



August 15, 2011

Dear Exhibitors:

The California Blood Bank Society's (CBBS) 57th Annual Meeting will be held at the Hyatt Regency Embarcadero, San Francisco April 3-6, 2012. The CBBS Annual Meeting remains the premier State association meeting, attracting physicians, medical technologists, nurses, product managers, donor resource professionals, and administrators from all over the western United States. This meeting offers excellent opportunities to meet attendees in a relaxed yet professional atmosphere. The theme for 57th Annual Meeting is **San Francisco, Leave your Heart and Expand your Knowledge**.

Benefits to your company as a participating vendor are:

- Industry Workshops;
 - Industry Workshops on Wednesday afternoon for Diamond-Level exhibitors are available.
 - Platinum, Gold and Silver Level exhibitors may request an Industry Workshop for an additional fee.
- There will be **8.5 hours** of meeting attendee contact time for exhibitors.
- Exhibitors are invited to the Annual Meeting Opening Reception on Tuesday, April 3rd to mingle and meet with meeting attendees. This venue will be outside the exhibits.
- Exhibit Grand Opening Wednesday morning in the Exhibit Hall.
- The exhibits will be open Wednesday and Thursday during lunches and receptions both evenings.
- We are offering time during the educational sessions to set up "private" meetings with clients with whom you want to spend dedicated time.

Exhibitor Prospectus and agreement are enclosed as part of this correspondence. Please note:

- The number of booths is limited. Submit your agreement form and payment soon in order to guarantee booth space.
- Additional marketing opportunities listed in the prospectus are offered on a "first-come" basis.
- Booth assignment will be sent in mid-February to exhibitors who have submitted agreements and payment.
- **Agreement submission deadline is January 31, 2012**; afterward a **\$500 late fee** will be assessed.
- Registration form for booth staff will be available online at www.cbbsweb.org after January 1, 2012.

You and your company are an important part of the CBBS. Your support and participation are highly valued and appreciated. If you have any questions, please contact Don Fipps at (916) 453-3780 or Judy Parker at (520) 749-6908. We look forward to seeing you in San Francisco!

Sincerely,

Don Fipps
Chair, Commercial Exhibits

California Blood Bank Society

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