

California Blood Bank Society
57th Annual Meeting

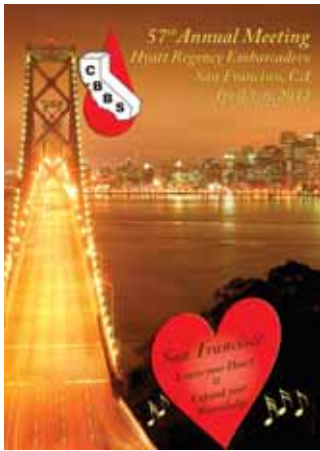
2012

Exhibitor Prospectus

Hyatt Regency Embarcadero, San Francisco | April 3 -6, 2012



California Blood Bank Society
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**California Blood Bank Society (CBBS)
57th Annual Meeting
April 3 - 6, 2012
Hyatt Regency Embarcadero, San Francisco, CA**

Exhibit Booth and Hosting Information

We hope you take this opportunity to attend the 57th CBBS Annual Meeting and to support CBBS. Educational sessions will fill your days, while the selection of fabulous and diverse San Francisco restaurants and entertainment will fill your evenings. It is truly a lovely location for learning (and leisure!)

Exhibit Hall booth space is reserved by submitting the "Exhibit Booth and Hosting Agreement" to the CBBS Central Office **before January 31, 2012**. We urge you to act quickly to ensure a space, as booths are limited. All agreements must be accompanied with the full exhibit fee. Any Agreement received after January 31 is subject to a \$500 late fee.

The final meeting program will include the company logo of each Exhibitor and Host and a description of their products and services. To guarantee inclusion in the program, your 35 word company description and desired logo/artwork must arrive electronically by **January 31, 2012**.

Theme:

The theme for 57th Annual Meeting is "♪♪ **San Francisco, Leave your Heart and Expand your Knowledge**♪♪". Exhibitors are encouraged to use the theme in development and decorating of booths and promotion material.

Schedule of Events: *(subject to change)*

Tuesday, April 3

- **Exhibitor Set-up:** 8:00 am – 4:30 pm
- **Industry Workshops:** Six 45 minute sessions from Noon – 3:00 pm
- **Oral Abstracts or Poster Presentations:** 3:00 pm – 4:00 pm
- **Welcome and Awards Presentation:** 4:00 pm – 4:30 pm
- **Plenary Session:** 4:30 pm – 5:30 pm
- **Annual Meeting Reception including Exhibitors:** 5:30 pm – 7:00 pm

Wednesday, April 4

- **Educational Sessions:** 8:00 am – 4:30 pm
- **Exhibit Open:** 11:15 am – 1:15 pm
Lunch for meeting attendees will be in the Exhibit Hall
- **Exhibits Open - Annual Meeting Reception** 5:30 pm - 7:00 pm
Reception will be held in the Exhibit hall

Thursday, April 5

- **Educational Sessions:** 8:00 am – 5:00 pm
- **Exhibits Open:** 11:15 – 1:15
Lunch for meeting attendees will be in Exhibit Hall
- **Feedback Meeting** 1:15 pm to 1:30 pm
Exhibiting company representatives meet with members of the CBBS Board of Directors and the Commercial Exhibit Committee and are encouraged to offer constructive comments to improve services.
- **Exhibits Open - Annual Meeting Reception:** 5:00 pm – 6:30 pm
Reception will be held in the Exhibit Hall
- **Exhibit Breakdown:** 6:30 pm to 9:00 pm

Friday, April 5

- **Educational Sessions:** 8:00 am – 11:15 am

Fees:

CBBS has planned **8.5 hours** of exhibitor contact time with meeting attendees. Exhibit fees for the Annual Meeting vary with the level of participation and benefits desired. All exhibiting staff is invited to attend the educational sessions offered during the meeting.



Diamond - \$10,000

- 1 standard 10'x 10' booth with draped background & sign
- Complimentary Industry Workshop or double-booth
- 1st Priority for booth location
- Complimentary registration for 6 exhibiting staff (includes educational sessions). Additional staff may register for \$100 each.
- Full-page ad in Annual Meeting Program.
- Large popup advertisement in the sponsors list, as well as large popup placement on the home page and Table of Contents of the 2012 Fall and 2013 Spring issues of CBBS Today
- Unlimited job postings on CBBS Web Site
- Recognition from podium during Awards Ceremony
- Sign indicating your company as a Diamond Exhibitor
- Recognition and Company description with hotlink on CBBS website
- 3 Invitations to the CBBS President's Reception

Platinum - \$7,500

- 1 standard 10'x 10' booth with draped background & sign
- 2nd Priority for booth location
- Complimentary registration for 5 exhibiting staff (includes educational sessions). Additional staff may register for \$100 each.
- Full-page ad in Annual Meeting Program.
- Large popup advertisement in the sponsors list, as well as large popup placement on the home page and Table of Contents of the 2012 Fall and 2013 Spring issues of CBBS Today
- Up to 10 job postings on CBBS Web Site
- Sign indicating your company as a Platinum Exhibitor
- Recognition from podium during Awards Ceremony
- Recognition and Company description with hotlink on CBBS website
- 2 Invitations to the CBBS President's Reception

Gold - \$5,000

- 1 standard 10'x 10' booth with draped background & sign
- 3rd Priority for booth location
- Complimentary registration for 4 exhibiting staff (includes educational sessions). Additional staff may register for \$100 each.
- Half-page advertisement in Annual Meeting Program.
- Medium advertisement in 2012 Fall and 2013 Spring issues of *CBBS Today*
- Up to 5 job postings on CBBS Web Site
- Sign indicating your company as a Gold Exhibitor
- Recognition and Company description on CBBS website

Silver - \$2,500

- 1 standard 10'x 10' booth with draped background & sign
- 4th Priority for booth location
- Complimentary registration for 3 exhibiting staff (includes educational sessions). Additional staff may register for \$100 each.
- Small advertisement in 2012 Fall and 2013 Spring issues of *CBBS Today* and ¼ page ad in Annual Meeting Program
- Up to 2 job postings on CBBS Web Site
- Sign indicating your company as a Silver Exhibitor
- Recognition on CBBS website

Add-on Commercial Opportunities

- Reception – \$5,000
- Lunch in Exhibits – \$4,000
- Breakfast – \$3,000
- Break – \$1,000
- CBBS-chosen Annual Meeting Speaker – \$2,000

Additional Opportunities

- Large ad in *CBBS Today* or Full-page ad in Annual Meeting Program – \$1,500
- Medium ad in *CBBS Today* or half-page ad in Annual Meeting Program – \$1,000
- Small ad in *CBBS Today* or quarter-page ad in Annual Meeting Program – \$500
- Upgrade to full-page ad in program – \$1,000
- Upgrade to ½ page ad in program – \$500

Exhibitor Registration and Badges:

Your Exhibiting Agreement includes complimentary registration for a number of exhibiting team members based on exhibitor level. For these individuals, please complete an “Exhibiting Team Registration Form” available online after 1/1/12) and return it to the CBBS Central Office by **March 26, 2012**. Any additional exhibiting staff must register [on](#) site.

Exhibit representatives must pick up their own badges at the registration desk. Badges should be worn at all times and are required for entry into the exhibit hall and all program events.

Hotel Accommodations:



The Hyatt Regency Embarcadero, San Francisco, California is the designated hotel for the CBBS 57th Annual Meeting. Luxury and location converge in perfect balance at Hyatt Regency San Francisco. The only AAA Four Diamond downtown San Francisco hotel situated right on the Embarcadero waterfront, guests will enjoy immediate access to both the Financial District and the city's most famous attractions. You'll find the historic Ferry Building on one side of our expansive San Francisco California hotel, the ferry to Alcatraz and the Bay on the other, and stunning views all around. With so many options, you may choose to wander through Chinatown to Fisherman's Wharf, shop in Union Square or board the cable cars for a riding tour of the city. It features spacious rooms with WiFi and wired high speed internet access, a 24-hour full service business center, a 24-hour fitness center, restaurant and lounge.

The CBBS Annual Meeting has preferred rates for all attendees. Reservation information will be found on the CBBS website after 12/1/11 with a direct link to the Hyatt. We *strongly* encourage you to stay at the Hyatt Regency San Francisco which helps us offset the costs of meeting space, exhibit hall rental, food and beverage and many other costs associated with the annual meeting. These are sizeable costs to CBBS that must be covered. Attendees who stay in other hotels do not help offset these expenses, which puts CBBS at risk of financial penalties due to low sleeping room bookings. Your Hyatt reservation helps to keep our annual meeting fees reasonable, which is a benefit for you, your fellow CBBS members, and all annual meeting attendees..

Booth Assignments:

The Exhibit layout with booth assignments will be forwarded after the deadline to exhibitors who have submitted agreements and payment. This layout is subject to change. Booth assignment priority is based on the date of agreement receipt. Special consideration will be given first to Diamond level Exhibitors, second to Platinum level, third to Gold Level, and then to Silver Level. If there is a conflict, the Exhibitor with the longest history of continuous participation at CBBS will be given priority. Consideration will be given to neighboring requests wherever possible.

Booth Specifications:

Booth spaces are 10' wide and 10' deep with a 7' high draped backwall and 3' high side drapes. **Diamond-level** booths are centrally located within the Exhibit Hall. All booths include a 7" x 44" identification sign with 2" lettering.

Exhibitor Decorating Services:

Freeman Decorating Services, Inc., the official show decorator, will send to all exhibiting companies an "Exhibitor Services Kit" 60 to 90 days prior to the meeting. The kit will contain complete information of show rules and regulations, installation and dismantling of exhibits, and services such as carpentry, drayage, signs, carpet, furniture rental, utility services and cleaning. The kit will also include other valuable information to assist you in preparing for the show. A decorator service area will be available in the Exhibit Hall to process on-site orders for additional service. Exhibiting companies may order at their own expense furnishings, utility connections and other services using order forms provided by the Decorator. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibit. No exhibit will be permitted to span any aisle with ceiling or floor covering. Please note that the Exhibit Hall is carpeted.

Freight:

Freight is handled through the Decorator. Complete shipping instructions will be included in the Exhibitor Services Kit.

Installation and Removal:

The exhibit hall will be available for setup from 8:00 am to 4:30 pm on Tuesday, April 3. CBBS reserves the right to assign labor to set up any exhibit that is not in process of being installed by 10:00 am on Wednesday, April 4. The charge for this labor will be paid by the exhibitor.

Freeman Decorating Services will be available to install and remove exhibits. CBBS allows exhibitors to appoint firms other than Freeman, as long as these firms conform to exhibit regulations and do not disrupt the orderly installation and removal of other exhibits. The CBBS itself does not hire laborers. There are certain exclusive contractors with specific responsibilities for services including electrical, drayage, plumbing, and cleaning with which exhibitors must contract. Anyone contracting for decorator service other than with the official decorator must give written notice to Freeman Decorating Services, Inc, with a copy to CBBS, 30 days prior to the show.

If, in the opinion of CBBS management, an exhibitor-appointed contractor's work performance disrupts the orderly installation or removal of other exhibits, such firms will be immediately disqualified from working at the exhibition site and will be ejected from the hall.

Tear Down:

Thursday, April 5th: 6:30 pm – 9:00 pm. Tear down prior to 6:30 pm is STRICTLY PROHIBITED.

Telephone and Internet Service:

A Message Board will be located in the meeting registration area. Messages cannot be delivered to exhibit booths and no paging system will be provided. High speed internet service will not be provided by CBBS.

Exhibit Area Requirements:

- Exhibits must be staffed during all exhibit hours.
- Exhibitors must wear their badges during all show hours.
- Exhibiting personnel must keep equipment, merchandise, promotions and advertising within the confines of the exhibit space contracted.
- Infringement on other booths or interference with normal traffic flow is not permitted.
- Attention-getting devices in the form of entertainment or amusement are prohibited. Loudspeakers or individual microphones will not be allowed.





Demonstrations/Classes/Hospitality Suites:

Booth size is adequate for product demonstrations and discussion. Exhibitors may invite small groups of attendees into the Exhibit Hall during educational programs for private sessions provided these groups are escorted and supervised by exhibit staff.

Vendor programs or classes should be presented in the form of Industry Workshops (see below). All other programs and hospitality suites are prohibited.

Industry Workshops:

CBBS approved Industry Workshops will be held **Tuesday, April 3rd** at the times listed on the attached application. These offer Diamond-level Exhibitors a unique way to contribute to the overall educational value of the CBBS Annual Meeting while increasing attendee awareness of company resources and services. The workshops are intended to provide technical information on new methods or products and/or provide customer implementation advice. They must be educational in nature and should not be used as a sales or marketing tool. Workshops are open to all registered Annual Meeting attendees. Companies may invite special guests, who may register at no charge for the Industry Workshops. If guests wish to attend the Exhibit Opening Reception, a \$25 fee will be charged. Names of guests should be provided by email to the CBBS Central Office.

Application Process:

- Workshop hosts must be registered as a Diamond-level Exhibitor at the 2010 meeting.
- A completed Industry Workshop Application form must be submitted to the CBBS Central Office **before January 31, 2012** so that CBBS can advertise the workshops and attendees can plan to arrive early in the day.
- Diamond-level Exhibitors are allowed at least one workshop slot. Multiple workshop applications can be submitted and will be considered if space and time permit. The fee for each additional workshop slot is \$2,500.
- CBBS will review each workshop application for educational content and has the right to request changes prior to approval, but CBBS does not provide Continuing Education credit for industry workshops.
- If conflicts arise, consideration will be given to the application submitted first, the company's history of participation, and educational content.
- **After the January 31, 2012 deadline:**
 - ◆ "un-sold" Industry Workshops (up to a total of 6) can be purchased with priority given to exhibitor level (diamond first, platinum second, gold third, silver fourth)
 - ◆ additional booths can be purchased for \$2,500, again with priority by exhibitor level

CBBS will at no additional expense:

- Publish the title, faculty, educational objectives and event description of the workshop on our website and in the Annual Meeting program.
- Provide meeting space and AV equipment (podium, screen and LCD projector) for 50-70 attendees. Meeting rooms will be set for capacity attendance.
- Provide lodging for one night for one industry workshop speaker

The workshop host will be responsible for any expenses related to:

- Computers and/or high-speed internet lines
- Food and beverage
- Additional advertising, as desired, prior to the annual meeting
- Additional signage, if desired (must be limited to outside the workshop room).

Prize Drawings for Attendees *(subject to change)*

To encourage attendees to visit all booths, CBBS will conduct drawings for prizes provided by CBBS. The proposed prizes will be in the form of debit cards and valued to encourage meeting attendees to visit exhibitor booths.

CBBS plans to use vendor provided trivia questions based on the meeting theme, San Francisco landmarks or company promotional items or a combination. The question should be written such that the member needs to visit the booth. Simple questions that can be answered by a smart phone internet search would not be effective in generating booth traffic.

To enter the drawing, attendees will receive a ballot and visit the booth to obtain the answer. Once the attendees have completed their ballot, it will be entered into the drawing. Drawings will be held in the Exhibit Hall towards the end of the reception exhibit periods. This will give attendees time to visit booths during the lunch break and the reception period to complete their ballot. Drawings will be conducted Wednesday and Thursday.

Attendee Lists:

A mailing list of pre-registered attendees who have consented to sharing information will be sent to the primary exhibitor contact via email two weeks prior to the meeting. A similar list of attendees will also be distributed at the meeting and sent once again via email after the meeting.

Copyright Laws:

Copyright laws forbid the playing of music in any form at the CBBS annual meeting without paying a fee to, or obtaining the permission of the composer. Any exhibitor providing music in an exhibit booth or hospitality/social event is responsible of obtaining appropriate music licensing for such activities.

Insurance Liability/Hold Harmless Clause:

If an exhibiting company wishes to insure its property, this must be done at its own expense. Exhibitors are advised to have a representative in their booth at all times during set-up, tear down, and open exhibit hall hours to supervise property and guard against loss. The CBBS, Freeman Decorating Services, or the Hyatt Regency Embarcadero will be responsible for any damage or loss of exhibitor property from fire, water, theft or any other cause. .

By signing the Exhibit and Hosting Agreement, the Exhibitor or Host agrees to accept the rules stated herein and make no claim of any kind against the CBBS or any of its officers, agents, servants or employees. The Exhibitor or Host agrees to hold the CBBS harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of or caused by Exhibitors' installation, removal, maintenance, occupancy or use of the exhibit premises or any part thereof.

Exhibitors and Hosts will be fully responsible to pay for any and all damages to property owned by the Hyatt Regency Embarcadero, its owners or managers, which results from any act or omission by the Exhibitor or Host. Exhibitors and Hosts agree to defend, indemnify and hold harmless the Hyatt Regency Embarcadero, the CBBS, and each respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from Exhibitors' or Hosts' occupancy and use of the premises, the Hyatt Regency Embarcadero, or any part thereof, including, but not limited to, all losses, costs, damages, or expenses arising from or out of or by reason of any accident of bodily injury or other occurrences to any person or persons, including the Exhibitor or Host, its agents employees and business invitees.

Fire Regulations:

All materials used in the exhibit hall must be non-flammable to conform to local fire regulations. Electrical wiring and equipment installation must also conform to appropriate city codes. Material not conforming to such regulations will be removed immediately at the exhibitor's expense.

Infectious or Dangerous Materials:

No exhibitor shall display or bring onto the premises any substance or material which is biohazardous, infectious or dangerous to the health, safety or well-being of attendees.

Non-Contracted Exhibit Space:

Persons, firms and organizations not contracted with CBBS will not be permitted to display or demonstrate any products, processes or services, solicit orders, or distribute advertising materials in the Hyatt Regency Embarcadero. Any non-compliance with this regulation will result in the prompt removal of the offending person and property from the area.

Cancellation and Refund Policy:

Exhibit agreement cancellations must be made in writing to the CBBS Central Office. The exhibit payment minus a cancellation fee of \$500 will be refunded for cancellations received **prior to March 1, 2012**. Cancellations received after March 1 will receive no refund unless the booth is resold at an equivalent exhibitor level. In this case a \$500 service fee will be assessed.

Any refund due an exhibitor as a result of cancellation will be made within 30 days after the meeting.

Meeting Cancellation:

It is mutually agreed that in the event the CBBS Annual Meeting program or exhibits are cancelled due to fire, strikes, government regulations or causes that prevent its scheduled opening or continuance, then and thereupon the Exhibiting and Hosting Agreement shall be terminated. The CBBS Board of Directors shall determine an equitable basis for any refund of such portion of the exhibit fees as is possible after considering expenditures and commitments already made.



See you there!