

# ISCT EUROPE 2018 REGIONAL MEETING



## CORPORATE OPPORTUNITIES

**SEPTEMBER 12-14, 2018** 📍 FLORENCE, ITALY  
Firenze Fiera Congress and Exhibition Center

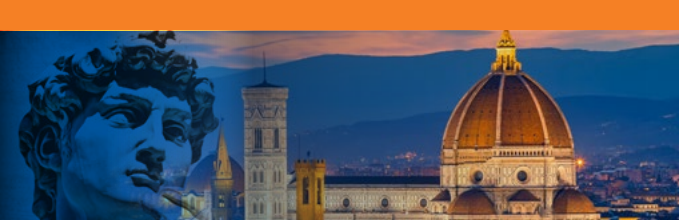
**ISCT REGIONAL MEETING**  
📍 FLORENCE • ITALY • 2018

International Society for Cellular Therapy  
**ISCT**   
Region • Europe



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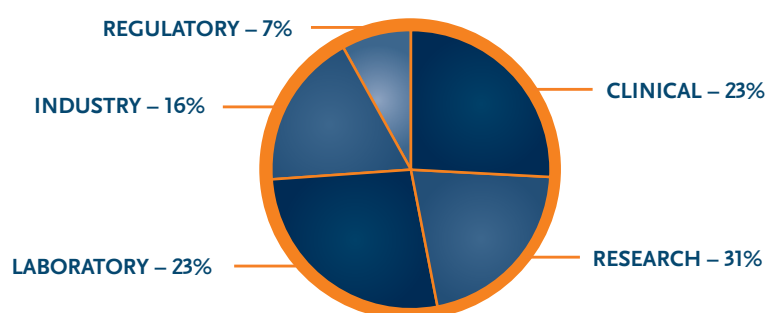


## About the Meeting

### SOCIETY DESCRIPTION:

ISCT is a global association driving the translation of scientific research to deliver innovative cellular therapies to patients. ISCT is the only group focused on pre-clinical and translational aspects of developing cell therapy products. As such, ISCT helps academic, government and biotech/pharma sectors transform research into practice and product.

### MEMBERSHIP BREAKDOWN:



### EUROPEAN REGIONAL MEETING HISTORY:

Past meetings have occurred in Antwerp, Belgium (2008), Belgirate, Italy (2010), and Seville, Spain (2015). The upcoming Regional Meeting in Florence, Italy promises to deliver an exciting opportunity to leverage your company's exposure to leading cell therapy professionals.

### MEETING OVERVIEW

Following ISCT's Silver Jubilee and largest Annual Meeting in 2017, the ISCT Europe 2018 Regional Meeting will provide an opportunity for continued dialogue and conversation within our European region.

To enhance the scientific program and provide exceptional scientific value to our delegates, various corporate opportunities are available to Industry including Corporate Tutorials, Exhibit Booths and Marketing Opportunities that will highlight your company.

### ATTENDEES INCLUDE:

- MD and/or PhD clinicians and scientists
- Laboratory professionals involved in cell-processing programs/facilities
- Industry personnel from cell therapy or enabling technology companies
- Regulatory professionals

### SPONSORSHIP CONTACT :

Please contact Brian Poole ([brian@celltherapysociety.org](mailto:brian@celltherapysociety.org), 604-874-4366) at the ISCT Head Office with any questions or requests.

## WHY SPONSOR THE ISCT EUROPE REGIONAL MEETING?

- ▶ Position your company as a leader in cell therapy
- ▶ Present cutting edge scientific data to your target audience
- ▶ Connect with international cell therapy professionals
- ▶ Spotlight your company by driving awareness of your current/future products
- ▶ Access cell therapy clinicians, researchers and technologists
- ▶ Stand out from the crowd and lead in this competitive market





## Summary of Corporate Opportunities

### BUILD YOUR OWN PACKAGE!

You may select any of the opportunities listed below. Based on the total amount, you may classify as a Bronze, Silver, Gold or Platinum Supporter. Our package is designed to be built by you to fulfill your needs at our upcoming conference. All prices are listed in US dollars.

**Platinum Supporter** – spend of \$25,000 USD or more

**Silver Supporter** – spend of \$10,000 USD to \$14,999 USD

**Gold Supporter** – spend of \$15,000 USD to \$24,999 USD

**Bronze Supporter** – spend of \$7,500 USD to \$9,999 USD

### CORPORATE SYMPOSIUM

#### WEDNESDAY SEPTEMBER 12TH

1 available ..... **\$7,500 USD**

### CORPORATE TUTORIALS

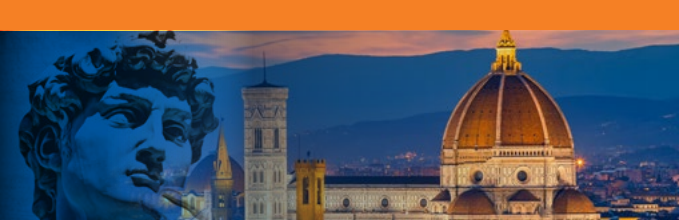
#### THURSDAY SEPTEMBER 13TH

2 available ..... **\$5,000 USD**

### EXHIBITING *See page 6 for details*

Each exhibit booth (2m x 3m) ..... **\$3,000 USD**





## Marketing Opportunities

Welcome Reception Sponsorship: .....	\$4,000 USD
Wifi Sponsorship: .....	\$3,000 USD
Lanyards and Name Badge Pouch: .....	\$3,000 USD (+ production)
Poster Session Reception: .....	\$1,500 USD
Delegate Bag Logo: .....	\$2,500 USD
Delegate Bag Insert: .....	\$1,000 USD
Coffee Break Sponsorship: .....	\$1,000 USD
Back cover full page ad: .....	\$2,000 USD
Full page ad: .....	\$1,000 USD
Half page ad: .....	\$750 USD
Young Investigator Abstract Award (3): .....	\$1,000 USD

### DEDICATED CORPORATE E-BLASTS

The company/institution must provide ISCT Head Office with no more than 400 words text. The text must promote your presence at the meeting and not only serve as a product/service ad. Limited eblasts are available (as shown below). Sold on a first-come, first-served basis. Emails are sent to registered delegates only.

May: .....	\$1,000 USD	June: .....	\$1,250 USD
July/August (2 each month): .....	\$1,500 USD	September (2): .....	\$2,000 USD

### BENEFITS OF MARKETING OPPORTUNITIES

All purchasers of marketing opportunities will receive the following benefits:

- A listing in the Supporter and Exhibitor Directory (including corporate contact information) printed at the end of the meeting program book

**Welcome Reception Sponsorship** will also include:

- Logo branded signage throughout the reception space, provided by ISCT
- Verbal recognition during the Welcome Address

**Wifi Sponsorship** will also include:

- Logo branded cards with login details, distributed at meeting Registration desk

**Poster Session Reception Sponsorship** will also include:

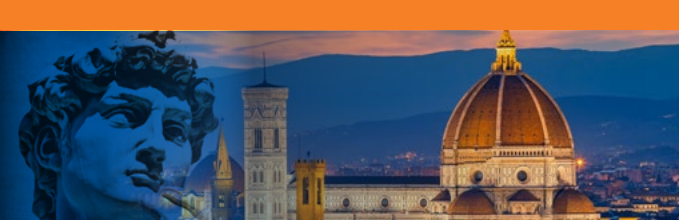
- Logo branded signage throughout the reception space, provided by ISCT
- Opportunity to display promotional materials in the reception area (500 pieces max)

**Coffee Break Sponsorship** will also include:

- Logo branded signage throughout coffee break space, provided by ISCT

**Young Investigator Abstract Award Sponsorship** will also include:

- Recognition in the Call for Abstracts (if purchased prior to the Abstract Submission Deadline)
- Recognition in abstract submission promotional emails
- Recognition on ISCT regional meeting website abstract page ([www.isct-eu2018.com](http://www.isct-eu2018.com))
- Recognition in notification sent to award recipients



## Corporate Symposium (\$7,500 USD) and Tutorials (\$5,000 USD)

Connect with global cell therapy professionals and host a Corporate Symposium or Tutorial. Corporate Symposia and Tutorials represent valuable face time with clients and potential customers attending the ISCT Europe Regional Meeting.

Present company specific data and information to your target audience during this one hour session. The Corporate Symposium is a stand alone event while Corporate Tutorials may run concurrently.

Available slots are as detailed below. *Please note that symposium and tutorial fees do not include any food and beverage, administrative services (e.g. registration services), use of a presentation computer (you must bring your own laptop), or audio-visual technician services. The fees do include reservation of appropriate space booked at the conference location, and limited audio-visual equipment.*

### CORPORATE SYMPOSIUM: WEDNESDAY SEPTEMBER 12TH, 16:30 – 17:30

1 available

### CORPORATE TUTORIALS: THURSDAY SEPTEMBER 13TH, 12:30 – 13:30

2 available

*Exact times subject to change*

## DETAILED BENEFITS AND INCLUDED SUPPORT

Corporate Symposium and Tutorial sponsorship fees include room reservation at the conference venue and limited audio visual equipment (screen, LCD projector, podium, laser pointer, microphone, panel table).

Sponsorship fees do not include food and beverage, administrative services, use of a presentation computer (bring your own laptop) or AV technician services.

### DETAILED BENEFITS

- A pre-conference delegate mailing list\* (provided upon request any time between May 1 and September 7, 2018)
- A post-conference delegate mailing list\* (provided by September 30, 2018).
- Recognition in promotional materials and event description in the Corporate section of the Program Book (if arranged prior to print)
- Recognition on the Meeting website ([www.isct-eu2018.com](http://www.isct-eu2018.com))
- A set of ISCT membership mailing labels for a one-time use in promoting the symposium or tutorial. (provided upon request)
- Company logo and description in the Supporter and Exhibitor Directory area of the program
- 1 conference registration, including access to all concurrent sessions, meals and Welcome Reception.

*\*does not include email addresses*

**ALL SPEAKERS AND PARTICIPANTS MUST BE REGISTERED DELEGATES FOR THE MEETING.**



## Exhibiting \$3,000 USD

3m x 2m hard wall booth ..... \$3,000 USD

Increase your company's visibility – exhibit at the ISCT Europe Regional Meeting and take advantage of this unique marketing opportunity. Whether you are selling existing products or services, promoting your organization, or introducing a new product, exhibiting allows you to meet face-to-face with your target audience. Exhibit space in Florence is limited, so act now to secure your space!

### BENEFITS OF EXHIBITING

Exhibitors will receive the following benefits:

- All exhibits strategically located in conjunction with coffee and lunch breaks to maximize delegate traffic.
- A professionally assembled hard wall booth for your corporate display, providing your company with a strong, visible presence at the conference
- A pre-conference delegate mailing list\* (provided upon request any time between May 1 and September 7, 2018)
- A post-conference delegate mailing list\* (provided by September 30, 2018)
- 1 conference registration, including access to all concurrent sessions, meals and Welcome Reception. 1 Exhibitor Badge, including access to the Exhibit Hall and conference meals made available in the Exhibit Hall. You may trade your 1 conference registration for 2 exhibitor badges.
- Company logo and description in the Sponsor and Exhibitor Directory of the Program

*\*does not include email addresses*

### DATES AND TIMES OF EXHIBITION

*TIMES ARE SUBJECT TO CHANGE*

<b>Wednesday September 12th:</b>	19:30 – 21:30
<b>Thursday September 13th :</b>	10:00 – 17:30

### MOVE IN & MOVE OUT INFORMATION EXACT TIMES TBA

<b>Move in:</b>	Tuesday September 11th	<b>Move out:</b>	Thursday September 13th
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## APPLICATIONS FOR EXHIBIT SPACE

Applications must be submitted to the ISCT Head Office no later than Friday August 31 2018 (pending availability) using the application form on page 10. Be sure to send your application in early to secure your space!

## ELIGIBILITY TO EXHIBIT

The Conference Management in its sole discretion will determine eligibility of any applicant to exhibit at the Exhibition and the suitability for display of each product or service that such Applicant or Exhibitor intends to display at the Exhibition. The decision of the Conference Management will be final and binding on the Applicant or Exhibitor as the case may be.

## BOOTH ALLOCATION POLICY

Conference Management will confirm exhibit space upon receipt of a signed application form with payment in full. Receipt of the application form by the Conference Management shall not confer any claim to subsequent

approval. Booth spaces will NOT be allocated until payment is received. Exhibit booth location is confirmed on a first-come, first-served basis. Again, the exhibit floor is limited and sells out in advance, so sign up early.

## EXHIBITOR SERVICES MANUAL

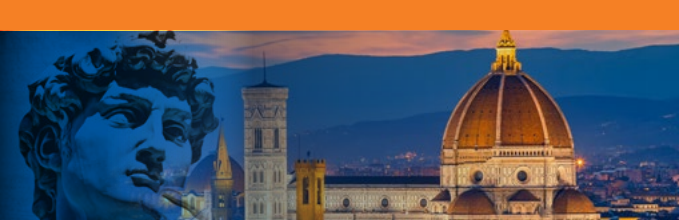
An exhibitor services manual will be sent to each confirmed exhibitor which will include rules and regulations, vendor contact information, freight and labor deadlines, and additional furniture purchasing information. The package will be sent out in April 2018.

## CONTACT INFORMATION

### Support & Exhibiting:

ISCT Head Office  
T 604.874.4366  
E [brian@celltherapysociety.org](mailto:brian@celltherapysociety.org)  
744 West Hastings, Suite 325, Vancouver BC V6C 1A5 Canada  
[www.celltherapysociety.org](http://www.celltherapysociety.org)  
[www.isct-eu2018.com](http://www.isct-eu2018.com)





## CORPORATE SYMPOSIA & TUTORIAL GUIDELINES

Corporate Symposia and Tutorials held in conjunction with the ISCT Regional Meeting are not part of the official meeting agenda and will be designated as Corporate Sessions in the meeting program. Companies hosting Corporate Symposia and Tutorials agree:

1. that ISCT retains the right to approve Symposia and Tutorial content, faculty, venue and other details.
2. that the Symposia or Tutorial will provide opportunity for open question and answer sessions and permit evaluation by attendees; Evaluation forms would be developed, distributed and tabulated by the supporter.
3. Symposia and Tutorial planning efforts including set-up, food and beverage, audio-visual and other arrangements, will be made through the ISCT Head Office, unless other arrangements are agreed upon to allow the Symposia/Tutorial contact person to deal directly with the conference center staff. In the case of the latter, the ISCT Head Office must be kept informed of all communication between the Symposia/Tutorial contact person and conference center staff. All audio-visual requirements must be arranged through ISCT.
4. that ISCT will provide a list of registered conference attendees to the Symposia/Tutorial contact prior to the Symposia/Tutorial. If meeting staff is required on-site, the Company will be billed separately. If audio-visual technicians are required for Symposia/Tutorials, the Company will be billed separately.
5. not to use “ISCT”, “ISCT Europe Regional Meeting”, or the respective logos on any announcement, sign publication, audio-visual product or other promotional materials without express written permission from ISCT.
6. all promotional materials must be approved by ISCT prior to distribution.
7. that no audio or video taping can take place without consent of ISCT; all approved audio and/or video taping must be disclosed to the audience in the program.
8. to refrain from posting promotional signs in hotel lobbies without permission of ISCT; placing promotional material under the doors (or door drops of any kind) of hotel guests is not permitted.
9. Food and beverage is at the cost of the symposia/tutorial host.
10. the Symposia/Tutorial fee does not include any costs for registration, food and beverage, additional audio-visual, or any administrative services provided.
11. to remit the Symposia/Tutorial fee, administrative fees and Symposia/Tutorial proposal information to ISCT; additional costs will be billed after the ISCT Europe Regional Meeting; checks should be made payable to the International Society for Cellular Therapy.



APPLICATION PAGE 1\*

## Application for Sponsorship and Exhibitors **Build your Package!**

### Step 1: Applicant Information:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Country: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Corporate Applicant Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Please Print Name: \_\_\_\_\_



APPLICATION PAGE 2\*

## Step 2: Select the opportunities you are applying for (all prices are in \$USD)

<b>CORPORATE SYMPOSIA AND TUTORIALS</b> <i>Remember to complete page 9!</i>			
Wednesday, September 12th (1)	\$7,500.00		
Thursday, September 13th (2)	\$5,000.00		
<b>EXHIBITING</b>			
2m x 3m hard wall booth	\$3,000.00		
Preferred Booth Number			
I would prefer to not be placed close to the following companies:			
<b>AWARDS</b>			
Young Investigator Abstract Award	\$1,000.00		
<b>MARKETING OPPORTUNITIES</b>			
Welcome Reception Sponsorship	\$4,000.00		
Wifi Sponsorship	\$3,000.00		
Lanyard and Name Badge Pouch (provided by sponsor) (1)	\$3,000.00 + prod		
Poster Session Reception	\$1,500.00		
Delegate Bag Logo	\$2,500.00		
Delegate Bag Insert	\$2,000.00		
Coffee Break Sponsorship (6)	\$2,000.00		
Back Cover full page ad in Conference Program	\$2,000.00		
Full page ad in Conference Program	\$1,000.00		
Half page ad in Conference Program	\$750.00		
<b>DEDICATED CORPORATE EBLASTS</b>			
<i>(Blasts must promote presence at the meeting and are sold on a first come first serve basis. Emails are sent to delegates only.)</i>			
May	\$1,000.00		
June	\$1,250.00		
July	\$1,500.00		
August	\$1,500.00		
September	\$2,000.00		



APPLICATION PAGE 3\*

### Step 3: Payment Information:

All payments must be made in US dollars. Bank drafts must be drawn on a bank in the US. Please make checks payable to the “International Society for Cellular Therapy”. Forward completed application along with check, bank draft, or credit card information to the address below. Note: 25% down payment due within 30 days of booking, remainder due July 31, 2018. ISCT reserves the right to release the booth for immediate sale with no refund of deposits for accounts not paid in full by July 31, 2018. Completion of this application includes acceptance to pay the full amount indicated.

#### I/we agree to pay the TOTAL sum of USD \$

- I will pay by check, invoice will be provided upon receipt,  
(please make payable to the “International Society for Cellular Therapy”)
- I will pay by credit card (Invoice will be provided upon receipt of application form)
- I will pay by wire transfer (Details will be provided by Head Office)

### Cancellation Policy

Refunds for payment will require written notice of cancellation. Cancellations received in writing on or prior to April 10, 2018 will receive a 50% refund. Cancellations received after April 10, 2018. will NOT receive a refund. Paid space unclaimed or abandoned by 5:00pm on Wednesday September 12, 2018 be repossessed without indemnity and reassigned by ISCT.



APPLICATION PAGE 4\*

## Step 4: Submit Your Application

### SUBMISSION INSTRUCTIONS:

After completion of page 1\*, 2\*, 3\*, please sign the bottom of this page.

#### HOW TO SUBMIT YOUR APPLICATION:

- 1) Click the submit button below to send your application to ISCT Head Office. **or**
- 2) Print out your application forms and email it to [brian@celltherapysociety.org](mailto:brian@celltherapysociety.org).

**If you are paying by check, submit the application first and send the check and copy of the application form to ISCT Head Office (address below).**

### ISCT Head Office

744 West Hastings Street Suite 325  
Vancouver, BC Canada V6C 1A5  
T 604.874.4366

The Applicant acknowledges that the Corporate Opportunities document forms part of the contract arising upon the acceptance of this Application by Conference Management. The Applicant acknowledges having read and understood the Conditions and Regulations to the Contract for Exhibit Space as outlined in said document. The Applicant further acknowledges and agrees that no contract exists between the under signed Applicant and Conference Management unless and until Conference Management completes the acceptance portion of this Application.

### Exhibitors

The Applicant hereby makes application to obtain from ISCT (“Conference Management”) a license to occupy and use exhibit space (the “Exhibit Space”) in the Firenze Fiera Congress and Exhibition Center (the “Exhibit Hall”) during an Exhibition (the “Exhibition”) to be held from September 11-13 (inclusive), 2018 in conjunction with the ISCT Europe Regional Meeting (the “Conference”), such Exhibit Space to be in a location assigned by Conference Management. The Applicant acknowledges and agrees that upon acceptance by Conference Management, by completing and executing the acceptance portion of this Application, this Application will become a contract for the licensing of the Exhibit Space between the Conference Management and the Applicant (thereafter referred to as the “Exhibitor”). The Applicant agrees to abide by all the rules and regulations governing the Exhibition as set forth and included in the Corporate Opportunities Package and the Exhibitor Services Manual, a copy of which will be provided to each exhibitor.

#### APPLICANT SIGNATURE AGREEING TO THE TERMS AND CONDITION OF THIS EXHIBIT APPLICATION AND AGREEMENT:

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Please print name:

\_\_\_\_\_  
Date