

## American Association of Immunologists (AAI)

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**Situation** The American Association of Immunologists (AAI) of Bethesda, Maryland was founded to help expand the frontiers of immunology, and support the interests and advancement of immunologists around the world. The association publishes *The Journal of Immunology*, the leading peer-reviewed journal in the field, and is actively engaged in disseminating immunology news, recruiting new members, hosting and managing meetings and forums for presentation of new research, and bringing immunology research issues to Capitol Hill.

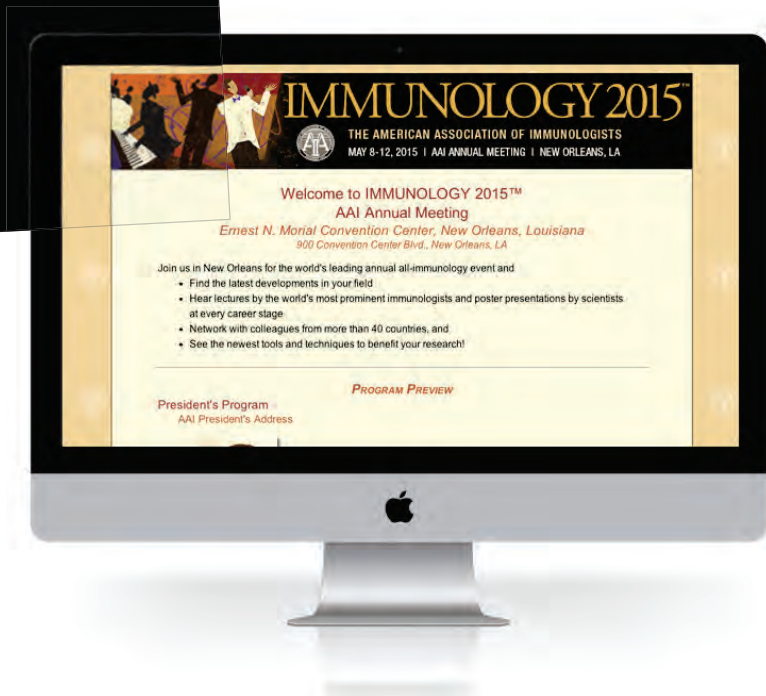
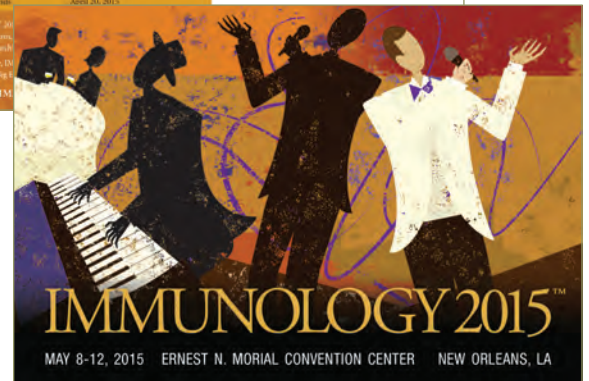
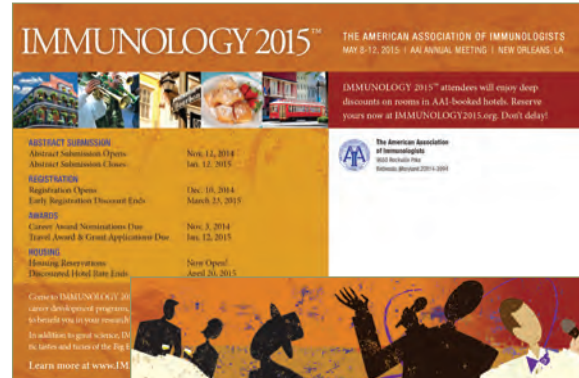
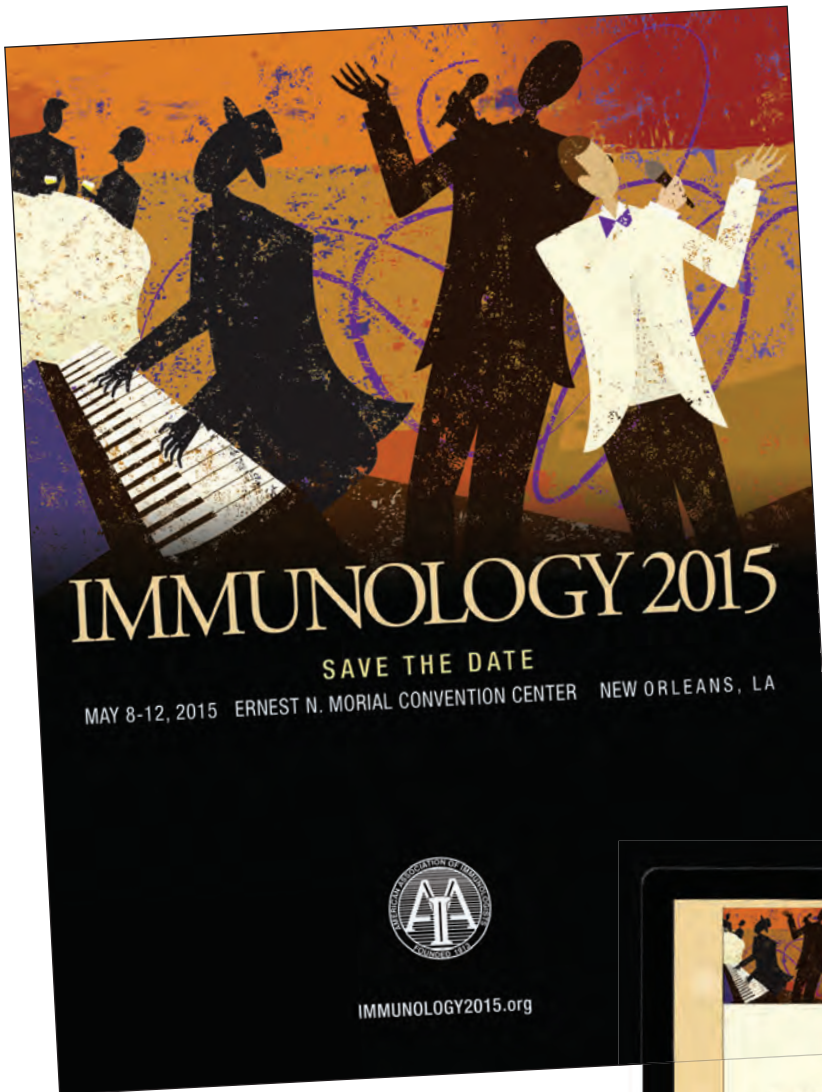
With a limited staff and resources that were stretched thin by its numerous responsibilities on multiple fronts, AAI selected TDC to be its go-to resource for marketing communications design and messaging support.

**Solution** Much of our work for AAI has involved refinement and design of marketing materials for its 2014 and 2015 annual meetings. For the 2014 meeting, we inherited a number of materials that were already in progress and had a look and feel in place. Accordingly, we refined the existing work and created print ads promoting the meeting as well as events at the meeting; save-the-date ads and mailers; and a program guide cover that all aligned with the established creative foundation.

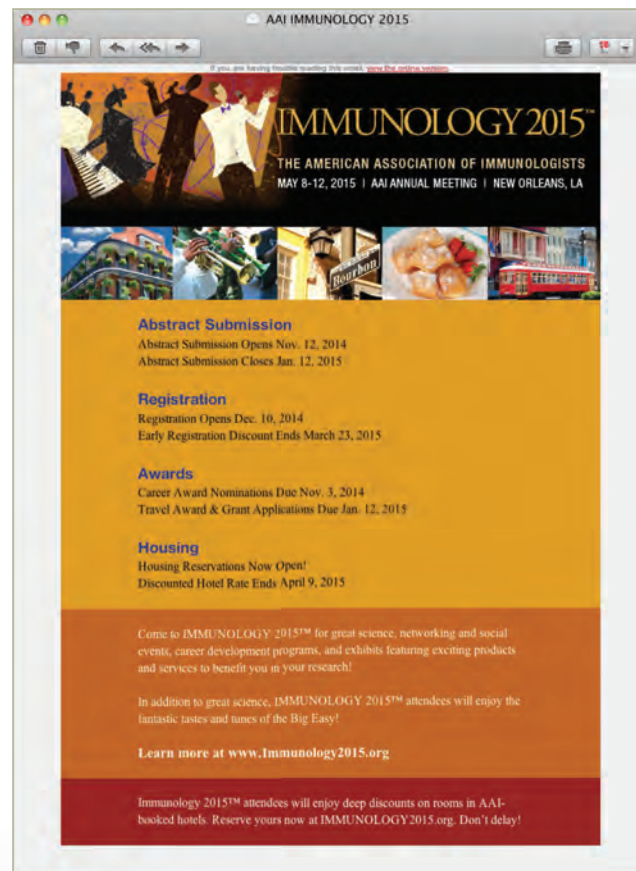
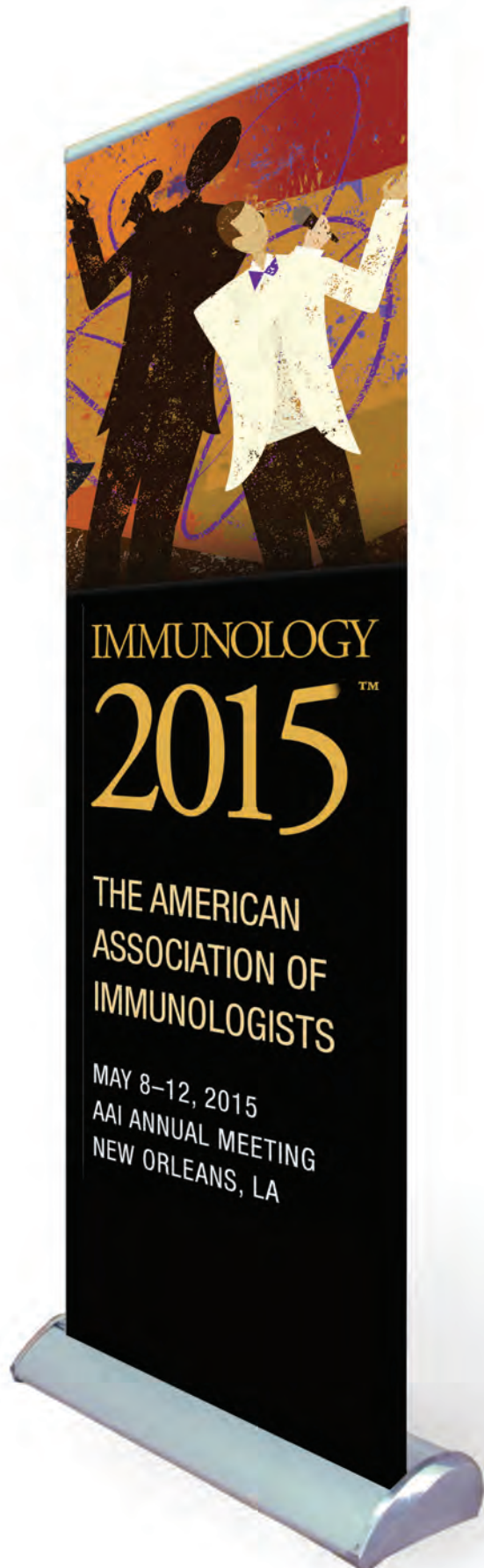
After solidifying AAI's trust in our capabilities and responsiveness, we established a new look and feel for the 2015 annual meeting marketing materials that reflected the spirit of the New Orleans meeting site. We have developed save-the-date ads and hot cards, web banners, and physical banners that carry the new look and feel and will be further involved in the creation of additional materials supporting the 2015 meeting in the months ahead.

**Result** AAI has continued to lean on TDC for guidance and support in ensuring that its marketing communications needs are met. Our sensitivity to working within AAI's established look and feel framework for its 2014 annual meeting enabled us to earn the trust needed to lead a change in the creative direction for its 2015 meeting. We look forward to applying this new approach to additional materials for the meeting and developing impactful presentations for other program areas within AAI.

- print ad
- save the date postcard
- website banner

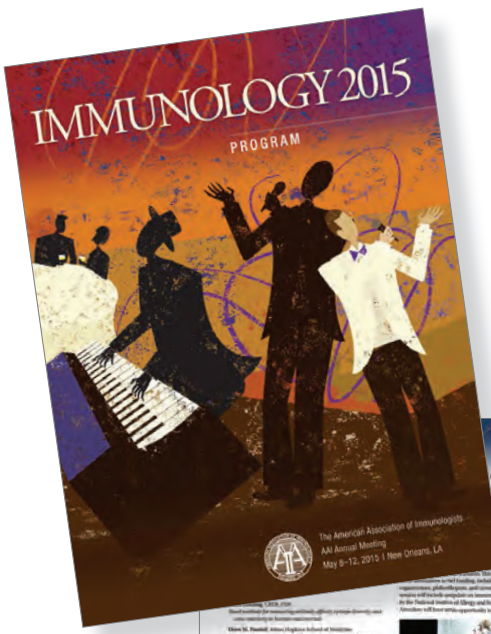


- conference pop-up banner
- html email





- Immunology2015 program
- Immunology2015 abstracts



### Booth 848

## Rethink Possible

Is your flow too slow?  
Is your ELISA content too low?

From combinatorial profiling to screening cells and beads together, the Cuel Screens delivers the:

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Leaders in immunotherapy, immune target screening, and antibody discovery are uncovering new possibilities with iCue™. What's stopping you?

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Fast Time to Results  
Cost Effective  
Better Insight

## IMMUNOLOGY 2015

AAI PRESIDENT'S PROGRAM

**AAI President's Address**  
FRIDAY, MAY 8, 5:30 PM  
Plenary II, Morial Convention Center, Convention Hall  
Linda A. Marzetta  
Scripps Research Institute, AAI President  
*Using Immunotherapy to Improve Cancer Immunotherapy: From Bench to the Bedside*

**AAI President's Symposium: Partners at Crime and I Call Shots**  
SATURDAY, MAY 9, 12:30 PM - 2:30 PM  
The Green Hall  
Linda A. Marzetta, Scripps Research Institute, AAI President  
Suzanne E. Wheeler, University of Minnesota  
Programing of novel CAR T cells to identify distinct cell targets  
William R. Heath, University of Manchester  
Using immunotherapy to improve cancer immunotherapy: From bench to bedside  
Linda A. Marzetta, Scripps Research Institute, AAI President  
Suzanne E. Wheeler, University of Minnesota  
Programing of novel CAR T cells to identify distinct cell targets  
William R. Heath, University of Manchester  
Using immunotherapy to improve cancer immunotherapy: From bench to bedside

### AAI COMMITTEE - SPONSORED SESSIONS

#### AAI EDUCATION COMMITTEE & AAI COMMITTEE ON THE STATUS OF WOMEN

**Careers in Science Roundtable**  
SATURDAY, MAY 9, 10:00 AM - 1:00 PM  
Chair: Virginia Maguire, Scripps Research Institute, AAI Committee on the Status of Women

At this roundtable, speakers will discuss the opportunities available to women in science, the challenges they face, and the strategies they use to overcome them. The roundtable will be moderated by Virginia Maguire, AAI Committee on the Status of Women Chair. The roundtable will be held in the Green Hall, Morial Convention Center, Convention Hall.

**AAI Education Committee**  
SATURDAY, MAY 9, 1:00 PM - 4:00 PM  
Chair: Nancy Rose, Scripps Research Institute, AAI Education Committee

This session will focus on the latest developments in immunology education, including the use of new technologies and the development of new courses. The session will be moderated by Nancy Rose, AAI Education Committee Chair. The session will be held in the Green Hall, Morial Convention Center, Convention Hall.

### GUEST SOCIETY SYMPOSIA

**Radical Reaction Society (RRS) and National Cancer Institute (NCI) Symposium: Synthesis of Radiolabelled and Immunogenic Peptides and Translational Impact**  
SATURDAY, MAY 9, 10:00 AM - 1:00 PM  
Chair: Michael H. Stupp, Scripps Research Institute, AAI President

**Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer**  
SATURDAY, MAY 9, 8:00 AM - 10:00 AM  
Chair: Susan C. Coker, University of Pittsburgh, AAI President

**Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer**  
SATURDAY, MAY 9, 10:00 AM - 12:30 PM  
Chair: Susan C. Coker, University of Pittsburgh, AAI President

**The Obesity Society (TOS) Symposium: Immunology of Obesity**  
SATURDAY, MAY 9, 10:00 AM - 12:30 PM  
Chair: Barbara S. Skovitz, Scripps Research Institute, AAI President

**Society for Neurobiology of Disease (SND) Symposium: Advances in MS and Alzheimer's**  
SATURDAY, MAY 9, 10:00 AM - 12:30 PM  
Chair: David M. Holtzman, Scripps Research Institute, AAI President

**Society for Immunology of Cancer (SIC) Symposium: Immune Biomarkers in Cancer**  
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