

2020 SUPPORT OPPORTUNITIES EXHIBITS SUPPLEMENT



The International Congress for Cord Blood
and Perinatal Tissue Research and Banking

September 10-12, 2020
Loews Miami Beach Hotel • Miami Beach, Florida

Future Horizons for Cord Blood Therapies
Improving Outcomes • Defining New Applications • Optimizing Manufacturing

TABLE OF CONTENTS

| Page | |
|------|--------------------------|
| 2 | EXHIBIT OPTIONS |
| 3 | CONGRESS VENUE |
| 5 | REQUIREMENTS |
| 8 | SERVICES |
| 10 | EXHIBITOR AGREEMENT FORM |

Be part of the only international event that embraces
all components of the cord blood community!

EXHIBIT OPTIONS

*Companies that are a CBA Industry Partner receive
a 50% discount on exhibit booths!*

Ask about how your company or organization can become an Industry Partner.

EXHIBIT BOOTHS \$6,000

- Companies are welcome to reserve a 10' deep x 10' wide exhibit booth for the congress.
- Exhibits will be located in the Solutions Center, adjacent to the plenary session hall.
- Refreshment breaks will be held in the Solutions Center.
- Exhibiting companies receive two complimentary congress registrations for each 10' x 10' booth.

EXHIBIT BENEFITS:

- Be a part of the third annual *Cord Blood Connect* international congress.
- Make your products, services, technology and 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 experts around the world 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 mobile app.

Preliminary Exhibit Schedule

Wednesday Set-up: 5:00 pm - 8:00 pm
Thursday Open: 7:00 am - 5:00 pm
Friday Open: 7:00 am - 5:00 pm
Friday Tear-Down: 5:00 - 8:00 pm

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.



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

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

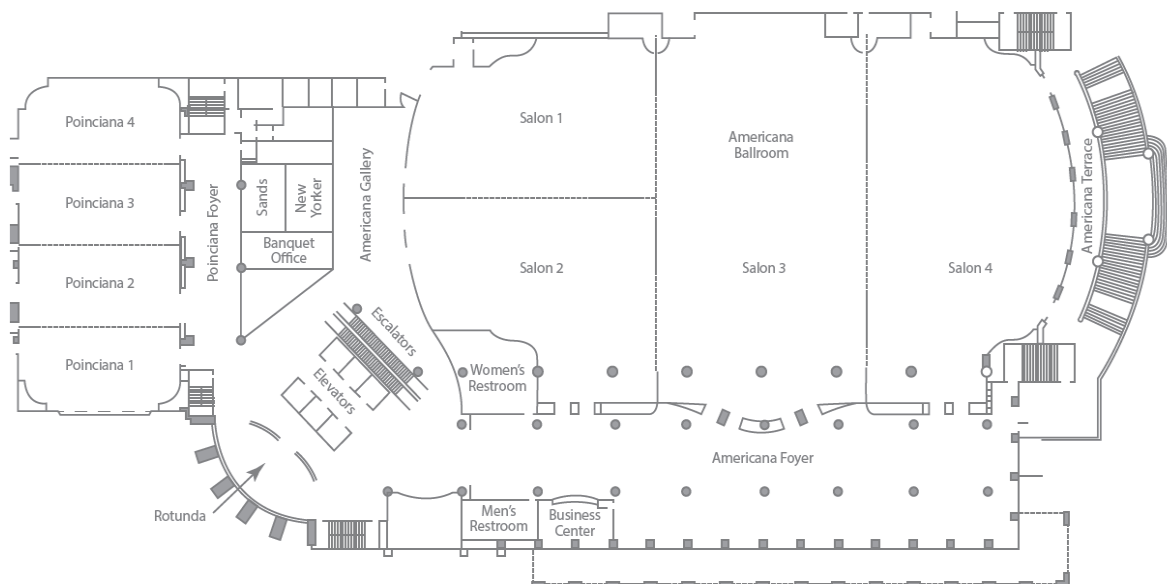
Bus: MIA - \$20 (50 minutes); FLL - \$52 (1 hour)

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

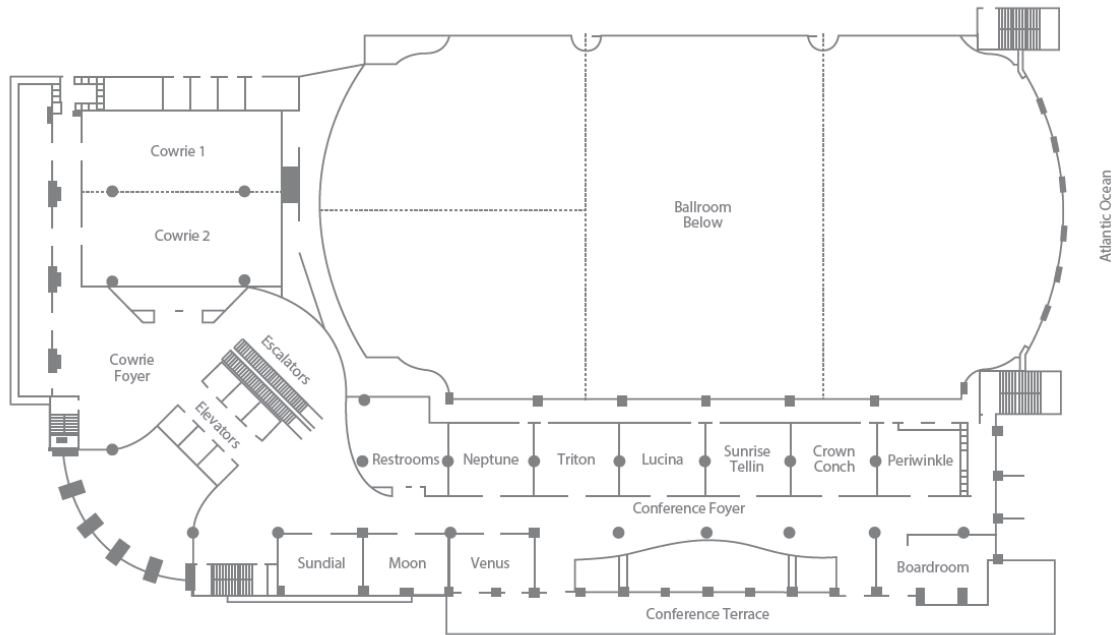
Transportation by shuttle or limousine to both airports can be arranged by the hotel concierge.

The *Cord Blood Connect* general session will be in Americana Salon 3 on the second floor. Exhibits, also on the second floor, will be in the Solutions Center (Americana Salon 4) adjacent to 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, 2020. Each exhibit space will be labeled 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 or wishing to be near specific companies should indicate this on the Exhibitor Agreement Form. Exhibitors must maintain their own exhibit area. Because the exhibits are open only two days, 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 the logos of these organizations 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 dettaconnect@aol.com. Every attempt will be made to comply with special requests if notification is received by September 1, 2020.

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, 2020. *Cord Blood Connect* accepts company check, credit card or wire transfer.

CANCELLATION

Notification of cancellation of exhibit space must be submitted to D'Etta Waldoch Snyder at dettaconnect@aol.com prior to August 1, 2020. 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 book, 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, 2020 (Early Bird); \$895 from April 16-August 14 (Regular); and \$995 after August 14 (On-Site).

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, 2020 (Early Bird); \$510 from April 16-August 14 (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 (dettaconnect@aol.com) 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 prospect retrieval scanner rental. Freeman Company is the official decorator for *Cord Blood Connect*. Information regarding rental equipment is included in the Freeman guide. Forms are available from the congress office for electrical, internet, and telephone service provided by 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.

SUPPORT OPPORTUNITIES

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

Jim Hawarden

jim@cb-association.org

+1.630.463.9040, extension 2

CONGRESS MANAGER

Please address general information questions to the *Cord Blood Connect* Congress manager:

D'Etta Waldoch Snyder

dettaconnect@aol.com

+1.630.463.9040, extension 3

CORD BLOOD CONNECT

September 10-12, 2020 - Loews Miami Beach Hotel, Miami Beach, FL, USA

2020 EXHIBITOR AGREEMENT FORM

(Page 1 of 2)

COMPANY NAME: _____

CONTACT PERSON: _____

PHONE: _____ E-MAIL: _____

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

PHONE: _____ E-MAIL: _____

EXHIBIT REQUESTED: ☐ 10'x10' EXHIBIT BOOTH -- \$6,000

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

Two complimentary registrations are provided for an exhibit booth. 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.

DESCRIPTION OF COMPANY AND EXHIBIT:

[NOTE: Describe carefully, because this information will appear in the congress mobile app. Description limited to 200 characters, including letter spaces]:

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

DESCRIPTION OF ANY GIVE-AWAYS OR INVESTIGATIONAL PRODUCTS:

SPECIFIC EXHIBITORS WHICH YOU WISH TO BE LOCATED NEAR OR NEXT TO:

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

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

CORD BLOOD CONNECT

September 10-12, 2020 - Loews Miami Beach Hotel, Miami Beach, FL, USA

2020 EXHIBITOR AGREEMENT FORM

(Page 2 of 2)

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, and 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: jim@cb-association.org