



GIVE LIFE TWICE

2018 EXHIBIT & SUPPORT PROSPECTUS

#ICBS18

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Official Contractor

FREEMAN COMPANY

ATTENDEE DEMOGRAPHICS

70%

of attendees said that the program was relevant to their medical practice.

91%

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

95%

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

96%

of 2017 attendees said the Symposium increased their knowledge or competence.

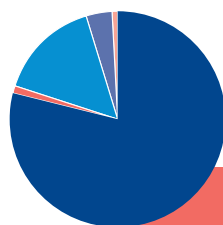
ATTENDEES INCLUDE:

MD AND/OR PHD CLINICIANS, SCIENTISTS AND CEOS

LABORATORY PROFESSIONALS

INDUSTRY PERSONNEL

REGULATORY PROFESSIONALS



15TH INTERNATIONAL CORD BLOOD SYMPOSIUM ATTENDEE PROFILE

OVER 300 ATTENDEES EXPECTED.

North America

Canada
Costa Rica
Mexico
USA

South America

Brazil
Chile

Asia

China
Hong Kong
India
Israel
Japan
Republic of S. Korea
Singapore
Taiwan
United Arab Emirates

Europe

France
Germany
Italy
Poland
Portugal
Romania

Australia

EXHIBITOR INFORMATION

WHY EXHIBIT AT THE 16TH INTERNATIONAL CORD BLOOD SYMPOSIUM?

INCREASED EXPOSURE: The 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 5 HOURS of Unopposed Exhibit Hall Hours

DATES & TIMES OF EXHIBITION

*** Exhibit Hall Hours Subject to Change*

THURSDAY, JUNE 14

7:00 am – 7:00 pm

Lunch/Refreshment Break/Reception

FRIDAY, JUNE 15

7:00 am – 5:00 pm

Breakfast/Refreshment Break/Lunch/
Refreshment Break

EXHIBITOR SET UP/ DISMANTLE*

** Days and hours subject to change*

Move-In:

WEDNESDAY, JUNE 13

11:00 am – 4:00 pm

Move-Out:

FRIDAY, JUNE 15

5:00 pm – 7:00 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 2017 Symposium:

- AABB Center for Cellular Therapies
- BioLife Solutions, Inc.
- Biosafe America, Inc.
- Chart MVE
- China Cord Blood Corporation
- Cord Blood Registry
- Cryo-Cell International
- Digi-Trax Corp
- Histogenetics
- ICCBBA
- ITL BioMedical
- LabCorp
- LABS Inc.
- Macopharma
- Mediware Information Systems Inc.
- NanoEnTek USA, Inc.
- National Marrow Donor Program/Be The Match
- OriGen Biomedical
- Parent's Guide to Cord Blood Foundation
- Quick – Specialized Healthcare Logistics
- Rees Scientific Corp
- SG Meditech Pte Ltd.
- StemCyte Inc.
- SynGen Inc.
- Zenoaq Resource Company



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

EXHIBIT SPACE RATE

\$3,500 | **\$4,000** corner space (4 available)

EXHIBIT SPACE

- Table tops will be displayed in the Pavilion in the Hilton San Diego Resort & Spa


REGISTRATION

- 2 full Symposium registrations, which include access to general sessions 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 Cord Blood 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:

ULTIMATE LEVEL

\$30,000 (EXCLUSIVE)

NETWORKING AND POSTER RECEPTION SPONSORSHIP INCLUDING:

- Attendee Bag Sponsor
- 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 Ultimate Level 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

PLATINUM LEVEL

\$20,000

- Table Clings for 5 tables
- Logo on signage
- Support listed in the Final Program
- Promotion as Platinum Level Sponsor on the Symposium website
- 8 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 Level 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

GOLD LEVEL

\$15,000

- Bag Insert
- Logo on signage
- Support listed in the Final Program
- Promotion as Gold Level 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

BRONZE LEVEL

\$5,000

- Name on signage
- Support listed in the Final Program
- Promotion as Bronze Level 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

PASSPORT TO PRIZES \$250

Passport to Prizes game is an excellent means for you to engage attendees and drive traffic to your table top.

ATTENDEE BAG INSERTS* \$750

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

ATTENDEE LANYARDS* \$3,000

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

HOTEL KEYCARDS* \$2,000

(RIGHTS ONLY)

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

COFFEE BREAK CALL FOR PRICING

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.

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

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 informative 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** 7:00 pm – 11:00 pm | **FRIDAY** 7:00 am – 8:15 a.m. and 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 deposit is received.

EXHIBITOR SERVICES MANUAL

The 2018 Exhibitor Manual will be available 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 online link to the 2018 Exhibitor Manual will be sent out in April 2018.

HOTEL INFORMATION

AABB has secured a block of rooms for Symposium attendees at the Hilton San Diego Resort & Spa. Take advantage of this discounted room rate and enjoy the comforts of staying at the conference hotel. Reserve your room [online](#) or call +1.619.276.4010 and reference AABB.

HILTON SAN DIEGO RESORT & SPA

1775 East Mission Bay Drive
San Diego, CA 92109
+1.619.276.4010

1 King: \$239

1 King Garden View Villa: \$249

1 King Bayview: \$259

1 King Garden View Studio: \$269

For more
information or to

**reserve a
table top**

contact:

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