The 34th International Congress of the ISBT will take place at the Dubai World Trade Centre. Dubai is easily accessible from anywhere in the world with over 8,000 weekly flights operated by 140 airlines to over 270 destinations across all continents. The area housing the ISBT congress is compact with the exhibition hall immediately adjacent to the plenary and parallel session rooms; this will make for a welcoming atmosphere. Coffee and tea breaks as well as lunch will be served in the exhibition area to ensure maximum footfall.

ISBT congresses give the opportunity for those working in transfusion medicine to meet with colleagues from around the world and to attend first rate scientific and educational sessions. These are two of the most important benefits listed by ISBT members. At our congresses over 50% of attendees completing feedback surveys site the exhibition as one of the reasons for attending the congress. The exhibition gives delegates an opportunity to connect with industry and vice versa. As an exhibitor you will have access to more than 2,000 delegates from over 100 countries including CEO’s of blood services, medical directors, physicians and senior research scientists. Over half of all delegates have purchasing responsibilities. The exhibition gives you the opportunity to showcase new and current products and technologies.

ISBT congresses also give a number of sponsorship openings which give you extra exposure to the delegates. New this year is the opportunity to sponsor charging stations and seating areas. We are looking forward to working with you at the 34th International congress of ISBT and thank you for your support.

Judith Chapman
Executive Director ISBT

INTRODUCTION

AUDIENCE
Although the delegates will be primarily transfusion medicine scientists and clinicians, we are also anticipating participation by:
• Medical technologists
• Surgeons
• Anaesthetists
• Blood service managers
• Nurse Practitioners

DUBAI WORLD TRADE CENTRE
The congress will take place at Dubai World Trade Centre, home to the region’s largest purpose-built complex for events and exhibitions. This modern, multi-purpose venue is located in the epicentre for business tourism in Dubai with a wide range of hotels, restaurants and attractions close by.

SITE VISIT
An ISBT staff escorted visit to Dubai World Trade Centre will be organized for industry representatives on February 11, 2016. ISBT Dubai sponsors and exhibitors will be offered the possibility to check out the exhibition areas, meeting rooms and meet with local suppliers for all needs like catering, hostesses and the DMC. A reply form can be found on page 15 of this booklet.

SPONSORSHIP OPPORTUNITIES
In addition to exhibition space and satellite symposia the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget we are open to any creative proposals. Please see page 8 & 9 for the full range of sponsor opportunities.

HOTEL ACCOMMODATION
For accommodation requests in Dubai, please contact the official ISBT-2016 Housing Agent;
MCI Amsterdam
E: ISBRegistration@mci-group.com.

NOVEMBER, 2015
Congress website live

FEBRUARY, 2016
Industry Site Inspection, Dubai (February 11)

FEBRUARY, 2016
Start allocation exhibition and sponsor items, based on sponsor levels

MARCH, 2016
Circulation of technical information to exhibitors

APRIL, 2016
Abstract Submission deadline

JULY, 2016
Deadline for participation’s early bird registration fee

JULY, 2016
Deadline for signing sponsorship contracts

SEPTEMBER 2, 3 & 4, 2016
Setting up of exhibition

SEPTEMBER 4 - 7, 2016
Exhibition 34th International Congress of the ISBT

SEPTEMBER 7, 2016
Dismantling of exhibition

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CONGRESS ORGANISER
c/o MCI Amsterdam
Jan van Goyenkade 11
1075 HP Amsterdam, The Netherlands
Tel: +31 20 679 3411, Fax: +31 20 673 7306
E-Mail: dubai@isbtweb.org

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ISBT CORPORATE PARTNERSHIP

### ISBT has a Corporate Partnership programme.
Depending on the level of Corporate partnership the benefits include:

- Priority choice of booth location
- Priority choice of satellite symposia
- Meeting with members of the ISBT Board of Directors
- Complimentary registrations to the Congress – the number depends on the level
- Acknowledgment as a Corporate Partner in the exhibition manual and on the Congress website
- Discount on advertisements in Transfusion Today
- Recognition on the ISBT website
- Opportunity to work with ISBT when appropriate on relevant educational activities.

**BECOMING AN ISBT CORPORATE PARTNER**
Please contact the ISBT Central Office for more details on becoming an ISBT Corporate Partner via office@isbtweg.org

---

**NUMBER OF PARTICIPANTS**

<table>
<thead>
<tr>
<th>Congress</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seoul, 2014</td>
<td>2351</td>
</tr>
<tr>
<td>Cancún, 2012</td>
<td>1906</td>
</tr>
<tr>
<td>Berlin, 2010</td>
<td>3395</td>
</tr>
<tr>
<td>Macau, 2008</td>
<td>1863</td>
</tr>
</tbody>
</table>

**PARTICIPANTS PER CONTINENT ISBT CONGRESSES**

- **Europe**: 46%
- **Asia**: 36%
- **Americas**: 12%
- **Africa**: 3%
- **Oceania**: 3%

**REASONS FOR PARTICIPATIONS**

- 82% - Attend to learn about new opportunities & products in the industry
- 69% - Want to meet the industry face to face
- 47% - To attend the exhibition
The exhibition will be located in the heart of the congress. The catering areas are located in such a way that a dynamic flow of congress delegates and exhibition visitors will be generated.

The main plenary room is immediately across the corridor from the exhibition hall. There will be ample time to visit the exhibits and to meet the representatives of the sponsoring companies.

**STAND RENTAL**
The rental fee is € 350 per m². Floor space is available in units of a minimum of 9 m² (3x3 meter). The rental fee is excluding stand construction.

Note, there will be a reduced fee for publishing houses, book stores, non-profits and NGO’s (after final approval by organisation): € 300 per m².

The exhibition will be open for registered congress participants during the following hours (please note that these are preliminary hours):

- Sunday, September 4 18.30 - 21.00 hours
- Monday, September 5 09.00 - 18.00 hours
- Tuesday, September 6 09.00 - 18.00 hours
- Wednesday, September 7 09.00 - 16.00 hours

**TERMS OF PAYMENT**
After the contract (page 13 & 14) is received by the Congress Organiser, a confirmation and an invoice for the total amount will be sent and payment is due within three weeks of receipt.

**CANCELLATION OR REDUCTION**
Notification of an exhibitor’s decision to cancel or reduce exhibit space must be submitted to the Congress Organiser in writing before May 1, 2016. The effective date of space cancellation or reduction will be the date on which the Congress Organiser receives the written notice.

For cancellation made:
- Before May 1, 2016, 10% of the total costs will be retained
- From May 1 - July 1, 50% of the total costs will be retained
- After July 1, 2016, 100% of the total costs will be retained

**LEVEL SPONSORS**
The total value of your sponsorship and exhibition contribution will determine your sponsor level. Exhibitors are free to make their selection from the list of sponsor opportunities and satellite symposia. Allocation of booth location and sponsor items, including satellite symposia, commences on a first-come-first-serve base within the level of sponsorship.

Please find below an overview of the sponsor levels (including their benefits)

---

**ADDITIONAL SPONSOR OPTIONS**
Please find the complete list of additional sponsor items on page 8 & 9. We do welcome creative suggestions and are happy to liaise with you about extra options.

---

### SPONSOR LEVELS

<table>
<thead>
<tr>
<th>Level 1**</th>
<th>Level 2**</th>
<th>Level 3**</th>
<th>Level 4**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Sponsor</strong></td>
<td><strong>Sponsor</strong></td>
<td><strong>Contributor</strong></td>
<td><strong>Exhibitor</strong></td>
</tr>
<tr>
<td>Above € 120,000*</td>
<td>Between € 60,000 - € 120,000*</td>
<td>Between € 35,000 - € 60,000*</td>
<td>Below € 35,000*</td>
</tr>
</tbody>
</table>

**Exposure on sponsor level (website/mailings)**
- ☑
- ☑
- ☑
- ☑

**Priority booth location**
- 1st
- 2nd
- 3rd
- 4th

**Priority satellite symposium**
- 1st
- 2nd
- 3rd
- 4th

**Priority sponsor opportunities**
- 1st
- 2nd
- 3rd
- 4th

**Priority hotel block booking**
- 1st
- 2nd
- 3rd
- 4th

**WWW-link on Congress website**
- ☑
- ☑
- ☑
- ☑

**Complimentary registrations full Congress**
- 15
- 10
- 5

* Level of combined sponsorship & exhibition contribution. ** ISBT Corporate Partners will have first choice in all options.
In addition to exhibition space and satellite symposia, the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget, we are open to any creative proposals that do not appear on the list.

**SPONSOR OPPORTUNITIES**

In addition to exhibition space and satellite symposia, the ISBT Congress offers a variety of other sponsorship opportunities. Although we are confident that you will be able to find a sponsor item that fits your specific interest and budget, we are open to any creative proposals that do not appear on the list.

**ADVERTISEMENT IN THE FINAL PROGRAM/EXHIBITION GUIDE**
The Final Program & Exhibition Guide are separate booklets that will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

<table>
<thead>
<tr>
<th>Final Program</th>
<th>Exhibition Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>€ 6,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Full page inside</td>
<td>€ 4,000</td>
</tr>
</tbody>
</table>

**PACKAGE DEAL:** Have the same advertisement printed in the Final Program and the Exhibition Guide at € 7,000.

**POCKET PROGRAM**
The pocket program is referenced time and again as attendees navigate their way around the show. Your logo will be featured prominently on the front cover of the program, and will mark your booth location on the program’s exhibition floor map.

- € 15,000

**CONGRESS BAGS**
All delegates will receive a bag, which will display your company logo in addition to the ISBT Dubai logo. The delegates will use this bag during the congress and as previous experience has shown long after the congress has ended.

- € 25,000 (including production costs)

**INSERTS IN CONGRESS BAG**
Your company brochures can be placed in the congress bags.

- € 2,500 per item

**LANYARDS**
Both your company logo and ISBT Dubai logo will adorn the badges worn by attendees every day. Be in attendees’ direct line of sight as they engage with their colleagues.

- € 10,000 (including production costs)

**STAFF SHIRT SPONSORING**
With the company name printed on the sleeve of the staff shirts your brand will be carried throughout the congress. Your brand will be enhanced at the registration desks and by all the room attendants.

- € 7,500 (including production costs)

**MOBILE APPLICATION**
Who doesn’t bring their smartphone to the congress these days? With at least 70% of the attendees using the app and with 2850 clicks on the exhibitors page during ISBT London this app will generate strong brand visibility throughout the congress.

- € 15,000

**CHARGING STATIONS**
Attendees are working with numerous devices, such as mobile (smart)phones, tablets or laptops. Unfortunately those devices don’t have unlimited battery supplies, that’s why ISBT offers the universal charging stations. These stations can be branded with your logo.

- € 12,500

**HOTEL ROOM KEYS**
Start your brand visibility already when the attendees check in one of the hotels in the official housing block. Enhance the brand visibility selecting several hotels. Sponsor should discuss directly with the hotels on the room keys.

- Headquarter hotel €5,000 (excluding production costs)
- Hotel within housing block €2,500 (excluding production costs)

**DOOR WRAPPING**
Have your company name and marketing message displayed at the most crowded area, primary gate of the venue.

- € 7,500

**MAILING OF PERSONAL INVITATIONS**
The congress organiser will send your personal invitations per email to all pre-registered delegates after the deadline for early registration.

- € 2,500 per mailing

**WWW-LINK**
A direct link from the congress website to your company’s homepage.

- € 2,500

**SEATING AREAS**
The sponsor’s name and or logo will be displayed on customizable folding cardboard stool - see below. These cardboard chairs are highly appreciated by congress delegates. Delegates can choose to set the stool down anywhere in the networking areas either singly or in a group therefore offering opportunity for group discussion.

- € 15,000 (including production costs)

**CANCELLATION**
Notification of a sponsor to cancel any sponsored item(s) must be submitted to the Congress Organiser in writing before July 1, 2016. The effective date of cancellation of sponsor items will be the date on which the Congress Organiser receives the written notice. Please find the cancellation schedule on page 6.
The ISBT Academy ePortal:
A rich variety of content in one place for ISBT members

- Practice guidelines
- Webcasts
- ePosters
- Learning quizzes
- Presentations
- Abstracts
- Textbooks
- More...

Visit www.isbtweb.org/knowledge-education to find out more about the ISBT Academy ePortal.
The Congress will offer opportunities for satellite symposia in rooms on different days. A high attendance of participants is likely since the satellite symposia will be held at lunch time. It should not interfere with the Congress Programme. All available satellite slots have a duration of 1.5 hours, with 1 hour of nett speaking time (15-min walk-in & 15-min walk-out). Please refer to the list below to have an overview of all possibilities and prices.

All satellite symposia are organised by the sponsor in consultation with the Congress Organiser, the satellite symposia will take place in the Dubai World Trade Centre during the times given below with a maximum of 3 parallel symposia per slot.

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Time</th>
<th>Capacity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sunday September 4, 2016</td>
<td>12.00 - 13.30</td>
<td>500 pax</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>B</td>
<td>Monday September 5, 2016</td>
<td>12.00 - 13.30</td>
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</tr>
<tr>
<td>C</td>
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<tr>
<td>D</td>
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After receipt of the contract by MCI Amsterdam a confirmation together with an invoice for the total participation costs will be sent, due to be paid within three weeks after receipt.

☐ I have read and accepted the cancellation policy as indicated in this Sponsor & Exhibition Brochure at page 6.

Date: ___________________________ Signature: ___________________________

PLEASE SEND THIS FORM TO:
ISBT Dubai
C/o MCI Amsterdam
Jan van Goyenkade 11, 1075 HP Amsterdam
The Netherlands

VAT-Number (EU-companies only):
Adress:
City: ___________________________ State: ___________________________
Zipcode: ______________________ Country: ______________________
Contact Person: ___________________________ E-Mail: ___________________________

EXHIBITION
Floor space only

- m² for € 550,- euro per m²
- m² for € 300,- euro per m² (societies, publishing houses, bookstores, non-profits and ngo's only)

Total Amount Exhibition: ___________________________ Euro

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## Contract

Company Name:________________________________________

VAT-Number (EU-companies only):__________________________

Adress:________________________________________________

City:________ State:________________________

Zipcode:_______ Country:________________________

Contact Person:________________________________________

E-Mail:________________________________________________

### SPONSOR OPPORTUNITIES

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Package Deal NEW Total € 7,000

| Pocket Program                                      | € 15,000       |
| Congress Bags                                        | € 25,000       |
| Inserts in Congress Bag                              | € 2,500        |

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Date:________ Signature:________________________

Please mail/fax this form before February 1, 2016 to 34th Internation Congress of the ISBT
Fax: +31 20 673 73 06 or e-mail: dubai@isbtweb.org

## Industry Site Inspection

**REPLY FORM INDUSTRY SITE INSPECTION**

ISBT offers the exhibitors the opportunity to have a first glance at the exhibition centre where the congress will be held. During the site visit the first logistical information will be shared and there will be ample time for questions. This year’s site visit will be held on Thursday February 11. All exhibitors are invited to sign in for this site visit through this reply form.

**WEDNESDAY, FEBRUARY 10, 2016**

☐ Yes, I will attend the Welcome Cocktail, 18.00 hours
☐ Yes, I will join for dinner after the Welcome Cocktail

**THURSDAY, FEBRUARY 11, 2016**

☐ Yes, I will attend the Industry site inspection on February 11, 2016
☐ No, I will not attend the Industry site inspection

Company:________________________________________

Family name / First name:________________________

Telephone:_______________________________________

E-mail:__________________________________________

### NAMES OF ADDITIONAL ATTENDEES

<table>
<thead>
<tr>
<th>Family name / First name:</th>
<th></th>
<th></th>
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