ADVERTISE WITH US

We help your company to connect with a targeted audience of healthcare professionals involved in transfusion medicine and associated therapies.
The International Society of Blood Transfusion is a scientific society that was founded in 1935. Since that time the ISBT has grown into an international society where transfusion medicine professionals from across the globe come together and do the one thing they do best: share knowledge to improve the safety of blood transfusion worldwide.

We believe that with the power of knowledge we can improve the safety of blood transfusion worldwide. Professionals from over 112 countries already share their knowledge with this international transfusion medicine community by being a member of ISBT.

OUR MISSION:
We are an international community of professionals sharing knowledge to enhance transfusion practice.
We achieve this by:
• Provide opportunities for advancing knowledge and education
• Advocacy for the welfare of blood donors and transfusion recipients

ACTIVITIES:
Our most important activity is to promote science and education related to blood, cells and transplantation. We have created an educational platform: ISBT Education. This eLearning facility includes webcasts of ISBT congress presentations, recordings of Webinars and Live Journal Clubs, and a library of transfusion guidelines. In addition we:
• Encourage and support the ISBT Working Parties that focus on the study of specific topics
• Publish the scientific journals Vox Sanguinis and the Science Series and provide other high quality educational print and electronic material
• Organise International and Regional congresses
• Support and participate in regional workshops, seminars and congresses either financially or by use of the ISBT logo
• Provide financial support to professionals from low and medium development index countries
ESTABLISH CREDIBILITY WITH TRANSFUSION MEDICINE FUTURE LEADERS

ISBT members work in areas covering the whole of the transfusion medicine supply chain from donors to the patient. A wide range of positions are represented amongst the ISBT members. However, 75% are in Director / Manager / Supervisor positions at blood services.

AUDIENCE PROFILE

<table>
<thead>
<tr>
<th>Region</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>106</td>
</tr>
<tr>
<td>Americas</td>
<td>341</td>
</tr>
<tr>
<td>Europe</td>
<td>782</td>
</tr>
<tr>
<td>Eastern Mediterranean</td>
<td>113</td>
</tr>
<tr>
<td>Western Pacific</td>
<td>224</td>
</tr>
<tr>
<td>South East Asia</td>
<td>443</td>
</tr>
<tr>
<td>Total</td>
<td>2000</td>
</tr>
</tbody>
</table>

AGE

- Under 35: 18%
- 35-70: 75%
- Above 70: 7%

JOB FUNCTIONS

- Analyst: 5%
- Commercial Consultant: 4%
- Director / Manager: 34%
- Lab Technician: 7%
- Nurse: 2%
- Physician: 21%
- Professor: 7%
- Renal: 1%
- Scientist: 14%
- Student: 3%

ISBT IMPRESSIONS

ISBT channels are updated constantly by our experienced editorial team with pertinent transfusion news, more often than any other transfusion medicine site.

TRANSFUSION TODAY IMPRESSIONS

- 4,500 IMPRESSIONS (PRINT + DIGITAL + CONGRESS)

WEB TRAFFIC

- 45,000+ MONTHLY VISITORS
- 1M 52S AVERAGE STAY

SOCIAL MEDIA

- 8,300 FACEBOOK FOLLOWS
- 4,100 LINKEDIN FOLLOWERS
- 1,900 TWITTER FOLLOWERS
- 380 INSTAGRAM FOLLOWERS

EMAIL BLAST

- 2,500+ EMAIL ADDRESSES
- 30.42% OPEN RATE
- WE SEND OUT EMAILS EVERY WEEK/MONTH REGARDING CONGRESSES, WEBINARS AND OUR DIGITAL MAGAZINE
Transfusion Today provides our audience of influential scientists, researchers, doctors, transfusion practitioners and young professionals with critical science insight and unparalleled access to the world’s latest Blood Transfusion information. Transfusion Today is produced by Transfusion Medicine professionals who have a desire to show transfusion medicine activities in their countries.

TO ADVERTISE, CONTACT:
Leonne ter Woord
Communication Coordinator
communication@isbtweb.org
TRANSFUSION TODAY IMPACT

Transfusion Today “both paper and digital” issues reach key transfusion medicine contacts at the following institutions:

- AABB
- Abbott
- ANZSBT
- ABHH
- B Medical Systems
- BBTS
- Biomerieux
- Bio-Rad
- Cerus
- CSTM
- DGTI
- Diasorin
- DSKI
- Dubai Blood Donation Centre
- Grifols
- Nigeria Haematology and Blood Transfusion Society
- Hellenic Society of Blood Transfusion Centre
- Immucor
- Indonesian Association of Transfusion Medicine
- Macao Blood Transfusion Service
- Macopharma
- Malaysia Blood Transfusion Society
- Mexican Society of Blood Transfusion Centre
- Moroccan Blood Transfusion Society
- Nederlandse Vereniging voor Bloedtransfusie
- Norwegian Society for Immunology and Transfusion medicine
- Ortho Clinical Diagnostics
- Pakistan Society for Blood Transfusion
- Quotient
- Roche
- SETS
- Sociedad Chilena de Hematologia
- Stichting Bloedbank Aruba
- Swedish Society of Clinical Immunology and Transfusion Medicine
- Taiwan Blood Services Foundation
- Taiwan Society of Blood Transfusion
- Terumo BCT
- Welsh Blood Service
- AND MORE...
INSIDE TRANSFUSION TODAY

We give our readers access to the world’s latest Blood Transfusion information, while offering premium advertisers a multi-platform stage for their brands with an affluent audience.

Transfusion Today is published in March, June, September and December and it is received by all the society members. Each issue includes topical articles related to transfusion medicine and information from the regions that the membership represents.

CIRCULATION: APROX. 2,500
FREQUENCY 4 ISSUES PER YEAR

2020 PRINT EDITORIAL CALENDAR

The deadlines for submitting artwork are as follows:

n° 122 (March 2020), artwork to be delivered before Monday January 20, 2020
THE ROLE OF GENOMICS IN TRANSFUSION MEDICINE

n° 123 (June 2020), artwork to be delivered before Monday April 13, 2020
DONOR HEALTH

n° 124 (September 2020), artwork to be delivered before Monday July 20, 2020
BLOOD TRANSFUSION AND CANCER

n° 125 (December 2020), artwork to be delivered before Monday October 19, 2020
TTID (Transfusion-Transmitted Infectious Diseases)

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE, PLEASE CONTACT:
Leonne ter Woord
Communication Coordinator
communication@isbtweb.org

ADVERTISING SPECIFICATIONS & RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SIZE (width x height)</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGLE PAGE</td>
<td>200 x 280 mm</td>
<td>€ 2,050</td>
<td>€ 1,975</td>
<td>€ 1,925</td>
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<td>SPREAD</td>
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<td>€ 3,450</td>
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<td>€ 1,475</td>
<td>€ 1,445</td>
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<td>INSIDE FRONT PAGE</td>
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<td>€ 2,560</td>
<td>€ 2,460</td>
<td>€ 2,410</td>
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<tr>
<td>INSIDE BACK PAGE</td>
<td>200 x 280 mm</td>
<td>€ 2,560</td>
<td>€ 2,460</td>
<td>€ 2,410</td>
</tr>
<tr>
<td>BACK COVER PAGE</td>
<td>200 x 280 mm</td>
<td>€ 3,075</td>
<td>€ 2,950</td>
<td>€ 2,890</td>
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ADVERTISING FILE SUBMISSION

The live area margins are 3 mm for the outside, top and bottom. And 6 mm for the inside. Please send the artwork as a PDF, including bleed and with crop marks.
ADVERTISE IN TRANSFUSION TODAY
TO REACH PROFESSIONALS ACROSS THE FIELD AND WORLD
TOP STORIES DELIVERED TO OVER 5,000 TRANSFUSION MEDICINE PROFESSIONALS MONTHLY
GET BONUS EXPOSURE WITH A DIGITAL ENHANCED BANNER

All ISBT members receive the monthly ISBT electronic newsletter. This newsletter is sent online and includes the latest ISBT news, e.g. congress news, ISBT Education updates, information about awards and prizes.

In addition, a separate adapted eNewsletter is sent to subscribers of our newsletter who are not ISBT members but are nevertheless interested in our news, reaching well over 300 people. Please note that these are people that consented to receiving updates from ISBT after May 25, 2018 when the European GDPR came into effect.

2019 OPEN RATE 35,4%

FREQUENCY MONTHLY

CIRCULATION 2,500+ (opt-in subscribers)

ADVERTISING SPECIFICATIONS & RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SIZE (width x height)</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>TOP BANNER</td>
<td>590 x 98 px</td>
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<td>€ 2,000</td>
<td>€ 3,000</td>
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<tr>
<td>BOTTOM BANNER</td>
<td>590 x 98 px</td>
<td>€ 800</td>
<td>€ 1,600</td>
<td>€ 2,800</td>
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</tbody>
</table>

Please send the artwork as a JPG or PNG.

FOR DEADLINES, CUSTOM PACKAGES AND TO SECURE ADVERTISING SPACE, PLEASE CONTACT:
Leonne ter Woord
Communication Coordinator
communication@isbtweb.org
CONGRESS OPPORTUNITIES

Promote your brand to ISBT’s engaged audience through the congress app, in the congress venues or on the final programme.
BECOME A CONGRESS SPONSOR OR EXHIBITOR

Strength your organisation’s reputation within the transfusion community

ISBT Congresses are rich with sponsorship opportunities and their usual associated benefits: they can strengthen your organisation’s reputation within the transfusion community, create interesting opportunities for new partnerships, and provide renewed inspiration for business and your teams.

ISBT Congresses offer all of this, but there is something that sets it apart from other congresses: its community spirit. This means that as a Congress sponsor, you can play a significant and active role before, during and after the congress.

Ultimately, it means that you and your organisation will highly contribute to and influence the further development of a stronger transfusion medicine world.

Your participation will enable you to take advantage of unique benefits:

EXPAND YOUR VISIBILITY

The event’s popularity and high attendance mainly results from word-of-mouth and recommendations of the transfusion world and health community.

REACH OUT TO A BROAD AUDIENCE

Engage with experts who represent the full spectrum of transfusion medicine.

DISCOVER

Take advantage of the opportunity to learn about transfusion medicine in the host country and the region.

ENDORSE

Other organisations or prominent individuals, involving them in your activities or supporting their attendance and work.

LEAD

Use the Congress as a highly visible platform to showcase your leadership and pioneering initiatives. Make meaningful connections with other cancer and health professionals and emerging young leaders.

SHARE YOUR WORK

Inspire other organisations around the world while strengthening your network.
BOOST YOUR PROFILE AT ISBT BARCELONA 2020

The 36th International Congress of the ISBT, June 6 - 10, 2020 in Barcelona provides an unparalleled opportunity to maximize your exposure to a highly targeted audience.

WHO WILL ATTEND

• Transfusion professionals and students from all over the world, with a high number of Spanish delegates
• Members of the 32 national societies, blood centres and services, part of the Affiliate Membership programme
• Transfusion Medicine professionals and stakeholders

A TOTAL OF 2,000 TO 2,500 DELEGATES ARE EXPECTED TO ATTEND THE CONGRESS IN BARCELONA

ISBT BARCELONA 2020 KEY DATES TO REMEMBER

SEPTEMBER 26, 2019
Industry Site Visit

OCTOBER, 2019
Congress website live and call for abstracts

NOVEMBER 1, 2019
Start allocation for exhibition and sponsor items, based on sponsor levels
Allocation of ISBT corporate partners will start in October, 2019

JANUARY, 2020
Circulation of technical information to exhibitors

FEBRUARY 19, 2020
Abstract submission deadline

APRIL 23, 2020
Deadline for reduced participants’ registration fee

MAY, 2020
Deadline for signing sponsorships contracts

JUNE 5 - 6, 2020
Setting up of exhibition

JUNE 6 - JUNE 10, 2020
36th International Congress of the ISBT

JUNE 7 - 10, 2020
Exhibition 36th International Congress of the ISBT

JUNE 10 - 11, 2020
Dismantling of exhibition
2020 BOOTH RATES

General: €550 PER M²
Societies, publishing houses, bookstores, non-profits and ngo’s: €300 PER M²

SPONSOR OPPORTUNITIES/ITEMS

Extend your company’s reach beyond your booth.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad in the Final Programme</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>• INSIDE BACK COVER</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>• FULL PAGE INSIDE</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>• FLOORPLAN TAB</td>
<td></td>
</tr>
<tr>
<td>LANYARDS</td>
<td>€ 12,500</td>
</tr>
<tr>
<td>STAFF SHIRT SPONSORING</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>MOBILE APP</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>CHARGING STATION</td>
<td>€ 12,500</td>
</tr>
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<table>
<thead>
<tr>
<th>TYPE</th>
<th>PRICE</th>
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</thead>
<tbody>
<tr>
<td>MAILING OF PERSONAL INVITATION</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>APPLICATION CARROUSEL</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>SEATING AREA</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>CONGRESS BAGS</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>INSERT CONGRESS BAGS</td>
<td>€ 2,500</td>
</tr>
</tbody>
</table>

SATELLITE SYMPOSIA

Priority choice of satellite symposia is given to Corporate Partners, followed on a first-come-first-served base.

<table>
<thead>
<tr>
<th>NO</th>
<th>DATE</th>
<th>TIME</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Sunday, June 7, 2020</td>
<td>12:15-13:15</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>B</td>
<td>Monday, June 8, 2020</td>
<td>12:15-13:15</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>C</td>
<td>Tuesday, June 9, 2020</td>
<td>12:15-13:15</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>D</td>
<td>Wednesday, June 10, 2020</td>
<td>12:15-13:15</td>
<td>€ 20,000</td>
</tr>
</tbody>
</table>

WE LOOK FORWARD TO FORGING A VALUABLE PARTNERSHIP WITH YOU, AND TO FURTHER DEVELOPING YOUR COMPANY’S ROLE AND RAISE ITS PROFILE AT #ISBTBARCELONA AND BEYOND. THE SOONER YOU GET ON BOARD THE MORE VISIBILITY AND ENGAGEMENT OPPORTUNITIES YOU WILL HAVE.
BARCELONA@ISBTWEB.ORG
BOOST YOUR EXPOSURE
BECOME A CORPORATE PARTNER

FOUR DIFFERENT LEVELS OF PARTNERSHIP

PLATINUM: € 50,000
GOLD: € 25,000
SILVER: € 12,500
BRONZE: € 7,500
WHY BECOME A CORPORATE PARTNER?

In a word, IMPACT. Our mission is to share knowledge across our professional network to enhance transfusion practice.

ISBT is unique among transfusion medicine organizations. We are a trusted brand and we are entrepreneurial – improving, adapting and expanding our congresses and education to achieve the most impact in the most efficient way possible.

- A stable membership around 2,000 members from all WHO regions
- A full spectrum of high-quality online education materials that reach multiple students and professionals
- A proven ability to manage large-scale, complex congresses. Our regional and international congresses are organized in different countries, providing a global reach. Each congress the scientific programme is accompanied by a large industry exhibition
- We reach thousands through our social media channels, newsletters and publications (Vox Sanguinis, the ISBTScience Series and Transfusion Today)

WHAT ARE THE BENEFITS?

There are many benefits of companies partnering with ISBT, these include:

- BRAND IMPACT
- PROFILE AND RECOGNITION
- UNRIVALED EXPERTISE
- GLOBAL INFLUENCE WITHIN TRANSFUSION MEDICINE
- OPPORTUNITY FOR NETWORKING AND SHARING KNOWLEDGE
- DEVELOPING GLOBALLY – RECOGNIZED INITIATIVES

IF YOU WANT TO KNOW MORE ABOUT HOW BECOMING A CORPORATE PARTNER CAN BENEFIT YOU, PLEASE CONTACT:

Beatriz Galindo
Marketing & Stakeholder Coordinator
marketing@isbtweb.org
### Benefits with Respect to the Level of Corporate Partnership

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum (€ 50,000)</th>
<th>Gold (€ 25,000)</th>
<th>Silver (€ 12,500)</th>
<th>Bronze (€ 7,500)</th>
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</thead>
<tbody>
<tr>
<td>One Week Early Bird Exhibition and Sponsorship at ISBT Congresses</td>
<td>YES</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Priority Assignment at ISBT Congress Exhibitions and for Satellite Symposia</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Complimentary Registrations to ISBT Congresses</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Free Advertisment on the ISBT Congress App</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Discount Advertisment on the ISBT Congress App</td>
<td>15%</td>
<td>5%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Acknowledgment in ISBT Publications</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Recognition on the ISBT Website, E-Learning Portal and Congress Communications and Link to the Company Website</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Participation in an Annual Meeting with Members of the Board of Directors</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Participation in Relevant ISBT Working Party Business Meetings (Maximum of Two Representatives)</td>
<td>YES (max. 2 representatives)</td>
<td>YES (max. 2 representatives)</td>
<td>Only 4 Working Party meetings</td>
<td>Only 2 Working Party meetings</td>
</tr>
<tr>
<td>Opportunity to Work with ISBT When Appropriate on Relevant Educational Activities</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Host Joint Webinars</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Posts in our Social Media about Your Company, and Products</td>
<td>QUARTERLY POSTS</td>
<td>1 POST EACH 6 MONTHS</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
INTERESTED IN ADVERTISING WITH US?

CONTACT:
Leonne ter Woord
Communication Coordinator
communication@isbtweb.org