



Dear Exhibitor:

After a three-year hiatus, the Massachusetts Association of Blood Banks (MABB) will be holding its 48th Annual Spring Seminar and Expo, an in-person event, on Tuesday April 4 and Wednesday April 5, 2023 at the enVision Hotel and Conference Center Mansfield-Foxboro (formerly the Holiday Inn) located in Mansfield, Massachusetts. As President and Exhibit Committee Chair, I invite you to participate.

The MABB represents over 100 Blood Banks, Transfusion Services, and Cellular Therapy Programs with hundreds of individual members. Our Annual Spring Seminar and Expo attracts students, educators, technologists, physicians, nurses, donor recruiters, and administrators interested in Transfusion Medicine and Cell Therapy throughout the New England region.

- **Program Format:** Each day begins with a keynote speaker, followed by a breakfast break in the Exhibit Hall. Additionally, lunch and afternoon breaks will take place in the Exhibit Hall. The large ballroom at the enVision Hotel allows extra space to maximize attendee-exhibitor interaction.
- **Attendee List:** The MABB does not provide lists of attendees and their contact information to Exhibitors. You are welcome to have sign-up sheets at your booth if attendees would like to leave their contact information.
- **New Supporter and Exhibitor Levels:** Multiple options are available to choose from, including Supporter levels for vendors who are unable to attend in-person but would like to advertise at our Seminar. Exhibitor levels include both single- and double-booth options. All levels include a Sponsorship Advertising Package.
- **Exhibiting Large Equipment:** Attendees enjoy being able to see Blood Bank analyzers and other equipment in-person. If you would like to display equipment that requires more than a 6-foot table space, select either the Gold or Platinum Exhibitor level to include a double-booth.
- **Exhibitor Raffles:** The MABB recognizes how important exhibitors are to a successful Seminar. We will again raffle prizes during the Afternoon Break on both days to encourage Exhibit Hall attendance. Attendees must visit a minimum number of exhibitors to qualify for the raffle. Exhibitors are invited to donate items to be used in the daily raffles, i.e., reference manuals, gift cards, etc. Please let me know in advance if you will be donating raffle items.
- **Registration Fees:** Fees associated with the different Supporter and Exhibitor levels range from \$300.00 to \$1,800.00, depending on the level you select. Registration fees may be paid by check or by credit card. Registration fees are non-refundable unless the Seminar is canceled, and must be submitted by March 17, 2023 in order to secure an exhibition space.

- **Program Advertisements:** Each Supporter and Exhibitor level offers either paid or complementary advertising space in our printed program booklet. Half-page (4½ inches wide by 3½ inches tall) and full-page (4½ inches wide by 7 inches tall) are available. Advertisements must be submitted as a PDF file before March 6, 2023.

Advertising in the program booklet is available whether or not you are able to attend the Spring Seminar as an Exhibitor.

- **Sponsored Speakers:** In the past, we have considered vendor-sponsored speakers. Unfortunately, we do not have any room in the program this year for additional speakers.
- **Registration and Payment:** Registration is now completed online. Payment may be made online by credit card or by mailing a check. The online registration forms may be accessed through our website www.mabbweb.org. Registrations received by February 28, 2023 will be listed in the printed program as well as on our website. Registrations received after February 28, 2023 may only be listed on the website.
- **Exhibitor Attendee Registration:** All Exhibitor Attendees must register online for their name badge. A link to this separate registration is included on our website and referenced on the registration forms.
- **Hotel and Exhibit Information:** The 2023 Spring Seminar and Expo will be held at the enVision Hotel and Conference Center Mansfield-Foxboro (formerly the Holiday Inn), 31 Hampshire Street, Mansfield, MA. This location offers large, ground-floor meeting and exhibit rooms and is minutes from I-95 and I-495. Additional hotel and exhibit information, along with the Seminar program, will be emailed to registered exhibitors as registration is received.

On behalf of the MABB Board of Directors, I look forward to your continued support and participation. I can be reached with any questions at president@mabbweb.org.

Yours truly,

Jason A. Viau, MT(ASCP)
President, Exhibit Committee Chair
Massachusetts Association of Blood Banks

