



IMMUNOLOGY2025™

THE ANNUAL MEETING OF THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL, CONVENTION CENTER,
HOTEL AND MARKETING

HONOLULU CONVENTION CENTER | HONOLULU, HI

MEETING DATES: MAY 3-7, 2025

EXHIBIT DATES: MAY 4-6, 2025

**SABRINA
BRACKEN**

Senior Sales Manager

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IMMUNOLOGY2025™





We are excited that you will be joining us as an exhibitor at IMMUNOLOGY2025™ 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, or 301-634-7821.

**SIGN
UP TODAY!**

Sponsorship
opportunities are
limited
and sell out
quickly!

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.

**CHECK OUT THE
SCHEDULE AT A
GLANCE!**

ENHANCE YOUR PRESENCE. SECURE YOUR IMMUNOLOGY2025™ SPONSORSHIP & MARKETING OPPORTUNITIES.
571-207-8392 | 800-564-4220 | 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

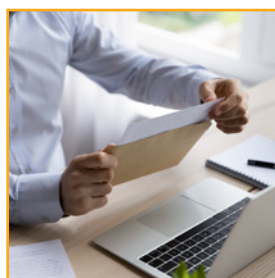
Pre-Show \$1,250

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 \$2,750

3 available - **1 Left!**

Week of Meeting

\$3,250 2 available

Take advantage of this limited opportunity to reach out to registrants in the days leading up to, and during 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 IMMUNOLOGY2025™ 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.](#)



NEW! FILL IT FORWARD

\$25,000

Sustainability has become a leading global initiative. Help our attendees stay hydrated while giving back with this forward thinking opportunity. Every postcard comes with a QR code sticker to be placed on the attendee's personal bottle of choice. Attendees will scan each time they refill to make their impact even after they get home! Every scan will open to display the real time impact and unlock a donation to a global charity project. The postcard+sticker will be co-branded with AAI and sponsor logo.

HOUSING CONFIRMATION

\$3,500

Reach attendees prior to their arrival in Hawaii. 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.*



MARKETING OPPORTUNITIES

LANYARDS

\$7,000 Rights Only

Generate visibility as attendees travel throughout the meeting we **SOLD** your

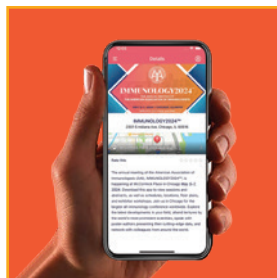
Sp all charges related to the design, production and delivery of up to 4,000 AAI-approved lanyards. *Qualifies as a Premier Supporting Sponsor.*



MOBILE APP

\$12,500 Exclusive Opportunity

Increase your visibility and enhance your company image before, during, and after the meeting. Meeting attendees use the mobile app to access daily schedules, networking 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.*



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.

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 IMMUNOLOGY2025™. 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

Call for pricing.

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.*



SPONSORSHIPS ARE NOW AVAILABLE TO NON-EXHIBITING COMPANIES. There is a 10% premium fee for companies who are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the following opportunities.

EXHIBITOR WORKSHOPS IN EXHIBIT HALL THEATER \$2,950 *Waitlist Only!*

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.

BAG CHECK SPONSOR

\$3,000

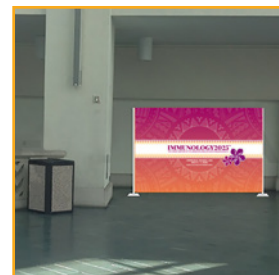
Showcase your brand at IMMUNOLOGY2025™ by sponsoring the bag check! This essential service ensures attendees can conveniently store their belongings while they focus on the meeting's engaging sessions and exhibits. As the Bag Check Sponsor, your organization will receive recognition in the printed program at a glance and mobile app. *Qualifies as a Premier Supporting Sponsor.*

BANNERS

\$10,000 4'Hx8'W Double Sided

\$7,500 4'Hx8'W Single Sided

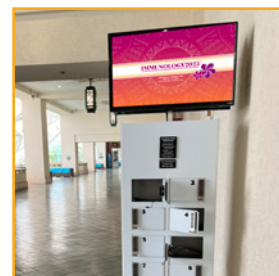
Attract attendees while they are on the escalators with your messaging by securing a banner located either in the Ballroom Foyer or Concourse. Sponsorship includes production, installation, and removal of the banner.



NEW! CHARGING LOCKERS

Call for pricing.

Associate your company with this much-appreciated service! Located in high-traffic areas in the Convention Center, each kiosk is equipped with a screen for your video message (no audio) and multiple power connections for charging mobile devices.



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.

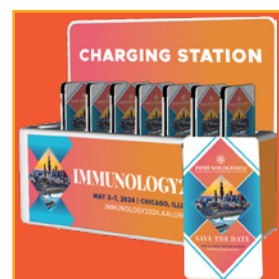


EXHIBIT HALL, CONVENTION CENTER & HOTEL OPPORTUNITIES

NEW! CHILDCARE FOR ATTENDEES

\$2,500

Help young families attend the meeting with access to affordable childcare provided by KiddieCorp or local trusted providers. Name and logo on signage in convention center, recognition in the meeting mobile app and meeting website with link to sponsor website.

CARPET DECALS

\$3,000 4'x4'

\$2,500 3'x3'

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 4'x4' carpet decal qualifies as a Premier Supporting Sponsor.*



COLUMN WRAPS

\$8,000 - 2 Left!

Brand the columns located in the lobby on Level 3. Secure a spot on these columns and make a first and last impression as attendees enter and exit sessions.



NEW! COLUMN TREE BANNER

\$12,000

Want to get your brand noticed easily? Consider using a column tree banner! It's a fun and colorful way to promote your brand and attract new customers in the Main Lobby outside Exhibit Halls 1 & 2. Let's make your business stand out from the rest!



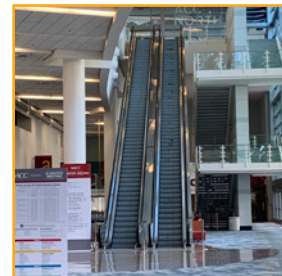
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ESCALATOR CLINGS

\$14,000 Level 1 to Level 3

\$10,000 Level 3 to Level 4

Catch the eye of attendees as they ride the Central Concourse escalators from Level 1 to Level 3 or from Level 3 or Level 4. 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.*



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 Sunday, Monday, or Tuesday 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.



HOTEL KEY CARDS

\$12,500 Exclusive Opportunity

Make an impression as attendees arrive at the hotel. Exclusive key cards with your logo and messaging displayed as they check in. **SOLD** meeting attendees upon check in at the official hotels. *Qualifies as a Premier Sustaining Sponsor.*



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.*



EXHIBIT HALL, CONVENTION CENTER & HOTEL OPPORTUNITIES

MEETING BAGS

\$16,000 Exclusive Opportunity

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

SOLD



MEETING BAG INSERTS

\$3,500 8 Available - **6 Left!**

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 and deadlines apply. 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.*



NEW! PALM TREE TOWER

\$8,500

Make your brand unforgettable with a four-sided Palm Tree Tower. These wraps are strategically located in the main lobby, right outside Exhibit Halls 1 and 2. Get noticed and leave a lasting impression on your audience with this innovative branding solution!



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 Tuesday.

PROFESSIONAL PORTRAIT STUDIO

Call for pricing.

Attendees love to update their headshots! Opportunity includes a professional photographer, assistant, equipment, and your company branding on signage and on a card and the email attendees will receive with their portrait.



STACKED CUBES

\$7,500

Showcase your brand on a stacked cube capturing attention and sparking conversations. This eye-catching display offers multiple faces for your logo, messages, or product imagery, ensuring high visibility and a dynamic presence. Elevate your brand with this innovative and stylish promotional opportunity, placing your company at the forefront of attendees' minds.

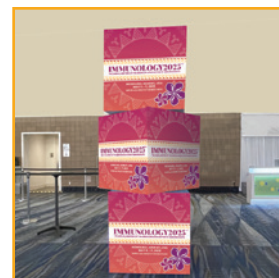


TABLE CLINGS ON NETWORKING TABLES IN EXHIBIT HALL

\$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.*



SPONSORSHIPS ARE NOW AVAILABLE TO NON-EXHIBITING COMPANIES.

There is a 10% premium fee for companies who are not participating in the exhibit program. Your company must still meet the same criteria as an exhibitor to sponsor any of the following opportunities.

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

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

stevestest@ads-theji.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.



SECURE YOUR MARKETING OR SPONSORSHIP OPPORTUNITY TODAY!

Contact: Sabrina Bracken, Senior Sales Manager at aaiaexhibits@spargoinc.com | 571-207-8392 | 800-564-4220

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