identified as such by their badges. Unauthorized cameras, as well as electronic devices such as cell phones that are being used to take photographs and video, will be removed from the hall.

By attending the Annual Meeting as an exhibitor, attendee or guest, you acknowledge that you may be photographed while attending the Annual Meeting. You agree to allow the American Association of Tissue Banks to publish these photographs on their official website, social media pages and/or on official AATB related materials and presentations.

Protection of Employees and Property: Exhibitors agree to release and to protect and hold harmless the AATB and its officers, directors and staff from any and all claims for damages, suits, etc.; for injuries to themselves, their representatives or employees; and for damage to property in their custody, owned or controlled by them, which claims for damages, suits, etc., may be incident to, arise from, grow out of or be connected with their use or occupation of space.

Security: Security will be provided during the hours that the exhibit area is not open by exhibit management during the show, beginning on the day of set-up until tear down. However, each exhibitor should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. Exhibit manager, hotel, and/or AATB will not be responsible for loss or damage due to any cause.
Rules of Annual Meeting Exhibition Cont.

Smoking Policy: The AATB has designated the Annual Meeting a non-smoking area. Smoking will not be permitted any time during move-in, move-out or during dates of the Annual Meeting.

Soliciting by Non-Exhibitors: Soliciting in any manner within the Annual Meeting space by any member, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has received permission from the AATB. Any person, group or firm that has received permission but is found soliciting in the Annual Meeting exhibit area or elsewhere in the hotel where said person, group or firm has not received permission to solicit, will be required to forfeit their Annual Meeting badge(s) to the association and may be barred from the Annual Meeting exhibition area, from all meetings and function rooms and other areas being used by the association, and from all official activities of the Annual Meeting. Those forfeiting Annual Meeting badge(s) will not be entitled to refunds of any registration fees or other monies paid to the association.

To be permitted to conduct promotional or sales activities in the exhibition area, an organization or person(s) supplying goods and services to the tissue banking industry must have contracted for booth space or sponsorship. Sponsors are permitted to have their company literature placed on a table located within the Annual Meeting area as designated by the AATB staff. Non-exhibiting or non-sponsoring firms and/or persons will not be permitted to conduct promotional or sales activities in the exhibition or meeting areas of the Annual Meeting. Anyone violating this policy will be escorted from the Annual Meeting areas and their registration credentials revoked.

Unoccupied Space: The AATB reserves the right to rent to any other exhibitor, previously rented but unoccupied space 30-minutes prior to the opening of the Annual Meeting exhibition hall on the first day of the event. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee.

Use & Care of the Exhibitor’s Space: Exhibitors agree that all products to be displayed are suitable to the tissue banking industry. Booth space will be used only for display purposes and soliciting in the aisles will not be permitted. Each exhibitor shall care for, keep in good order and surrender the space occupied by it in the same condition, ordinary wear expected. Daily maintenance is the responsibility of the exhibitor and not included in the cost of the booth space. Vacuuming service may be ordered through the exhibition services contractor.
Sponsorship Opportunities

**Platinum Sponsor**
$11,000*

**Gold Sponsor**
$7,500*

**Silver Sponsor**
$4,000

**Bronze Sponsor**
$3,000

**Wi-Fi or Welcome Reception Sponsor**
Receive: 6 complimentary badges, company name listed in the Exhibitor Guide, name on the app and website, printed signage denoting your sponsorship, listing on the main entrance sign as a sponsor. *Co-Sponsoring is permitted with this sponsorship. Each co-sponsoring company to get 2 complimentary badges. Limit of 4 companies max. co-sponsoring per item.

**Choose from: Conference Lanyards or Portfolio Sponsorship or Mobile App**
Receive: 4 complimentary badges, company name listed in the Exhibitor Guide, name on the app and website, company name printed on lanyard or portfolio depending on your selected sponsorship, listing on the main entrance sign as a sponsor, if a mobile app sponsor you get a splash screen ad. *Co-Sponsoring not available on lanyards or portfolio. 1 complimentary badge per co-sponsored company for mobile app sponsorship. Max of 4 co-sponsoring companies.

**Sponsor A Lunch**
Receive: 2 complimentary badges per sponsored lunch, company name listed in the Exhibitor Guide, name on the app and website, printed signage/tent cards at food station area denoting your sponsorship, listing on the main entrance sign as a sponsor.

**Sponsor Every Refreshment Break Or Breakfast (Break Sponsor Not Exclusive)**
Receive: 2 complimentary badge, company name listed in the Exhibitor Guide, company name listed in the AATB app and website, listing on the main entrance sign as a sponsor, printed tent cards at the area denoting your sponsorship. Co-sponsoring not available with this option.

If you are an Affiliate Member, you will receive 1 FREE additional badge with paid sponsorship, plus $500 off the sponsorship price! See the sponsorship section online to see the breakdown of each sponsorship option.