52nd Annual Scientific Meeting

New York, USA Sponsorship Opportunities
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, develop novel therapies and diagnostic tools and strengthen the global scientific network.

• Content areas include:
  • Basic and translational research
  • Clinical trials in hematology
  • Hemato-oncology
  • Stem cell research
  • Immune-oncology
  • Cellular therapy

With **600+ global members from 36 countries**, ISEH has a long history of being on the scientific forefront beginning with its establishment in 1971.
WHY SUPPORT ISEH?

Influential Audience
ISEH attracts world-leading junior and senior faculty, who are both thought leaders within the hematology community and who hold institutional leadership positions.

Recruit Top Talent
ISEH hosts top scientific talent from around the world - PhD students and post-doctoral fellows trained by internationally renowned scientists.

Incredible Science
ISEH holds a reputation as a leading forum for the dissemination and discussion of cutting-edge findings, which includes sharing key discoveries prior to publication. Key scientific breakthroughs are initially reported and presented at ISEH, before they make their way into larger meetings.

Opportunities to Make Real Connections
The unique and intimate format of the ISEH meeting provides opportunities for thoughtful dialogue and exchange among its attendees, exhibitors and partners.
• President: Ulrich Steidl, MD, PhD (USA)
• President-elect: Marella de Bruijn, PhD (UK)
• Vice President: Shannon McKinney-Freeman, PhD (USA)
• Past President: Andrew Elefanty, PhD (Australia)
• Treasurer: Marie-Dominique Filippi, PhD (USA)
• Anna Bigas, PhD (Spain)
• Nina Cabezas-Wallscheid, PhD (Germany)
• Mark Dawson, MD, PhD (Australia)
• Camilla Forsberg, PhD (USA)
• Katherine King, MD, PhD (USA)
• Eirini Trompouki, PhD (France)
• Jennifer Trowbridge, PhD (USA)
• Carl Walkley, PhD (Australia)
• Ingrid Winkler, PhD (Australia)
2023 SCIENTIFIC PROGRAM COMMITTEE

- Marella de Bruijn (UK) - Chair
- Anna Bigas (Spain)
- Constanze Bonifer (UK)
- Marjorie Brand (Canada)
- Fernando Camargo (USA)
- Adrienne Dorrance (USA)
- Leighton Grimes (USA)
- Brian Huntly (UK)
- Anastasios Karadimitris (UK)
- Jean-Pierre Levesque (Australia)
- Bing Liu (China)
- Shannon McKinney-Freeman (USA)
- Laura Pasqualucci (USA)
- Louise Purton (Australia)
- Ellen Rothenberg (USA)
- Hitoshi Takizawa (Japan)
- Claudia Waskow (Germany)
- Britta Will (USA)
- Momoko Yoshimoto (USA)
ISEH LOCAL ORGANIZING COMMITTEE

- **Ulrich Steidl**, Chair and ISEH President, Albert Einstein College Of Medicine / Montefiore Medical Center
- **Omar Abdel-Wahab**, Memorial Sloan Kettering Cancer Center
- **Kathrin Bernt**, University of Pennsylvania School of Medicine
- **Kira Gritsman**, Albert Einstein College Of Medicine
- **Monica Guzman**, Weill Cornell Medicine
- **Stephanie Halene**, Yale University
- **Daniel Herranz**, Rutgers University
- **Ronald Hoffman**, Mt. Sinai School of Medicine
- **Emmanuelle Passegue**, Columbia University Irving Medical Center
- **Shahin Rafii**, Weill Cornell Medicine
- **David Scadden**, Massachusetts General Hospital, CRM
- **Jennifer Trowbridge**, The Jackson Laboratory
EXHIBIT AT ISEH

Get the attention of an influential audience and world-leading scientific talent.

Exhibit-only Table Top - $2,250

- Includes:
  - One (1) 6ft/1.8 m skirted table with two chairs in a high-traffic location. Additional costs may occur for electrical or other amenities upon request.
  - One (1) exhibitor-only badge. Additional exhibitor badges can be purchased for $75 each.
  - Recognition in abstract supplement (750-character organizational description and logo), online exhibitor directory, Simply Blood blog posting, and onsite signage.
  - Post-event conference delegate mailing list (for one-time use only and provided upon request).
  - Admittance to welcome reception and posters sessions.

Table Top Literature Drop – $1,750

- Can’t send someone to the meeting? We’ll distribute your literature for you!
- 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 are responsible for final print/production and shipping of the literature drop.
## BRAND EXPOSURE

### Scientific Meeting Delegate Bags — $4,000 (Exclusive)
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 logo.)

### Delegate Padfolio — $4,000 (Exclusive)
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 logo.

### Delegate Lanyards — $3,500 (Exclusive)
Let delegates be your billboard with your logo present on all badge lanyards.

### Delegate Pen/Stylus — $2,000 (Exclusive)
Provide delegates with a logoed dual purpose ballpoint stylus pen for hand-written notes or for use on touchscreen devices.

### Delegate Bag Insert — $750
ISEH will include your one-page advertisement in delegate registration bag. Sponsor is responsible for production of insert and shipping costs to venue. Advertisement must be approved by ISEH prior to production and distribution.

### Delegate Poster Sessions — $7,500 (Exclusive)
Sponsor the Poster Session(s) that typically boasts more than 200 posters and evening cocktail reception. Sponsorship of the poster session(s) will include signage by the bars, a 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.

### New Investigators Networking Event — $5,000 (3 Available)
A favorite event! More than 125 new investigators and senior scientists make valuable connections during this event. Sponsors receive logo recognition along with opportunity to provide a literature drop for the networking event.

### Delegate Coffee Break — $2,500 (5 Available) or $10,000 (Exclusive)
Delegates enjoy a break with your branded napkins and logo recognition signage at each beverage station. 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.
MOBILE APP BRAND EXPOSURE

Home Screen Sticky Banner — $3,000

ISEH offers a free, downloadable mobile app to provide an enhanced experience for attendees with detailed schedules, session descriptions, and more. This banner ad option will display on the main screen of the app and attaches to the bottom navigation. Ad can link out to a URL of your choice.
Splash Screen — $3,000

Available in Portrait or Landscape, ensure attendees see your ad with 3.5 seconds of a splash screen when attendees launch the app. The screen is not clickable, but serves as a digital program book cover!

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MOBILE APP BRAND EXPOSURE

Push Notifications — $500
Reach conference attendees on their mobile devices directly! With 250 characters, call attention to your booth or products by utilizing a push notification. Ad subject to approval by ISEH.

Sub Page Banner — $1,500
Draw attention to your organization with a banner in the people, posters, presentations or search areas of the app with a sticky banner. Supports rotating banners and links out to URLs. Up to 4 available. Banner ad subject to approval by ISEH.
EDUCATION SUPPORT

McCulloch & Till Award and Lecture — $5,000 (Exclusive)

Gain exposure when you support a prestigious mid-career investigator to present a key lecture to the ISEH community during the Annual Scientific Meeting. All donors will be listed in the program schedule on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.

Donald Metcalf Award and Lecture — $5,000 (Exclusive)

Demonstrate your commitment to hematology when you support the most distinguished ISEH award and Annual Scientific Meeting opening lecture. All donors will be listed in the program schedule on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.

Janet Rowley Award and Lecture — $5,000 (Exclusive)

Be on the cutting edge when you support this lecture featuring an outstanding junior investigator. All donors will be listed in the program schedule on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.

New Investigators Invited Lecture — $5,000 (Exclusive)

This coveted lecture is a source of pride to both the invited speaker and the New Investigators Committee. All donors will be listed in the program schedule on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.

New Investigators Travel Grant Support — $5,000 (Exclusive)

Support new investigators’ travel to the Annual Scientific Meeting. All donors will be listed on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.

Scientific Session Sponsorship — $3,500

Support ISEH and its mission to promote scientific knowledge and the clinical application of basic hematologic and immunologic disorders through scientific programs by sponsoring a scientific talk at the ISEH meeting. All donors will be listed in the program schedule on the ISEH website, in the meeting abstract supplement and program book, and on meeting slides during the Annual Scientific Meeting.
SUPPORTING YOUNG INVESTIGATORS

New Investigators Meet the Expert Mixer — $1,500 / $4,000

A Favorite! More than 100 new investigators and Senior Scientists attend this event each year. Attendees mix and mingle with some of the world’s leading scientists to make connections, exchange scientific knowledge and foster future scientific collaborations and career opportunities.

$1,500: Sponsorship level includes signage at event and within ISEH program (online program and print and/or mobile app program)
$4,000: Sponsorship level includes signage at event, within ISEH program (online program and print and/or mobile app program), one (1) social media post promoting the event and recognizing sponsor, and a literature drop at the event.

Junior Faculty Networking Mixer — $1,500 / $4,000

The academic landscape has changed markedly over the last 5 years and Junior Faculty face numerous obstacles in starting a new group. In recognition of these challenges, ISEH is organizing a networking event to bring together scientists from across the world in order to share experiences, best practices and foster new scientific collaborations.

$1,500: Sponsorship level includes signage at event and within ISEH program (online program and print and/or mobile app program)
$4,000: Sponsorship level includes signage at event, within ISEH program (online program and print and/or mobile app program), one (1) social media post promoting the event and recognizing sponsor, and a literature drop at the event.
CUSTOM SPONSORSHIP PACKAGES

Designed for industry partners and other supporters of the ISEH mission, these packages maximize your reach to ISEH attendees through a variety of approaches.

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<thead>
<tr>
<th>Partnership Recognition Benefits</th>
<th>Premier Platinum</th>
<th>Platinum $12,500</th>
<th>Gold $9,500</th>
<th>Silver $5,000</th>
<th>Bronze $1,000</th>
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<td>Logo included on meeting website and abstract book</td>
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<td>Logo recognition on Simply Blood blog meeting blog post</td>
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<td>Exhibits-only table top package</td>
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<td>Two (2) dedicated emails sent on your behalf to the ISEH membership. One (1) email to be sent 2-4 weeks prior to the conference and one (1) email to be sent 2-4 weeks following the conference.</td>
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<td>Educational session sponsorship – Logo included on meeting website next to session of choice, in abstract book and on event and session signage</td>
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<td>One (1) complimentary full-conference registration</td>
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<td>Two (2) social media posts by ISEH thanking institution for sponsorship OR a one (1) mobile app sub-page banner</td>
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<td>Advertising banner on meeting website and mobile app home screen, and one (1) additional complimentary full-conference registration (total of 2)</td>
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Contact Katie Strang at kstrang@iseh.org to discuss other custom sponsorship packages.
Designed for academic institutions, foundations and other supporters of the ISEH mission, these packages support ISEH’s educational mission.

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<thead>
<tr>
<th>Partnership Recognition Benefits</th>
<th>Gold ($9,500 and up)</th>
<th>Silver ($5,000)</th>
<th>Bronze ($1,000)</th>
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<tr>
<td>Logo included on meeting website, abstract book and meeting homepage</td>
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Contact Katie Strang at kstrang@iseh.org to discuss other custom sponsorship packages.
YEAR-ROUND OPPORTUNITIES

ISEH Webinar Series — $2,500 - $7,500
Become a part of the ISEH Webinar Series where you’ll get your message directly in front of ISEH members. Purchase includes partner logo in webinar email communications registration materials and mention during webinar. The webinar series is three parts and sponsorship is available for each individual webinar ($2,500 per webinar) or as an exclusive partnership for the series ($7,500).

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

ISEH Website Advertising — $500 / $900
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 ($500) or 60 days ($900). Please inquire about spec recommendations.

Member Survey — $3,000
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 Advertising Banner Ad — $750
Feature a product or service with this unique advertising opportunity. Sponsor a banner ad in Simply Blood with link to white paper or desired website. Please inquire about spec recommendations.

Simply Blood Blog Contributor — $2,500
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.

Social Media Post — $750
Provide ISEH with a social media post along with the corresponding link on Facebook, Twitter or Instagram. Subject to ISEH review and approval and specs to be provided.