



IMMUNOLOGY2022™

THE ANNUAL MEETING OF THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS



SPONSORSHIP OPPORTUNITIES

May 6–10, 2022 | Portland, OR

WWW.IMMUNOLOGY2022.ORG

There has never been a more exciting or important time to be in the field of immunology research. Immunology continues to be “front and center” as we navigate through the COVID pandemic, but its critical importance extends to all areas of basic research and resultant clinical applications for inflammation, autoimmune diseases, allergies, cancer biology and treatments, infectious diseases, and vaccine development, to name a few. We further our ability to meet these medical challenges by advancing our understanding of the basic mechanisms of the immune system.

You, as industry professionals, provide researchers with the tools and services that effect these discoveries. You are integral in this amazing time of immunological advancement. Show your support for the accomplishments of today, and for next generation of scientists who will make them tomorrow.

Highlight your organization’s role in the field by becoming a sponsor at **IMMUNOLOGY2022™**. The AAI Exhibits and Sponsorship Manager will help you find the perfect fit for your organization while keeping in mind your specific target audience, budget, and end results! 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 in the printed meeting guide, on the signage at the event, on the mobile app, in the walk-in slides shown throughout the meeting, and on the meeting website. Any sponsor with support of \$3,000 or more will be recognized as a Premier sponsor and receive the benefits listed on page 8.

Scientific Programming

Sponsors of a scientific session will be given the opportunity to provide a 15–20 second video which will play prior to the start of the session. Video is to be produced by the sponsor and provided to AAI by an agreed-upon date.

The President’s Address (1) **\$10,000**

The AAI president officially opens the AAI annual meeting with a presentation of their career, goals, and research. AAI presidents are among the most outstanding immunologists worldwide and this session is attended by the largest audience of the meeting.

Qualifies as a Premier Sustaining Sponsor

The President’s Symposium (1) **\$10,000**

The AAI president chairs a symposium on a topic of their choosing. This symposium features four prominent immunologists presenting their cutting-edge research.

Qualifies as a Premier Sustaining Sponsor

Distinguished Lectures (3) **\$5,000 each**

Each full day the scientific program ends with a plenary lecture by a scientist who has been selected based on their outstanding and innovative research. The three AAI members honored with these lectures are among the most talented and renowned immunologists of today.

Qualifies as a Premier Contributing Sponsor

Major Symposia (8) **\$5,000 each**

Eight major symposia are featured throughout the meeting: two each morning concurrently. These sessions present today’s most innovative science in the field. Five to six scientists are featured in each session.

Qualifies as a Premier Contributing Sponsor

Block Symposia (approximately 50 sessions) **\$3,000 each**

Block symposia are short “podium” presentations of the best research described in abstracts and submitted to specialized topic categories. These short talks are selected by expert scientist reviewers and are certainly among the most sought-after opportunity of the meeting. Presenters range from senior scientists to trainees presenting at a large meeting for the first time. Each session has five to eight presentations.

Qualifies as a Premier Contributing Sponsor

About the Cover:

James E. Dunbar, known as “The Painter of Colorful Memories,” is a Northwest native best known for his cityscapes featuring bridges and local landmarks of Portland, Oregon. His heavily sculptured oils and bold use of color composition have earned him the reputation of a highly sought-after commissioned artist whose work is owned by art lovers across the country, including New York, Chicago, San Francisco, and Seattle. AAI is pleased to feature Mr. Dunbar’s “Portland Oregon Sign #15” on this cover. Learn more about the artist at www.localartboutique.com.



Career Development

AAI provides important career development programs to scientists at its annual meeting. IMMUNOLOGY2022™ will be hosting the following popular events. Sponsor pricing varies with the size of the event and the nature of food and beverage served. These programs support early career scientists and the PIs of tomorrow.

Careers in Biotech: Panel Discussion and Networking Reception (1) \$5,000

Many opportunities exist in biotechnology for scientists with advanced degrees. There are positions in laboratory research, program management, business development, regulatory affairs, clinical trials oversight, medical liaison, and more. This panel features scientists employed in industry discussing their career paths and the skills required for success. A networking reception immediately follows the panel discussion.

Qualifies as a Premier Contributing Sponsor

Careers in Science: Lecture and Roundtables (1) \$5,000

The Careers in Science Lecture and Roundtables, which is organized by the AAI Education Committee and Committee on the Status of Women, strives to educate and inspire emerging scientists. This popular event attracts more than 200 attendees. The audience includes graduate students, postdoctoral fellows, academic investigators, and industry immunologists who gather to discuss specific career issues and options in academia, industry, government, or nonprofit organizations over lunch.

Qualifies as a Premier Contributing Sponsor

MAC-Sponsored Careers and Networking Session (1) \$5,000

In this popular session organized by the AAI Minority Affairs Committee (MAC), experienced professionals lead discussions over lunch on science career options, issues, and challenges in academia, industry, government, and nonprofit organizations including issues of diversity and equality. Through a structured networking exercise (“Speed Networking”), attendees learn to communicate their scientific interests and objectives effectively and efficiently.

Qualifies as a Premier Contributing Sponsor

Chalking Up Success: Preparing Your Faculty Job Application and Chalk Talk (1) \$2,000

This session will focus on strategies to help trainees and early career scientists successfully navigate the faculty application process. Attendees will hear how to develop teaching and research statements, tailor their applications to positions, and prepare for an interview and “chalk” talk. Dr. Bethany Moore, Chair, Department of Microbiology and Immunology, University of Michigan, will address the process. She will be followed by a panel of early-career faculty who will present their recent application experiences, give advice for success and engage the audience discussion.

This session is open to anyone but is especially intended for trainees and early-career scientists interested in faculty positions.

How to Convert Your CV into a Resume (1) \$2,000

For anyone seeking a job outside of academia, how you present yourself on paper is critical. A well-prepared résumé can make all the difference in securing that interview. This session will focus on the important elements of a professional résumé, the differences between a résumé and the standard academic curriculum vitae (CV), and the information needed to make a good impression. Small breakout sessions for individual consulting will follow (by appointment).

How to Have a Successful Postdoctoral Experience (1) \$2,000

A postdoctoral fellowship is the time to develop research skills needed to succeed as an independent scientist. It is, however, just as important to develop skills outside of the lab to prepare for a new career path. This session will highlight ways of getting the most out of your postdoctoral fellowship, relating successfully with your mentor, and understanding how to use the resources available to you to ensure that your training prepares you adequately for a seamless transition into the next phase of your career.

Immunology Teaching Interest Group (1) \$2,000

Are you looking for new ideas or strategies to enliven and improve your teaching? If so, please join us for this special interest group that will focus on strategies instructors can use to convey immunology concepts to students at the undergraduate and graduate level. The session will explore the use of test-based learning, animated visual models, active learning strategies, and more, through talks and structured breakout discussion groups.

Current educators, new faculty, and trainees with an interest in teaching are welcome.

For information or to reserve your sponsorship, please contact **AAI Exhibits and Sponsorship Manager** at exhibits@aai.org or **301-634-7821**.

Interviewing for a Job (1) **\$2,000**

Interviewing for a job can be a terrifying experience! This session will focus on tips and techniques to help job seekers navigate the interview process successfully. Emphasis will be on how job candidates can present themselves in the best possible light starting with the first handshake. Attendees will also hear how to respond to unexpected questions.

This session is open to anyone but is especially intended for student and postdoctoral attendees.

Travel Support

AAI provides much-needed travel grant support for hundreds of early career faculty and trainees who might not otherwise be able to attend the meeting.

AAI Early Career Faculty Travel Grants **\$1,250/grant**

These grants assist promising young investigators with travel support to **IMMUNOLOGY2022™**. Testimonials from past recipients confirm that this support makes a huge difference in their career development.

AAI Laboratory Travel Grants **\$2,500/grant**

These grants provide travel support to mid-career investigators for attending the AAI annual meeting. The grants are awarded to scientists who have limited travel funds and are the first or last authors on one or more abstracts submitted to the meeting. Each grant will provide two travel awards of up to \$1,250 each: one to the PI or laboratory director, and another for a member of their lab.

AAI Minority Science Travel Awards **\$1,250/award**

AAI is dedicated to enhancing the diversity of its membership and providing an inclusive meeting experience. To that end, these awards provide travel support to eligible underrepresented minority (URM) scientists, including trainees and early-career faculty members. Recipients will be reimbursed up to \$1,250 for expenses associated with attending the AAI annual meeting.

AAI Trainee Abstract Awards **\$500-\$750*/award**

**Based on the number of consecutive years of AAI membership*

AAI Trainee members, whose first-author abstracts are selected for a presentation in an AAI Block Symposium, are eligible for these awards. Over 300 abstract awards are given to our most talented developing investigators.

AAI Trainee Poster Awards **\$300/award**

These awards provide \$300 in travel reimbursement to AAI Trainee members whose first-author abstracts are selected exclusively for poster presentation and deemed to be exceptional. Selection is based on the originality and significance of the research presented. Up to 100 poster awards are given to talented Trainee members.

AAI Undergraduate Faculty Travel Grants **\$2,500/grant**

These grants assist undergraduate faculty attending **IMMUNOLOGY2022™**. The grants also support travel costs for an undergraduate student of the recipient's selection.

Exhibit Hall Learning

Exhibitor Workshops **\$1,500/workshop**

24 workshop time slots available; maximum of two per exhibitor

These popular workshops showcasing products, services, and research of exhibiting companies take place in two rooms in 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 daily. 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.

Social Events

New Member Reception (1) **\$3,500**

Support the warm and gracious welcome extended to new AAI member scientists as they engage in conversation and enjoy light refreshments with senior members and AAI leadership. Over 900 regular and postdoctoral fellows join AAI each year and AAI is honored by their membership! (approximately 100–150 attendees).

Qualifies as a Premier Contributing Sponsor

Welcome Back! Reception OR Gala Drink Tickets **\$1,000/50 tickets**

After a long day (or week!) of science, all attendees appreciate relaxing with a drink of their choice. Purchase tickets to show your presence and your branding (company logo) will be on each drink ticket. Tickets can be used by registered attendees at either the Welcome Back! Reception or the Gala.

For information or to reserve your sponsorship, please contact **AAI Exhibits and Sponsorship Manager** at exhibits@aai.org or **301-634-7821**.

Welcome Back! Reception (10–20) **\$10,000/truck**

Food trucks are synonymous with Portland and there's no party like a Food Truck Party! This attendee-only event will prove that! Sponsor a festive, on-trend food truck with the best bites at this event. 10–20 food trucks offering different and delicious foods in a wide variety of tastes and dietary preferences. Signage at “your” truck will recognize your sponsorship. Exhibitors are not usually invited to attend this event but sponsors can have 2 staff stationed to serve as hosts of their sponsored truck. (Food Truck options will be available closer to the meeting and will be offered on a “first-come” basis as we receive payment of sponsorship.)

Qualifies as a Premier Sustaining Sponsor

President's Service Appreciation Reception (1) **\$30,000**

The incredibly generous members of AAI volunteer innumerable hours of service and expertise to their colleagues and to the field. AAI says “thank you” to committee members, editors, abstract chairs, and many more volunteers with this lovely reception. Join AAI in saying “Thank you” to these generous scientists by sponsoring this invitation-only event. The sponsor of this event can invite up to 20 staff members.

Qualifies as a Premier Silver Sponsor

IMMUNOLOGY2022™ Gala (1) **\$150,000**

Each year at this premier social event, attendees celebrate, relax, reconnect with friends, network, and party. This year, attendees will have an entire museum filled with beautiful art to enjoy. The Portland Art Museum features an array of priceless art and, uniquely, also honors the Indigenous-communities—past, present, and future—of the region on whose ancestral lands it stands. Separate ballrooms will be available to enjoy drinks and food, or to dance the night away to a live band. (Approximately 1,200 attendees)

Qualifies as a Premier Platinum Sponsor

The AAI MAC Social Hour (1) **\$6,000**

The MAC (Minority Affairs Committee) offers programs that support diversity and inclusion among members and meeting attendees. One of the most important and meaningful aspects of the annual meeting is connection! The MAC Social Hour is an evening gathering during which participants in the MAC-sponsored Careers and Networking session re-convene for relaxed, informal networking at a near-by establishment in Portland. This event brings attendees together to make career-changing connections (and new friends) with peers, mentors, and senior scientists. Soft drinks and hors d'oeuvres will be served. (125–175 attendees).

Qualifies as a Premier Supporting Sponsor

Attendee Resources

Badge Holders (1 opportunity, 3,000 pcs) **\$12,500**

Conference-themed badge holders are distributed to all attendees to hold their name badges. Showcase your company's logo on each attendee badge holder for maximum exposure. Sponsor to provide a logo (approved by AAI) and AAI will order and produce the item. Logo due to AAI by March 1, 2022.

Qualifies as a Premier Sustaining Sponsor

Hotel Key Cards (1 opportunity, 3,000 key cards) **\$12,000**

This exclusive sponsorship provides you with coverage at six (6) heavily used hotels by attendees at IMMUNOLOGY2022™. Sponsor to provide a logo and graphics (approved by AAI) and AAI will order, produce, and distribute the item to hotels. Logo due to AAI by March 1, 2022.

Qualifies as a Premier Sustaining Sponsor

Lanyards (1 opportunity, 3,000 pcs) **\$6,500**

Generate visibility as attendees travel throughout the meeting wearing their lanyard with your company's name and logo. Sponsor arranges for production and delivery of AAI-approved lanyards.

Qualifies as a Premier Supporting Sponsor

Meeting Bags (1) **\$10,000**

See attendees carrying your logo throughout the meeting and beyond. AAI will arrange for production and delivery of bags. Exclusive sponsorship available with just your logo. Price includes one-color logo. (Bags not distributed will be returned to the sponsor.)

Qualifies as a Premier Sustaining Sponsor

Water Bottle (1 opportunity, 3,000 pcs) **\$10,000**

Got water? What could be more appreciated today? This sponsorship guarantees continuous visibility throughout the meeting and beyond when your logo is imprinted on environmentally-friendly, BPA-free water bottles. A sponsor-branded bottle will be provided to each attendee. With 17 hydration stations throughout the Oregon Convention Center, this item will be a well-used commodity. Sponsor to provide a logo (approved by AAI) and AAI will order and produce the item. Logo due to AAI by March 1, 2022.

Qualifies as a Premier Sustaining Sponsor

For information or to reserve your sponsorship, please contact **AAI Exhibits and Sponsorship Manager** at exhibits@aai.org or **301-634-7821**.

Touchless Key (1 opportunity, 3,000 pcs) \$7,500

Support a safe environment at **IMMUNOLOGY2022™** by sponsoring the touchless key. Your company logo will be printed on the key, which can be used to press buttons or keypads, and open or close doors. Key attaches to a key ring. Attendees are sure to use this essential item after **IMMUNOLOGY2022™**, is long over thereby extending your brand exposure! Sponsor to provide a logo (approved by AAI) and AAI will order and produce the item. Logo due to AAI by March 1, 2022.

Qualifies as a Premier Supporting Sponsor

Pre- and Post-Show Marketing and Branding Options

Registration Emails (2) \$5,000/each

Your hyperlinked logo will be placed on the registration landing page for all attendees to see as they register for **IMMUNOLOGY2022™**. Additionally, your logo will be included in all registration confirmation emails each attendee receives.

Qualifies as a Premier Contributing Sponsor

Abstract Invitation Email (1) \$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 Contributing Sponsor

Pre-Event Mail List* \$1,000/list

Let attendees know how your products and services will advance their research! Let them know why they need to visit your booth and meet with you. Create an eye-catching post card or poster. The list will be provided electronically prior to the meeting, with physical mailing addresses only (no phone, fax, or email), and is for one-time use only.

Post-Event Mail List* \$700/list

Reinforce your message with a post-event mailing. The list will be provided electronically after the meeting, with physical mailing addresses only (no phone, fax, or email), and is for one-time use only.

**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.*

Booth Drivers

AAI offers great options for booth drivers. Contact AAI Exhibits and Sponsorship Manager to inquire about which option fits your company's needs.

Mobile App (1) \$10,000

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 secondary splash page plus a clickable rotating banner ad with secondary landing page. Mobile App goes live on April 6 (30 days prior to the start of the meeting).

Qualifies for Premier Sustaining Sponsor

Mobile App Rotating Banner Ad (6) \$1,200/each

Rotating banner ad sponsors receive a clickable rotating banner ad with secondary landing page.

Exhibitor Coffee Break \$1,750/break

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 and pastry cart in your booth on Saturday, Sunday, and/or Monday, and watch as attendees congregate. Each cart will be stocked to serve 50 attendees. Please contact the AAI Exhibits and Sponsorship Manager to arrange times. A listing of times for any sponsored Coffee Hour will be posted daily.

Meeting Bag Inserts (8) \$3,500/each

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 3,000 items. Limitations on size apply, and items must be submitted to AAI for approval by March 15, 2022. Examples of acceptable inserts are promotional brochures, postcards, and other printed materials (no catalogs or publications), and items such as pens, USB flash drives, luggage tags, etc.

Qualifies as a Premier Contributing Sponsor

Passport to Prizes (20)

\$1,000/each

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. Exhibitors with smaller booths will be given priority.

Banners, Signs, Escalator Clings, and other Branding

The Oregon Convention Center offers sponsors great options for branding in high-traffic areas. Sizes, types, and locations vary. Contact AAI Exhibits and Sponsorship Manager to inquire about which branding options fit your company’s needs and budget.

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

Please check www.IMMUNOLOGY2022.org for current availability or contact the AAI Exhibits and Sponsorship Manager at exhibits@aai.org or 301-634-7821.

IMMUNOLOGY2022™ SPONSORSHIP LEVELS

Sponsorship Levels

Sponsorship of \$3,000 or more qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorship listed in the table below. Contact AAI Exhibits and Sponsorship Manager for details.

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://www.EUGDPR.org>. AAI does not provide email addresses of attendees to third parties.

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

Advertising Opportunities

■ IMMUNOLOGY2022™ Meeting Guide and Program Preview issue of the AAI Newsletter

Contact for pricing:

Steve West

Media West, Inc.

230 Kings Highway East
Suite 316

Haddonfield, NJ 08033

Phone: 856-432-1501

Fax: 856-494-1455

stevewest@ads-theji.org



For information on sponsoring at
IMMUNOLOGY2022™ contact
AAI Exhibits and Sponsorship Manager
Email: exhibits@aai.org
Phone: 301-634-7821 | Fax: 301-634-7889