



SABM

SOCIETY FOR THE ADVANCEMENT
OF PATIENT BLOOD MANAGEMENT

2026 SABM ANNUAL MEETING

September 17-19, 2026
Atlanta Intercontinental Hotel
Atlanta, GA

Invitation

Dear Industry Colleagues,

You are invited to participate as an exhibitor at SABM 2026, our landmark 25th Annual Meeting, taking place in Atlanta, Georgia. This annual meeting brings together leaders in Patient Blood Management (PBM) engaged in optimizing patient blood health – e.g., addressing anemia and iron deficiency, detection and treatment of abnormalities in coagulation, clinical application of transfusion therapies and pharmacological alternatives. Join clinical experts, healthcare executives, industry innovators, medical professionals, and patient advocates committed to advancing the science and practice of PBM. The 25th Annual Meeting is not one to be missed!

Founded in 2001, the Society for the Advancement of Patient Blood Management (SABM) was created by a group of visionary medical professionals who recognized the need for a new and better way of thinking about blood health – rather than reflexively treating abnormal laboratory numbers with transfusions, they believed in addressing the root causes. In doing so, they could improve patient outcomes and secondarily minimize exposures to costly and risky blood products. They subsequently coined the term Patient Blood Management (PBM), which focuses on evidence-based and patient-centered management of blood health abnormalities, and advocating for PBM as the standard of care.

Today, SABM is recognized internationally as a premier educational resource for PBM. The Society is grounded in scientific validation, evidence-based practices, and a commitment to promoting optimal and effective PBM that prioritizes patient outcomes and experience. Exhibiting at SABM 2026 provides your company with the opportunity to connect directly with clinicians, researchers, administrators, and decision makers who are shaping the future of PBM. This meeting offers valuable visibility, meaningful engagement, and an environment designed to support collaboration and innovation.

We invite you to join us in Atlanta for our highly anticipated 25th Annual Meeting and showcase your products, services, and solutions to an audience committed to advancing PBM. Your participation supports the mission of SABM and helps expand access to education, best practices, and improved patient care.

Thank you for considering our request for participation in the SABM; we look forward to receiving your commitment. If you have any questions, please contact Bethany Radke, 847-752-4264 or bradke@veritasamc.com.

Sincerely,



Bethany Radke
Account Manager, Industry Relations

Sponsorship Information

The 2026 SABM will provide attendees with Continuing Medical Education (CME) in addition to advanced knowledge, combined with new product exposure offered in the Science and Technology Auditorium.

Supporting SABM

Deliver your message in a professional, focused, and educational environment. Exhibiting at SABM provides valuable networking opportunities to build relationships with both new and existing customers.

The anticipated 300+ attendees include physicians, advanced practice providers, nurses, and other healthcare professionals from surgery, anesthesiology, critical care, transfusion medicine, and related disciplines. They will be eager to learn about your company and products.

Optimize Visibility with a Platinum, Gold, Silver or Bronze Level Sponsorship

Participation includes recognition on the Conference website on-site during SABM, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

For more information about exhibits, sponsorships, or advertising opportunities to support SABM, please contact:

Bethany Radke | Account Manager, Industry Relations | Veritas Association Management
1061 East Main Street, Suite 300, East Dundee, IL 60118
W: 847-752-4264 | bradke@veritasamc.com

Partnership Opportunities

PLATINUM | \$30,000

INDUSTRY SPONSORED LUNCH PRODUCT THEATER (Exclusive Opportunity!)

Highlight your commitment to SABM with a 45-minute lunch presentation by your product specialist or guest speaker to present to participants. All food and beverage provided by SABM.

Platinum Level Includes:

- Prime location of exhibit space
- AV and event marketing
- Company recognition on the SABM website
- Recognition on contributor support signage in the meeting pre-function space
- Seven exhibitor badges for company representatives

GOLD | \$20,000 | Choose One of the Following:

INDUSTRY SPONSORED BREAKFAST PRODUCT THEATER (Exclusive Opportunity!)

Highlight your commitment to SABM with a 45-minute breakfast presentation by your product specialist or guest speaker to present to participants. All food and beverage provided by SABM.

WELCOME RECEPTION SPONSOR (Exclusive)

A 5-minute welcome message from the microphone. The reception is held in the exhibit hall, showcase your company while the attendees' network with colleagues and visit the exhibits.

Gold Level Includes:

- Prime location of exhibit space
- AV and event marketing
- Company recognition on the SABM website
- Recognition on contributor support signage in the meeting pre-function space
- Five exhibitor badges for company representatives

SILVER | \$15,000 | Choose One of the Following:

ATTENDEE LANYARD (Exclusive)

Show your support by sponsoring the official lanyard. Each attendee will receive one during registration and wear it during the duration of the event.

WIFI CODE (Exclusive)

Exclusive provider of Wi-Fi for the meeting. Your company name will be the official name of the Wi-Fi and your booth number will be the password. Company name and password will be displayed on signage and in the program book.

DEDICATED WORKSHOP (Exclusive)

Take the stage with an exclusive interactive presentation showcasing your products and innovations with case study evidence and demonstrate usability to our attendees.

Silver Level Includes:

- 6-foot draped table with 2 chairs
- Company recognition on the SABM website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Four exhibitor badges for company representatives

Partnership Opportunities

BRONZE | \$7,500

COFFEE BREAK SPONSOR

Help provide attendees with an AM/PM jolt by sponsoring the breaks during the meeting.

Bronze Includes:

- 6-foot draped table with 2 chairs
- Company recognition on the SABM website
- Recognition on contributor support signage in the meeting pre-function space
- Recognition in the registration packet
- Three exhibitor badges for company representatives

EXHIBIT | \$5,000

- 6-foot draped table with 2 chairs
- Company logo on SABM website
- Recognition on contributor support signage in the meeting pre-function space
- Two exhibitor badges for company representatives

Registration From

Contact Name _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Signature _____

Cancellation Policy - Full refunds not guaranteed if you cancel less than 45 days prior to meeting start date.
Sponsor and Exhibitor Registration ends 30 days prior to meeting start date.

SPONSORSHIP OPTIONS

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> PLATINUM (\$30,000)
45-Minute Industry
Sponsored Lunch
Product Theater | <input type="checkbox"/> GOLD (\$20,000)
Choose One:
<input type="checkbox"/> 45-Minute Industry
Sponsored Breakfast
Product Theater
<input type="checkbox"/> Welcome Reception | <input type="checkbox"/> SILVER (\$15,000)
Choose One:
<input type="checkbox"/> Attendee Lanyard
<input type="checkbox"/> WIFI Code
<input type="checkbox"/> Dedicated Workshop | <input type="checkbox"/> BRONZE (\$7,500)
Coffee Break

<input type="checkbox"/> EXHIBIT (\$5,000) |
|---|---|--|---|

Representative Name (First, Last)	Title	Email Address	Phone

PAYMENT INFORMATION

Please select your preferred method of payment:

- Credit Card: A member of our accounting team will contact you directly
A 4% processing fee will be added to all credit card payments
- Check payable to: Society for Patient Blood Management (in US dollars on a US bank) Tax ID #20-1842126
Mail to: 1061 East Main Street, Suite 300, East Dundee, IL 60118
- Please Invoice Me

Return this completed Registration Form to Bethany Radke

Email: bradke@veritasamc.com

Mail: Society for the Advancement of Blood Management, 1061 East Main Street, Suite 300, East Dundee, IL 60118