



Massachusetts Association of Blood Banks

Dear Exhibitor:

The Massachusetts Association of Blood Banks (MABB) will be holding its 48th Annual Spring Seminar on Tuesday April 7 and Wednesday April 8, 2020 at the Holiday Inn Mansfield-Foxboro Area in Mansfield, Massachusetts. As President and Exhibitor Chairperson, I invite you to participate.

The MABB represents over 100 Blood Banks and Transfusion Services with 480 individual members from the New England region. Our Annual Spring Seminar attracts students, technologists, physicians, nurses, donor recruiters, and administrators interested in Transfusion Medicine and Cell Therapy throughout New England. We anticipate about 150 attendees this year.

- **Program Format:** The format for the 2020 Seminar will be the same as last year. Each day will begin with a keynote speaker, followed by a breakfast break in the Exhibit Hall. Lunch will also be served in the Exhibit Hall, as well as the afternoon break. The large ballroom at the Holiday Inn has allowed us the extra space to maximize attendee-exhibitor interaction.
- **Attendee Lists:** The MABB does not provide lists of attendees and their contact information to Exhibitors. You are welcome to have sign-up sheets at your table if attendees would like to leave their contact information.
- **Exhibiting Large Instruments:** Attendees in recent years have been treated to displays of Blood Bank analyzers. If you would like to display large pieces of equipment, please consider renting two (2) exhibit spaces. For more information, please contact me at president@mabbweb.org.
- **Exhibitor Raffles:** The MABB recognizes how important exhibitors are to a successful seminar. We will again raffle prizes during the afternoon break on both days to encourage Exhibit Hall attendance. Attendees must visit a minimum number of exhibitors to qualify. Exhibit hours will be Tuesday and Wednesday, 8:00am – 4:00pm. Exhibitors are invited to donate items to be used in the daily raffles, i.e. reference manuals, gift cards, etc. Please let me know in advance if you will be donating raffle items.
- **Exhibitor Registration Fees:** The Exhibitor's Fee for the seminar is \$600.00 per booth, and may be paid by check or online by credit card. This fee is non-refundable. This includes a full day of exhibiting on both April 7 and April 8, 2020 with a standard six-foot table, standard 120-volt, 20-amp electrical hookup if needed,

two luncheons per seminar day, and two admissions to the seminar. This fee needs to be submitted by March 21, 2020 in order to secure an exhibition space.

- **Program Advertisements:** We are also accepting advertising space in our printed program booklet. The cost is \$50.00 for a half-page advertisement (4½" wide by 3½ tall) submitted as a PDF file in black and white before February 28, 2020. There is an appropriate space on the Exhibitor Registration Form to check if you wish to advertise.

Advertising in the Program Booklet is available whether or not you are able to attend the Spring Seminar as an Exhibitor.

- **Sponsored Speakers:** As in previous years, the MABB is considering vendor-sponsored speakers. If you know of someone within your organization who can present a 50- to 55-minute lecture on a Transfusion Medicine or Cell Therapy topic, we would be interested in hearing from them. Full disclosure of any conflicts of interest would need to be communicated to the MABB Board as well as at the beginning of the lecture. Please contact me at president@mabbweb.org for more information. Sponsorship of the speaker will be credited in the Program Booklet.

All travel expenses and speaker fees associated with sponsored speakers are the sole responsibility of the sponsoring organization.

- **Registration & Payment:** Enclosed are the Exhibitor Registration Form and an Exhibitor Liability Release Form. If you wish to exhibit, please complete both forms and mail them with a check payable to *Massachusetts Association of Blood Banks* to:

Massachusetts Association of Blood Banks
c/o Jason Viau
40 Macintosh Lane
Leominster, MA 01453

Payment may also be made by credit card on the MABB website at www.mabbweb.org. If paying online, the forms may be scanned and emailed to president@mabbweb.org.

Please provide the names of 1 or 2 products being exhibited so that we can include them in our Program Booklet. All registered exhibitors will be listed on our website, www.mabbweb.org, with a link to your website if provided.

*** Registrations may be sent in advance of payment. Registrations received by February 28, 2020 will be listed in the program as well as the website. Registrations received after February 28, 2020 may only be listed on the website.

- **Hotel & Exhibit Information:** The 2020 Spring Seminar will be held at the Holiday Inn Mansfield-Foxboro Area, 31 Hampshire Street, Mansfield, MA. This location offers large meeting and exhibit rooms, is minutes from I-95 and I-495, and provides

free shuttle service from the MBTA commuter rail. Additional hotel and exhibit information, along with a preliminary program, will be sent to registered exhibitors beginning in January 2020.

On behalf of the MABB Board of Directors, I look forward to your support and participation. I can be reached with any questions at president@mabbweb.org.

Yours truly,

Jason A. Viau, BS MT(ASCP)
MABB President & Exhibitor Chairperson

Enclosures: 2

