November 25 - 28, 2017
28th Regional Congress of the ISBT
In conjunction with the 8th National Conference of the Chinese Society of Blood Transfusion
Baiyun International Convention Centre, Guangzhou, People’s Republic of China
FEBRUARY, 2017
Congress website live

APRIL, 2017
Expected Industry Site Inspection, Guangzhou (exact timings to be discussed)

JULY 1, 2017
Start allocation exhibition and sponsor items, based on sponsor levels

AUGUST, 2017
Circulation of technical information to exhibitors

OCTOBER, 2017
Deadline for signing sponsorship contracts

NOVEMBER 24 - 25
Setting up of exhibition

NOVEMBER 25 – 28, 2017
28th Regional Congress of the ISBT

NOVEMBER 26 – 28, 2017
Exhibition 28th Regional Congress of the ISBT

NOVEMBER 28 - 29, 2017
Dismantling of exhibition
INTRODUCTION

The 28th Regional Congress of the ISBT will take place at the Baiyun convention centre Guangzhou and will be held in conjunction with the 8th National Congress of the Chinese Society of Blood Transfusion. The Baiyun centre is modern, overlooks the Baiyun Mountain and is easily accessible from Baiyun international airport, Guangzhou and Guangzhou city centre. There is a 900 bedded hotel on site.

ISBT will be using a discrete area of the convention centre with the exhibition hall situated close to the plenary and parallel session rooms. As usual coffee and tea breaks as well as lunch will be served in the exhibition area.

The congress will take place over four days from Saturday November 25 through Tuesday November 28, 2017.

The exhibition is a key part of ISBT congresses and Guangzhou will be no exception. The exhibition will give you the opportunity to showcase current products and your latest developments and equipment. It will also give you an opening to the leaders and senior staff of the 30 plus blood services in China and delegates from the Western Pacific and Asia region, many of who have purchasing responsibilities. As well as participating in the exhibition we encourage you also to think about hosting a satellite symposium; we have kept the price low as we did for the congress in Bali.

Saturday November 25th will be a Chinese (local) day and the three days following will be a mix of plenary and parallel sessions. Some of the parallel sessions will be educational and labelled as ISBT Academy sessions. The programme will be put together by Ellen van der Schoot, ISBT’s scientific secretary and Erica Wood, Chairperson of the ISBT Academy in conjunction with the Local Organising committee. The topics for the programme will be focused on those relevant to the region.

We are looking forward to working with you at the 28th Regional congress of ISBT and thank you for your support.

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

BAIYUN INTERNATIONAL CONVENTION CENTER

The congress will take place at Baiyun International Convention Center, home to the region’s largest events and exhibitions building. This multi-purpose venue is located in between the Guangzhou Baiyun International Airport and the epicentre for business tourism in Guangzhou with a wide range of hotels, restaurants and attractions close by.

SITE VISIT

An ISBT staff escorted visit to Baiyun International Convention Center will be organized for industry representatives in April, 2017. ISBT Guangzhou sponsors and exhibitors will be offered the possibility to see the exhibition areas, meeting rooms and meet with local suppliers for all needs like catering, hostesses, DMC. All registered exhibitors and sponsors will receive an invitation.

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 6 & 7 for the full range of sponsor opportunities.

HOTEL ACCOMMODATION

For accommodation requests in Guangzhou, please contact; MCI Shanghai
E: ISBTRegistration@mci-group.com.
NUMBER OF PARTICIPANTS

- Bali, Indonesia 2015: 1088
- Kuala Lumpur 2013: 1019
- Taipei 2011: 860
- Nagoya 2009: 1668
- Hanoi 2007: 758

PARTICIPANTS PER CONTINENT 28TH REGIONAL CONGRESS OF THE ISBT, BALI, INDONESIA

- Asia: 84%
- Europe: 5%
- Americas: 3%
- Africa: 4%
- Australia: 4%

TOP 10 PARTICIPANTS

1. Indonesia: 235
2. Thailand: 50
3. Japan: 48
4. Vietnam: 34
5. Philippines: 33
6. Singapore: 27
7. Korea: 26
8. Australia: 25
9. China: 22
10. Taiwan: 15
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@isbtweb.org
The exhibition will be positioned close to the scientific session rooms, and as usual during ISBT congresses the coffee and tea breaks and lunch area will be served in the exhibition area to create a dynamic flow of congress delegates and exhibition visitors.

The main plenary room is situated in front of the exhibition. There will be ample time to visit the exhibits and to meet the representatives of the sponsoring companies.

**STAND RENTAL**

**Floor space only**

The rental fee floor space only is €550 per m². Floor space is available in units of a minimum of 9 m² (3x3 meter). The rental fee is excluding stand construction.

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

**Ready-made stand**

The rental fee for a shell scheme stand is €6000. This rental fee includes square meters and shell scheme construction.

*There will be a reduced fee for publishing houses, book stores, non-profits and NGO’s (after final approval by organisation): €4000 per shell scheme stand.*

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, November 26 10.00 - 18.00 hours
- Monday, November 27 09.00 - 18.00 hours
- Tuesday, November 28 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 September 1, 2017. 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 July 1, 2017, 10% of the total costs will be retained
- From July 1 – September 1, 2017, 50% of the total costs will be retained
- After September 1, 2017, 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 selected will determine its sponsor level.

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

Level 1: Major sponsor € 120,000
Level 2: Sponsor € 60,000
Level 3: Contributor € 35,000
Level 4: Exhibitor below € 35,000

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.

<table>
<thead>
<tr>
<th>Level</th>
<th>Major Sponsor</th>
<th>Sponsor</th>
<th>Contributor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure on sponsor level (website/mailings)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority booth location</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
</tr>
<tr>
<td>Priority satellite symposium</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
</tr>
<tr>
<td>Priority sponsor opportunities</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
</tr>
<tr>
<td>Priority hotel block booking</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
</tr>
<tr>
<td>WWW-link on Congress website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations full Congress</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

* ‘Level’ sponsors will be given first choice within their level of sponsoring and will be treated on a ‘first come, first served’ basis.
** ISBT Corporate Partners will have first choice in all options.
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 Programme
The Final Programme will be distributed among the registered delegates and sponsors. The cost of a one-page full color advertisement will be:

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover</td>
<td>€ 4,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>Full page inside</td>
<td>€ 2,000</td>
</tr>
</tbody>
</table>

Congress Bags
All delegates will receive a bag which will display your company logo in addition to the ISBT Guangzhou logo. The delegates will use this bag during the congress and as previous experience has shown long after the congress has ended.

- € 15,000 (including production costs)

Lanyards
Both your company logo and ISBT 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)

Mobile Application
Creating strong brand visibility? With over 75% attendees using the congress app during the last ISBT congress this option will create high brand attendance throughout the congress.

- € 10,000

Pocket Programme
The pocket programme is referenced time and time 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

WIFI
With so many mobile users, WIFI is no longer to be forgotten. When becoming the exclusive sponsor of the wireless internet your logo will appear as soon as people will login to the network, a great opportunity to make sure that the attendees know about your presence!

- € 10,000

Special Requests
If you have any other particular suggestions as to how you would like to present your company at ISBT Guangzhou, please contact the Congress Organiser via Guangzhou@isbtweb.org
SEATING AREAS
Have you seen the stools at the ISBT stand in Dubai, or even used them! Now you know these cardboard stools 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. These stools can be branded with your company’s content! We will work together with you to get the best design for great visibility.

- € 15,000 (including production costs)

NOTEPADS & PENS
All congress delegates will receive a useful and attractive notepad for their ISBT Guangzhou notes. This notepad will have your company’s name and screened back logo printed on the notepad. Your company name and logo on a pen that will be distributed to all delegates when they pick up their meeting material onsite.

- € 10,000 (excluding production costs)

CHARGING STATIONS
Next to their mobile phone attendees are working with numerous other devices. These devices will need some energy through the day, and that’s why ISBT offers the universal charging stations. These stations are placed through the exhibition floor and 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 by the late registration deadline within 2 weeks before the start of the congress.

- € 2,500 per mailing

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

- € 2,500 per item

STAFF SHIRT SPONSORING
With your 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 desk and by all the room attendants.

- € 7,500 (including production costs)

CANCELLATION
Notification of a sponsor to cancel any sponsored item(s) must be submitted to the Congress Organiser in writing before September 1, 2017. 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 Baiyun International Convention Center 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>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sunday November 26, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>B</td>
<td>Monday November 27, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>C</td>
<td>Tuesday November 28, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
</tbody>
</table>

Companies must adhere to the rules for satellite symposium or sessions. They must be held within the Baiyun International Convention Center and during an official slot. ISBT will take seriously any breach of these regulations and any company who does not conform to the regulations will be subject to a penalty fine.
Company Name:

VAT-Number (EU-companies only):

Adress:

City: State:

Zipcode: Country:

Contact Person:

E-Mail:

EXHIBITION

☐ 9 m² Shell Scheme Booth (incl. sqm): € 6,000
☐ 9 m² Shell Scheme Booth (incl. sqm): € 4,000 (societies, publishing houses, bookstores, non-profits and ngo’s only)

OR

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

Total Amount Exhibition: Euro

SATELLITE SYMPOSIA

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ A</td>
<td>Sunday November 26, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>☐ B</td>
<td>Monday November 27, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>☐ C</td>
<td>Tuesday November 28, 2017</td>
<td>12.00 - 13.30</td>
<td>€ 10,000</td>
</tr>
</tbody>
</table>

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 Guangzhou
p/a MCI Amsterdam
Schipluidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: Guangzhou@istbweb.org
Company Name: 

VAT-Number (EU-companies only): 

Adress: 

City: State: 

Zipcode: Country: 

Contact Person: 

E-Mail: 

**SPONSOR OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Sponsor Opportunity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in the Final Programme</td>
<td>€4,500</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>€3,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>€2,000</td>
</tr>
<tr>
<td>Full page inside</td>
<td></td>
</tr>
<tr>
<td><strong>Congress Bags</strong></td>
<td>€25,000</td>
</tr>
<tr>
<td><strong>Lanyards</strong></td>
<td>€10,000</td>
</tr>
<tr>
<td><strong>Mobile Application</strong></td>
<td>€15,000</td>
</tr>
<tr>
<td><strong>Pocket Programme</strong></td>
<td>€15,000</td>
</tr>
<tr>
<td><strong>Wifi</strong></td>
<td>€10,000</td>
</tr>
<tr>
<td><strong>Seating areas</strong></td>
<td>€15,000</td>
</tr>
<tr>
<td><strong>Inserts in Congress Bag</strong></td>
<td>€2,500</td>
</tr>
<tr>
<td><strong>Staff Shirt Sponsoring</strong></td>
<td>€7,500</td>
</tr>
<tr>
<td><strong>Notepads &amp; Pens</strong></td>
<td>€10,000</td>
</tr>
<tr>
<td><strong>Charging stations</strong></td>
<td>€12,500</td>
</tr>
<tr>
<td><strong>Mailing of Personal Invitations</strong></td>
<td>€2,500</td>
</tr>
<tr>
<td><strong>Congress Bags</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lanyards</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Mobile Application</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Pocket Programme</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Wifi</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Seating areas</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Inserts in Congress Bag</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Staff Shirt Sponsoring</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Notepads &amp; Pens</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Charging stations</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Mailing of Personal Invitations</strong></td>
<td></td>
</tr>
</tbody>
</table>

Total Amount Sponsoring: Euro

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 Guangzhou
p/a MCI Amsterdam
Schipuidenlaan 4, 1062 HE Amsterdam
The Netherlands
Mail: Guangzhou@isbtweb.org