



# IMMUNOLOGY2024™

THE ANNUAL MEETING OF THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS



## SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL, CONVENTION CENTER, HOTEL AND MARKETING

Meeting Dates: May 4 – 6, 2024  
McCormick Place, Chicago, Illinois

Sabrina Bracken, Senior Sales Manager  
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[IMMUNOLOGY2024™](https://www.immunology2024.com)



## We are excited that you will be joining us as an exhibitor at IMMUNOLOGY2024™ in May!

Now that you have made the commitment to exhibit, take steps to maximize the investment, enhance your company's visibility, stand out from the competition, and drive traffic to your booth. You are integral during this amazing time of immunological advancement. Show your support for the accomplishments of today and for the next generation of scientists who will make them tomorrow. Please find enclosed the marketing, exhibit hall, convention center, and hotel sponsorship opportunities. For information on Corporate Support Opportunities (scientific sessions, career development, travel support, etc.), contact [exhibits@aai.org](mailto:exhibits@aai.org), or 301-634-7821.

**PLEASE NOTE:** All sponsors will be acknowledged on the meetings' sponsorship sign tower, on the walk-in slides loop, and with hyper-linked logos on the meeting website and mobile app. Any sponsor with support of \$3,000 or more will be recognized as a Premier sponsor and receive the benefits listed on the next page.

**SIGN  
UP TODAY!**

**Sponsorship  
opportunities  
are limited  
and sell out  
quickly!**

**ENHANCE YOUR PRESENCE. SECURE YOUR IMMUNOLOGY2024™ CORPORATE SUPPORT OPPORTUNITIES.**  
571-207-8392 | 800-564-4220 | [aaiexhibits@spargoinc.com](mailto:aaiexhibits@spargoinc.com)



# SPONSORSHIP LEVELS AND BENEFITS

Sponsorship (exhibit hall, convention center, hotel and marketing) and/or Corporate Support (scientific sessions, career development, travel support ) spend totaling \$3,000 or more qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorship listed in the table below.

## THE BENEFITS OF PREMIER SPONSORSHIP\*\*

	Platinum Sponsor \$75,000+	Gold Sponsor \$50,000-\$74,499	Silver Sponsor \$20,000-\$49,999	Bronze Sponsor \$15,000-\$19,999	Sustaining Sponsor \$10,000-\$14,000	Supporting Sponsor \$6,000-\$9,999	Contributing Sponsor \$3,000-\$5,999
Use of Pre-show Attendee List	1 time	1 time	1 time	1 time	1 time	1 time	1 time
Logo Link and Listing under the Designated Premier Sponsor Level on Meeting Website	◆	◆	◆	◆	◆	◆	◆
Complimentary Scientific Registration***	5	3	2	1	1	1	1
Acknowledgments on the printed meeting guide, meeting signage, mobile app, walk-in slides shown throughout the meeting, and the meeting website	◆	◆	◆	◆	◆	◆	◆
Thank You Announcements in Exhibit Hall	◆	◆	◆	◆	◆	◆	◆
Use of Post-show Attendee List **	1 time	1 time	1 time	1 time	1 time		
Complimentary Exhibitor Workshop	2	2	1	1			
Use of AAI Membership Mailing List (subject to AAI policy for use) **	2 times	2 times	1 time				
Twitter Mention	◆	◆	◆				

\* Benefits cannot be traded for other opportunities; if not used, unused benefits are forfeited.

\*\* AAI policy prohibits provision of email addresses to third parties. Mailing lists exclude residents of the European Union (EU) pursuant to the EU General Data Protection Regulation (GDPR) at: <https://gdpr.eu>

\*\*\* One additional complimentary scientific registration earned per \$25,000 increment in sponsor support beyond the \$75,000 threshold for Platinum Sponsorship.

# MARKETING OPPORTUNITIES

## ABSTRACT INVITATION EMAIL

**\$5,000**

Your logo will be seen by all abstract submitters prior to the meeting. (Average 1,650 submitters!) Once an attendee's abstract is accepted, they will receive an email invitation, with your company logo hyperlinked to your company's website. *Qualifies as a Premier Supporting Sponsor.*

## AD RETARGETING

**\$5,500** Two Available

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget to a base of highly qualified website visitors after they have clicked away from the exhibitor listing page on the exhibits website, keeping your brand top-of-mind and ensuring you will consistently reach them as they visit other websites. *Qualifies as a Premier Contributing Sponsor.*



## ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

**Pre-Show \$1,250**

*One-Time Use*

**Post-Show \$850**

*One-Time Use*

Send registered attendees a pre-show promotion or invitation to visit your booth. Reinforce your on-site presence with a follow-up communication to initiate post meeting business opportunities. Attendee names, titles, company names and postal addresses provided only. Email addresses and phone numbers are not provided. For one-time use only and all pre-show and post-show mailers approved by AAI.



## EMAIL BLAST

**One Week Out \$2,500**

*3 available*

**Week of Meeting \$3,000**

*2 available*

Take advantage of this limited opportunity to reach out to registered attendees leading up to the meeting.

You will work with our vendor to create a customized html email. Limited dates available. Only one exclusive email will be sent out each day.



## FEATURED LISTING

**\$650**

Gain increased exposure and stand out on the IMMUNOLOGY2024™ Exposition website and mobile app by securing a Featured Exhibitor Listing. Attendees will be drawn to Featured Exhibitor Listings with expanded company and product descriptions, press releases, product photos, corporate videos, and more. [Learn more.](#)



## HOUSING CONFIRMATION

**\$3,500**

Reach attendees prior to their arrival in Chicago. Your ad will appear on the housing confirmation page at the end of each online housing reservation and on every confirmation communication delivered via email. *Qualifies as a Premier Contributing Sponsor.*



*Images for sample purposes.*

# MARKETING OPPORTUNITIES

## LANYARDS

**\$6,500** Rights Only

Generate visibility as attendees travel throughout the meeting wearing their lanyard with your company logo.

Sponsor all charges related to the design, production and delivery of up to 4,000 AAI-approved lanyards. *Qualifies as a Premier Supporting Sponsor.*



## MOBILE APP BANNER AD

**\$1,250** Limited Availability

Sponsors receive a clickable rotating banner ad in the mobile app.

## MOBILE APP PUSH ALERTS

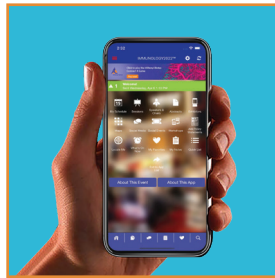
**\$500** Limited Availability

Opportunity available to exhibiting companies only. Reach over 3,500 mobile app users with your message via push alert.

## MOBILE APP

**\$12,500** Exclusive Opportunity

Increase your visibility and enhance your company image before, during, and after the meeting. Meeting attendees use the mobile app daily to view and social event information, maps, and exhibitor information. Sponsor will have a primary splash page plus a clickable rotating banner ad with secondary landing page. Mobile App goes live approximately 30 days prior to the start of the meeting. *Qualifies for Premier Sustaining Sponsor.*



## REGISTRATION CONFIRMATION

**\$5,000** Two Opportunities Available

Your banner ad will be placed on the registration landing page for all attendees to see as they register for IMMUNOLOGY2024™. Ad will rotate with one additional sponsor. Additionally, your logo will be included in all registration confirmation emails each attendee receives. *Qualifies as a Premier Supporting Sponsor.*

*Offerings and pricing are subject to change.*



# EXHIBIT HALL, CONVENTION CENTER & HOTEL OPPORTUNITIES

## AISLE SIGNS

**\$10,000 Exclusive Opportunity**

Attendees will take notice of your corporate logo on all aisle signs as they navigate the crowded Expo Hall. Opportunity includes production, installation and removal of the aisle signs after installation. *Qualifies as a Premier Sustaining Sponsor.*



## BANNERS

**\$12,000 20'Wx15'H Double Sided**

**\$5,500 25'Wx7'H Single Sided**

**\$4,500 19'Wx7'H Single Sided**

Attract attendees with your messaging by securing a banner in the lobby outside the Exhibit Hall. Sponsorship includes production, installation, and removal of the banner.



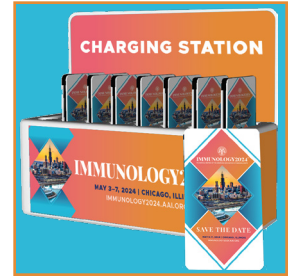
## CHARGING POWER PAX

**\$1,750 per Pack**

**\$8,000 Exclusive**

*5 opportunities Available*

Attendees become walking advertisement with your branding after picking up a portable charger. Pax will be located at the AAI Booth (2), Member Lounge (2), and Information Desk (1). Choose your location or sponsor all three. Help attendees stay charged and happy.



## CARPET DECALS

**\$3,000 6'x6'**

**\$2,500 3'x3' Set of two**

Make an impression with your company branding and messaging on decals placed in prominent areas in the aisles inside the Exhibit Hall. AAI Exhibit Hall management will determine placement. *The 6'x6' carpet decal qualifies as a Premier Supporting Sponsor.*



## EXHIBITOR WORKSHOPS IN EXHIBIT HALL THEATER

**\$2,950 Limited Availability**

This is your opportunity to educate prospective customers and end users about solutions that they need to work more effectively and efficiently. This convenient Exhibit Hall floor theater location has been built to allow for attendees to access education while remaining close to the action in the Exhibit Hall. These popular workshops showcasing the products, services, and research of exhibiting companies take place in two rooms within the Exhibit Hall. With theater-style seating for up to 80 attendees, each room provides the perfect setting for in-depth presentations and discussion. Workshops will not conflict with daily dedicated poster sessions held on the Exhibit Floor. Presentation titles, speakers, and descriptions must be provided by the date requested. Note: The room is available for one hour, which includes set-up, a 45-minute presentation, and tear-down. The room includes AV equipment (screen, PC laptop, LCD, sound system, microphone, podium, and laser pointer) and technical help as needed.

## COLUMN WRAPS

**\$9,000 Each**

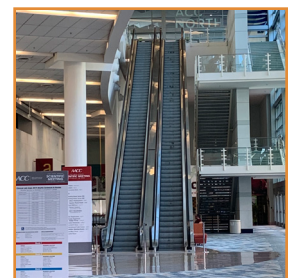
Brand the columns located in the lobby outside the Exhibit Hall. Secure a spot on these columns and make a first and last impression as attendees enter and exit the Exhibit Hall.



## ESCALATOR CLINGS

**Call for Pricing**

Catch the eye of attendees as they ride the Central Concourse escalators from Level 1 to Level 2.5 or from Level 2.5 to Level 3. Your branding is displayed on one of the escalator banks. Sponsorship includes production of the clings, installation, and removal. *Qualifies as a Premier Supporting Sponsor.*



*Images for sample purposes.*

# EXHIBIT HALL, CONVENTION CENTER & HOTEL OPPORTUNITIES

## EXHIBITOR COFFEE BREAK \$1,950 Each

Attendees love nothing better than coffee! The Exhibitor Coffee Break is designed to facilitate networking opportunities for attendees and exhibitors during show hours. Host a coffee cart in your booth on Saturday, Sunday, or Monday and watch as attendees congregate. Each cart will be stocked to serve 50 attendees and cups with your logo (printed in black) will be provided. A listing of times for any sponsored Coffee Hour will be posted daily at the Exhibit Hall Entrance.



## EXHIBITOR OFFICE/ MODULAR MEETING ROOMS

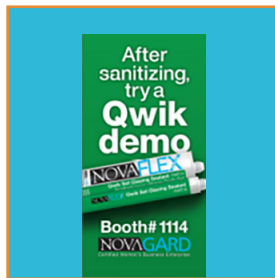
**\$7,000** 10'x10' Space  
**\$11,000** 10'x20' Space  
**\$12,000** 10'x20' Space

Do you need private space outside of your booth to meet with customers, prospective customers or staff? If so, we can build a room for you on the Exhibit Floor. Price includes the room only. Exhibitor is responsible for branding, furnishings, and any other additional costs. Exhibitor offices only available for use during Exhibit Hall Hours. *Qualifies as a Premier Sponsor.*



## HAND SANITIZING STATION \$3,500

Located in key areas throughout the Exhibit Hall. Help keep everyone's hands clean and healthy! *Qualifies as a Premier Contributing Sponsor.*



## HOTEL KEY CARDS \$12,000 Exclusive Opportunity

Make an impression as attendees arrive in Chicago! Customized with your logo, attendees will be **SOLD** attendees upon check in at the official hotels. *Qualifies as a Premier Sustaining Sponsor.*



## PASSPORT TO PRIZES GAME \$1,000/each Limited Availability

A Meeting Passport is provided to each attendee at Registration. The Passport will feature your booth on the Exhibit Hall floor plan map. Attendees will come to your booth to engage and get their Passport "stamped" as proof they visited your booth. Attendees enter their completed Passports in the drawing for a chance to win a \$250 American Express gift card. The drawing will take place during the Poster Presentation Hour on Monday. This opportunity is limited to exhibitors with 200 square feet of exhibit space or less.

## METER BOARDS

**\$3,000**  
Standard Double-Sided  
**\$4,500**  
3D Double-Sided

Your branding and messaging will be displayed prominently on these boards located in the Central Concourse. *Qualifies as a Premier Contributing Sponsor.*



## MEETING BAGS

**\$15,000 Exclusive Opportunity**

See attendees carrying your logo throughout the meeting and **SOLD** bags. Price includes one-color logo. *Qualifies as a Premier Sustaining Sponsor.*



## MEETING BAG INSERTS

**\$3,500 8 Available**

Place your promotional material or item directly into all attendees' hands for long-term residual exposure. Sponsor arranges the purchase, production, and delivery of at least 3,500 items. Limitations on size apply, and items must be submitted to AAI for approval by March 15, 2024. Examples of acceptable inserts are promotional brochures, postcards, and other printed materials (no catalogs or publications), and items such as pens, USB flash drives, and luggage tags. **Exhibitor responsible for all production and shipping charges.** *Qualifies as a Premier Contributing Sponsor.*



# EXHIBIT HALL, CONVENTION CENTER & HOTEL OPPORTUNITIES

## PERSONAL BRAND BAR

**\$20,000** Exclusive Opportunity

Located in the Exhibit Hall, attendees can get assistance with a makeover of their LinkedIn profile. Sponsors will receive recognition on signage at the event, within the mobile app, in the walk-in slides shown throughout the meeting, and on the meeting website. Sponsor will be acknowledged on the meeting's sponsorship sign tower, on the walk-in slides loop, and with hyper-linked logos on the meeting website and mobile app. *Qualifies as a Premier Silver Sponsor.*

## ROMPER ROOM

**\$20,000** Exclusive Opportunity

Who doesn't love puppies? Located in the Exhibit Hall, this area will host puppies for a few hours each day. Attendees will enjoy time to destress and relax with the puppies. Sponsor will be acknowledged on the meeting's sponsorship sign tower, on the walk-in slides loop, and with hyper-linked logos on the meeting website and mobile app. *Qualifies as a Premier Silver Sponsor.*



## ROTATING CUBE (Three-Sided)

**\$7,500** All 3 sides 1 cube Available

**\$2,500/each** 3 sides 3 Sides Available

These eye-catching, backlit, rotating structures are placed prominently at the Exhibit Hall entrance and other high traffic areas. *Qualifies for Premier Supporting Sponsor at \$7,500.*



## STAIRCASE CLINGS

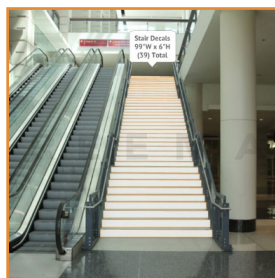
**Call for Pricing**

**Central Concourse – Level 1 to Level 2.5 – 1 Available**

**Central Concourse – Level 2.5 to Level 3 – 1 Available**

Capture that “wow” factor by securing one of these prime locations in the Concourse.

Sponsorship includes production, installation, and removal of the decals.



## TABLE CLINGS ON NETWORKING TABLES IN EXHIBIT HALL

**\$3,500** Set of two

Place your branding on one or more sets of the tables attendees will use while networking, dining, and checking their email. Tables will be placed strategically within the Exhibit Hall. *Qualifies as a Premier Contributing Sponsor.*



## WIFI

**\$15,000** Exclusive Opportunity

Your support allows attendees to enjoy free wireless internet throughout the Convention Center outside of the Exhibit Hall. Your company name and logo will appear on splash page and onsite signage recognizing your support of this much valued complimentary service. *Qualifies as a Premier Sustaining Contributing Sponsor.*



*Offerings and pricing are subject to change.*





# CORPORATE SPONSORSHIP AND ADVERTISING OPPORTUNITIES

## Scientific Program, Career Development, Awards, Travel Support and/or Social Events Opportunities

Looking for **Corporate Sponsorship Opportunities** for Scientific Programming, Career Development, Awards, Travel Support and/or social events? For options, details and pricing contact:

**AAI CORPORATE SUPPORT MANAGER**  
Phone: 301-634-7821  
[exhibits@aai.org](mailto:exhibits@aai.org)

Organizations that are not exhibiting but interested in sponsorship are encouraged to contact us. Sponsorships by non-exhibiting companies will be approved on a case-by-case basis.

Sponsorship Opportunities are subject to change and additional opportunities may be added throughout the year.

## Advertising Opportunities

Position your organization as one who is committed to advancing the field of immunology while escalating your organization's visibility and brand awareness with advertising. For options, details and pricing contact:

**STEVE WEST MEDIA WEST, INC.**  
230 Kings Highway East, Suite 316  
Haddonfield, NJ 08033  
Phone: 856-432-1501  
Fax: 856-494-1455  
[stewest@ads-theji.org](mailto:stewest@ads-theji.org)



**SECURE YOUR MARKETING OR SPONSORSHIP OPPORTUNITY TODAY!**

Contact: Sabrina Bracken, Senior Sales Manager at  
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