The 35th International Congress of the ISBT will take place at Metro Toronto Convention Centre. This is a modern conference centre situated in the heart of Toronto close to the rail station and easily accessible from the airport.

ISBT will have the entire use of the South Halls, thus ensuring a more intimate atmosphere giving plenty of opportunity for networking and meeting customers.

The exhibition hall is close by the parallel and plenary session rooms. As at all ISBT congresses coffee and tea breaks as well as lunch will be served in the exhibition area.

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 a part to play in purchasing reagents and equipment. At our congresses, over 50% of attendees completing feedback surveys site the exhibition as one of the reasons for attending the congress. During the exhibition, delegates have the opportunity to connect with the industry, and vice versa. Simultaneously, this grants exhibitors the chance to showcase new and current products and technologies.

Canada is renowned for its transfusion medicine research and our Scientific Secretary Ellen van der Schoot is working with the local organising committee to ensure another high quality scientific programme, including new speakers to ISBT and new topics.

At this congress we introduce new features for exhibitors and new sponsor opportunities, which you will find in this exhibition and sponsor manual.

We are looking forward to working with you at the 35th International congress of ISBT and thank you for your support.

Judith Chapman
Executive Director ISBT

CONGRESS ORGANISER
p/a MCI Amsterdam
Schip Xu lendilaan 4
1062 HE Amsterdam
The Netherlands
Tel: +31 20 570 9600
E-mail: toronto@isbtweb.org

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

SITE VISIT
An ISBT staff escorted visit to Metro Toronto Convention Centre will be organized for industry representatives on September 6, 2017. ISBT Toronto sponsors and exhibitors will be offered the possibility to see the exhibition areas, meeting rooms and meet with local suppliers for all needs. 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.

METRO TORONTO CONVENTION CENTRE
The congress will take place at the Metro Toronto Convention Centre, situated right in the heart of downtown Toronto. Located within walking distance of restaurants and attractions, with hotels nearby and public transportation stations inside the building, the MTCC offers a great opportunity for delegates and exhibitors of the ISBT.

HOTEL ACCOMMODATION
For accommodation requests in Toronto, please contact the official ISBT-Toronto Housing Agent; MCI Amsterdam
E: ISBTregistration@mci-group.com
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
- Acknowledgement 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
- Access to ISBT Working Party meetings

Becoming an ISBT Corporate Partner:

Please contact Bodine van Wingerden at the ISBT Central Office for more details on becoming an ISBT Corporate Partner via wingerden@isbtweb.org

THE FACTS

What is the origin of the ISBT delegates at prior congresses?

- Overall satisfaction: 8.0/10
- Sponsoring possibilities: 8.0/10
- Exhibition facilities: 7.8/10

NUMBER OF PARTICIPANTS

Dubai, 2016: 2035
Seoul, 2014: 2351
Cancún, 2012: 1906
Berlin, 2010: 3395

WHAT IS THE AVERAGE BOOTH TRAFFIC AT ISBT CONGRESSES?

- SUNDAY: 78% of all delegates
- MONDAY: 74%
- TUESDAY: 62%
- WEDNESDAY: 34%
The exhibition will be located in the heart of the congress. The meeting rooms and 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 situated next to the exhibition, this will create ample time to visit the exhibits and to meet the representatives of the sponsoring companies.

**STAND RENTAL**
The rental fee is €50 per ft². Floor space is available in units of a minimum of 100 ft² (10’x10’). 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): €25 per ft².

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

- Sunday, June 3 18.30 - 21.00 hours
- Monday, June 4 09.00 - 18.30 hours
- Tuesday, June 5 09.00 - 18.00 hours
- Wednesday, June 6 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 is due to being paid within two weeks after 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 March 1, 2018. 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 January 1, 2018, 10% of the total costs will be retained
- From January 2 – March 1, 2018, 50% of the total costs will be retained
- After March 2, 2018, 100% of the total costs will be retained

**LEVEL SPONSORS**
Your company is invited to apply for different sponsoring opportunities. Sponsors will be announced in related announcements and in the final programme. Sponsors are free to make their selection from the list of sponsorship options including 3 modules: satellite symposia, additional sponsorship options and exhibition space. The value of the sponsors’ contribution to the Congress will determine its sponsor level.

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsor Level (€)</th>
<th>(level of combined sponsorship &amp; exhibition contribution)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1**</td>
<td>€120,000</td>
<td>Major Sponsor</td>
</tr>
<tr>
<td>Level 2**</td>
<td>€60,000</td>
<td>Sponsor</td>
</tr>
<tr>
<td>Level 3**</td>
<td>€35,000</td>
<td>Contributor</td>
</tr>
<tr>
<td>Level 4**</td>
<td>below €35,000</td>
<td>Exhibitor</td>
</tr>
</tbody>
</table>

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

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**STAND INCLUDED**
Carpet, 1.5 Amp Single Phase Power Socket, 2 x 40w Fluorescent Lights, 1 Information Desk, 2 White Folding Chairs, 1 Waste Paper Basket
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 PROGRAMME/EXHIBITION GUIDE
The Final Programme including the Exhibition Guide will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Programme including Exhibition guide</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Full page inside</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Expo Tab</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Floor Plan Tab</td>
<td>€ 7,500</td>
</tr>
</tbody>
</table>

### POCKET PROGRAMME
The Pocket Programme 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 programme, and will mark your booth location on the programme’s exhibition floor map.

- € 15,000

### ESCALATOR BRANDING
During ISBT Toronto, escalators will be on route for participants every day. Participants have to take one from registration down to the hall with meeting areas, from there they can take another one down to the poster & exhibition area and the main session room. The glass decals and the well runners of the three escalators can be covered with your brand, exposure guaranteed.

- As of € 750 Upon request

### CONGRESS BAGS
All delegates will receive a bag, which will display your company logo in addition to the ISBT Toronto 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 Toronto 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 Copenhagen 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

### 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

### SOAPBOX SESSIONS
New in Toronto will be the soapbox sessions! The opportunity for you to promote your products and/or equipment for a maximum of 10 minutes on a soapbox (small platform) in the exhibition hall. Time slots will be during the coffee breaks and allocated on a first come first serve base.

- € 3,500

### CANCELLATION
Notification of a sponsor to cancel any sponsored item(s) must be submitted to the Congress Organiser in writing before March 1, 2018. 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.

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

- € 15,000 (including production costs)
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.
**SATELLITE SYMPOSIA**

The Congress will offer opportunities for satellite symposia in session 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 walkout).

Please refer to the list below to have an overview of all possibilities and prices.

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

Companies must adhere to the rules for satellite symposium or sessions. They must be held within the Metro Toronto Convention Centre and during an official slot. ISBT will take any breach of these regulations seriously and any company that does not conform to the regulations will be subject to a penalty fine.

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Time</th>
<th>Capacity (expected)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sunday June 3, 2018</td>
<td>12.00 - 13.30</td>
<td>300 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>B</td>
<td>Monday June 4, 2018</td>
<td>12.00 - 13.30</td>
<td>300 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>C</td>
<td>Tuesday, June 5, 2018</td>
<td>12.00 - 13.30</td>
<td>300 pax</td>
<td>€ 20.000</td>
</tr>
<tr>
<td>D</td>
<td>Wednesday, June 6, 2018</td>
<td>12.00 - 13.30</td>
<td>300 pax</td>
<td>€ 20.000</td>
</tr>
</tbody>
</table>

Priority choice of satellite symposia is given to Corporate Partners, followed on a first-come-first-serve base.

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 two 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 Toronto
p/a MCI Amsterdam
Schipluidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: toronto@isbtweb.org
ISBT CORPORATE PARTNERSHIP

ISBT was founded in 1935 to advance transfusion medicine and to connect people working in the field of transfusion medicine. The ISBT has become a platform where professionals meet to exchange knowledge and develop new ideas. At ISBT congresses we connect professionals not only with each other, but also with the industry.

As we believe a cooperation between corporate entities and transfusion medicine professionals around the world is an important factor in advancing transfusion medicine, we invite you to become a Corporate Partner of the ISBT.

As a Corporate Partner of our society you will be able to sit in on Working Party meetings*, attend our congresses with a discount, and be recognised by all members of ISBT as a company that helps ISBT to advance transfusion medicine worldwide.

For more information please visit the ISBT booth in the exhibition hall at booth number C3.422. We look forward to welcoming you.

Our current Gold Corporate Partners are Abbott, Bio-Rad, DiaSorin, Grifols, Immucor, Quotient, and Roche.

*only applicable to Gold and Platinum Corporate Partners
ISBT CORPORATE PARTNERS

Gold Sponsor

Abbott  BIO-RAD  DiaSorin

GRIFOLS  IMMUCOR  QUOTIENT

Roche

Bronze Sponsor

DIAGAST

www.isbtweb.org