



2022
CORD BLOOD
CONNECT

South Beach, Florida

International Congress
September 9-11, 2022

EXHIBITOR AND SPONSOR PROSPECTUS

CORD BLOOD CONNECT

International Congress for Cord Blood and Perinatal Tissue Research and Banking
September 9–11, 2022
Loews Miami Beach Hotel • Miami Beach, Florida

**Banking • Manufacturing • Networking • Defining New Applications • Improving Outcomes
State of the Science • Emerging Regenerative Therapies**

Hosted by:



In collaboration with:



Dear Sponsors and Exhibitors,



It's true! The cord blood and perinatal tissue community is planning to meet together in-person this year! And we couldn't be more excited. Our industry's progress and resiliency will be celebrated at this year's Cord Blood Connect international congress on September 9-11.

Planning is well under way for a spectacular re-birth of the congress – one that features the latest clinical and laboratory science, technical innovations, educational sessions, exhibits, posters, interactive panel discussions on important topics, and more. We will convene at the Loews Miami Beach Hotel in the heart of South Beach with its attractions, trendy restaurants, shops and outdoor activities. The oceanside hotel has been universally applauded by our attendees in past years.

In the planning and implementation of this year's congress, the health and safety of all attendees, exhibitors, partners and staff is our highest priority. We will be providing more information about this in the months leading up to the event.

I'd be remiss if I didn't thank you for your uninterrupted support during the difficult challenges of these past months. With your help, CBA has been able to maintain its forward momentum, advocating for cord blood and perinatal tissue therapies and banking, encouraging clinical and laboratory research, and advancing the field.

Our successful pivot to an online format these past two years has shown that our congress not only could persevere, but even thrive. We had record-breaking attendance and were highly gratified by the enthusiastic response from attendees, sponsors and exhibitors.

Cord Blood Connect is the single place where the worldwide cord blood and perinatal tissue community comes together to learn, teach, share, refresh and re-connect. We invite you to join us as we set out to make the 2022 congress another spectacular event.

Joanne Kurtzberg, MD
President
Cord Blood Association

CONGRESS OVERVIEW

Cord Blood Connect, the only international event for all components of the cord blood and perinatal tissue community – public and family banking, clinical and laboratory investigations, manufacturing, training and education – will be held September 9-11, 2022, in Miami Beach, Florida.

The congress is called Cord Blood Connect because it brings together the many people and organizations worldwide that engage in, or are served by, cord blood and perinatal tissue banking and therapeutics.

Multiple Tracks

In addition to plenary sessions, two concurrent program tracks are planned.

- The scientific track will focus on clinical and translational sciences, including transplant and emerging novel and regenerative therapies using cord blood, mesenchymal cells, and other components of cord blood and birthing tissues. Particular attention will be given to pre-clinical and Phase I-III trials that are targeting wound healing, orthopedic applications, cerebral palsy, autism, stroke and other neurological diseases.
- The education and training track is for cord blood bank administrative and technical and support personnel. Sessions will encompass laboratory procedures, manufacturing, global regulations, accreditation, marketing and public education.

Congress Co-Chairs

The international congress is co-chaired by cord blood community experts:

- Karen Ballen, MD, Division Chief, University of Virginia School of Medicine
- Marcie Finney, MS, MBA, Executive Director, Cleveland Cord Blood Center
- Joanne Kurtzberg, MD, Director, Carolinas Cord Blood Bank, Duke University

Planning Committees

Scientific Program

Karen Ballen - University of Virginia School of Medicine (chair)
Ngaire Elwood - BMDI Cord Blood Bank (vice-chair)
Jaap Jan Boelens - Memorial Sloan Kettering Cancer Center
May Daher - MD Anderson Cancer Center
Cherie Daly - Celularity
Colleen Delaney - Deverra Therapeutics, Inc.
Daniel Gibson - Anthony Nolan Research Institute
Eliane Gluckman - Hôpital Saint-Louis
Mary Horowitz - Medical College of Wisconsin
Mitchell Horwitz - Duke University School of Medicine
Dunia Jawdat - King Abdullah Medical Research Center
Junya Kanda - Kyoto University
Gesine Kögler - Jose Carreras Cord Blood Bank
Leland Metheny - University Hospitals (Cleveland)
Filippo Milano - Fred Hutchinson Cancer Research Center
Beth Shaz - Marcus Center for Cellular Cures

Technology and Education Program

Marcie Finney - Cleveland Cord Blood Center (chair)
Irina Euseeva - Anthony Nolan Research Institute (co-chair)
Heather Brown - Generate Life Sciences
Christina Celluzzi - AABB
Diane Fournier - Héma-Québec Public Cord Blood Bank
Kate Falcon Girard - PerkinElmer ViaCord
Roger Horton - Anthony Nolan Research Institute
Ann Kaestner - Duke University School of Medicine
Lutz Körschgen - University Duesseldorf Cord Blood Bank
Ming Ming Li - Cordlife
Dave Miller - National Marrow Donor Program
Aby J. Mathew - BioLife Solutions
Arun Prasath - Singapore Cord Blood Bank
Nicoletta Sacchi - National Bone Marrow Donor Registry
Minoko Takanashi - Japanese Red Cross Society
Frances Verter - Parent's Guide to Cord Blood Foundation
Roberto Waddington - CordVida Cord Blood Bank

Top 4 Reasons Bankers, Clinicians, and Investigators Attend the Conference

1

**Keep abreast
of scientific
studies and
clinical
advances**

2

**See new
technologies
that improve
effectiveness
and efficiency**

3

**Attend
educational
sessions that
advance
professional
skills and
knowledge**

4

**Keep in touch/
direct contact
with colleagues
and worldwide
experts**

Exciting Opportunities for Sponsors & Exhibitors

Cell Banking v
Sepax tech

A trusted so
and cord b

Meet customers
and clients face-to-
face for first time
in 36 months.

Claim a high-
profile sponsorship
to communicate
your support of the
industry.

Use congress
broadcast e-mails
to drive exhibit
traffic.

Receive
complimentary
congress
registrations with
exhibits and major
sponsorships.

Claim a 50%
discount on exhibit
fee if you are a CBA
Industry Partner.

PROVIDE MAJOR SUPPORT

Your organization or company can demonstrate its commitment to the cord blood and perinatal tissue community with major support for the Cord Blood Connect international congress.

Platinum Support	\$60,000
Gold Support	\$40,000
Silver Support	\$20,000

For your partnership, you will receive:

- Acknowledgement of congress support on highly visible on-site signage.
- Acknowledgement of support in printed and electronic promotional materials for the congress.
- Acknowledgement of support in the congress mobile app and on the congress website, with a link to your company or organization website.
- Optional welcome video featuring your spokesperson on the congress blog, promoted by broadcast e-mail to more than 3,600 in the international cord blood and perinatal tissue industry.
- Optional complimentary insert in the congress registration bag (\$8,000 value).
- Priority selection of day and time if you wish to support a Satellite Symposium.
- Complimentary congress registrations (six for Platinum, four for Gold, two for Silver) with acknowledgement on their name badges.



SATELLITE SYMPOSIA

60 Minutes

\$25,000 Breakfast or \$35,000 Lunch

5 Available Times

Breakfast – Friday, September 9, 7:00 am – 8:00 am

Lunch – Friday, September 9, 12:15 pm – 1:15 pm

Breakfast – Saturday, September 10, 7:00 am – 8:00 am

Lunch – Saturday, September 10, 12:15 pm – 1:15 pm

Breakfast – Sunday, September 11, 7:00 am – 8:00 am

The deadline for submitting a Satellite Symposium proposal is Tuesday, May 31, 2022.

- Continuing medical education (CME) and continuing medical laboratory education (CMLE) is provided for Satellite Symposium attendees.
- Symposia are held in the same hall as the plenary sessions, with existing room-set and audio-visual equipment.
- Cord Blood Connect management handles all food and beverage for the breakfast and lunch symposia.
- A broadcast e-mail invitation to the symposium can be distributed to all registered attendees during the weeks preceding the congress.
- Promotion of the symposium will be included in the congress mobile app.

PRODUCT THEATER

30 or 60 Minutes

\$15,000 or \$30,000

A Product Theater provides an opportunity for a company or organization to present information about its products, services or research and development. These presentations are held concurrent with, and in a room near, the scientific and educational sessions. They do not offer continuing medical education (CME) credit.

The deadline for submitting a Product Theater proposal is Monday, June 13, 2022.

Additional information and an application for a Satellite Symposium or a Product Theater are available online or by request to Dom Weyker (dom@cb-association.org or +1.630.463.9040, extension 2).

EXHIBIT AT THE CONGRESS

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

Exhibit Booths

\$6,000

- Companies can reserve a 10' x 10' exhibit booth for the congress.
- Exhibits will be located in the Solutions Center, adjacent to the plenary session hall.
- Breakfast, lunch and refreshment breaks will be served in the Solutions Center.
- Exhibiting companies receive two complimentary congress registrations for each 10' x 10' booth.
- Detailed exhibit information is included in the Exhibit Supplement.

Exhibit Benefits:

- Be a part of the first in-person congress since 2019.
- 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 worldwide experts about state-of-the-art cord blood and perinatal research and banking technology.
- Have your exhibit acknowledged in congress publicity materials and website, on-site meeting signage, in the meeting program and on the congress mobile app.

HLA

Class I: A, B, C
Class II: DR, DQ, DP

LabCorp

Chimerism analysis

Pre/post engraftment

KIR genotyping

Preliminary Exhibit Schedule

Thursday Set-up: 4:00 pm - 9:00 pm

Friday Open: 7:00 am - 5:00 pm

Saturday Open 7:00 am - 5:00 pm

Saturday Tear-Down: 5:00 pm - 8:00 pm

Additional information and an application are in the Exhibit Supplement, available online or by request to Dom Weyker at the Cord Blood Connect office (dom@cb-association.org or +1.630.463.9040, extension 2).

OTHER HIGH-PROFILE OPPORTUNITIES

Perhaps you want to support the cord blood and perinatal tissue community's annual congress, but are looking for other options. We have you covered. The following opportunities are available, first-come first-served, for promotional exposure to those attending the congress. (Claim them with the Reservation Form on page 22.)

Welcome Reception

\$40,000

Registrants will be welcomed to the Cord Blood Connect international congress at a reception with abundant and elegant hors d'oeuvres and beverages on Friday evening.

- Corporate identification and acknowledgement with logo in the congress agenda, in the congress app, and on prominent signage at the welcome reception.
- Opportunity for your spokesperson to join CBA president to welcome attendees from platform.

Congress Breakfast

\$15,000

A continental breakfast will be provided to congress registrants on Friday, Saturday and Sunday.

- Corporate acknowledgement with logo in the congress agenda, mobile app and on signage at the breakfast.
- Alternative two breakfasts for \$25,000, or all three for \$35,000.

Congress Lunch

\$25,000

Lunch will be provided to congress registrants on Friday and Saturday.

- Corporate acknowledgement with logo in the congress agenda, mobile app and on signage at the lunch.
- Alternative two luncheons for \$45,000.

Coffee Break

\$6,000

The congress will have mid-morning and mid-afternoon coffee breaks.

- Corporate acknowledgement with logo on signage at the coffee break.
- Alternative all five coffee breaks for \$20,000.

Poster Session and Reception

\$12,500

A poster session with authors present to discuss scientific/technical abstracts will be held on Saturday evening.

- Your corporate identification and acknowledgement with logo in the congress program materials and on signage at the poster session and reception. The reception includes beer, wine and snack food.

Individual Concurrent Sessions

\$5,500

An unrestricted educational grant can underwrite a concurrent session.

- Acknowledgement of the corporate support in the program guide, in the mobile app and from the stage and on-screen at the beginning and conclusion of the session.
- Sponsorship fee reduced to \$4,000 if coupled with the purchase of an exhibit booth.

Mobile App

\$20,000

The mobile app for the international congress provides registrants with the schedule, agenda, directory of exhibits, directory of pre-registrants, meet-up scheduling and other information.

- Your corporate identification and acknowledgement with logo on the login page and in a banner on each page of the app.

Networking Lounge

\$12,000

A Networking Lounge, prominently located in the rotunda at the entrance to the congress, will be where attendees can meet, relax and chat. Using the congress mobile app, they will be able to schedule informal meet-ups with one another in the lounge.

- Your corporate identification and acknowledgement with logo in the Networking Lounge and on the meet-up page of the congress app.

Registration Tote Bag

\$15,000

Each attendee will receive a tote bag at registration.

- Your corporate identification and logo imprinted on the tote bag.

Name Badge Lanyard

\$6,000

Each attendee will receive a name badge lanyard at registration.

- Your corporate identification and logo imprinted on the lanyard.

Attendee USB Drive

\$7,000

Each attendee will receive a USB 4-gig flash drive in the registration tote bag.

- Your corporation identification and logo on the USB drives.
- Alternative 8-gig USB drive for \$8,000, or 16-gig drive for \$9,000.

Awards

\$10,000 each

Two major awards will be presented at Cord Blood Connect. Each is eligible for corporate sponsorship.

- Life-time Achievement Award – includes award, congress registration, travel and housing for honoree.
- Best Abstract Awards – three awards and congress registration for the three honorees.
- Sponsor representative optionally can be on stage to hand award to recipient.

Brochure or Advertisement in Registration Bag

\$8,000

Your advertisement or brochure can be placed in the congress registration tote bag.

- The brochure or advertisement must be approved by Cord Blood Connect management and is limited to no larger than 8.5" x 11". Cancellations are non-refundable.

Speaker Ready Room

\$5,000

Invited faculty who are leaders and influencers in cord blood banking, research or clinical care will be checking in at the Speaker Ready Room to preview and transfer their presentations and receive technical support.

- Corporate acknowledgement with logo in the Speaker Ready Room.

Private Hospitality Room

\$3,500/day

Companies and organizations can obtain a hospitality room, based on availability, for receptions or private meetings with customers, investigators or other guests.

- The fee does not include food and beverage, audiovisual equipment rental or other meeting services which can be obtained directly from the hotel.

Corporate Meeting Room

\$3,500/day

Hold your private corporate meeting with sales staff or others at Cord Blood Connect. Function space is assigned first-come, first-served, subject to availability.

- The fee does not include food and beverage, audiovisual equipment rental or other meeting services which can be obtained directly from the hotel.

Lab Tech Travel Awards

\$2,500 each

Travel grants will assist qualified young laboratory technicians.

- Corporate identification and acknowledgement with logo in the congress agenda and in promotion of the awards.

On-Demand Streaming

\$15,000

Sessions at Cord Blood Connect will be recorded for on-demand streaming for 36 months after the congress. During the three months immediately after the last in-person 2019 congress, 45 archived presentations totaling more than 22 hours were accessed more than 3,000 times.

- Corporate identification and acknowledgement with logo on the streaming website and in promotion of the archived videos.

Charging Station

\$1,000 (or 3 for \$2,000)

Kiosk for charging multiple laptops, tablets and cell phones.

- Corporate identification with logo on side of platform.

E-mail Blast

\$2,400

The congress management can distribute your broadcast e-mail promoting your symposium, product theater or exhibit on any day you choose – before, during or after the congress.

- The promotion can be distributed to congress pre-registrants, all attendees or CBA's entire database of more than 3,600 people in the worldwide cord blood and perinatal tissue community. Discounts are available for a second or third e-mail.

Face Masks

\$4,000

Health and safety of all congress attendees, exhibitors, partners and staff is our highest priority. The required or recommended use of face masks will be based on the then-current advice of local health authorities.

- Include in the registration tote bag a complimentary face mask imprinted with the name and logo of your organization or company.

Hand Sanitizer

\$3,500

Hand sanitizing stations will be available throughout the congress venue.

- There is an additional opportunity, however, to include in the congress registration tote bag a complimentary personalized-use bottle of hand sanitizer with a label imprinted with the name and logo of your organization or company.



CORD BLOOD CONNECT PAST SPONSORS AND EXHIBITORS

AABB
AlphaMed Press
American Academy of Stem Cell Physicians
BioLife Solutions
Biospherix
Celularity
Center for International Blood and Marrow Transplant Research
Cord Blood Registry
Cryo-Cell International
Digi-Trax Corporation
Eurofins Donor & Product Testing
European School of Haematology
ExCellThera
Foundation for the Accreditation of Cellular Therapy
Gamida Cell
GE Healthcare
Gold-SIM
HistoGenetics
International Society for Cell and Gene Therapy
LabCorp

Macopharma
Magenta Therapeutics
Mediware Information Systems
Mesoblast
Mononuclear Therapeutics
National Marrow Donor Program
OriGen
Perkin Elmer/Viacord
Qualtex Labs
QuickSTAT Healthcare Logistics
Regenerative Medicine Foundation
Save the Cord Foundation
SG Meditech Pte Ltd.
Sino Cell Technologies Ltd.
STEMCELL Technologies
StemCyte (USA)
Vita 34 AG
Wellsky
Working Buildings

2022 RESERVATION FORM

My company would like to support the following Cord Blood Connect international congress activities. I understand that sponsorship requests are first-come, first-served.

I. PLATINUM, GOLD, AND SILVER CONGRESS SUPPORT

Platinum \$60,000 Gold \$40,000 Silver \$20,000

II. SATELLITE SYMPOSIUM

Breakfast, Friday: \$25,000 Breakfast, Saturday: \$25,000 Breakfast, Sunday: \$25,000
Lunch, Friday: \$35,000 Lunch, Saturday: \$35,000

III. PRODUCT THEATER

30-minute presentation \$15,000 60-minute presentation \$30,000

IV. EXHIBIT

Exhibit Booth \$6,000 (CBA Industry Partner companies receive a 50% discount on exhibit booths)

V. OTHER HIGH-PROFILE OPPORTUNITIES

Friday Evening Welcome Reception \$40,000
1 Breakfast \$15,000 2 Breakfasts \$25,000 3 Breakfasts \$35,000
1 Luncheon \$25,000 2 Luncheons \$45,000
1 Coffee Break \$6,000 5 Coffee Breaks \$20,000
Poster Session and Reception \$12,500

V. OTHER HIGH-PROFILE OPPORTUNITIES (Continued)

- Concurrent Session \$5,500 (\$4,000 combined with exhibit)
- Congress Mobile App \$20,000
- Networking Lounge \$12,000
- Congress Registration Tote Bag \$15,000
- Name Badge Lanyard \$6,000
- USB 4GB Flash Drives for Attendees \$7,000 or 8GB \$8,000 or 16GB \$9,000
- Life-time Achievement Award \$10,000 Three Best Abstracts Awards \$10,000
- Brochure or Advertisement in Registration Bag \$8,000
- Speaker Ready Room \$5,000
- Private Hospitality Room \$3,500/day
- Corporate Meeting \$3,500/day
- Travel Awards for Young Lab Technicians \$2,500 each (Indicate number you wish to support:)
- Session Recording and On-Demand Streaming \$15,000
- Charging Station \$1,000 or Three stations \$2,000
- E-mail Blast \$2,400
- Face Masks \$4,000
- Hand Sanitizer \$3,500

2022 CONTACT FORM

To be completed by the company or organization representative.

NAME: TITLE: COMPANY OR ORGANIZATION:

ADDRESS: CITY: STATE/PROVINCE:

COUNTRY: POSTAL CODE: PHONE:

EMAIL: WEBSITE:

I understand there is no refund on the cancellation of a sponsorship or an exhibit after July 1, 2022.

SIGNATURE

DATE

PLEASE E-MAIL THIS CONTACT FORM WITH THE RESERVATION FORM TO: DOM@CB-ASSOCIATION.ORG

UPCOMING CORD BLOOD CONNECT DATES

2023
Sept 8-10

2024
Sept 6-8

2025
Sept 5-7

Mark your calendar for the Cord Blood Connect international congress at the Loews Miami Beach Hotel on these dates.



RESERVE AN EXHIBIT OR SPONSORSHIP

Put your brand, your services, your products in front of your prospects and customers!

For a custom sponsorship or exhibit package that helps meet your objectives, contact:

Dom Weyker
1 (630) 463-9040, extension 2
dom@cb-association.org

