

SUPPORT OPPORTUNITIES PROSPECTUS



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

September 13-15, 2019
Loews Miami Beach Hotel • Miami Beach, Florida

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

Hosted by the  CORD BLOOD
ASSOCIATION

in collaboration with

AABB

American Association of Tissue Banks

American Society for Transplantation and Cellular Therapy

Center for International Blood and Marrow Transplant Research

Eurocord

European School of Haematology

Foundation for the Accreditation of Cellular Therapy

International Society for Cellular Therapy

Perinatal Stem Cell Society

National Marrow Donor Program / Be The Match

Parent's Guide to Cord Blood Foundation

Regenerative Medicine Foundation

Save the Cord Foundation

World Marrow Donor Association / NetCord

CORD BLOOD CONNECT

TABLE OF CONTENTS

PAGE	
3	CONGRESS OVERVIEW
5	GENERAL INFORMATION <i>Venue, Date, Registration and Hotel Accommodations</i>
7	PRELIMINARY TOPICS
8	PRELIMINARY AGENDA
9	SUPPORT OPPORTUNITIES <i>I. Platinum, Gold and Silver Congress Support</i> <i>II. Satellite Symposia</i> <i>III. Product Theaters</i> <i>IV. Exhibits</i> <i>V. Collateral Materials</i>
15	RESERVATION FORM
16	CONTACT FORM

CONGRESS OVERVIEW

Hosted by the Cord Blood Association in collaboration with 14 other organizations

The international congress that embraces all components of the cord blood community – public and private banking, clinical and laboratory investigations, manufacturing, administration, training and education – will be held September 13-15, 2019, in Miami Beach, Florida.

The congress, called ***Cord Blood Connect***, brings together the many people and organizations worldwide that engage in, or are served by, cord blood and perinatal tissue banking and the development of associated 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 perinatal 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, 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:

- Colleen Delaney, MD, MSc, Founder and Scientific Director, Nohla Therapeutics, Inc., Seattle, Washington, USA
- Karen K. Ballen, MD, Professor of Medicine, Department of Hematology/Oncology, University of Virginia Health System, Charlottesville, Virginia, USA
- Joanne Kurtzberg, MD, Director, Carolinas Cord Blood Bank, Duke University, Durham, North Carolina, USA
- Donna Regan, MT(ASCP)SBB, Director, Customer Ready Products, Be The Match/National Marrow Donor Program, St. Louis, Missouri, USA
- Beth H. Shaz, MD, Chief Medical Officer & Senior Vice President, New York Blood Center, New York, New York, USA

Collaborators

Collaborating with CBA in the development of the international congress are 14 other nonprofit organizations within, or strongly tied to, cord blood banking:

- AABB
- American Association of Tissue Banks (AATB)
- American Society for Transplantation and Cellular Therapy (ASCTC)
- Center for International Blood and Marrow Transplant Research (CIBMTR)
- Eurocord
- European School of Haematology (ESH)
- Foundation for the Accreditation of Cellular Therapy (FACT)
- International Society for Cellular Therapy (ISCT)
- Perinatal Stem Cell Society (PSCS)
- National Marrow Donor Program (NMDP) / Be The Match
- Parent's Guide to Cord Blood Foundation (PGCBF)
- Regenerative Medicine Foundation (RMF)
- Save the Cord Foundation (SCF)
- World Marrow Donor Association (WMDA) / NetCord

A stakeholder committee, with representatives of the collaborating organizations, is guiding the congress development, format and content. Several of the collaborating organizations will be holding meetings or programs before, during or after the congress.

The congress name, ***Cord Blood Connect***, denotes the coming together of the nonprofit organizations, as well as the multi-national dimensions of the field. ***Connect*** also references the linkage between investigators and banking service providers, and the mutual interests of public and private banks.

Oceanside Venue

Cord Blood Connect 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 the congress registration and housing affordable for teams of cord blood bank personnel. Learning together as a team will be a theme of the congress..

GENERAL INFORMATION

WEBSITE:

www.cord-blood-connect.org

VENUE:

Loews Miami Beach Hotel, 1601 Collins Avenue, Miami Beach, FL 33139, USA
www.loewshotels.com/miami_beach

DATES:

September 13-15, 2019

LANGUAGE:

English - there will be no simultaneous translation.

ANTICIPATED ATTENDANCE:

Members of the cord blood and perinatal tissue community, including:

- Public and private banking administrators, technicians and support personnel
- Cord blood and perinatal tissue clinicians and investigators
- Cell therapy and regenerative medicine investigators
- Transplant specialists
- Obstetricians, pediatricians and allied health professionals
- Patient and parent advocates
- Public policy leaders, legislators and regulators

THE PROGRAM WILL INCLUDE:

- Keynote lectures
- Tracked concurrent sessions
- Oral presentations selected from submitted abstracts
- Education and training workshops
- Clinical, technical and administrative poster session
- Satellite symposia
- Product theaters
- Exhibits

EDUCATIONAL OBJECTIVES:

Upon completion of this CME activity, participants should be able to:

1. Report on the state-of-the-art in cord blood and perinatal tissue therapies
2. Analyze contemporary and new methods for collecting, processing, banking and releasing cord blood and perinatal tissue products
3. Describe novel uses of cord blood and perinatal tissue in cellular therapies and regenerative medicine
4. Discuss current procedures, methods and issues in cord blood and tissue processing, manufacturing, regulation, accreditation and public education
5. Report on the accomplishments of the Cord Blood Association in its priority areas of quality products and services, advocacy, market expansion, education, and research and development

CONTINUING MEDICAL EDUCATION (CME) ACCREDITATION:

CME for physicians and contact hours for allied health professionals will be provided through the Medical College of Wisconsin.

The *Cord Blood Connect* international congress and the Medical College of Wisconsin (CME provider) are committed to supporting full compliance with the Physician Payment Sunshine Act and strive toward full transparency with collaborators, governing bodies and our learners. Tickets may be collected at meal time functions to report indirect transfers for value provided by a manufacturer to the U.S. Centers of Medicare: Medicaid Services in accordance with the Physicians Payments Sunshine Act.

REGISTRATION FEES:

CBA Individual Members receive a \$200 discount on congress registrations.

	Early Bird (by April 15)	Regular (April 16 to August 31)	On-Site (after August 31)
CBA Individual Member	\$ 410	\$ 510	\$ 615
Register and Apply for \$50 Membership	\$ 460	\$ 560	\$ 665
Non-Member *	\$ 610	\$ 710	\$ 815
Corporate and Industry Representative **	\$ 795	\$ 895	\$ 995
Exhibitor	Waived registration fee with comp code		

* Cord and tissue bank personnel, clinical and laboratory investigators, health care professionals, patients, parents, public policy officials, legislators and regulators

** Industry representatives may attend at member rates, if they are CBA Individual Members

HOTEL ACCOMMODATIONS:

Upon completion of the congress registration, a confirmation e-mail will provide an access link to reserve a guest room at the Loews Miami Beach Hotel at our reduced group rate. **Attendees must be registered for the congress before reserving a guest room.** You are encouraged to book your hotel room as soon as possible because the room block tends to fill quickly. The final date to book at the discounted rate is August 10, subject to availability. Please contact dettaconnect@aol.com with questions about hotel group blocks.

CONGRESS COORDINATOR:

Cord Blood Connect Congress Office:
D’Etta Waldoch Snyder
dettaconnect@aol.com
+1.630.463.9040, extension 3

PRELIMINARY TOPICS

Science

- Late-breaking updates on clinical outcomes of cord blood transplantation
- Improving the outcomes of cord blood transplantation: immune reconstitution, graft selection, novel conditioning regimens, post-transplant management
- Immunomodulatory cord blood-derived therapies
- Manufacturing MSCs from birthing tissues; early phase clinical trials
- Novel therapies derived from cord blood and cord tissue under development for non-transplant indications
- A look to the future: the role of universal, off-the-shelf therapies versus personalized medicine/autologous therapies

Technology

- Quality assurance: What does it mean to you?
- How your cord blood bank can maintain financial health and sustainability
- Ways to optimize interaction with potential industry partners
- What you can learn from international regulatory agencies and registries
- Challenges created by the interface of GMP with the practice of medicine

Regulation

- Evolving laws and regulations governing cord blood banking and therapies
- Model international criteria for cord blood banking laws and regulations

The complete agenda of session topics, presentations and speakers can be accessed online at:
<https://cord.memberclicks.net/assets/docs/Tentative%20Agenda.pdf>

PRELIMINARY AGENDA

THURSDAY, SEPTEMBER 12, 2019

8:00 am-5:00 pm *WMDA-NetCord and FACT Cord Blood Day Sessions*
Day-time *Ad Hoc Collaborator Meetings*
4:00 pm-7:00 pm *Registration Open*

FRIDAY, SEPTEMBER 13, 2019

7:00 am-6:30 pm *Registration Open*
Breakfast-time *Satellite Symposium*
8:30 am **Opening Plenary Session: "Look to the Future"**
10:00 am *Coffee Break*
10:30 am **Concurrent Scientific and Technical Sessions**
Lunch-time *Satellite Symposium*
1:30 pm **Concurrent Scientific and Technical Sessions**
3:00 pm *Coffee Break*
3:30 pm **Concurrent Scientific and Technical Sessions**
6:00 pm-8:00 pm **Welcome Reception**

SATURDAY, SEPTEMBER 14, 2019

7:00 am-6:30 pm *Registration Open*
Breakfast-time *Satellite Symposium*
8:30 am **President's Session: "Ethical Research and Clinical Trials"**
10:00 am *Coffee Break*
10:30 am **Concurrent Scientific and Technical Sessions**
Lunch-time *Satellite Symposium*
1:30 pm **Concurrent Scientific and Technical Sessions**
3:00 pm *Coffee Break*
3:30 pm **Plenary Session: Best Abstracts**
4:30 pm **Poster Session & Reception**

SUNDAY, SEPTEMBER 15, 2019

7:00 am-12:00 pm *Registration Open*
Breakfast-time *Satellite Symposium*
8:30 am **Plenary Session: Late-Breaking Clinical Outcomes**
10:00 am *Coffee Break*
10:30 am **Closing Plenary Session: Patient Outcomes**
12:00 pm **Adjourn**

SUPPORT OPPORTUNITIES

Five types of support are possible for this congress:

- I. PLATINUM, GOLD and SILVER CONGRESS SUPPORT
- II. SATELLITE SYMPOSIA
- III. PRODUCT THEATERS
- IV. EXHIBITS
- V. COLLATERAL MATERIALS

I. PLATINUM, GOLD AND SILVER CONGRESS SUPPORT

Companies and organizations are invited to become Platinum, Gold or Silver supporters of the congress.

PLATINUM SUPPORT \$60,000

- Six complimentary congress registrations with *Platinum Congress Support* acknowledgement on the name badge.
- Acknowledgement of *Platinum Congress Support* on highly visible signage.
- Acknowledgement of *Platinum Congress Support* in printed and electronic promotional materials for the congress.
- Acknowledgement of *Platinum Congress Support* on the congress mobile app and the congress website, with a link to your company or organization website.
- Complimentary insert in the congress registration bag (\$8,000 value).
- Priority selection of day and time if you wish to support a Satellite Symposium.

GOLD SUPPORT \$40,000

- Four complimentary congress registrations with *Gold Congress Support* acknowledgement on the name badge.
- Acknowledgement of *Gold Congress Support* on highly visible signage.
- Acknowledgement of *Gold Congress Support* in printed and electronic promotional materials for the congress.
- Acknowledgement of *Gold Congress Support* on the congress mobile app and the congress website, with a link to your company or organization website.

SILVER SUPPORT \$20,000

- Two complimentary congress registrations with *Silver Congress Support* acknowledgement on the name badge.
- Acknowledgement of *Silver Congress Support* on highly visible signage.
- Acknowledgement of *Silver Congress Support* in printed and electronic promotional materials for the congress.
- Acknowledgement of *Silver Congress Support* on the congress mobile app and the congress website, with a link to your company or organization website.

II. SATELLITE SYMPOSIUM

60 or 90 MINUTES \$30,000 breakfast or \$40,000 lunch

SATELLITE SYMPOSIA AVAILABLE TIMES:

- Friday, September 13, noon - 1:15 pm
- Saturday, September 14, 7:00 am - 8:15 am
- Saturday, September 14, noon - 1:15 pm
- Sunday, September 15, 7:00 am - 8:15 am

Monday, April 15, 2019, is the deadline for submitting a Satellite Symposium proposal. Continuing medical education (CME) is provided for symposium attendees. Speakers should not be invited until approval of the Satellite Symposium is received from *Cord Blood Connect*.

- The Satellite Symposium will be held in the same room as the plenary sessions, with existing room-set and audio-visual equipment.
- Food and beverage for attendees will be provided by *Cord Blood Connect* management.
- An HTML invitation to the Satellite Symposium may be distributed to all pre-registered attendees during the weeks preceding the congress. The invitation must be submitted for approval by *Cord Blood Connect* management and the CME provider.
- Promotion of the Satellite Symposium will be included in the congress mobile app.

Application deadline:
April 15, 2019

CONCURRENT SESSION OPTION:

The opportunity for a concurrent satellite symposium may be available if more than one company or organization is interested in the same time period. The cost of a current symposium is discounted to \$22,500 for breakfast and \$30,000 for lunch. If no second company or organization is interested in sharing the time period, then a concurrent symposium is not an available option.

III. 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 *Cord Blood Connect* scientific and educational sessions. They do not offer continuing medical education (CME) credit.

Application deadline:
April 15, 2019

Monday, April 15, 2019, is the deadline for submitting a Product Theater proposal. The complete program must be submitted by May 1, 2019. Speakers should not be invited until approval of the Product Theater is received from *Cord Blood Connect*.

Additional information and an applications are in the **Satellite Symposium Supplement** and the **Product Theater Supplement**, available online or by request to nicole@cb-association.org or +1.630.463.9040, extension 2

IV. EXHIBITS

**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 a 10' x 10' 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.
- Detailed exhibit information, including shipping instructions and rental forms for furnishings, electric and internet, is included in the **Exhibit Supplement**.

EXHIBIT BENEFITS:

- Be a part of the second annual *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 mobile app.

Preliminary Exhibit Schedule
Thursday Set-up: 4:00 pm - 8:30 pm
Friday Open: 7:00 am - 5:00 pm
Saturday Open: 7:00 am - 5:00 pm
Saturday Tear-Down: 5:00 - 8:00 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.
- All exhibited materials must fit on top of the tables; nothing on the floor beside and behind the table.

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

V. COLLATERAL MATERIALS

CONGRESS MOBILE APP \$25,000

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.

- Corporate identification and acknowledgement with logo will be on the login page of the app.
- Corporate identification and acknowledgement with logo will be included in the promotion for the app before and during the congress.

INTERNET CORNER \$15,000

An internet Corner will have six internet-connected computers for use by the congress attendees and a mobile device charging station.

- Corporate identification and acknowledgement with logo will be on signage and on each home screen.

MEET-UP/NETWORKING LOUNGE \$15,000

Using the congress mobile app, registrants will be able to schedule informal meet-ups with one another in the Networking Lounge.

- Corporate identification and acknowledgement with logo at the entrance to the Networking Lounge and on the meet-up page on the congress app.

CONGRESS TOTE BAG or NAME BADGE WALLET \$20,000 each

Each attendee will receive a tote bag and name badge wallet at registration.

- Corporation identification and acknowledgement with logo on the tote bag and badge wallet.

ADVERTISEMENT OR BROCHURE IN REGISTRATION BAG \$8,000

Your advertisement or brochure can be placed in the congress registration bag! The advertisement or brochure must be approved by *Cord Blood Connect* management and is limited to no larger than 8.5" x 11". The proposed advertisement or brochure must be submitted by July 1, 2019, and the inserts delivered to the congress site by September 10, 2019. After that deadline, inserts cannot be included in the registration bags. Signed agreements are firm. Cancellations are non-refundable.

Application deadline:
July 1, 2019

FRIDAY EVENING WELCOME RECEPTION \$40,000

Registrants will be welcomed to the *Cord Blood Connect* international congress at a beverage and hors d'oeuvres reception after the opening plenary session on Friday evening.

- Corporate identification and acknowledgement with logo on the congress agenda, in the congress app, and on prominent signage at the welcome reception.

CONGRESS BREAKFAST \$15,000/day or 2 for \$25,000

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

- Corporation identification and acknowledgement with logo on the congress agenda and on signage at the breakfasts.

CONGRESS LUNCHEON \$25,000/each or 2 for \$45,000

A buffet or box lunch will be provided to congress registrants on Saturday and Sunday.

- Corporation identification and acknowledgement on the congress agenda and on signage at the lunch.

COFFEE BREAKS \$6,000/each or \$20,000 for all 4

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

- Corporation identification and acknowledgement with logo on signage at the coffee breaks.

POSTER SESSION AND RECEPTION \$12,500

A poster session with authors present to explain their scientific and technical abstracts will be held on Saturday evening after the day's scientific and educational sessions.

- Corporation identification and acknowledgement with logo in the congress program guide and on signage at the poster session and reception.

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 from the hotel.

CORPORATE MEETING \$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 from the hotel.

USB DRIVES FOR SPEAKERS or ALL ATTENDEES \$15,000 or \$25,000

Each speaker or all attendee will receive a USB drive in the registration tote bag.

- Corporation identification and acknowledgement with logo on the USB drives.

SPEAKER READY ROOM \$8,000

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.

- Corporation identification and acknowledgement with logo in the Speaker Ready Room.

TRAVEL AWARDS FOR YOUNG LABORATORY TECHNICIANS \$2,500 each

Travel grants will assist qualified young laboratory technicians.

- Corporate identification and acknowledgement with logo in the congress agenda and in publicity.

SESSION RECORDING AND ON-DEMAND STREAMING \$15,000

Sessions at *Cord Blood Connect* will be recorded for on-demand streaming for 12 months after the congress.

- Corporate identification and acknowledgement with logo on the streaming website and in promotion of the archived videos. During the four months immediately after the 2018 congress, the 30 archived sessions were accessed more than 2,800 times.

AWARDS \$10,000 each

Three 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.
- Public Service Award – includes award, congress registration, travel and housing for honoree.
- Best Abstract Awards – three awards and congress registration for the three honorees.



RESERVATION FORM

My company would like to support the following *Cord Blood Connect* activities. I understand that sponsorships 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:

- Prefer stand-alone symposium Prefer concurrent symposium, if option is available
 Friday, September 13: noon \$40,000 Saturday September 14: 7:00 am \$30,000
 Saturday, September 14: noon \$40,000 Sunday, September 15: 7:00 am \$30,000

III. PRODUCT THEATER:

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

IV. EXHIBITS: (CBA Industry Partner companies receive a 50% discount on exhibit booths.)

- Exhibit Booth \$6,000 Table-Top Exhibit \$4,000

V. COLLATERAL MATERIALS:

- Congress Mobile App \$25,000
 Internet Corner \$15,000
 Meet-Up/Networking Lounge \$15,000
 Congress Tote Bag \$20,000
 Name Badge Wallet \$20,000
 Advertisement or Brochure in Registration Bag \$8,000
 Friday Evening Welcome Reception \$40,000
 1 Breakfast \$15,000 2 Breakfasts \$25,000
 1 Lunch \$25,000 2 Luncheons \$45,000
 1 Coffee Break \$6,000 4 Coffee Breaks \$20,000
 Poster Session and Reception \$12,500
 Private Hospitality Room \$3,500/day
 Corporate Meeting \$3,500/day
 USB Drives for Speakers \$15,000 USB Drives for all Attendees \$25,000
 Speaker Ready Room \$8,000
 Travel Awards for Young Lab Technicians \$2,500 each (Indicate number you wish to support: _____)
 Session Recording and On-Demand Streaming \$15,000
 Life-time Achievement Award \$10,000 Public Service Award \$10,000
 Three Best Abstracts Awards \$10,000



CONTACT FORM

To be completed by the company or organization representative. Please print clearly.

Name:		
Title:		
Company or Organization:		
Address:		
City:		
State/Province:		Country:
Zip/Postal Code:		
Phone:		
E-mail:		

Signature and Date

PLEASE E-MAIL THIS CONTACT FORM WITH YOUR RESERVATION FORM TO:
nicole@cb-association.org

GENERAL SUPPORT INQUIRIES:

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