Partnership Opportunities are available for the Annual Scientific Meeting and year-round to reach member professionals involved in basic research and clinical trial of stem cells and hematology. From senior scientists to new investigators, and everyone in between—connect with the ISEH member community and be part of advancing research and strengthening the global scientific network.
WHO IS ISEH?

The International Society for Experimental Hematology (ISEH) is a global organization focused on connecting and building a community of experimental hematologists armed with the knowledge needed to advance research and strengthen the global scientific network.

ISEH is a recognized leader in providing new investigators the support necessary to begin a successful career. ISEH keeps members connected year-round through social media and top-notch scientific content and education.

ISEH Member Achievements:
- First to describe every known in vitro and in vivo assay for hematopoietic stem cells and progenitor cells (in vitro CFU-S, CFU-C, LTC-IC, CAFC assays and innovative in vivo transplantation assays).
- Developed/redesigned methods for the purification of such cells from murine and human marrow and blood.
- Groundbreaking discoveries/technologies that members contributed to the field:
  - Insight into the nature of heterogeneity in pluripotent stem cells.
  - A network biology platform to assess quality of engineered cells for patient transplants and suggested improvements.
  - A small molecule that expands human hematopoietic stem cell by itself.
  - Finding that inflammatory signaling is essential for the emergence of hematopoietic stem cells.
  - Demonstration that hematopoietic malignancies are the result of not only malfunctioning hematopoietic stem cells but also the niche that supports them.
WHY PARTNER WITH ISEH?

International Society for Experimental Hematology (ISEH)

ISEH promotes the scientific knowledge and clinical application through research, blog, discussion, organization of scientific meetings, and the support of new investigators.

Partnership opportunities are available for the Annual Scientific Meeting, along with a number of year-round marketing and outreach opportunities. Connect with new investigators and seasoned scientists with unique branding and exposure opportunities that can be customized to your organization.

With **600+ global members from 40 countries**, ISEH has a long history of being on the scientific forefront beginning with its establishment in 1971.

Content Areas Include

- Basic Hematology
- Immunology
- Stem Cell Research
- Cell and Gene Therapy
- Additional Related Aspects

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
2018 ISEH
YEAR-ROUND SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Maximize your brand awareness and continually reinforce your organization to the ISEH member community with year-round sponsorship opportunities.

Reach Our Members

Gain year-round exposure and keep new investigators up to date with your latest news and announcements.

**Member Focus Group — $7,500 USD**
Gain valuable qualitative insights and feedback directly from members with an in-person focus group at the Annual Scientific Meeting. Size of group will be approximately 7 to 12 people; ISEH will provide meeting room space and will assist with recruiting participants based on desired population segment. Sponsoring organization is responsible for participant incentives.

**Connections Support — $7,500 USD**
Sponsor a year of the ISEH bi-monthly electronic newsletter. This highly valued membership benefit has a readership of 2,800 individuals, with an average view rate of 27%, which ensures your organization has widespread brand awareness. Your support will go towards research content published in the newsletter, giving our readership access to cutting-edge scientific developments in the hematology and stem cell field. Please inquire about spec requirements.

**Vendor Webinar — $5,000 USD**
Interact with and educate members with a live online educational presentation, including promotional support of the Annual Scientific Meeting. ISEH will promote to members using email and social media. Sponsoring organization is responsible for developing and hosting webinar. Subject to ISEH review and approval.

**Membership Renewal Mailing Insert — $3,000 USD**
Provide a printed insert to be included with the ISEH renewal notice, which is mailed to every member. Insert must fit inside a standard #10 envelope with a maximum size of a standard A4 letter. Subject to ISEH approval.

**Member Survey — $3,000 USD**
Conduct quantitative research with a targeted, web-based survey to a subset of the ISEH membership. Survey to be distributed electronically by ISEH, with initial request for participation and one follow-up email as appropriate. Subject to ISEH review and approval.

**Simply Blood Blog Contributor — $3,000 USD**
Feature your product or organization on the ISEH blog, Simply Blood. Sponsorship includes four (4) contributing articles/advertisements to be published within the sponsored year on SimplyBlood.org or blog announcement emails. Only one article or advertisement will be included in a given month. Content must be provided to ISEH for review and approval, and ISEH reserves the right to not use all contributions and deny article submissions.

**New Investigator Career Center — $2,500 USD**
Display your logo for 12 months on the online career center. An exclusive job search resource, the career center connects new investigators with future employers.

**Community White Paper — $2,000 USD**
Gain year-round exposure and keep new investigators up to date with your latest news and announcements.

**Membership Email Blast — $1,500 USD**
Sponsor-designed email distributed to ISEH members. Content must be approved and sent by ISEH. Please inquire about spec recommendations.

**ISEH Website Advertising — $550 - $1,000 USD**
Get your product or service front and center to the hematology and stem cell community. Announcements include organization logo, image, short description and direct links. Your graphic or organization logo will be placed on a high-traffic ISEH webpage for 30 days ($550 USD) or 60 days ($1,000 USD). Please inquire about spec recommendations.

**Simply Blood Blog Advertising Banner Ad — $500 USD**
Feature a product or service with this unique advertising opportunity. Sponsor a banner ad in the Simply Blood Blog with link to white paper or desired website. Please inquire about spec recommendations.

**Social Media Post — $500 USD**
Provide ISEH with a social media post of 140 characters or less, along with the corresponding link Subject to ISEH review and approval.

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
ISEH 47th ANNUAL SCIENTIFIC MEETING

23–26 August 2018
Los Angeles, USA

Save the date and budget to attend the ISEH 47th Annual Scientific Meeting!

The 47th ISEH Annual Scientific Meeting is THE PLACE for scientific- and research-related suppliers to meet with high-level, influential decision makers from around the world.

400+ Delegates gather to exchange and discuss original, unpublished, and significant research advances in the area of hematology and stem cell biology.

THURSDAY, 23 AUGUST

18:45 – 20:15 Welcome Reception (exhibitors welcome)

FRIDAY, 24 AUGUST

10:00 - 10:45 Exhibit Hours
12:05 - 14:15 Exhibit Hours
15:30 - 16:15 Exhibit Hours
18:00 - 19:50 Poster Session, Exhibitors Welcome

SATURDAY, 25 AUGUST

10:00 - 10:45 Exhibit Hours
12:05 - 14:15 Exhibit Hours
15:30 - 16:15 Exhibit Hours
18:00 - 19:50 Poster Session, Exhibitors Welcome

Exhibitor hours are subject to change

CONTENT AREAS INCLUDE:

• Cell and Gene Therapy
• Gene Regulation
• Leukemia
• Heme Development
• Myeloproliferative Syndrome
• Cellular Dynamics, the Niche, and Model Systems
• Apoptosis and Hematopoietic Cancers
• Developmental Biology

Explore www.iseh.org and learn about the 2018 Scientific Program.

Join ISEH today for discounts and savings — visit www.iseh.org to learn more!

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
### Friends of ISEH Sponsorship Recognition Levels

Custom packaging may be created at the request of partner with recognition level contingent on total contact investment. Connect with Kris King for details.

<table>
<thead>
<tr>
<th>CUSTOM AND A LA CARTE PARTNERSHIP RECOGNITION AND LEVELS</th>
<th>PLATINUM $8,500 USD</th>
<th>GOLD $5,000 USD</th>
<th>SILVER $2,500 USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event website, abstract book and event signage - <em>Friends of ISEH</em></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Exhibits-only table top package</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post-show delegate postal mailing list</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary Full Conference registration(s)</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Registration bag insert*</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>One (1) dedicated email sent on your behalf to the ISEH membership</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner advertisement in Conference Edition of Simply Blood Blog</td>
<td>●</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Participating partners are responsible for all print and production of materials, along with shipment of the insert to ISEH prior to the 2018 event. Materials must be received by 31 July 2018.*

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
ISEH 47th ANNUAL SCIENTIFIC MEETING
EXHIBIT OPPORTUNITIES

The ISEH Annual Scientific Meeting is an ideal opportunity to get the attention of a valuable and influential audience. Take advantage of education, exhibit, and advertising opportunities to meet your organization’s business objectives.

Exhibit Opportunities

Exhibit Only Table Top — $1,500 USD

- Table top only exhibit
  - One (1) 6ft /1.8m skirted table with two side chairs
  - One (1) Exhibitor-Only Badge
  - Organization recognition includes the following (if contract, payment and materials are received by 6 July 2018):
    - 750-character organization description in abstract materials
    - Online Exhibitor Directory Listing, includes logo and link to organization website
    - Organization in onsite materials
    - Recognition in Simply Blood as Exhibition Partner
    - Post-event conference delegate postal mailing list
      - One-time use
      - List proved upon request
    - Admittance to the Welcome Reception

The ISEH table top exhibiting opportunity is sold on a first-come, first-served basis. All displays will be located in high traffic locations. ISEH reserves the right to refuse exhibit and sponsorship applications at their discretion.

Passport to Prizes — $150 USD NEW!

Drive attendee traffic to your exhibit as part of the Passport to Prizes program. ISEH to provide (2) prizes for giveaway at the end of the meeting.

Table Top Literature Drop — $1,500 USD NEW!

ISEH will display up to two (2) literature pieces from participating partner organization(s) throughout the entirety of the Annual Scientific Meeting for members and attendees to pick up at their leisure. 400 pieces of literature (or samples) are requested for each drop, and will be displayed in the exhibit hall. Each drop must be sent and approved by ISEH prior to production and the event. Partners may provide a digital copy of each of the drops that will be linked to the ISEH Annual Scientific Meeting website for 30 days post event. Partner will receive (upon request) a post-show attendee list.

Participating Partners are responsible for all print and production of materials, along with shipment of the requested drop to ISEH prior to the 2018 event. Literature drop materials must be received by 31 July 2018. Any additional literature that is still available at the culmination of the event will be recycled or discarded.

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
ISEH 47th ANNUAL SCIENTIFIC MEETING
BRAND EXPOSURE OPPORTUNITIES

New Investigators Networking Event — $5,000 USD
A favorite event! More than 100 new investigators and senior scientists make valuable connections during this event. Sponsor receives logo on napkins.

Delegate Padfolio — $4,000 USD
Help delegates collect all their thoughts and findings in one place for use in the field. Sponsor item will contain both sponsor logo and ISEH 2018.

Delegate Poster Sessions — $3,750 USD for each day or $7,500 USD exclusive
Sponsor the Poster Session(s) on Friday and/or Saturday that typically boasts more than 200 posters and evening cocktail reception. Sponsorship of the poster session(s) will include signage by the bars, literature drop as you walk into the space, and five minutes at the end of the previous education session for a registered sponsor representative to remind and direct delegates to the poster viewing area.

Scientific Meeting Delegate Bags — $3,500 USD
Delegate bags are used through the event and well beyond, offering a “portable” advertising year-round opportunity. (Delegate bag will contain both sponsor logo and ISEH 2018 logo.)

Delegate Coffee Break — $3,000 USD (7 Available)
Delegates enjoy a break with your branded cups and napkins. Sponsors may choose which break they would like to sponsor per pre-determined times provided by ISEH. Selection will be based off of sponsored contract date.

Delegate Lanyards — $2,500 USD
Let delegates be your billboard with your logo present on all badge lanyards.

Delegate Bag Insert — $1,500 USD
Promote your organization, product, or upcoming event. Each delegate will receive a sponsored bag with inserts to view during and after the event.

Delegate Pen/Stylus — $1,000 USD
Provide delegates with a logoed dual purpose ballpoint stylus pen for hand-written notes or for use on touchscreen devices.

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
EDUCATIONAL OPPORTUNITIES

AWARDS SPONSORSHIP

Your support can directly impact future research and educational offerings by supporting ISEH awards.

**McCulloch and Till Award and Lecture — $5,000 USD**
Gain exposure when you support a prestigious junior investigator to present a key lecture to the ISEH community during the Annual Scientific Meeting.

**Donald Metcalf Award and Lecture — $5,000 USD**
Demonstrate your commitment to hematology when you support the most distinguished ISEH award and Annual Scientific Meeting opening lecture.

**New Investigators Invited Lecture — $5,000 USD**
This coveted lecture is a source of pride to both the invited speaker and the New Investigators Committee.

**New Investigators Travel Award — $2,500 USD**
Support new investigators’ travel to the Annual Scientific Meeting in Los Angeles, California. Your support ensures that at least one new investigator can afford the opportunity to network and glean ideas from some of the top hematology and stem cell scientists in the world. All donors will be listed on the ISEH website and recognized at the Annual Scientific Meeting.

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kking@iseh.org
EDUCATIONAL OPPORTUNITIES
TECHNOLOGY SESSION(S) AND PRODUCT SYMPOSIA

Highlight new products, techniques, and scientific advances in a convenient forum to a captive audience. Drive traffic to your booth through this opportunity to share high-level information with delegates by giving an overview of your product and services to spark later booth discussion.

Technology Session
15-minute opportunity starting at $5,000 USD
20-minute opportunity starting at $7,500 USD
- Technology sessions are a way to highlight new technology, scientific discovery, or showcase a new product and advancement with ISEH attendees.
- Partners sponsoring technology sessions will be highlighted as a gold sponsors and receive the benefits listed on page 7.
- Sessions will be held during noncompetitive education hours and will be scheduled on a first come first served basis.

Product Symposia
30-minute opportunity starting at $10,000 USD
- Use of general session room
- Standard A/V equipment to include: LCD Projector, screen, laptop, podium and podium microphone, aisle microphone for Q&A, head table, and head table microphone
- Publicity on the Annual Scientific Meeting website
- Program listing in the abstract materials
- List of pre-registered delegates for one-time use mailing of symposium invitation six weeks before the meeting
- Sponsor-designed email distributed through ISEH to pre-registrants three weeks prior to meeting (may also be sent using ISEH meeting email template)
- Opportunity to put up posters advertising session on day of satellite in high traffic areas
- Up to eight (8) free registrations for delegates to attend the satellite session ONLY
- Select breakfast or coffee/dessert food and beverage for symposia offering

Please Note: Program content of all satellites is subject to approval by the Scientific Program Committee (see Terms and Conditions). Product Symposia assigned on a first-come, first-serve basis.
Exhibitor Rules and Regulations

Cancellation
The exhibitor shall give ISEH notice in writing of its intention to cancel or withdraw from the event. For notices received on or before 1 May 2018, the exhibitor shall be obligated and agrees to pay 50 percent of the contract value. In the event the said notice is received after 1 May 2018, the exhibitor shall be obligated and agrees to pay 100 percent of the contract value.

Default of Occupancy
Any exhibitor failing to occupy their exhibitor booth (contracted but not cancelled) by 16:00 on Thursday, 23 August 2018, is obligated to pay the full cost of such space. ISEH has the right to take possession of said space and lease same.

Failure to Hold Event
Should any contingency prevent the holding of the 2018 Annual Scientific Meeting, ISEH shall retain only such part of the exhibitor’s rental as required for expenses incurred up to the time such contingency shall have occurred. If for any reason, the 2018 event shall be cancelled or deferred, the exhibitor waives all claims for damages or recovery of payment.

Liability and Insurance
Exhibitors shall assume and hold harmless ISEH and their respective parties from and against any and all claims, damages, liabilities, costs, and expenses relating to exhibitor’s acts or omissions while a participant of the 2018 Annual Scientific Meeting. Including but not limited to bodily injury or property damage, except to the extent caused by gross negligence or willful misconduct.

Shipping and A/V Requirements
Exhibitors are expected to make their own arrangements to ship materials. Contact information will be provided on our website and sent via email to assist with all shipping, audio visual, and electrical needs.

Sponsor Term and Conditions

Cancellations
Cancellations and changes to your original contract must be made in writing to ISEH. For cancellations made before 1 March 2018, 50 percent of the total cost of each item will be retained. After 1 March 2018, no refunds will be issued.

Allocation of Slots
Slots are assigned on a first-come, first-serve basis. All spotlights must be organized at the official meeting venue at the official time slots offered by the organizers in their sponsorship prospectus.

Content
The program content of all Product Symposia organizers is subject to approval by the Scientific Program Committee. An outline of the proposed program, to include the session title and proposed speakers must be submitted to the Committee. Satellite organizers must provide details of their session on the reply form sent to them, which must be returned by the deadline indicated.

Faculty
An ISEH Board member may participate in one Product Symposia only as a speaker, but not as a chairman. Organizations will be informed if the Scientific Program Committee feels that there is excessive duplication of speakers, and organizations will be invited to make changes in the interest of the overall program.

Promotion
Organizations holding an official Product Symposia may distribute flyers and other documents advertising their session. This material may be distributed only within the limits of the exhibition stand of the organization holding the advertised Product Symposia. In addition, organizations are invited to advertise their Product Symposia by using stand-alone signage devices which can be displayed at the entrance of the room and in the registration area on the day of their Product Symposia. Posters advertising the Product Symposia are not included in the rental price of the Product Symposia. It is the organization’s task to order, produce, and set-up the advertising posters and to dismantle them at the end of the session.
Meeting Sponsorship Agreement Form

Contact Information

Company Name
Address
City
State/Province
Postal Code
Country
Name of Contact
Title
Telephone
Fax
Email

Please provide a product/service description and high resolution logo for the final program.

Exhibit Opportunities

Please check applicable fee:
☐ Table Top (only) Exhibit – $1,500 USD
☐ Literature Drop – $1,500 USD

Number of 6ft/1.8m tables to be purchased: ___________________________

List any exhibitor(s) you do not wish to be near: __________________________
________________________________________________________________________

Annual Scientific Meeting Brand Exposure

☐ Delegate Padfolio - $4,000 USD
☐ Delegate Poster Sessions - $3,750 USD for each day or $7,000 USD exclusive
☐ Scientific Meeting Delegate Bags – $3,500 USD
☐ Delegate Coffee Break - $3,000 USD
☐ Delegate Lanyards - $2,500 USD
☐ Delegate Bag Insert - $1,500 USD
☐ Delegate Pen/Stylus - $1,000 USD
☐ Passport to Prizes - $150 USD

Friends of ISEH Sponsorship Recognition Levels

☐ Platinum – $8,500 USD
☐ Gold – $5,000 USD
☐ Silver – $2,500 USD

Educational Opportunities

☐ 15-minute Technology Session - $5,000 USD
☐ 20-minute Technology Session - $7,500 USD
☐ 30-minute Product Symposia - $10,000 USD

2018 ISEH Awards Sponsorships

☐ McCulloch and Till Award Lecture - $5,000 USD
☐ Donald Metcalf Award and Lecture - $5,000 USD
☐ New Investigators Travel Award - $2,500 USD
☐ New Investigators Invited Lecture - $5,000 USD

Application/Contract Terms

Application to exhibit/sponsor as signed and dated below by and between hereinafter called “Exhibitor/Sponsor” and ISEH. In accordance with the following terms, conditions, and regulations governing exhibits and sponsorship of the ISEH Annual Scientific Meeting, the undersigned hereby makes application for exhibit space(s) and sponsorship which, when accepted by the ISEH, becomes a contract. Terms and conditions listed in the ISEH Exhibitor/Sponsor Terms, Conditions and Rules are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due ISEH under the terms of this agreement.

Signature _____________________________ Date _____________________________

Support Total _____________________________

Payment Information: ☐ Check ☐ Credit Card

PLEASE SUBMIT A SIGNED COPY OF THIS APPLICATION AND CHECK PAYMENT TO:
International Society for Experimental Hematology (ISEH), 330 N Wabash Avenue, Suite 2000, Chicago, IL 60611.

TO PAY VIA CREDIT CARD:
Please do not provide credit card information on this contract. Upon receipt of this contract, ISEH will email an invoice with credit card processing payment.

Sponsorship, Marketing Opportunities and Exhibits: Kris King at +1.312.673.5505 or kkking@iseh.org
Year-Round Sponsorship Agreement Form

Contact Information

Company Name

Address

City
State/Province
Postal Code
Country

Name of Contact

Title

Telephone
Fax

Email

Please provide a product/service description and high resolution logo for the final program.

Year-Round Opportunities

☐ Connections Support - $7,500 USD
☐ Simply Blood Blog Contributor - $3,000 USD
☐ New Investigator Career Center - $2,500 USD
☐ Community White Paper - $2,000 USD
☐ Member Email Blast - $1,500 USD
☐ Website Advertising (60 days) - $1,000 USD
☐ Website Advertising (30 days) - $550 USD
☐ Simply Blood Blog Advertising Banner Ad - $500 USD
☐ Social Media Post - $500 USD
☐ Membership Renewal Mailing Insert - $3,000 USD
☐ Member Focus Group - $7,500 USD
☐ Member Survey - $3,000 USD
☐ Vendor Webinar - $5,000 USD

Application/Contract Terms

Application to sponsor as signed and dated below by and between hereinafter called "Sponsor" and ISEH. In accordance with the following terms, conditions, and regulations governing sponsorship of the ISEH, the undersigned hereby makes application for sponsorship which, when accepted by the ISEH, becomes a contract. Terms and conditions listed in the ISEH Exhibitor/Sponsor Terms, Conditions and Rules are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due ISEH under the terms of this agreement.

Signature
Date

Support Total

Payment Information:  □ Check  □ Credit Card

PLEASE SUBMIT A SIGNED COPY OF THIS APPLICATION AND CHECK PAYMENT TO:
International Society for Experimental Hematology (ISEH), 330 N Wabash Avenue, Suite 2000, Chicago, IL 60611.

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