



SUPPORT OPPORTUNITIES PROSPECTUS

EXHIBIT SUPPLEMENT

CORD BLOOD CONNECT

September 14-16, 2018

Loews Miami Beach Hotel • South Beach, Florida

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ATTACHMENT: Loews Procedures and Regulations for Exhibit
Companies and Production Companies

EXHIBIT OPTIONS

Companies that are a CBA Industry Partner receive a 50% discount on exhibit booths and table-tops!
Ask about how your company or organization can become an Industry Partner.

EXHIBIT BOOTHS \$6,000

- Companies are welcome to reserve an 8' deep x 10' wide exhibit booth for the congress.
- Exhibits will be located in the Solutions Center, located near the plenary session hall.
- Breakfast, lunch and refreshment breaks will be held in the Solutions Center.
- Exhibiting companies receive two complimentary congress registrations for each 8' x 10' booth.

EXHIBIT BENEFITS:

- Be a part of the first *Cord Blood Connect* international congress.
- Make your products, services, technology or research visible to banking and health care professionals worldwide.
- Broaden your business contacts and prospects, particularly during program breaks and food functions.
- Maintain flexible, discretionary exhibit staffing hours.
- Attend scientific and educational sessions to learn from worldwide experts about state-of-the-art cord blood research and banking technology.
- Have your exhibit acknowledged in congress publicity materials, on-site meeting signage, in the meeting program and the Congress Planner app.

Preliminary Exhibit Schedule
Friday Set-up: 4:00 pm - 8:30 pm
Saturday Open: 7:00 am - 6:00 pm
Sunday Open: 7:00 am - 3:30 pm
Sunday Tear-Down: 3:30 pm

EXHIBIT TABLE-TOPS \$4,000

- Table-top exhibits are located in the Solutions Center or in prime pre-function locations.
- Companies with table-top exhibits receive one complimentary congress registration.
- Included is a 6' table top and two chairs.

CONGRESS VENUE

The **Cord Blood Connect** international congress will convene at Loews Miami Beach Hotel, located oceanside in the heart of the fabled South Beach neighborhood with its trendy restaurants, shops and attractions. September provides some of the best “off season” savings, and special rates have been negotiated to make congress registration and housing affordable for teams of cord blood bank personnel. Learning together as a team will be a theme of the congress.

- Check in: 4 PM | Check out: 11 AM
- Experience comfort and style at the newly redesigned Loews Miami Beach Hotel. Each of the 790 guestrooms and suites is inspired by the sea and sand, offering new Smart TVs, in-room free Wi-Fi, ample USB ports and outlets, Keurig coffeemaker, minibar, doorbell with “Do Not Disturb” buttons accessible from inside the room and 24-hour room service.
- Concierge: able to handle almost any request.
- Security: Safety is always a top priority.
- Full-service FedEx business center and shipping services: Guests may ship packages to the hotel within seven days of their arrival. FedEx and UPS are preferred carriers for tracking purposes.

AIRPORTS

- Miami International Airport (MIA)
(approximately 20 minutes from hotel, depending on time of day and traffic)
- Fort Lauderdale-Hollywood International Airport (FLL)
(approximately 35 minutes from hotel, depending on time of day and traffic)

TYPICAL LOCAL TRAVEL COSTS

(One-Way):

Taxi: MIA - \$35-\$45; FLL - \$80-\$95

Uber: MIA - \$14-19; FLL - \$35-\$50

Bus: MIA - \$20 (50 minutes); FLL - \$52 (1 hour)

Tram: MIA - Line 150 \$6 (50 minutes); FLL - Line 119 or 01 \$5 (2 hours)

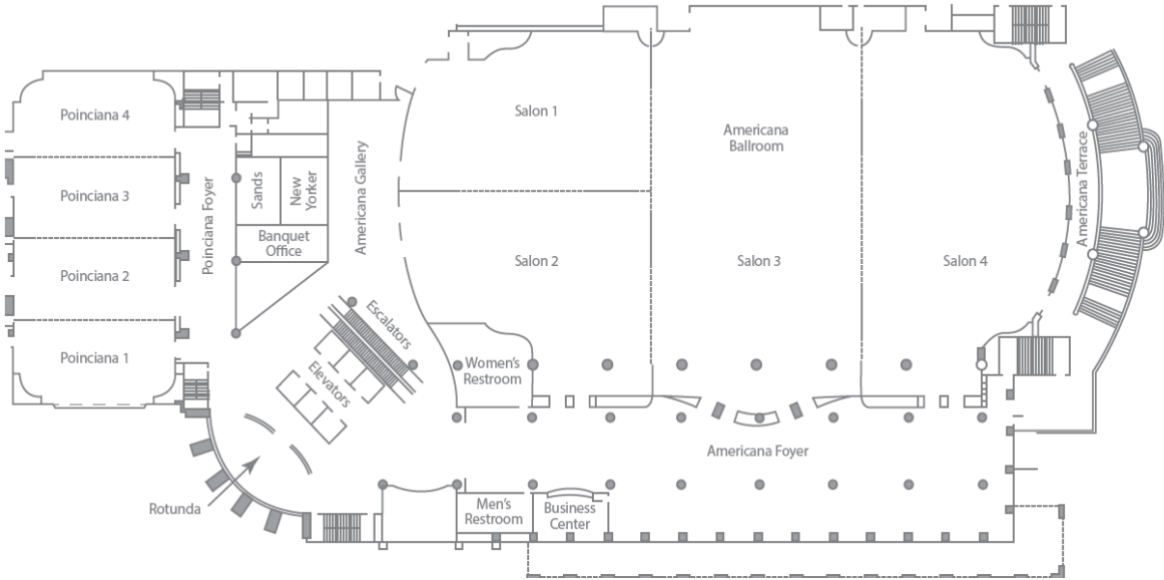
Transportation by shuttle or limousine to both airports can be arranged by the hotel concierge.



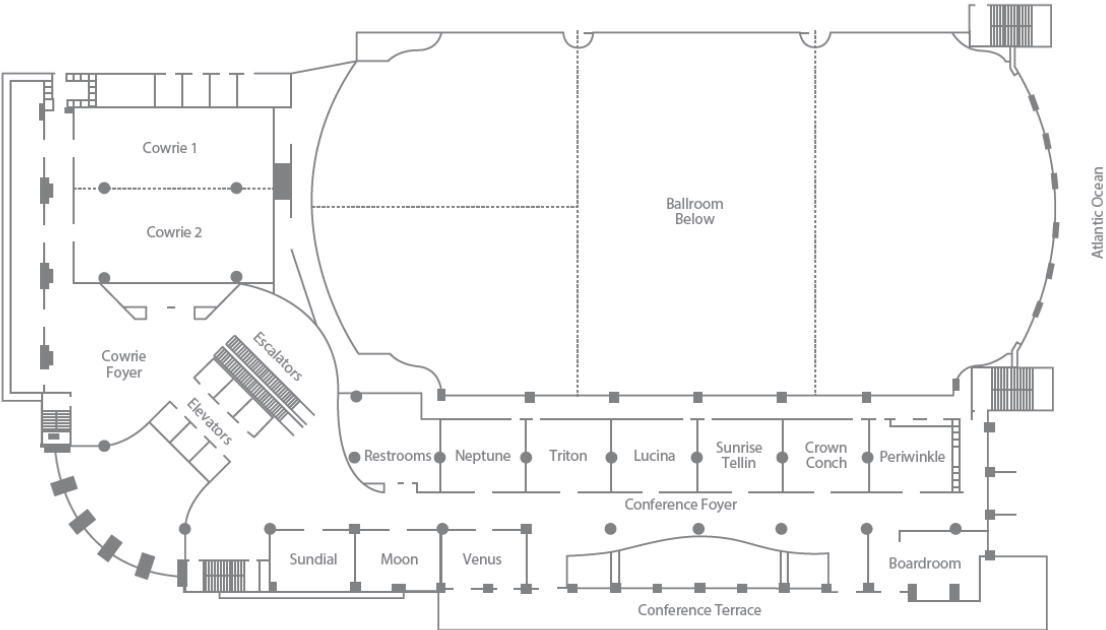
Loews Miami Beach Hotel
1601 Collins Avenue
Miami Beach, FL 33139
www.loewshotels.com/miami-beach

Cord Blood Connect general sessions will be in Americana Salons 1 and 2 on the second floor. Exhibits, also on the second floor, will be in the Solutions Center (Poinciana Rooms and the Americana Gallery) just outside the general sessions.

SECOND FLOOR



THIRD FLOOR



REQUIREMENTS

Please read all exhibit information and requirements carefully.

By signing the Exhibitor Agreement Form, your organization understands and agrees to abide by all regulations. The signer of the Agreement also agrees to share the regulations with all representatives who will attend the *Cord Blood Connect* congress. All regulations will be enforced without exception. Any matters not covered are subject to the decision of *Cord Blood Connect* management. Any violation will be addressed by the congress management, which reserves the right to dismiss exhibitors without refund or appeal for redress.

EXHIBIT LOCATION ASSIGNMENT

All exhibit location assignments will be confirmed by June 15, 2018. Each exhibit space will be labelled with the company name. *Cord Blood Connect* management reserves the right to make or change exhibit assignments. Careful consideration will be given to any written requests. Exhibitors wishing to avoid assignments adjacent to that of a specific competitor should indicate this on the Exhibitor Agreement Form. Exhibitors must maintain their own exhibit area; there will be no cleaning service or trash removal. Exhibitor must remain at their assigned location and may not move to an alternate location, even if perceived to be vacant, without permission from *Cord Blood Connect* management. Violators may be removed from the exhibit hall at the exhibitor's expense.

LOGO USAGE AND PROMOTIONS

Exhibitors may not use “*Cord Blood Connect*”, “Cord Blood Association”, “CBA”, “Medical College of Wisconsin”, “MCW” or “Loews Miami Beach Hotel” or their respective logos on any announcement, sign, publication, audiovisual product or other promotional material without expressed written permission from the owner. All promotional material must be described on the Exhibitor Agreement Form and approved by *Cord Blood Connect* management prior to distribution.

AUDIO/VIDEO RECORDING

No audio or video recording is allowed in an exhibit without approval by *Cord Blood Connect* management.

DISPLAYS AND DECORATIONS

All promotional signs and banners must be professionally made. Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of Loews Miami Beach Hotel or furniture. All exhibits must be safe and must not unduly interfere with other exhibitors or guests in the hotel. All operated or displayed items must comply with safety regulations, local ordinances and noise restrictions. Floor lighting or other lighting may not be installed in such a way that the glare is annoying to visitors or other exhibitors. All exhibit materials, including electrical wiring and installation, must conform to the fire regulations of the Loews Miami Beach Hotel. Flammable liquid or hazardous chemicals are prohibited. Smoking is prohibited. Exhibitors may not use any live animal, reptile, fish or bird without prior written approval from *Cord Blood Connect* management.

Loud speaking, shouting, mechanical sounds or unnecessary noises to attract attention will not be permitted. *Cord Blood Connect* management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

GIVE-AWAYS AND INVESTIGATIONAL PRODUCTS

Indicate on the attached Exhibitor Agreement Form whether you will be giving away any product other than printed literature, pens, pencils or notepads. *Cord Blood Connect* management maintains the right to curtail the distribution of products not within FDA guidelines or not in character with the educational mission of the congress. No exhibitor shall display, bring on the premises, or solicit any substance or material which is infectious or dangerous to the health, safety or well-being of attendees. No food or beverage may be served at the exhibits.

To comply with FDA Guidelines on Notices of Availability, any exhibits showcasing off-label or unapproved uses of drugs, devices, technologies, programs, products or services must be disclosed on the Exhibitor Agreement Form. To remain within the expectation and limits of FDA guidelines, any investigational product that is graphically depicted in an exhibit must:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- Contain this statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

MUSIC LICENSING

Music licensing, live or recorded, is the sole responsibility of exhibitors. If played within the exhibit hall, evidence of appropriate licenses from the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI), or SESAC, Inc. must be provided with the Exhibitor Agreement Form.

AMERICANS WITH DISABILITIES ACT (ADA COMPLIANCE)

Cord Blood Connect is committed to making the international congress accessible to all individuals. If a representative has a disability or dietary restriction, please provide this information when registering. Contact D'Etta Waldoch Snyder with special requests for auxiliary aids or services and/or complicated food and beverage restrictions at detta@cb-association.org. Every attempt will be made to comply with special requests if notification is received by September 1, 2018.

SECURITY, INSURANCE AND LIMITATION OF LIABILITY

Exhibits will be located in a public setting. Neither Loews Miami Beach Hotel, *Cord Blood Connect*, Cord Blood Association, UltimateMeetings, LLC, Medical College of Wisconsin, any subcontractor of these organization nor any person volunteering for or employed by these organizations will be responsible for injury, loss, damage or theft to an exhibitor's representatives or property, no matter what the cause.

Exhibitors assume the entire responsibility and liability for any and all personal injury, loss, theft, damage and claim arising out of exhibitor displays, equipment and other property, while on Loews Miami Beach Hotel premises, and indemnify, defend and hold harmless Loews Miami Beach Hotel, *Cord Blood Connect*, Cord Blood Association, UltimateMeetings, LLC, Medical College of Wisconsin and subcontracted companies, as well as their agents, volunteers and employees from any and all such loss, theft, damage and claim. *Cord Blood Connect* shall in no event be liable to an exhibitor for any lost business opportunity or other types of direct or consequential damages alleged to be due to a breach of this Agreement. All aforementioned parties are required to maintain adequate insurance or self-insurance against injuries to persons, damage to, or loss of property, and any inability to meet their obligations as set forth in this document.

METHOD OF PAYMENT

An invoice will be sent by e-mail. Payment is due no later than August 1, 2018. *Cord Blood Connect* accepts company check, credit card or wire transfer.

CANCELLATION

Notification of cancellation of exhibit space must be submitted to Nicole Falco at nicole@cb-association.org prior to August 1, 2018. Cancellations after August 1 are non-refundable.

SERVICES

EXHIBITOR REGISTRATION

Access online registration at www.cord-blood-connect.org.

All exhibitors must register for the international congress. The registration fee includes admission to all *Cord Blood Connect* scientific and technical sessions, poster session and exhibits, as well as conference materials, abstract guide, breakfast, lunch and breaks.

Exhibiting companies are given a limited number of complimentary registration codes. Check with your corporate liaison if you have questions about whether you qualify for complimentary registration.

The registration rates for corporate and industry representative are \$795 before April 15, 2018 (Early Bird); \$895 from April 16-August 31 (Regular); and \$995 after August 31 (On-Site rate).

Note that any corporate representative can apply for Cord Blood Association membership at the time of registration and qualify for the member registration rate. The annual membership fee is \$99. The member registration rates are \$410 before April 15, 2018 (Early Bird); \$510 from April 16-August 31 (Regular), and \$615 (On-Site).

EXHIBITOR HOTEL ACCOMMODATIONS

Upon completion of conference registration, a confirmation e-mail will provide a link for reserving a guest room at the Loews Miami Beach Hotel at a reduced group rate. All attendees, including exhibitors, must be registered for the *Cord Blood Connect* congress prior to reserving guest rooms. You are encouraged to book your hotel room as soon as possible as the room block tends to fill quickly. Please contact D'Etta Waldoch Snyder (detta@cb-association.org) with questions about hotel group blocks.

EXHIBIT FURNISHINGS AND SERVICES

Upon approval to exhibit, exhibitors will be sent detailed information about furnishings and services, including scanner rental. Freeman Company is the official decorator for *Cord Blood Connect*. Information regarding tables, chairs and other rental equipment is included in the Freeman guide. Forms are available for electrical, internet, and telephone through Loews Miami Beach Hotel.

SHIPPING INSTRUCTIONS

Please review the attached "Procedures and Regulations for Exhibit Companies and Production Companies" provided by the Loews Miami Beach Hotel for procedures and fees associated with shipping and receiving. Exhibitor shipping costs cannot be posted to the *Cord Blood Connect* international congress master account.

CONGRESS COORDINATOR

Cord Blood Connect Congress Office
D'Etta Waldoch Snyder
detta@cb-association.org
+1.630.463.9040, extension 3

SUPPORT OPPORTUNITIES

For information about other opportunities to participate and support the *Cord Blood Connect* international congress, contact:

Nicole Falco
nicole@cb-association.org
+1.630.463.9040, extension 2

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EXHIBITOR AGREEMENT FORM

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COMPANY NAME: _____

CONTACT PERSON: _____

PHONE: _____ E-MAIL: _____

ON-SITE REPRESENTATIVE (if different from above): _____

PHONE: _____ E-MAIL: _____

EXHIBIT TYPE REQUESTED: 8'x10' EXHIBIT BOOTH -- \$6,000 6' x30" TABLE-TOP -- \$4,000

50% DISCOUNT FOR CBA INDUSTRY PARTNERS: EXHIBIT BOOTH -- \$3,000 TABLE-TOP -- \$2,000

Two complimentary registrations are provided for an exhibit booth, and one complimentary registration for a table-top exhibit. The Contact Person named above will receive an exhibitor Comp Code for company representatives for use when registering for the congress. Each Comp Code can only be used once, and one per person.

BRIEF DESCRIPTION OF EXHIBIT:

EXHIBIT GOALS (What do you hope to accomplish?):

DESCRIPTION OF ANY GIVE-AWAYS OR INVESTIGATIONAL PRODUCTS:

SPECIFIC COMPETITOR(S) OR OTHER EXHIBITORS NEAR WHICH YOU DO NOT WISH TO BE LOCATED:

COMMENTS:

Return both pages of this Exhibitor Agreement Form by e-mail to nicole@cb-association.org.

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EXHIBITOR AGREEMENT FORM

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The exhibiting company or organization that is a party to this Exhibitor Agreement Form assumes full responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and/or property while on Loews Miami Beach Hotel premises and hereby waives any alleged claim or demand against the Loews Miami Beach Hotel, *Cord Blood Connect*, Cord Blood Association, UltimateMeetings, LLC or Medical College of Wisconsin arising from such loss, theft or damage. Exhibitor also agrees to abide by FDA regulations and the rules and regulations set forth by the Loews Miami Beach Hotel and the *Cord Blood Connect* international congress.

In consideration for participation as an exhibitor, invitee, agent or contractor, the company or organization that is a party to this Exhibitor Agreement Form agrees to indemnify, save, defend and hold harmless the Loews Miami Beach Hotel, *Cord Blood Connect*, Cord Blood Association, UltimateMeetings, LLC or Medical College of Wisconsin and their respective members, officers, directors, volunteers, contractors, agents and employees from any and all damages, costs, expenses, attorney fees, claims and actions in law or in equity arising from, sustained or claimed to have been sustained by the use or occupation of the Loews Miami Beach Hotel facilities, parking area, adjoining streets or premises, from any act, omission, negligence, fault or violation of any law or ordinance, or from any and all claims for theft, loss or damage from any cause whatsoever to the equipment, fixtures, appliances or any property of the Loews Miami Beach Hotel by himself or herself, his/her guests and members of his/her family.

Company or Organization Name

Signature of Company or Organization Representative

Date

Print Name

Title

Return both pages of this Exhibitor Agreement Form by e-mail to detta@cb-association.org.