

**35th INTERNATIONAL
CORD BLOOD
SYMPOSIUM**
JUNE 8–10, 2017
SAN DIEGO, CALIFORNIA

GIVE LIFE TWICE

**2017
EXHIBIT &
SUPPORT
PROSPECTUS**

#ICBS17

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Official Contractor

FREEMAN COMPANY

ATTENDEE DEMOGRAPHICS

98%

of 2016 attendees said the Symposium increased their knowledge or competence.

93%

of attendees stated that the Symposium met the stated learning objectives.

97%

of attendees said that the program improved their understanding of current research.

97%

of attendees said the content of this activity matched their current (or potential) scope of practice.

ATTENDEES INCLUDE:

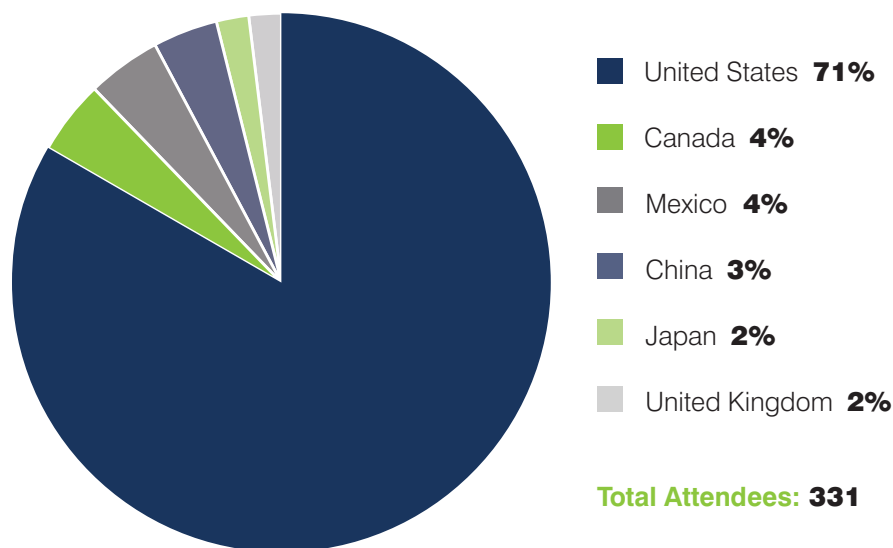
MD AND/OR PHD CLINICIANS AND SCIENTISTS

LABORATORY PROFESSIONALS

INDUSTRY PERSONNEL

REGULATORY PROFESSIONALS

15TH INTERNATIONAL CORD BLOOD SYMPOSIUM ATTENDEE PROFILE



EXHIBITOR INFORMATION

WHY EXHIBIT AT THE 15TH INTERNATIONAL CORD BLOOD SYMPOSIUM?

INCREASED EXPOSURE: The 15th International Cord Blood Symposium (ICBS) draws individuals who are leading advancements in the field of cord blood transplantation – offering a unique and targeted opportunity to interact with key decision-makers.

TARGET AUDIENCE: Physicians and other healthcare professionals who attend the Symposium are principal decision-makers. Our meeting also attracts key opinion leaders in the areas of regenerative medicine, hematopoietic stem cell transplantation, and cord blood banking.

PREMIER EVENT: The Symposium features the latest in cutting-edge research, commercialization of cell therapies and patient outcomes. The Symposium enables attendees to interact with leading industry and corporate partners showcasing their latest innovations in the manufacture and transplantation of cord blood and cord tissues.

OVER 7 HOURS of Unopposed Exhibit Hall Hours

DATES & TIMES OF EXHIBITION

*** Exhibit Hall Hours Subject to Change*

THURSDAY, JUNE 8

12:00 noon – 6:30 pm

Lunch/Refreshment Break/Reception

FRIDAY, JUNE 9

7:45 am – 5:00 pm

Breakfast/Refreshment Break/Lunch/
Refreshment Break

SATURDAY, JUNE 10

7:45 am – 2:00 pm

Breakfast/Refreshment Break/Lunch

EXHIBITOR SET UP/DISMANTLE*

** Days and hours subject to change*

Move-In: THURSDAY, JUNE 8

7:00 am – 11:00 am

Move-Out: SATURDAY, JUNE 10

2:00 pm – 3:30 pm

WHO ARE THE SYMPOSIUM SPONSORS AND EXHIBITORS?

The Symposium is an ideal exhibiting opportunity for companies that focus on cord blood banking and stem cell transplantation. The majority of supporters and exhibitors return each year in support of the event's mission to improve patient care through science and education. Exhibitors come from a wide variety of industry sectors and are valued participants of the Symposium. AABB would like to thank the following organizations for their participation in the 2016 Symposium:

- BioCision
- BioLife Solutions, Inc.
- Biosafe America, Inc.
- Cesca Therapeutics Inc.
- Chart MVE
- Cord Blood Association
- Cord Blood Corporation
- Digi-Trax Corp
- GOLD SIM USA GROUP
- Histogenetics
- ICCBBA
- LabCorp
- LABS Inc.
- Mak-System Corp.
- Mediware Information Systems Inc.
- Miller Insurance Company
- National Marrow Donor Program/ Be The Match
- OriGen Biomedical
- Parent's Guide to Cord Blood Foundation
- Quick – Specialized Healthcare Logistics
- Rees Scientific
- San Diego Blood Bank/Blood Center of Wisconsin
- StemCyte
- SynGen Inc.
- Umbilical Cord Blood Collection Program-UC Davis Health System

BECOME AN EXHIBITOR

Take advantage of this unique marketing opportunity and increase your brand's visibility by exhibiting at this year's Symposium. Showcase an existing service, promote your organization, or introduce a new product, all while you meet face-to-face with your target audience.

ALL EXHIBITORS WILL RECEIVE THE FOLLOWING BENEFITS:

- A pre- and post-Symposium attendee registration list (physical addresses only)
- Recognition on the Symposium website
- Logo and company description in Exhibitor Guide distributed to attendees
- Exposure and acknowledgement as exhibitor in promotional materials and event collateral
- All exhibits strategically positioned to maximize attendee traffic during meals and coffee breaks
- Draped 6 foot table and 2 chairs

NEW THIS YEAR To further enhance the intimacy of the symposium and facilitate interaction between exhibitors and attendees, we have changed the format from booths to table tops around the perimeter of a networking area with the posters, breaks and meal functions centrally located in the room. Table-top exhibit space is limited and will be available on first come, first serve basis.

EXHIBIT SPACE RATE \$3,500

EXHIBIT SPACE

- Table top space located in Manchester Grand Hyatt San Diego, Harbor Ballroom D-I

REGISTRATION


- 2 full Symposium registrations, which include access to general session, exhibit and poster hall, industry workshops, Networking and Poster Reception, and meals and coffee breaks

SPONSORSHIP INFORMATION

WHY SERVE AS A CONTRIBUTING PARTNER?

The Symposium offers you the opportunity to network with the who's who of the global cord blood transplantation community.

Become a sponsor and position your company at the forefront of this field while capitalizing on a unique opportunity to engage with individuals who are leading the advances in cord blood transplantation outside of the practice setting.



Position your organization as a sponsor and supporter of education, advancement, and collaboration in the areas of Hematopoietic Stem Cell Transplantation, Regenerative Medicine, and Cord Blood Banking.

Maximize return on investment with exclusive access to a targeted audience.

Expand your reach to Transplantation, Regenerative Medicine, and Cord Blood Banking Industry professionals via in-person representation during the Symposium; marketing and promotional campaigns before, during, and after the Symposium; and brand recognition well after the Symposium has ended.

Strengthen your brand awareness among physicians and healthcare professionals, scientists, government officials, and advocates.

SPONSOR PACKAGES

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- A pre- and post-symposium attendee registration list (physical addresses only)
- Recognition on the Symposium website
- Logo and company description in onsite program distributed to attendees
- Exposure and acknowledgement as supporter in promotional materials and event collateral
- Recognition on signage

Contribution amounts that meet the levels below will receive these additional integrated promotional benefits:

PLATINUM LEVEL \$25,000

NETWORKING AND POSTER RECEPTION SPONSORSHIP INCLUDING:

- Logo signage throughout reception space
- Support of Networking and Poster Reception listed in the Final Program
- Highlight of the reception on the Symposium website
- Promotion as Platinum Sponsor on the Symposium website
- Opportunity to display promotional materials in reception space
- 2-3 minutes of opening remarks at Poster and Networking Reception

WIFI SPONSORSHIP

- WiFi will be available to all Symposium attendees
- Logo signage featured in registration area
- Verbal recognition during Symposium opening address

REGISTRATION

- 10 full registrations, which includes access to general session, exhibit and poster hall, Networking and Poster Reception, industry workshops, and meals and coffee breaks

GOLD LEVEL \$15,000

- Logo on signage
- Support listed in the Final Program
- Promotion as Gold Sponsor on the Symposium website
- 7 full registrations, which includes access to general session, exhibit and poster hall, Networking and Poster Reception, industry workshops, and meals and coffee breaks

SILVER LEVEL \$10,000

- Logo on signage
- Support listed in the Final Program
- Promotion as Silver Sponsor on the Symposium website
- 5 full registrations, which includes access to general session, exhibit and poster hall, Networking and Poster Reception, industry workshops, and meals and coffee breaks

BRONZE LEVEL \$5,000

- Company Name on signage
- Support listed in the Final Program
- Promotion as Bronze Sponsor on the Symposium website
- 2 full registrations, which includes access to general session, exhibit and poster hall, Networking and Poster Reception, industry workshops, and meals and coffee breaks

ADDITIONAL SUPPORT OPPORTUNITIES

ATTENDEE BAGS* **\$5,000**

Your corporate logo will be front and center on the official Symposium bags provided to all attendees (*deadlines apply*).

ATTENDEE BAG INSERTS* **\$750**

Get your name in front of meeting participants as they check in.

** Creative must be approved by AABB prior to production.*

ATTENDEE LANYARDS* **\$3,000**

Enhance your brand and increase your exposure! This is an excellent opportunity to ensure that your company's name will literally be in front of every attendee (*deadlines apply*).

TABLE CLINGS* **\$2,000** FOR 5 TABLES

Capture the attention of the attendees during their breaks by placing your company logo/message on a table top decal.

HOTEL KEYCARDS* **\$2,000** (RIGHTS ONLY)

The supporting company secures the right to produce and distribute corporate, product, or event branded keycards at the Manchester Grand Hyatt San Diego within the official housing block (*deadlines apply*).

COFFEE BREAK **\$8,000**

Make an impression to attendees by hosting the break. The supporting company will receive signage with company name and logo and the opportunity to provide branded napkins and cups.

INDUSTRY WORKSHOPS \$3,000

Industry Workshops are a meaningful way to contribute to the Symposium's distinctive educational program while simultaneously increasing awareness of your company's products, resources, and services. The sessions must be educational in nature and may not be used as a sales presentation. Workshops are one or two hours long and may not run concurrently with other Symposium sessions. Fee includes room rental.

WORKSHOP HOURS

THURSDAY, JUNE 8 7:00 pm – 11:00 pm
FRIDAY, JUNE 9 5:30 pm – 11:00 pm

Industry Workshops are intended to educate Symposium attendees on subjects such as customer implementation of new products, or technical presentations on new methods. Applications must be submitted to the AABB using the **Industry Workshop form**. Symposium Management strongly encourages early submission as space is limited.

ELIGIBILITY TO EXHIBIT

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

TABLE TOP ALLOCATION POLICY

Symposium Management will confirm exhibit space upon receipt of a signed application form with payment in full. Receipt of the application form by Symposium Management shall not confer any claim to subsequent approval. Table top spaces will NOT be allocated until payment is received.

EXHIBITOR SERVICES MANUAL

The 2017 Exhibitor Manual will be available through Freeman Online to facilitate the ordering of products or services. An Exhibitor Services Manual will be sent to each confirmed exhibitor. The manual 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 2017.

HOTEL INFORMATION

AABB has secured a block of rooms for ICBS attendees at the Manchester Grand Hyatt San Diego. Take advantage of this discounted room rate and enjoy the comforts of staying at the conference hotel. Reserve your room **online** or call 1-888-421-1442 and reference AABB.

MANCHESTER GRAND HYATT SAN DIEGO

1 Market Place
San Diego, CA 92101
Single: \$269.00
Double: \$294.00

For more
information or to

**reserve a
table top**

contact:

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