



# Blood 2026



Auckland, New Zealand

**18 – 21 October 2026**

## SPONSORSHIP PROSPECTUS

**Blood 2026**

**18 - 21 October 2026**

**New Zealand International Convention Centre**



**HSANZ**  
Haematology Society of  
Australia and New Zealand



**ANZSBT**  
Australian & New Zealand Society of Blood Transfusion



**THANZ**  
Thrombosis & Haemostasis society  
of Australia and New Zealand

# Invitation to sponsor

Dear Valued Sponsor and Exhibitor,

On behalf of the Organising Committee of Blood (Haematology Society of Australia and New Zealand HSANZ, the Australian & New Zealand Society of Blood Transfusion ANZSBT and the Thrombosis and Haemostasis society of Australia & New Zealand THANZ) we take pleasure in inviting your support for Blood 2026.

We are very excited to be hosting Blood in Tāmaki Makaurau, Aotearoa (Auckland, New Zealand), from 18-21 October 2026. The Meeting will be held at the New Zealand International Convention Centre, we expect more than 1,300 attendees including clinicians, scientists and nurses.

This prospectus outlines the sponsorship and exhibition opportunities available at the Meeting. Please take some time to review the packages and determine your requirements for the promotion of your business and contact us if any further clarification is needed.

We look forward to welcoming you as a valued Sponsor and Exhibitor.

*On behalf of the 2026 Organising Committee,*

James Liang  
**HSANZ Convenor**

Alison Badger  
**ANZSBT Convenor**

Nicola Eaddy  
**THANZ Convenor**

## Sponsor Liaison

**The Conference Company** *on behalf of the Organising Committee*

Email: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com)  
Phone: +64 9 360 1240 (or 1800 193 405 within Australia)  
Postal: PO Box 90 040  
Auckland  
1142  
New Zealand

# About the Meeting

Blood 2026 will be held at the New Zealand International Convention Centre, Auckland, New Zealand, on 18 - 21 October 2026.

We anticipate over 1300 attendees, with Australia and New Zealand attendees being joined by a number of international delegates.

Attendees typically come from the following professions:

- Clinical and Laboratory Haematologists
- Advanced and Basic Trainees in haematology
- Scientists working in the haematology area including transfusion medicine, thrombosis and haemostasis, & malignant haematology.
- Nursing Staff involved in the care of haematology patients.
- Pharmacists and Allied Health professionals involved with haematological disorders.
- Clinical and Pre-clinical researchers in the haematology field.
- BMT Scientists



Over 1300 attendees from the blood science professions across the globe



Approximately 100 invited speakers including 20 international experts



Over 500 abstracts for oral or poster presentations



Welcome Reception hosted in the exhibition hall



Range of sponsorship packages on offer

# About the venue and destination

Auckland, or Tāmaki Makaurau, is Aotearoa New Zealand's largest and most diverse city, where vibrant urban life meets awe-inspiring natural landscapes. The city centre is alive with premium hotels, dining, shopping and cultural attractions, all set beside the sparkling waters of the Waitematā Harbour. Within 30 minutes, delegates can be tasting wines in the rolling hills of Te Hāhi o Ngāti Pāoa, hiking through native bush in the Waitākere Ranges, sailing across the Hauraki Gulf, or exploring the volcanic cones that shape the region's unique identity.

Located in central Auckland the NZICC is surrounded by key business event infrastructure within an easy walk, such as universities, business hubs, innovation precincts, over 6,000 hotel rooms, entertainment precincts and tourist amenities.

## Benefits of participating as a sponsor

- Maximum exposure at a premier Meeting devoted to the Blood Science Health industry
- The opportunity for you to interact and target the most influential figures in the field of Blood Science
- The opportunity to participate in the excellent social program allowing you to network with colleagues, renew old friendships and foster new relationships.
- High visibility on the Meeting website and throughout official marketing material
- The opportunity to deliver a clear message that you have a genuine commitment to the industry
- Build new and strengthen existing relationships
- Acquire highly qualified leads and increase brand awareness
- Meet the decision makers and gain instant market feedback.

## Exhibition Timetable

|               | 18 October        | 19 October           | 20 October  | 21 October  |
|---------------|-------------------|----------------------|-------------|-------------|
| Morning Tea   | 1000 - 1030       | 1000 - 1030          | 1000 - 1030 | 1000 - 1030 |
| Lunch         | 1200 - 1300       | 1200 - 1300          | 1200 - 1300 |             |
| Afternoon Tea | 1530 - 1600       | 1530 - 1600          | 1530 - 1600 |             |
| Evening       | Welcome Reception | Poster Wine & Cheese | Gala Dinner |             |

*Please note: These exhibition timings are approximate and could change as the program is finalised  
The Welcome Reception will be held in the exhibition hall amongst the exhibition stands.*

# Sponsorship Overview

| Category  | Platinum         | Gold             | Silver          | Exhibitor       |
|---|------------------|------------------|-----------------|-----------------|
| NZ\$ excluding GST  | \$140,000        | \$90,000         | \$40,000        | \$8,500         |
| Program & Speaker Association   |                  |                  |                 |                 |
| Opportunity to suggest an International Speaker (subject to LOC approval)                         | ✓                | ✗                | ✗               | ✗               |
| Opportunity to purchase a breakfast or dinner symposium   | ✓                | ✓                | ✗               | ✗               |
| Opportunity to purchase additional exclusive opportunities  | ✓                | ✓                | ✓               | ✗               |
| Exhibition Space  |                  |                  |                 |                 |
| Complimentary exhibition space  | 36sqm<br>(6mx6m) | 18sqm<br>(6mx3m) | 9sqm<br>(3mx3m) | 9sqm<br>(3mx3m) |
| Additional exhibition space (per booth, excluding GST)  | \$7,300          | \$7,300          | \$8,500         | \$8,500         |
| Complimentary Registrations   |                  |                  |                 |                 |
| Delegate registrations (includes access to sessions, catering, Welcome Reception and Gala Dinner) | 6                | 4                | 3               |                 |
| Exhibitor passes (access to day catering and Welcome Reception only - no access to sessions)      | 4                | 2                | 1               | 2               |
| Profile   |                  |                  |                 |                 |
| Logo included in promotional email broadcasts   | ✓                | ✗                | ✗               | ✗               |
| Logo with hyperlink on meeting website  | ✓                | ✓                | ✓               | Name only       |
| Name, logo and contact details in app   | ✓                | ✓                | ✓               | ✓               |
| Company profile in app  | ✓                | ✓                | ✓               | ✓               |
| Delegate List   |                  |                  |                 |                 |
| Access to the delegate list (of those who have provided permission)                               | 4 weeks prior    | 2 weeks prior    | 1 week prior    | Post Meeting    |



# Sponsorship Opportunities

## Platinum Sponsor

NZ\$140,000 + GST

The premier level of sponsorship for the Meeting, including an exclusive opportunity to suggest an international speaker.

### International Speaker

Opportunity to suggest an International Speaker for the Scientific Program (final decision of speaker and topics is at the discretion of the Organising Committee). Sponsors are required to submit suggested speaker names to the organisers prior to initiating contact with the speaker.

Travel and accommodation for the speaker organised and covered by the Blood Meeting.

Company logo on the screen before each presentation

Acknowledgement in the speakers section of the Meeting website and in the Meeting App

Acknowledgement by the Chair prior to each speaking session

**Diversity and Inclusion Guidelines for Speaker Suggestions** In order to ensure our faculty are representative of our community, we request sponsors consider the following when suggesting speakers: Gender; Professional group; Cultural diversity; Geographical diversity.

**Utilisation of Speaker for other events** All invited speakers may not be invited to speak or participate in any other events till after 1pm on Wednesday 21 October without express permission of the Organising Committee.

**Timeframe** In order to be able to confirm and include your speaker in the Meeting Program, suggestions of speakers must be received no later than 28th February 2026. After this date, the committee reserves the right to allocate a speaker for you based on preferred topics.

## Benefits

### Registrations

- Six delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- Four exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception)

### Exhibition Space

- 36sqm (6mx6m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a discounted price of NZ\$7,300 + GST

### Profile

- Nominated as a Platinum Sponsor with prominent logo on the Meeting App and Meeting Website
- Company logo in promotional email broadcasts
- Company name, logo and contact details in the Meeting App
- Company profile in the Meeting App
- Access to delegate list (4 weeks prior to the Meeting and updates 1 week prior to and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

# Gold Sponsor

NZ\$90,000 + GST

The Gold Sponsors are recognised as key sponsors of the Meeting and have the following entitlements.

## Benefits

### Registrations

- Four delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- Two exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception)

### Exhibition Space

- 18sqm (6mx3m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a discounted price of NZ\$7,300 + GST

### Profile

- Nominated as a Gold Sponsor with prominent logo on the Meeting App and Meeting Website
- Company name, logo and contact details in the Meeting App
- Company profile in the Meeting App
- Access to delegate list (2 weeks prior to the Meeting and updates 1 week prior to and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

# Silver Sponsor

NZ\$40,000 + GST

## Benefits

### Registrations

- Three delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- One exhibitor staff pass (morning tea, afternoon tea, lunch and Welcome Reception)

### Exhibition Space

- 9sqm (3mx3m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a price of NZ\$8,500 + GST

### Profile

- Nominated as a Silver Sponsor with logo on the Meeting App and Meeting Website
- Company name, logo and contact details in the Meeting App
- Company profile in the Meeting App
- Access to delegate list (1 weeks prior to the Meeting and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

# Sponsor Symposia – breakfast or dinner

Exclusive to Platinum and Gold Sponsors NZ\$6,900 + GST

Opportunity to host a breakfast or dinner symposia (*maximum of two at one time*)

- Speaker and topic subject to approval from Organising Committee
- Room and basic AV provided at the Convention Centre, additional costs for specific room setup, additional AV, and catering will be at sponsors expense
- If preferred, event can be held offsite, all costs for venue and AV will be the sponsors responsibility in those circumstances
- Option for event to appear on the Meeting Program as a corporate symposia to increase profile and attendance
- Symposia details are required for approval by 1st June 2026 so we can review and approve them in time to be included in meeting promotion and program

**Platinum, Gold and Silver Sponsors are invited to sponsors key opportunities at the Meeting.**

## Welcome Reception Sponsor (exclusive)

NZ\$10,000 + GST

- Invitation for Five company representatives to attend the Welcome Reception
  - Company signage display during Welcome Reception (at company's expense)
  - Opportunity for wait staff to wear branded aprons with company logo (aprons to be provided by the sponsor) and/or branding of glasses (at sponsors expense)
- Acknowledgement as a Sponsor on the Meeting App and Meeting Website

## Meeting App Sponsor (exclusive)

NZ\$10,000 + GST

- Logo presence on the header of the app visible on the dashboard of the App (featured as the Meeting App Sponsor)
- Opportunity to send one push notification during the Meeting via the app (content to be provided by you subject to approval from LOC)
- Company Logo and details included on the App sponsorship page (this page will also contain other sponsor logos & details)
- Acknowledgement as the Meeting App Sponsor on the Meeting App and Meeting Website

## Lounge Sponsor (two available)

NZ\$14,000 + GST

- Opportunity to brand one of the lounge areas within the exhibition hall.
- This is a space for delegates to come and relax during the Meeting. Some furniture will be provided but we would encourage the sponsor to make the space their own (branding and additional furniture at the cost of the sponsor and needs to be approved)
- The lounge area cannot be used as an exhibition stand. Should you wish to demonstrate or promote products this needs to be done from your exhibition stand.
- Acknowledgement as a Sponsor on the Meeting App and Meeting website



# Exhibition Booth

NZ\$8,500 + GST

## Registrations

- Two exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception – *no access to sessions*)
- Passes for additional representatives can be purchased at a cost of NZ\$225 (incl GST) per person per day or NZ\$550 (incl GST) for the whole Meeting

## Exhibition Space

- 9sqm (3mx3m) shell scheme stand including white panels, spotlights, one x 4amp power point, and organisation name on fascia sign

## Profile

- Company name and contact details in the Meeting App
- Company name on Meeting website
- Access to delegate list (after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

# Exhibition Information

|  |  |
|--|--|
| <b>Platinum Sponsor's exhibition allocation:</b> <ul style="list-style-type: none"><li>• Space only 36sqm (6mx6m)</li><li>• One x 10amp power point</li></ul>  | <b>Gold Sponsor's exhibition allocation:</b> <ul style="list-style-type: none"><li>• Space only 18sqm (6mx3m)</li><li>• One x 10amp power point</li></ul>  |
| <b>Silver Sponsor's exhibition allocation:</b> <ul style="list-style-type: none"><li>• Space only 9sqm (3mx3m) (discounts are not available if the shell scheme is not required)</li></ul> OR <ul style="list-style-type: none"><li>• Shell scheme stand 9sqm (3mx3m)</li><li>• White wall panels 2.4m high</li><li>• Organisation name on fascia board</li><li>• Two x 150w spotlights</li><li>• One x 4amp power point</li></ul> | <b>Exhibitor's exhibition allocation:</b> <ul style="list-style-type: none"><li>• Shell scheme stand 9sqm (3mx3m)</li><li>• White wall panels 2.4m high</li><li>• Organisation name on fascia board</li><li>• Two x 150w spotlights</li><li>• One x 4amp power point</li></ul> |

Sponsors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Sponsorship Team email: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com) by no later than 29th August 2026

Furniture hire and provision of internet connections is not included for any of the above packages. These items may be hired from the official Meeting contractors. Contact details will be provided in the Sponsorship and Exhibition Manual.

# Preliminary Exhibition Timetable

Preliminary schedule is provided, however final timings will be published in the Sponsorship and Exhibition Manual.

|            |  |
|------------|--|
| 16 October | Stand builders only                                      |
| 17 October | Building and dressing stands for Sponsors and Exhibitors |
| 18 October | Exhibition Open  |
| 19 October | Exhibition Open  |
| 20 October | Exhibition Open  |
| 21 October | Exhibition Open; Bump out                                |

## Exhibitor Staff Passes

An allocation of Exhibitor Staff Passes is included in each sponsorship package. These passes include all catering located in the Exhibition Hall (morning tea, lunch and afternoon tea) and the Welcome Reception but do not include attendance to any of the scientific sessions or the Gala Dinner.

Sponsors will receive access to an online form to register staff. Additional passes may be purchased at NZ\$550 (incl GST) per person for the entire Meeting or NZ\$225 (incl GST) per person per day. Should sponsors wish to attend scientific sessions, they need to purchase an industry registration.

## Sponsorship and Exhibition Manual

A Manual will be distributed to all sponsors three months prior to the Exhibition. The manual will contain details of the online registration process for staff, the pack-in / pack-out schedule, supplier contact details and forms for exhibition handbook entry, etc.

## Accommodation

Sponsors will be able to book accommodation at Meeting hotels. Further details will be provided when Meeting registration opens in March 2026.

# Terms and Conditions

## Booking and Payment

All prices are quoted (unless specified) in New Zealand dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%).

If you are registered for New Zealand GST with the New Zealand Inland Revenue Department, the GST paid may be reclaimed on your GST returns.

Sponsorship packages and exhibition space will be allocated only upon receipt of the online booking form or a signed hard copy booking form (i.e. a first come, first served basis).

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe, you relinquish your right to the requested sponsorship package and exhibition space.

The balance will be invoiced on 1 March 2026, to be paid by 20 March 2025. Applications made after 1 March 2026 must include full payment.

All payments should be made in New Zealand Dollars by bank transfer or credit card (Please note there is a credit card fee of 2.6%). All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Sponsors may not assign or sublet any part of their exhibition space. The Organising Committee may need to make changes to the floor plan; however, changes will not be undertaken without prior discussion with the companies affected. Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

## Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 7 April 2026, you are liable for 50% of the package selected
- from 7 April 2026, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the Meeting in case of circumstances beyond its control. In such a case, all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

## Insurance & Security

All property, display materials and vehicles under the control and custody of the Exhibitor are understood to remain under the control and custody of the Exhibitor and therefore the total responsibility of the Exhibitor in relation to insurance protection and coverage in transit to, within the confines of the exhibition boundaries and in transit to and from the confines of the exhibition venue and its boundaries and for the total duration of an Event from the commencement of the set up through until an Event site is vacated. The Organiser provides 24 hour monitoring of the site by event staff and overnight security by accredited security services from the official start of set up (the official set up times may vary and will be advised in event publications and upon checking at an Event) through until 8am on the day after the last day of an Event. The Organiser is not responsible for any damage to or loss of goods of the Exhibitor or its servants, staff, agents or contractors due to any reason whatsoever.

The Organiser recognises that Exhibitors and Sponsors securing site space at a number of Events will only need to provide Certificates of Currency of Insurance once yearly valid for the period of all Events to which the Exhibitor and/or Sponsor are attending.

Exhibitors and others are not permitted to connect or otherwise interfere with the electrical, gas, water or other fittings within a venue or at the grounds where an Event is located. Any such connections or alterations need to be approved by the Organiser and the host venue and would then be carried out at the expense of the Exhibitor. All electrical items brought to an Event MUST HAVE valid electrical certification tags on them, including extension leads and power boards. Exhibitors who have ordered power and require more than one power outlet, must bring their own additional power leads and power boards. It is an inherent obligation of the Exhibitor and Sponsor to provide proof of currency of public liability insurance in accordance with the date set out in the Event Information – Public Liability Certificate of Currency Due Date set out in an Event specific terms and conditions. The Exhibitor and/or Sponsor will ensure that such public liability insurance is to the value of \$20 million prior to allowing access to an Event.

## Health & Safety

The Exhibitor and Sponsor acknowledge that Event sites can be hazardous. Exhibitors and Sponsors are required to take due care and attention in order to prevent injury and property damage. The Organiser cannot be held responsible nor liable for damage caused by the act or omission of an Exhibitor or Sponsor. The Exhibitor, its servants, agents, licensees, contractors or subcontractors will be responsible for complying with workplace health and safety standards at all times.

Exhibitors, contractors, delivery drivers, etc. MUST wear high visibility vests and closed in shoes during the set up and bump out hours of an Event. Children are not permitted on site at a venue during set up and bump out times.

# Terms and Conditions continued

**Code of Conduct** Sponsors and Exhibitors must comply with the guidelines for 'Activities Directed at Healthcare Professionals' described in the most recent edition of the Medicines New Zealand Code of Practice [www.medicinesnz.co.nz](http://www.medicinesnz.co.nz)

All displays must be directed to health professionals and product information for all promoted products must be available from the stand.

Sponsors & Exhibitors shall not discriminate against or harass any conference attendee, staff member or exhibitor because of race, religion, sex, national origin, age, disability, or sexual orientation.

Sponsors & Exhibitors shall not solicit business in front of displays not their own. They shall not interrupt or entice prospective clients away when engaged with another supplier. They shall train their personnel in the purpose of the sponsorship opportunity and shall teach business etiquette to staff members.

Sponsors & Exhibitors shall not have loud music, distracting noises, etc. emanating from their display areas that will interfere with other suppliers.

All meeting speakers (including International Speakers) may not be approached to participate in any presentations scheduled from 12th - 21st October without specific approval from the Organisers to ensure no conflict of interest or duplication in presentation topics.

Sponsors & Exhibitors shall not disassemble their displays before appointed time unless special circumstances require, and then only with approval of the Organisers.

**Stand Selection** Stand space is allocated to companies in order of level of sponsorship based on the date the signed application is received. A final floorplan will be forwarded to your company representative to select from available spaces.

## We invite your support

Thank you for taking the time to consider the possibilities the Blood Annual Scientific Meeting has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form located on the following page. If we can assist with further information, or discussing other opportunities, please contact the Meeting Managers.

We hope that you find value in the opportunities that are available and we look forward to welcoming you to Auckland.

**THE  
CONFERENCE  
COMPANY**

**The Conference Company** *on behalf of the  
Organising Committee*

Email: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com)

Phone: +64 9 360 1240 or 1800 193 405 (within Australia)

# Application for Sponsorship

To confirm your sponsorship or exhibition, please complete the form below and email to [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com). Or please complete the online application form. If you wish to pay by credit card, we will send you a secure link for payment. This Meeting accepts Visa and MasterCard payments. A credit card surcharge will apply.

Applications are subject to approval from the Local Organising Committee. We reserve the right to decline your application on the grounds of professional or ethical differences.

We apply for sponsorship in accordance with the terms and conditions as set out in this prospectus.

## Company Details

Company Name (for invoice):

Company Name (for exhibition / promotion):

Postal Address:

Telephone:

Email:

Contact Person:

## Package Selection

1. Platinum NZ\$140,000 + GST
2. Gold NZ\$90,000 + GST
3. Silver NZ\$40,000 + GST
4. Other

## Exhibition Requirements

Standard Booth NZ\$8,500 + GST

No. of booths

Platinum & Gold Sponsors only:

Discounted Booth NZ\$7,300 + GST

No. of booths

## Stand Build

Space only  
(we will install a custom stand)

Shell scheme required

Date:

Signed: