



Wisconsin Association of Blood Banks
2023 Fall Seminar
September 12th and 13th
Brookfield, WI

Dear Prospective Exhibitor:

I am writing to inform you that the Wisconsin Association of Blood Banks (WABB) will be holding its 45th annual fall seminar in Brookfield, Wisconsin on Tuesday, September 12 and Wednesday, September 13, 2022 at The Sheraton Milwaukee Brookfield Hotel.

We would like to invite your company to participate in the annual vendor fair, which will run concurrent to the fall seminar. Once again, this should be an excellent opportunity for you to showcase your product line with attendees from around the state of Wisconsin and surrounding areas.

The WABB is a professional organization dedicated to providing educational opportunities for personnel who prepare blood products and provide transfusion services to patients throughout Wisconsin and surrounding states. In past years, up to 90 to 100 laboratory professionals have attended the seminar each day.

We will have approximately 15 exhibit spaces available this year. Please register online as soon as possible to reserve your table. If you are not able to take part in the exhibits, but wish to provide sponsorship for the event, a sponsorship option is also included. Sponsorship for the brochures, speakers, breaks, and meals are always appreciated. This entitles you to recognition in our newsletter, a company link from our website and recognition at the event.

We thank you for your continued support of WABB and look forward to seeing you in Appleton. Please contact us if you have any questions.

Allison Senkbeil - Education Committee - Wisconsin Association of Blood Banks

Phone: 563-823-8933 Email: asenkbeil@impactlife.org

Deanna Zeman - Education Committee - Wisconsin Association of Blood Banks

Phone: 608-590-4073 Email: dzeman@impactlife.org

Booth Information

Each booth rents for \$600. Payment is due no later than **August 10, 2022**. Visit our website WABB.org to register. Payment may be either credit card or check.

Standard booth rental includes up to two conference registrations. Additional attendees will need to register separately as an individual.

Booth space with additional space for Instrument Demonstrations rents for \$800. Please include additional information regarding additional space requirements for equipment setup. **Please consult with WABB to assist in arrangements for instrument delivery and setup at destination.**

Sponsorship

Sponsorship for the meeting provides funding for brochures, speakers, breaks and meals. This entitles you to recognition in our newsletter, a company link from our website and recognition at the event. Sponsorship fees are \$300.

Booth and Sponsorship

Exhibiting vendors who also wish to participate as sponsors have a special combined rate of \$800.

Registration

Vendor registration can be found online at www.WABB.org. Select the Events tab, Fall Seminar, then select vendor registration. You can select from the different vendor sponsorship options. We offer the ability to pay either by check or by credit card. The credit card transaction has a \$25 fee added, if selected. Once an option is selected, you will be required to create a login and password and enter in credit card information, if selecting to pay by credit card. If paying by check, please make them out to **Wisconsin Association of Blood Banks** and mail to:

Natalie Phillips
WABB Treasurer
3310 S. Russel Rd
New Berlin, WI 53151

Exhibit Service Contractor

The Sheraton Milwaukee Brookfield Hotel is handling all exhibit services. Items may be shipped to The Sheraton Milwaukee Brookfield Hotel at the address below. Be sure to include WABB Conference in the address. Have packages also marked with "Date of Function" and "Hold for Arrival."

WABB Conference

Sheraton Milwaukee Brookfield Hotel

375 South Moorland Road

Brookfield, WI 53005

(262) 364-1100

Hotel Arrangements

A block of rooms has been reserved at the following rate: \$119 (plus tax) per night. When making reservations, indicate that you will be attending the Wisconsin Association of Blood Banks Seminar. Cutoff date for block reservations is **August 21, 2023**.

For reservations, call 1-888-627-8235 or via their website: www.marriott.com/en-us/hotels/mkesi-sheraton-milwaukee-brookfield-hotel

Exhibitor Rules and Regulations

Contract for Space: The application for space and the formal notice of assignment constitutes a contract for the right to use the space allotted. In the event of fire, strikes or other uncontrollable circumstances, this contract will not be binding.

Use of Space: No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of the convention committee. Aisles must be kept clear. Exhibitors must comply with all safety, fire and health requirements during set-up, operation, and teardown.

Exhibit Space: Each exhibit space will have one 8 ft table and 2 chairs. A 110 electrical hook-up is optional. Exhibit space will be assigned on a first come first serve basis.

Hours of exhibit: Set-up is on Monday September 12 at 5pm-10pm (preferably) or Tuesday September 13 from 7-8am. Exhibit hours are during two half-hour break sessions and a one-hour lunch per day. Additionally, a Vendor Reception occurs on Tuesday evening from 4:45pm to 5:45pm.

Exhibit hall admittance/badges: Exhibitors must furnish the committee with an advanced list of all their representatives. Badges will be required to be admitted into the exhibit hall for all convention attendees, including exhibitors.

Liability: WABB and any officers or committee members of the same, will not be responsible for the safety or property of the exhibitors, their agents, or employees, from theft, damage or fire, accident, or other cause, but will use reasonable care to protect the exhibitors from such loss. Exhibitors wishing to insure their goods must do so at their own expense.