



APRIL 30–MAY 4

THE 110TH ANNUAL MEETING OF THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

IMMUNOLOGY

2027™

LOS ANGELES

PROMOTIONAL OPPORTUNITIES

**(ADVERTISING, BRANDING & EXHIBITOR
WORKSHOPS)**

Los Angeles Convention Center

Exhibit Dates: May 1–3, 2027



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**We are excited about your interest in exhibiting at
IMMUNOLOGY2027™ in Los Angeles!**

Now that you have made the commitment to exhibit, it's time to take steps to maximize your investment, enhance your company's visibility, stand out from the competition, and drive traffic to your booth.

AAI is thrilled to announce the launch of an enhanced sponsorship framework for IMMUNOLOGY2027™. We're confident these opportunities will make it easier to secure meaningful engagement, reflecting the significant contributions our industry partners make to the success of our annual meeting.

PROMOTIONAL OPPORTUNITIES (ADVERTISING, BRANDING & EXHIBITOR WORKSHOPS)

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PLEASE NOTE: Any organization supporting IMMUNOLOGY2027™ through promotional opportunities, grants and/or sponsorships of \$15,000 or more will be recognized as a Premier Sponsor and receive the benefits listed on the next page.

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Premier Sponsorship Levels and Benefits

A spend of \$15,000 or more in promotional opportunities (advertising and branding), grants and/or sponsorships qualifies an organization for the many benefits associated with a Premier Sponsorship, listed in the table below. Exhibit space will be included in the calculation of total spend, as long as the exhibitor purchases a promotional opportunity or supports IMMUNOLOGY2027™ through a grant and/or sponsorship. *

THE BENEFITS OF PREMIER SPONSORSHIP*

	PLATINUM	GOLD	SILVER
	\$75,000+	\$40,000 - \$74,999	\$15,000 - \$39,999
Complimentary full-meeting registrations to allow access to IMMUNOLOGY2027™ sessions. **	5	3	2
Company logos listed and hyperlinked on the IMMUNOLOGY2027™ website sponsor page. The sponsor page will also be discoverable in the mobile app.	✓	✓	✓
Recognition on the Sponsorship signage and walk-in slides before scientific sessions. ***	✓	✓	✓
Audio acknowledgment by official AAI staff during high-traffic Exhibit Hall hours.	✓	✓	✓
Complimentary “Premier [Level] Sponsor” floor decal at your booth to distinguish your presence in the Exhibit Hall.	✓	✓	✓
Authorization of the use of “Official [Level] Sponsor of IMMUNOLOGY2027™” digital badge to be used for promotional purposes related to IMMUNOLOGY2027™ ****	✓	✓	✓
Opt-in meeting with AAI’s Sr. Director of Business Development and Industry Relations to discuss marketing strategies and secure exclusive IMMUNOLOGY2028™ sponsorship opportunities	✓	✓	✓
Invitation to AAI’s Corporate Recognition Reception	4	3	2
Recognition during AAI President’s exhibit floor walk, including photo opportunities to be shared on AAI’s official social media accounts	✓	✓	✓
Access to dedicated hotel blocks and assistance with group reservations through the official housing partner, onPeak *****	✓	✓	
Streamlined badge processing and dedicated support for your team’s registration needs	✓	✓	
Opt-in complimentary industry welcome desk in registration area (to be staffed by the sponsor)	✓		

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Premier Sponsorship Levels and Benefits Disclaimers

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

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

*** Sponsor logos will not be displayed on signage or walk-in slides during sessions that offer CME/CE credits.

**** No promotions or communications that involve the use of the official digital sponsor badge, the logo or name of AAI or IMMUNOLOGY2027™ may imply any endorsement by AAI, IMMUNOLOGY2027™ organizers or IMMUNOLOGY2027™ of the supporter or supporter's products/services or otherwise compromise the scientific reputation of AAI or IMMUNOLOGY2027™ organizers.

***** Hotel registration must be made by **April 15, 2027**



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Promotional Opportunities

Advertising

EMAIL BLASTS

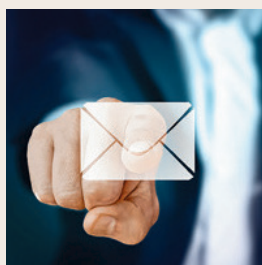
One Week Out \$2,750

4 Available

Week of Meeting \$3,250

2 Available

Stand out in the inbox with this high-impact opportunity to reach registrants just before and during the meeting. Partner with our vendor to craft a custom HTML email that puts your message front and center. With only one exclusive email sent each day and limited dates available, this is your chance to make a bold impression when attention is at its peak.



LANYARDS

\$10,000

Exclusive (1) Rights Only

Turn every attendee into a walking billboard with your company's name and logo featured on the official meeting lanyards. As attendees navigate the event, your brand travels with them, creating nonstop visibility and lasting impressions. Sponsors are responsible for the design, production, and delivery of up to 4,000 AAI-approved lanyards.



MOBILE APP PUSH NOTIFICATIONS

\$500

Limited Availability

Cut through the noise with real-time visibility. Mobile app push alerts deliver your message instantly and directly to over 3,500 attendees. Drive immediate engagement, boost visibility, and generate timely traffic to your booth, session, or special offer—all through the device in their hands.

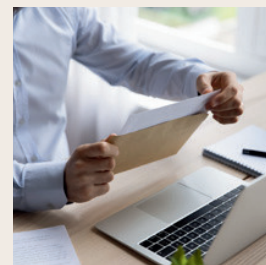
ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show \$1,250

Post-Show \$850

Both for one-time use

Connect with registered attendees before and after the meeting. Send a pre-show promotion or booth invitation to drive traffic, then follow up post-show to spark new business opportunities. You will receive attendee names, titles, company names, and postal addresses. Email addresses and phone numbers are not included. Lists are for one-time use only, and all mailers must be approved by AAI.



FEATURED EXHIBITOR LISTINGS

\$750

Stand out and boost your visibility on the IMMUNOLOGY2027™ exhibits website and mobile app with a Featured Exhibitor Listing. Attract more attention with expanded company and product descriptions, press releases, product photos, corporate videos, and more. Make your presence impossible to miss. Learn more.

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Promotional Opportunities

Branding

HOTEL KEY CARDS

\$15,000

Exclusive (1)

Make a Memorable First Impression! Welcome attendees to LA with customized hotel key cards featuring your personalized design. Distributed at check-in across official meeting hotels, these eye-catching cards put your brand in every attendee's hand from the moment they arrive. It's a unique opportunity to gain daily, hands-on exposure in a city known for its energy and innovation.



MEETING BAG

\$35,000

Exclusive (1)

Carry Your Brand Further! Put your logo in every attendee's hands and keep your brand in view throughout the meeting and beyond. Meeting bags offer lasting visibility as attendees use them during the event and afterward. AAI will manage production and delivery, with pricing that includes your one-color logo featured prominently on one side of the bag.



PASSPORT TO PRIZES

\$1,000

Limited Availability

Join the Passport to Prizes program and turn attendee visits into valuable connections. This fun and interactive promotion encourages attendees to visit participating booths to collect stamps for a chance to win exciting prizes. It's a great way to boost booth traffic. Attendees enter their completed Passports for a chance to win a \$250 bank gift card. The drawing will take place during the afternoon Poster Presentation hours on Monday.

MEETING BAG INSERT

\$3,500

8 Available

Put Your Brand in Their Hands! Get your message directly into the hands of every attendee with a branded insert placed in the official meeting bag. Sponsors are responsible for the purchase, production, and delivery of up to 4,000 items. Size restrictions and deadlines apply. Popular inserts include promotional brochures, postcards, pens, USB flash drives, luggage tags, and similar items. Catalogs and publications are not accepted. Exhibitor is responsible for all production and shipping charges.

Images for sample purposes. Offerings and pricing are subject to change.

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Promotional Opportunities

Branding

EXHIBITOR COFFEE BREAK

\$2,200

6 Available

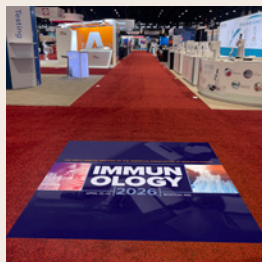
Brew Up Buzz and Connections! Nothing draws a crowd like the aroma of fresh coffee. The Exhibitor Coffee Break offers a great way to energize attendees and spark meaningful conversations right at your booth. Host a coffee cart on Saturday, Sunday, or Monday during show hours and become a popular gathering spot. Each cart comes stocked to serve 50 attendees and includes cups printed with your logo in black. Sponsored Coffee Break times will be listed daily at the Exhibit Hall Entrance to help guide attendees your way.

EXHIBIT HALL CARPET DECALS

4'x4' \$3,000 Each

3'x3' \$2,500 Each

Stand Out Where It Counts! Make a bold impression with your company branding and messaging on eye-catching decals placed in high-traffic aisle areas within the Exhibit Hall. Placement is determined by AAI Exhibit Hall management to ensure maximum visibility



SECURE YOUR ADVERTISING AND BRANDING OPPORTUNITIES TODAY!

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NEW! DIGITAL TOTEMS

\$4,500 - Throughout the center

2 Available

\$5,000 - Major Symposium rooms

Exclusive (1)

\$7,500 - Opening Address room

Exclusive (1)

Command Attention Between Sessions! Keep your brand in the spotlight with digital totem ads positioned outside session rooms. As attendees transition between talks, your message takes center stage on sleek, high-definition displays. With prime visibility during peak foot traffic, your message will deliver the perfect mix of timing and placement to engage, inform, and inspire your target audience.

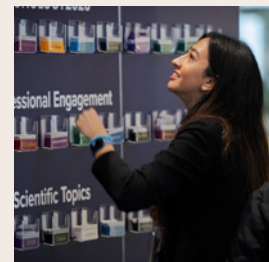


RIBBON WALL

\$4,500

Exclusive (1)

Make Your Mark with the Ribbon Wall! Be the brand everyone sees as they customize their meeting badge at the always-popular Ribbon Wall. This colorful, can't-miss destination is a favorite stop for attendees looking to show off their roles, interests, and personality. As the Ribbon Wall sponsor, your branding will be front and center where the fun begins, creating a lively photo-worthy moment and high-traffic exposure all in one.



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Promotional Opportunities

Branding

NEW! ROTATING ADVERTISING KIOSK

\$2,800 per side

3 Opportunities

\$8,000

Exclusive (1)

Capture Attention at Every Turn! Showcase your brand in a high-traffic location. Feature your brand on a rotating advertising kiosk strategically located in a high-traffic area of the convention center. Sponsor advertisements will rotate throughout IMMUNOLOGY2027™, delivering continuous visibility and repeated attendee impressions.

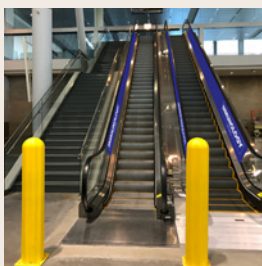
NEW! ESCALATOR RUNNERS

\$8,000

2 Opportunities

Elevate Your Brand with Every Step! Place your brand along the attendee journey.

Advertising on escalator runners provides high-visibility exposure as attendees move throughout the convention center, generating repeated impressions and reinforcing brand awareness throughout IMMUNOLOGY2027.



Images for sample purposes. Offerings and pricing are subject to change.

NEW! FABRIC COLUMN WRAPS

\$7,000

5 Opportunities

Wrap Your Brand for Continuous Visibility! Capture attention at a prominent venue location. Custom fabric column wraps transform convention center columns into high-impact branding opportunities, delivering continuous visibility and repeated attendee impressions throughout the meeting.

NEW! CONNECT WITH ME NETWORKING EVENT SPONSORSHIP

\$5,000 per day

2 Opportunities

\$10,000

Exclusive (1)

Connect Your Brand with Meaningful Conversations! Put your brand at the center of meaningful connections. Following a successful inaugural year, Connect with Me returns as a fast-paced, structured networking event designed to help attendees quickly connect with peers, collaborators, and new professional contacts. This sponsorship offers exhibitors a high-visibility branding opportunity aligned with attendee engagement and community building. Sponsorship includes branded onsite signage, recognition in the meeting mobile app, brief daily kickoff remarks, and a post-event attendee lead list.



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Promotional Opportunities

Exhibitor Workshops

27 Available

Showcase Your Expertise at the Heart of the Action

Take center stage in the Exhibit Hall and connect directly with your target audience through an engaging, in-depth workshop. This is your chance to educate prospective customers and end users about the solutions they need to work smarter and more efficiently.

Held in three dedicated theater spaces on the show floor, these popular workshops put your products, services, and research in the spotlight—right where the buzz is happening. Each room features theater-style seating for up to 80 attendees, creating an ideal environment for live demonstrations, thought leadership, and meaningful conversations.

Workshops are scheduled to avoid conflicts with daily poster sessions, maximizing attendance and visibility. Each one-hour slot includes a 45-minute presentation plus time for setup and tear-down. Full AV support is provided, including a screen, PC laptop, LCD Projector, sound system, microphone, podium, laser pointer, and on-site tech assistance.

Don't miss this prime opportunity to inform, impress, and inspire while staying fully connected to the energy of the Exhibit Hall. Presentation details must be submitted by the required deadline.

Exhibitor Workshop Pricing

Pricing is based on optimal Exhibit Hall hours, with prime time (lunch) considered the time with the highest expected audience.

	Non-prime Time	Prime Time (Lunch)
Day 1	\$6,500	\$10,000
Day 2	\$6,500	\$10,000
Day 3	\$3,500	\$5,000



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