TANDEM MEETINGS
Transplantation & Cellular Therapy Meetings of ASTCT® and CIBMTR®

February 2-6, 2022 | Salt Lake City, UT | Salt Palace Convention Center

Exhibit and Support Prospectus
2022 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR

formerly the BMT Tandem Meetings, were first held in 1995. Because of the overlap in attendance, the American Society for Transplantation and Cellular Therapy (ASTCT) and the Center for International Blood & Marrow Transplant Research (CIBMTR) combined their annual meetings to allow participants to optimize their time and travel funds. Participants represent more than 4,000 attendees in the BMT and cellular therapy field. Administrators, clinicians, data managers/clinical research professionals, fellows-in-training, investigators, laboratory technicians, MD/PhDs, nurses, nurse practitioners, pharmacists, physician assistants, and other allied health professional attendees benefit from a full scientific program that addresses the most timely issues in hematopoietic cell transplantation and cellular therapy.
We are excited to present opportunities for support at the 2022 Tandem Meetings.

Through the course of the meetings, leading experts in the field of BMT and cellular therapy from around the world will present the latest developments via plenaries, concurrents, oral abstracts, posters, tracks, and more. This year’s scientific topics will include:

- 50th Anniversary of the CIBMTR
- Broad Access to HCT Worldwide
- CAR-T and Beyond
- Cell and Gene Therapy
- Clonal Hematopoiesis
- Disparities in Cellular Therapy
- GVHD
- How to Prevent GVHD
- Innate Immunity
- Measurable Residual Disease and Mechanisms of Relapse
- Role of Autotransplant vs CAR T (Lymphoma and Myeloma)
- Treatment of Respiratory Viruses in HCT/Cell Therapy Recipients

...and more.

We look forward to partnering with you and welcoming you to Salt Lake City!
2021 ATTENDEE DEMOGRAPHICS

- 32% Physicians (MD) and Researchers (PhD)
- 10% Nurses
- 8% Advanced Practice Professionals
- 12% Data Managers/Clinical Research Professionals
- 7% Pharmacists
- 6% Fellows in-Training

ATTENDEE JOB SPECIALTIES

- Cellular Biology
- Clinical Sciences
- Medicine
- Medicine Hematology/Oncology
- Pediatric Hematology/Oncology
- Other

This represents the percent of those who identified themselves within the available categories.
2021 ATTENDEE DEMOGRAPHICS

4,625 ATTENDEES
89% DOMESTIC
11% INTERNATIONAL
## SUPPORT LEVELS

**PLATINUM**
- $250,000

**GOLD**
- $100,000

**SILVER**
- $50,000

**BRONZE**
- $15,000

### Benefits

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<thead>
<tr>
<th>Benefits</th>
<th>Platinum $250,000+</th>
<th>Gold $100,000+</th>
<th>Silver $50,000+</th>
<th>Bronze $15,000+</th>
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<tbody>
<tr>
<td>Recognition in Meetings Materials and Signage</td>
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<tr>
<td>Logo included in signage above Exhibit Hall Door</td>
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<td>Recognition in Mobile App</td>
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<td>Opportunity to Provide a Door Drop Insert</td>
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<td>Complimentary Full Meetings Registration Passes</td>
<td>8</td>
<td>6</td>
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<tr>
<td>Tickets to the Saturday Evening Reception</td>
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<td>Pre-Meetings Mailing List</td>
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For more details on each support level, contact TandemMeetings@mcw.edu.
EDUCATION SUPPORT

Satellite Symposia Meals
$85,000-$145,000 each

A Satellite Symposia is a unique opportunity to deliver educational content to thousands of medical professionals to help improve patient care. Mealtime symposia (breakfast and lunch) are offered. Applications are due July 9, 2021, with conditional approval emails being sent in August.

Concurrent Scientific Sessions
$35,000 each

Plenary Sessions
$65,000 each

Parallel Tracks
$25,000 - $50,000

We’re proud to offer the following tracks. Educational support of any of the tracks includes acknowledgement in meeting materials and on-site signage. Approved logo type: Corporate logo.

- Administrative Directors Track
- Advanced Practice Provider Track
- BMT CTN Coordinators Meeting
- BMT CTN Investigators Meeting
- Nursing Track
- Pharmacists Track
- Clinical Research Professionals / Data Management Track
- IT and Informatics for Transplant and Cellular Therapy
- Pediatric Track
- Patient Day Track

Contact TandemMeetings@mcw.edu for more information.
MARKETING OPPORTUNITIES*

Abstract Book
$30,000
Support includes full page advertising, which includes cover two (inside front cover) and cover four (outside back cover). Half page, as well as custom ad specs available upon request. Artwork deadline is November 15, 2021.

Ad in Door Drop
$5,000 (Non-profit rates available)
Energize your sales and expand your share in the industry through an advertisement in a door drop. Support includes one advertisement. Approved logo type: corporate logo. Artwork deadline is January 10, 2022.

Award Lectures
$25,000 each (Mortimer M. Bortin Lecture or E. Donnall Thomas Lecture)
Support the honored lectures by clinicians or investigators who have contributed meritoriously to the advancement of knowledge or clinical research in blood and marrow transplantation and cellular therapy. Approved logo type: Corporate logo.

Best Abstract Award
$7,500 each
Support the best abstract awards in basic and clinical research. Approved logo type: Corporate logo.

Branding Opportunities throughout the Salt Palace Convention Center
• Short Column Wraps
• Tall Column Wraps
• Banners
• Window Clings
• Floor Clings
• Escalator Clings
Approved Logo Type: Corporate or Brand; location dependent.

Cell Phone Sanitizers
$25,000
Phones play host to viruses and bacteria. Help reduce germs with the cell phone sanitizer and screen cleaner. Place your corporate or product logo on this all-in-one spray and wipe E-Z carry bottle and pad. Approved logo type: Corporate logo.

Charging Tower(s)
$15,000 each
Support of the charging towers throughout the convention space. Each tower holds 20 devices. Approved logo type: Corporate or Brand; location dependent.

Rates available upon request to TandemMeetings@mcw.edu.
MARKETING OPPORTUNITIES*

Coat and Bag Check
$45,000 (Exclusive; Corporate logo only)
Make the first and last impression with attendees as they enter and leave the convention center each day by supporting the Coat and Bag Check. Recognition includes onsite signage.

Digital Advertising at the Salt Palace
$75,000 (Four Screens Throughout Convention Center)
$45,000 (Three Screens at Exhibit Hall Entrances)
Non-Exclusive (Product or Corporate logo depending on location)
Broadcast your message by securing advertising space in high-traffic areas, with your rotating 15-second ad played on either four (4) screens throughout the convention center or three (3) screens at the exhibit hall entrances. Your ad will be displayed multiple times per hour for four (4) days.

Dog Petting Lounge
$25,000
The Dog Petting Lounge brings the joy of petting fluffy dogs to the Exhibit Hall at the 2022 Tandem Meetings! As attendees wait to enjoy the dogs, the supporter can collect sales survey information or use the time for product education with questions determined by the supporter. Approved logo type: Corporate or Brand logo.

Hand Sanitizer Stations
$45,000 (Exclusive; Corporate logo only)
The health and safety of attendees is always key to a successful event. Display your corporate branding on (25) hand sanitizing stations located throughout the convention center. It will include round floor decal.

Housing Confirmation Emails
$25,000
Include your logo on all housing confirmation emails. Support includes logo or logo banner on each housing confirmation email, and all housing changes and/or cancellation emails. Banner specs are as follows: 575"W x 375"H. Approved logo type: Corporate logo.

Hotel Room Keys
$30,000
Place your corporate or product logo on the hotel room keys at select hotels.

Live Twitter Wall(s)
$25,000 (one), $45,000 (two)
Be at the center of the social scene by supporting the Live Twitter Wall(s). Support includes logo placement on Twitter Wall(s), acknowledgment in meeting materials and on-site signage. Approved logo type: Corporate logo.

*All support opportunities and pricing are subject to change. Support opportunities are offered on a right of first refusal basis to 2021 supporters through September 3, 2021. All branding must be submitted to the 2022 Tandem Meetings staff for approval.
MARKETING OPPORTUNITIES*

Meetings Bag
$45,000
Add your logo to the bag that registered attendees will utilize throughout the conference. Approved logo type: Corporate logo.

Meetings Notebook
$25,000
This notebook goes into the hands of each registered attendee. Approved logo type: Corporate logo.

Meetings WiFi
$50,000 - $85,000
Support something that attendees can’t live without—WiFi! Provide connectivity for all conference attendees with support of the meetings Wi-Fi. Your company can also choose to bundle Internet Stations and Meetings WiFi for $85,000. Approved logo type: Corporate logo.

Mobile App
$35,000
The mobile app is the only scheduling tool attendees will need to make the most out of their time. Support includes a logo banner throughout the app. Logo cannot exceed 100px in height. Vector graphics preferred. Approved logo type: Corporate logo.

Name Badge Wallet
$20,000
With support of the name badge wallet, your logo will appear front-and-center as attendees navigate the event space. Approved logo type: Corporate logo.

Networking Area Table Clings
$8,500 (Non-exclusive; Product or Corporate logo)
Capture the attention of attendees while they take a break, enjoy refreshments, and network with their colleagues in the Exhibit Hall. Includes ten (10) table clings.

New Product Showcase
$10,000 each
Introducing ... your new product! Have your new product displayed in the New Product showcase at the 2022 Tandem Meetings. Your New Product will be listed in promotional materials. Limited to (5) total product listings.

Orientation to ASTCT & CIBMTR
$5,000
Encourage collaboration and networking of first-time fellows and junior faculty as they learn more about the ASTCT and CIBMTR. Approved logo type: Corporate logo.

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MARKETING OPPORTUNITIES*

Poster Sessions
$25,000 (one), $45,000 (two)

Network with colleagues while reviewing the accepted posters. Approved logo type: Corporate logo.

Photo Mosaic
$25,000

Photo Mosaic stitches together guest selfie event photos to create one large branded collage photo. Attendees work together to capture selfie photos, which will be merged together into a final collage celebrating the 2022 Tandem Meetings. All attendees who choose to participate must answer qualifying questions created by the supporter. Surveys will be administered on iPad Kiosks.

Pocket Guide
$25,000

Need information quickly? The pocket guide is the go-to resource for attendees to reference session information and venue maps. Support includes logo on the front cover and one full-page advertisement within the interior pages. Artwork is due October 15, 2021.

Saturday Evening Reception
$50,000 (partial support available)

Host the final celebration before the meetings conclude. This special event takes place on Saturday evening and is open to all attendees who hold a ticket.

Reception Add-Ons

- **Signature Supported Drink**: $5,000
- **Branded Napkins (Corporate Logo)**: $5,000
- **Table Clings (Corporate Logo)**: $5,000

Walking Challenge
$25,000

This healthy pedometer promotion calculates distance walked and combines it with a healthy and fun contest.

Drive foot traffic to your booth, to qualify to compete, event guests are required to register at Race Headquarters, conveniently located in your booth. At Race Headquarters, a leader board prominently announces the host partner and keeps track of the walking leaders. Contestants check the leader board throughout the day to gauge their standing. Approved logo type: Corporate or Brand logo.

Wellness Breaks
*Rates Available Upon Request*

Due to the number of meetings and tightly packed schedules, conferences can be high stress, and a greater emphasis on wellness can help keep people productive and inspired. Support a wellness offering like a dedicated meditation room or yoga session to help attendees alleviate stress. Approved logo type is dependent on wellness activity.

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EXHIBITOR INFORMATION

Benefits to Exhibiting

• Exposure to the world’s top BMT and cellular therapy physicians and allied health professionals
• Coffee breaks, lunches, and the Wednesday Welcome Reception all take place within the Exhibit Hall
• Recognition in promotional materials and mobile app

Exhibit Rates*

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<td>$7,500 (inline)</td>
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<td>$73,200</td>
<td>$99,600</td>
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<td>$9,600 (corner)</td>
<td>$23,000 (corner)</td>
<td>$35,100 (corner)</td>
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*Rates include:

• Welcome Reception in the exhibit hall on Wednesday, February 2, from 6:30 p.m. - 7:30 p.m. (booth staff required)
• All exhibit rates are for four days and include two complimentary meeting registrations for every 10’x10’ space
• Publishing companies pay 50% and non-profits pay 25% of the exhibit rates. Reduced pricing limited to 10’x10’ spaces
• Non-CME educational support over $30,000 qualifies for a complimentary 10’x10’ inline booth

Online Floorplan
Reserve your exhibit booth today!
Booth Allocation Policy
Management will confirm exhibit space upon receipt of a signed electronic application form with payment in full. Receipt of the application form by the management shall not confer any claim to subsequent approval. Exhibit space will NOT be allocated until payment is received.

Exhibitor Kit
A complete exhibitor kit, including rules and regulations, vendor contact and shipping information, and freight and labor deadlines will be available in fall 2021 and sent to each confirmed exhibitor.

Exhibitor Move-In
- Tuesday, February 1: 10:00 a.m. - 5:00 p.m.

Exhibitor Move-Out
- Saturday, February 5: 3:00 p.m. - 10:00 p.m.

Exhibit Hall Hours
- Wednesday, February 2: 9:00 a.m. - 3:00 p.m.
- Wednesday, February 2: (Welcome Reception): 6:30 p.m. - 7:30 p.m.
- Thursday, February 3: 9:00 a.m. - 3:00 p.m.
- Friday, February 4: 9:00 a.m. - 3:00 p.m.
- Saturday, February 5: 9:00 a.m. - 3:00 p.m.
SUPPORTERS

AbbVie*
Accenture*
Actinium Pharmaceuticals, Inc*. 
Adaptive Biotechnologies*
Acrotech Biopharma, LLC
Amgen Inc.*.
Arkansas Children’s Hospital
Astellas Pharma US, Inc.*
AstraZeneca*
Atara Biotherapeutics Inc.*
BeiGene*
bluebird bio*
Bristol Myers Squibb*
CareDx*
Celgene Corporation
Daichi Sankyo, Inc.
Dana-Farber Cancer Institute
DKMS
Eurofins Viracor (formerly Viracor Eurofins)*
Fred Hutchinson Cancer Research Center*
Gamida Cell Ltd.*
Gift of Life
HistoGenetics
Immudex
Incyte Corporation*
Janssen
Jazz Pharmaceuticals, Inc.*
Karius*
Kashi Clinical Laboratories
Kite Pharma*
LabCorp
Legend Biotech
MAK-SYSTEM*
Mallinckrodt LLC
Medpace
Memorial Sloan Kettering Cancer Center
Merck & Company, Inc.*
Mesoblast
Miami Cancer Institute
Millennium Pharmaceuticals, Inc.
Miller Pharmacal Group, Inc.
Miltenyi Biotec*
MorphoSys*
MSA-EDITLife
NMDP/Be the Match
Nebraska Medicine
Northwell Health
Novartis Oncology*
Omeros Corporation*
Oncology Nursing Certification Corporation*
Oncopeptides, Inc.
Partner Therapeutics*
Pfizer*
Pharmacyclics, LLC
Physicians’ Education Resource, LLC*
Registry Partners*
Sanofi Genzyme*
Sarah Cannon
SeaGen*
Siteman Cancer Center
Sobi, Inc.*
Stanford Childrens*
Stemcell Technologies*
Stemline
STEMSOFT Software*
stemTrak
Takeda Oncology*
Terumo BCT*
Title21 Health Solutions
Versiti*
VRL Eurofins
WellSky*

*Indicates 2021 supporters

IMPORTANT DATES

Fall 2021
Registration & Housing Opens

February 1, 2022
Exhibitor Move-In

February 2, 2022
Exhibit Hall Open

February 3, 2022
Exhibit Hall Open

February 4, 2022
Exhibit Hall Open

February 5, 2022
Exhibitor Move-Out

Site Address
Salt Palace Convention Center
100 S W Temple
Salt Lake City, UT 84101
QUESTIONS?

Please contact the Tandem Meetings Conference Office at TandemMeetings@mcw.edu

The 2022 Tandem Meetings have the right to alter support offerings in order to comply to health and safety guidelines. Support opportunities are offered on a right of first refusal basis to 2021 supporters through September 3, 2021.

Reserve your exhibit booth today!