

## Exhibit Hall Upgrades

Available to IMMUNOLOGY 2013™ Exhibitors Only

**WiFi Sponsors** **\$40,000** (Exclusive)  
8 sponsorships available **\$5,000** (Shared)

Sponsoring WiFi access enables your company to have an enhanced corporate presence while delivering one of the more popular meeting amenities. Each time they log in, attendees will see a launch page featuring your logo (or, if WiFi sponsorship is shared, rotating logos of sponsors).

*Qualifies for Silver Sponsor (Exclusive) or Contributing Sponsor Benefits (Shared)\**

**Meeting Bags** **\$25,000**

Over 3,500 attendees carrying your logo to work, on shopping trips and more! We'll arrange for production and delivery of at least 3,500 pieces.

*Qualifies for Silver Sponsor Benefits\**

**Lanyards** **SOLD**

**Online Itinerary Planner** **\$6,500**

The Itinerary Planner was downloaded and viewed nearly 6,000 times for IMMUNOLOGY 2012™. This full-content abstract search site and mobile application provides attendees with an array of searching tools, the ability to create an account, save their results, and build a schedule. Your company logo will appear on the launch page.

*Qualifies for Supporting Sponsor Benefits\**

**Coffee Breaks in Exhibit Hall Lounge** **\$3,000**

Provide a much-welcomed break for attendees in the Exhibit Hall Lounge. Each break includes coffee, tea, or soda service for 300, along with space to place your brochures (during your purchased time only). You choose the day and time, and we'll organize and advertise the break in the Online Itinerary Planner and the meeting *Program*.

*Qualifies for Contributing Sponsor Benefits\**

**Meeting Bag Inserts** **\$3,000**  
7 sponsorships available

Put your information right into our attendees' hands. You arrange production and delivery of at least 3,500 marketing pieces (brochures, fliers, pens, flash drives, etc) for our insertion into the attendee bags.

*Qualifies for Contributing Sponsor Benefits\**

Sign up today!  
Exhibit Hall  
Upgrades are  
limited and sell  
out quickly!



**Exhibitor Workshop (On Exhibit Hall floor)** **\$1,000** (45 minute presentation)  
12 sponsorships available

One-hour use (presentation time is 45 minutes with 15 minutes to setup/teardown) of an equipped room (monitor, microphone, mouse pointer, table, and podium) on the exhibit floor. Presentation topic, date, and time will be included in the meeting program. Workshops are scheduled on the hour.

**Pre-Meeting Attendee Mailing List** **\$900**

Let our attendees know where you are and why they need to see you with a pre-meeting mailing. Physical address (no e-mail) and one-time use only. We'll send the list to you electronically.

**Post-Meeting Attendee Mailing List** **\$900**

Reinforce your message with a one-time post-meeting mailing. We'll send you a list electronically with physical addresses (no e-mail) soon after the meeting wraps up.

**Second Listing in Program** **\$700**  
1 additional listing per exhibiting company

Are you a "division of" or "subsidiary of" and want to highlight your parent or subsidiary company? Add a profile of your affiliate to the meeting *Program* (print only). Second company listed must be legally related to the exhibiting company.

# EXHIBIT HALL UPGRADES

## **Congratulatory Ads on Immunology2013.org** **\$500** *Maximum 15 in rotation*

Congratulate AAI upon its centennial by reserving a tower ad on the meeting website. Place your congratulatory message and logo on this portal to the meeting program and exhibits. It's visited multiple times by every attendee reviewing program content, submitting abstracts, or considering registration, housing, or exhibits. Contents to be limited to your message acknowledging the AAI centennial and your logo. AAI to provide specs. You produce the ad.

## **Promotional Video** **\$500** *Limited availability*

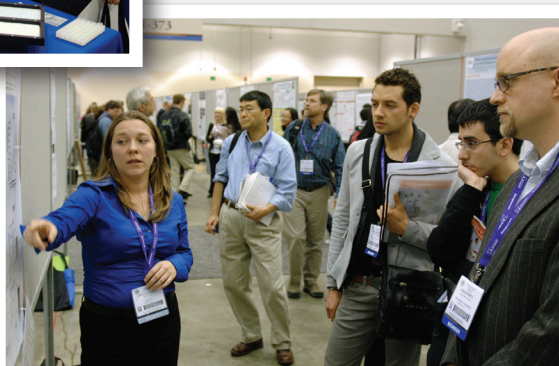
Your promotional video will be uploaded to monitors in high-traffic areas of the convention center playing throughout the entire day. You provide broadcast-ready video with closed captioning. Videos to be no more than 90 seconds long.

## **Promoted Refreshment Break** **\$250**

Provide coffee, tea, or sodas at your booth for attendees. You choose the time and day and contract directly with the convention center catering. We'll advertise your break in the meeting program and the Online Itinerary planner.



**87% of AAI meeting attendees visited the Exhibit and Poster Hall 3 or more times.**

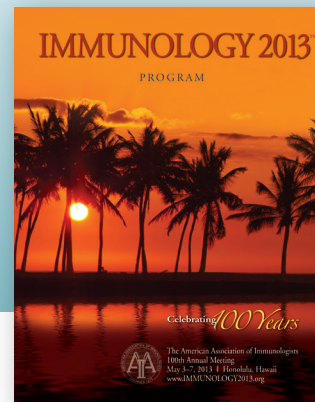


## **Advertising Opportunities**

### ■ IMMUNOLOGY 2013™ Program

Contact for pricing:

**Steve West**  
**Media West, Inc.**  
230 Kings Highway East  
Suite 316  
Haddonfield, NJ 08033  
Phone: 856-432-1501  
Fax: 856-494-1455  
E-mail:  
stevestest@ads-theji.org



## **Passport Program** **\$250** *15 sponsorships available*

Your company will be featured on a special map of the Exhibit Hall floor, the IMMUNOLOGY 2013™ Passport, that attendees receive in their Meeting Bags. As attendees come to your booth, you'll stamp their maps, and when all booths have been visited, the map is entered into a drawing for 1 of 3 American Express gift cards to be raffled (3 gift cards at \$250 each).

**\* Premier Sponsorships.** Support amounting to \$3,000 or more in **Exhibit hall Upgrades** and/or **Scientific Program Sponsorships** (see page 6) qualifies for an **AAI Premier Sponsor Level**. (see page 7)

For information on exhibiting at  
**IMMUNOLOGY 2013™** contact  
AAI Exhibits Manager  
E-mail: [exhibits@aai.org](mailto:exhibits@aai.org)  
Phone: 301-634-7821 • Fax: 301-634-7887

# PREMIER SPONSORSHIPS

## AAI PREMIER SPONSORSHIPS

Support amounting to \$3,000 or more in **Exhibit Hall Upgrades** (See pages 4 and 5) and/or **Scientific Program Sponsorships** (See page 6) qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorship. See the table below to review the benefits of Premier Sponsor Levels. Contact AAI Exhibits Manager for details.

## PREMIER SPONSORSHIP LEVELS

Contributing Sponsor.....	Level I .....	\$3,000
Supporting Sponsor.....	Level II .....	\$6,000
Sustaining Sponsor .....	Level III.....	\$10,000
Bronze Sponsor .....	Level IV.....	\$15,000
Silver Sponsor.....	Level V .....	\$20,000
Gold Sponsor .....	Level VI.....	\$50,000
Platinum Sponsor.....	Level VII .....	\$80,000 and above

## The Benefits of Premier Sponsorship

	Platinum Sponsor Level VII	Gold Sponsor Level VI	Silver Sponsor Level V	Bronze Sponsor Level IV	Sustaining Sponsor Level III	Supporting Sponsor Level II	Contributing Sponsor Level I
Use of Pre-show Attendee List	1 time	1 time	1 time	1 time	1 time	1 time	1 time
Promotion on Meeting Signs and Other Print Media	●	●	●	●	●	●	●
Logo Link and Listing under the Designated Premier Sponsor Level	●	●	●	●	●	●	●
Complimentary Scientific Registration	5	3	2	1	1	1	1
Promotional Video	●	●	●	●	●	●	
Exhibitor Location Highlight on Exhibit Hall Maps	●	●	●	●	●	●	
Use of Post-show Attendee List	1 time	1 time	1 time	1 time	1 time		
Thank You Announcements in Exhibit Hall	●	●	●	●	●	●	
Exhibitor Workshop	2	2	1	1			
Use of AAI Membership Mailing List	2 times	2 times	1 time				

## Social Events

### Opening Night Reception

**SOLD**

Immediately following the President's Address (2,000 Attendees)

*Qualifies for Platinum Sponsorship*

### IMMUNOLOGY 2013™ Gala

**SOLD**

This premier social event is a great opportunity to network and seek out new acquaintances among fellow scientists.  
(1,800 Scientific Attendees)

*Qualifies for Platinum Sponsorship*

### President's Service Appreciation Reception

**SOLD**

This event honors current AAI member volunteers who give generously of their time in support of the AAI mission.  
(225 Attendees)

*Qualifies for Silver Sponsorship*

For more information or to reserve your sponsorship, please contact

**AAI Exhibits Manager** at [exhibits@aai.org](mailto:exhibits@aai.org) or **301-634-7821**.