

# Washington Branch AALAS 2018 Spring Educational Trade Fair

## YOU ARE INVITED!

The Washington Branch of the American Association for Laboratory Animal Science (WBAALAS) would like to invite you to join our Branch and take part in our upcoming Spring Educational Trade Fair. There will be an estimated 200 laboratory animal science professionals attending who will want to talk with representatives from companies and organizations about their products and services.

**Your company is invited to be an exhibitor at our conference!**

### EVENT DETAILS

Date: Thursday, March 15th, 2018

Event Hours: 8am-4pm

Location: [Husky Union Building](#) (HUB), University of Washington

Additional logistical details provided to exhibitors after registration.

*Unable to attend the Spring Educational Trade Fair? Continue reading for additional opportunities to reach our growing local and national membership.*

### TRADE FAIR SPONSORSHIP OPPORTUNITIES

**Step 1:** Review the pages that follow for descriptions of exhibitor and sponsorship opportunities.

**Step 2:** Visit <http://www.wbaalas.org/sponsorships> to see the most up-to-date availability.

**Step 3:** Contact [treasurer@wbaalas.org](mailto:treasurer@wbaalas.org) to register and be sent an invoice.

### EVENT IMPROVEMENTS

We heard your feedback and are excited to offer the following exhibitor amenities this year:

**New venue.** To accommodate our year-over-year increase in attendance, we are holding the 2018 Trade Fair at the University of Washington [Husky Union Building](#) (HUB). We've reserved nearly the entire second floor to ensure we can accommodate all who wish to attend.

**More space.** The entire South Ballroom has been reserved for exhibitors, facilitating attendee traffic flow and engagement. The North Ballroom is within sight of the exhibitor area and dedicated to education sessions and lunch seating. The proximity advantages of this set-up encourages attendees to visit exhibitors anytime they are not actively engaged in a presentation.

**More interaction.** We've extended Trade Fair hours to maximize attendance and time to interact with exhibitors. This year the event will be a full-day event from 8am to 4pm. We've also added more breaks to the schedule to create additional opportunities for attendees to visit the exhibitor area.

**Simplified registration.** We've simplified registration and payment by bundling membership with sponsorship opportunities. **One payment for everything!**



## WHO ARE OUR MEMBERS?

Local WBAALAS membership includes laboratory animal science professionals from the following organizations:

- Allen Institute for Brain Science
- Aptevo Therapeutics
- Benaroya Research Institute
- Bloodworks Northwest
- Center for Infectious Disease Research
- Faraday Pharmaceuticals Inc
- Fred Hutchinson CRC
- J.S. Technology Inc (Seattle Genetics)
- Kineta, Inc
- Madigan Army Medical Center
- Novo Nordisk
- Omeros Corporation
- Pacific Northwest Diabetes Institute
- Pima Medical Institute
- Presage Biosciences, Inc
- Seattle Children's Research Institute
- University of Washington Dept. of Comparative Medicine
- University of Washington WaNPRC
- Veterans Affairs Puget Sound Health Care System
- Western Washington University

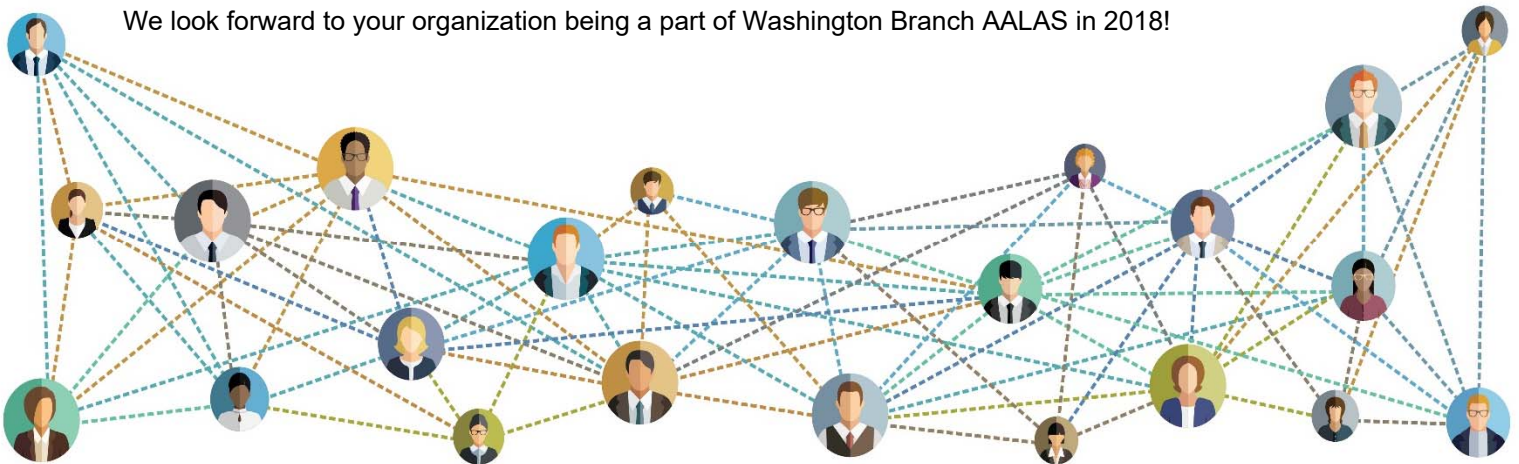
Our growing national and international membership includes laboratory animal science professionals from the following organizations:

- Boston University
- Central Michigan University
- Dow Chemical
- NYU Shanghai

WBAALAS is an independent, not for profit organization and is 100 percent funded by our dedicated members and sponsors. It is through your generosity and support that we are able to maintain our commitment to quality events and education.

We are confident that your commitment to the events offered by WBAALAS is not only a wise investment by your company but also an investment in our LAS community and the future.

We look forward to your organization being a part of Washington Branch AALAS in 2018!



## TRADE FAIR EXHIBITOR SPONSORSHIP OPPORTUNITIES

Features	Table	Bronze	Silver	Gold
Price	\$150	\$250	\$375	\$500
Includes 2018 WBAALAS Commercial Memberships! (required to attend Trade Fair)	For 2 employees	For 2 employees	For 3 employees	For 3 employees
Table-top exhibitor display (6' table)	First come, first served of un-reserved table locations ( <i>limited electrical outlets</i> )	First come, first served of un-reserved table locations ( <i>limited electrical outlets</i> )	Option to reserve a table location ( <i>including those with an electrical outlet</i> )	Option to reserve a table location ( <i>including those with an electrical outlet</i> )
Acknowledgement in event program	X	X	X	X
Copy of conference registration/attendee list after the event	X	X	X	X
Logo on Trade Fair section of wbaalas.org		X	X	X
Acknowledgement of sponsorship in Jan/Feb edition of the Branch newsletter		X	X	X
Logo projected on South-wall display during conference		X	X	X
Logo in printed conference materials, promotion, and signage		X	X	X
Verbal recognition as a Sponsor during conference			X	X
Opportunity to provide full-page advertisement in event program				X
Opportunity to introduce company and employees during announcements portion of conference				X

## OTHER TRADE FAIR SPONSORSHIP OPPORTUNITIES

If you are unable to attend, we encourage you to take advantage of these additional sponsorship options. These opportunities are also open to exhibitors.

Features	Notebooks	BINGO raffle	Photo Booth	Tote Bag	Breakfast/Lunch	Branded Items
Number of sponsorships available	1	3	1	1	5	Unlimited
Price	\$250	\$150	\$200	\$250	\$375	FREE
Details	Sponsor logo on notebooks provided to each attendee in tote bags.	Attendees interact with exhibitors who initial a BINGO card. Full cards are submitted for a drawing and prize. Sponsor for each prize verbally acknowledged at drawing.	Sponsor logo on the digital picture frame added to every image before download from the WBAALAS Facebook page.	Sponsor logo on tote bags provided to each attendee.	Sponsor logo displayed at tables where breakfast and lunch are served.	Sponsor provides 200 branded items for inclusion in tote bags provided to each attendee. Contact <a href="mailto:treasurer@wbaalas.org">treasurer@wbaalas.org</a> for shipping details.
Includes 2018 WBAALAS Commercial Membership!	For 1 employee	For 1 employee	For 1 employee	For 1 employee	For 1 employee	
Acknowledgement in event program	X	X	X	X	X	X
Acknowledgement of sponsorship in Jan/Feb edition of the Branch newsletter	X	X	X	X	X	X
Logo projected on South-wall display during conference	X	X	X	X	X	X
Copy of conference registration/attendee list after the event	X	X	X	X	X	
Logo on Trade Fair section of wbaalas.org	X	X	X	X	X	

## OTHER WASHINGTON BRANCH OPPORTUNITIES

If you are unable to participate in the Spring Educational Trade Fair, or if you would like to maximize your exposure both our local *and national* membership, consider the following opportunities.

### COMMERCIAL MEMBERSHIP ONLY - \$100

Benefits of membership include:

- 2 Individual Memberships
- Link to your company on the WBAALAS website
- Business card size advertisement on the WBAALAS website
- Acknowledgment/logo in quarterly newsletters
- Eligibility to purchase additional advertising space in the company newsletter
- Eligibility to vote in Branch elections
- Eligibility to serve on Branch Board and/or committees
- Eligibility for annual awards
- Notifications of newsletter publication, activities, and events
- Complimentary admission to branch activities and events
- Online learning portal access

### NEWSLETTER ADVERTISEMENTS\*

Every member of WBAALAS receives a quarterly newsletter. Increase your exposure or target a specific campaign by purchasing ad space in our newsletter.

Feature	1/4 Page Ad	1/2 Page Ad	Full Page Ad
Each newsletter (select): <ul style="list-style-type: none"> <li>• Jan/Feb edition</li> <li>• Apr/May edition</li> <li>• July/Aug edition</li> <li>• Oct/Nov edition</li> </ul>	\$30 ea	\$65 ea	\$110 ea
All four newsletters (bundle and save!)	\$100 (save 16%)	\$200 (save 23%)	\$300 (save 32%)

\* WBAALAS Commercial Membership required to purchase newsletter advertisement space.

### VIVARIUM MANAGERS ROUNDTABLE\*

The purpose of this quarterly meeting is to bring together area Vivarium Managers in an informal setting to network and problem solve. Sponsor lunch for one, two, or all of the 2018 roundtables to get your brand in front of these vivarium decision makers.

Feature	January Roundtable	April Roundtable	July Roundtable	October Roundtable	All Four Roundtables
Lunch Sponsorship	\$150	\$150	\$150	\$150	\$500 (save 17%)

\* WBAALAS Commercial Membership required to sponsor vivarium managers roundtables.

WBAALAS hosts a variety of events throughout the year, including technician networking events, educational presentations, a summer picnic, and a year-end member appreciation event. **Join as a WBAALAS Commercial Member to receive notification about these events, attendance details, and associated sponsorship opportunities.**

## WASHINGTON BRANCH PRICE LIST

2018 SPONSORSHIP OPPORTUNITY	PRICE	TOTAL AVAILABLE
Trade Fair Gold Sponsorship (includes a table + membership)	\$500	49 tables
Trade Fair Silver Sponsorship (includes a table + membership)	\$375	
Trade Fair Bronze Sponsorship (includes a table + membership)	\$250	
Trade Fair Table Sponsorship (includes a table + membership)	\$150	
Trade Fair Notebook Sponsorship (includes membership)	\$250	1
Trade Fair BINGO Raffle Sponsorship (includes membership)	\$150	3
Trade Fair Photo Booth Sponsorship (includes membership)	\$200	1
Trade Fair Tote Bag Sponsorship (includes membership)	\$250	1
Trade Fair Breakfast/Lunch Sponsorship (includes membership)	\$375	5
Trade Fair Branded Items (ship 200ct to WBAALAS)	\$0	unlimited
Commercial Membership Only	\$100	unlimited
Quarterly Newsletter Ad Space 1/4 page (each 2018 newsletter)	\$30	unlimited
Quarterly Newsletter Ad Space 1/4 page (all 2018 newsletters)	\$100	unlimited
Quarterly Newsletter Ad Space 1/2 page (each 2018 newsletter)	\$65	unlimited
Quarterly Newsletter Ad Space 1/2 page (all 2018 newsletters)	\$200	unlimited
Quarterly Newsletter Ad Space FULL page (each 2018 newsletter)	\$110	unlimited
Quarterly Newsletter Ad Space FULL page (all 2018 newsletters)	\$300	unlimited
Quarterly Managers Roundtable Lunch Sponsorship (each 2018 meeting)	\$150	unlimited
Quarterly Managers Roundtable Lunch Sponsorship (all 2018 meetings)	\$500	unlimited