# Exhibit Hall Upgrades

**Available to IMMUNOLOGY 2013™ Exhibitors Only**

## WiFi Sponsors

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Exclusive</th>
<th>Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$40,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

8 sponsorships available

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*

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### 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

$700

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

$500

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.
**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: stevewest@ads-theji.org

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**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.

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**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.

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**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.

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**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).

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*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)

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For information on exhibiting at IMMUNOLOGY 2013™ contact

AAI Exhibits Manager
E-mail: exhibits@aai.org
Phone: 301-634-7821 • Fax: 301-634-7887
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

<table>
<thead>
<tr>
<th>Level</th>
<th>Platinum Sponsorship Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributing Sponsor</td>
<td>Level I ....................... $3,000</td>
</tr>
<tr>
<td>Supporting Sponsor</td>
<td>Level II ..................... $6,000</td>
</tr>
<tr>
<td>Sustaining Sponsor</td>
<td>Level III .................... $10,000</td>
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<tr>
<td>Bronze Sponsor</td>
<td>Level IV ...................... $15,000</td>
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<tr>
<td>Silver Sponsor</td>
<td>Level V ...................... $20,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>Level VI ..................... $50,000</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>Level VII .............$80,000 and above</td>
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The Benefits of Premier Sponsorship

<table>
<thead>
<tr>
<th>Use of Pre-show Attendee List</th>
<th>Platinum Sponsor Level VII</th>
<th>Gold Sponsor Level VI</th>
<th>Silver Sponsor Level V</th>
<th>Bronze Sponsor Level IV</th>
<th>Sustaining Sponsor Level III</th>
<th>Supporting Sponsor Level II</th>
<th>Contributing Sponsor Level I</th>
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<tbody>
<tr>
<td>Use of Pre-show Attendee List</td>
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<tr>
<td>Promotion on Meeting Signs and Other Print Media</td>
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<td>Logo Link and Listing under the Designated Premier Sponsor Level</td>
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<tr>
<td>Complimentary Scientific Registration</td>
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<tr>
<td>Promotional Video</td>
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<tr>
<td>Exhibitor Location Highlight on Exhibit Hall Maps</td>
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<tr>
<td>Use of Post-show Attendee List</td>
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<tr>
<td>Thank You Announcements in Exhibit Hall</td>
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<tr>
<td>Exhibitor Workshop</td>
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<tr>
<td>Use of AAI Membership Mailing List</td>
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<td>1 time</td>
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Social Events

Opening Night Reception
Immediately following the President’s Address (2,000 Attendees)
Qualifies for Platinum Sponsorship

IMMUNOLOGY 2013™ Gala
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
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 or 301-634-7821.