



Wisconsin Association of Blood Banks

2021 Fall Seminar

September 14th and 15th
Appleton, WI

Dear Prospective Exhibitor:

I am writing to inform you that the Wisconsin Association of Blood Banks (WABB) will be holding its 43rd annual fall seminar in Appleton, Wisconsin on Tuesday, September 14 and Wednesday, September 15, 2021 at The Red Lion 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 20 exhibit spaces available this year. Please register online as soon as possible to reserve your table at wabb.org. You can pay by credit card on the website with an additional fee or you can still choose to pay by check. 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.

Deanna Zeman - Education Committee – Wisconsin Association of Blood Banks
Phone: 608-590-4073 Email: dzeman@mvrbc.org

Booth Information

Each booth rents for \$600. Payment is due no later than **August 10, 2021**. Visit our website WABB.org to register. Payment may be either credit card or check. Checks should be made payable to the **Wisconsin Association of Blood Banks** and can be mailed to:

WABB
c/o: Jenny Schieber
447 21st St S
La Crosse WI 54601

Standard booth rental includes two conference registrations. Additional meal tickets can be purchased for **\$20.00/person**.

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.**

Exhibit Service Contractor

The Red Lion Hotel is handling all exhibit services. Items may be shipped to The Red Lion Hotel at the address below. Be sure to include WABB Conference in the address.

The Red Lion Hotel 333 W. College Ave. Appleton, WI 54911 920-733-8000

Hotel Arrangements

A block of rooms has been reserved at the following rates based on room categories: **\$129 (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 11, 2021.**

For reservations, call 920-733-8000 or via their website <https://www.redlion.com/red-lion-hotels/wi/appleton/red-lion-hotel-paper-valley>.

Exhibitor Rules and Regulations

Contract for Space: The application for space and the formal notice of assignment constitutes a contract for the right of 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 skirted table, 2 chairs. A 110 electrical hook-up is optional. Exhibit colors will be white and black. Exhibit space will be assigned in the order contracts and payments are received.

Hours of exhibit: Set-up is on Monday September 13 after 4:00pm or Tuesday September 14 from 7:00am until 8:00am. Exhibit hours are during two half-hour breakout sessions and a one-hour lunch per day. Additionally, a Vendor Reception occurs on Tuesday evening from 5:00pm to 6:00pm.

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.