

# 2020 CORD BLOOD CONNECT<sup>^</sup> VIRTUAL

SEPTEMBER 10 AND 17

## SUPPORT OPPORTUNITIES

|   |  |   |
|---|--|---|
| <b>Platinum Support</b>                   | Provide major support for the cord blood community and the 2020 virtual congress. Receive highest-visibility acknowledgment in pre-congress promotion and throughout the event.  | <b>\$60,000</b>   |
| <b>Gold Support</b>                       | Includes multiple complementary registrations and an optional video greeting by your spokesperson.   | <b>\$40,000</b>   |
| <b>Silver Support</b>                     |  | <b>\$20,000</b>   |
| <b>Virtual Exhibit Booth</b>              | Showcase your company and its products or services. Your digital content can include your logo, videos, narrated PowerPoint presentations, internet links, surveys, spec sheets and other handouts for download, promotional giveaways, appointment requests and e-mail inquiries. Your exhibit will be online for 12 months so you can link to it in post-congress promotions.  | <b>\$5,000</b><br>CBA Industry Partners receive 50% discount                                |
| <b>E-mail Promotion for Exhibit Booth</b> | Distribute your e-mail promoting your exhibit on days that you choose – before, during or after the congress. The distribution can be to congress pre-registrants or attendees, or to CBA’s entire database of more than 4,200 people in the cord blood community worldwide. Discounts are available for a second or third e-mail.   | <b>\$2,400</b><br>reaches congress participants<br><b>\$4,200</b><br>for 4,200+ worldwide   |
| <b>CME-Accredited Satellite Symposium</b> | Provide exclusive support for a scientific, clinical or technical symposium. Will be webcast mid-day with no opposing sessions for maximum exposure, and then will be available on-demand for 12 months. (Only two first-come, first-served mid-day slots are available.)  | <b>\$20,000</b><br>or \$18,000 if combined with exhibit purchase                            |
| <b>Product Theater</b>                    | Showcase your company, products or services. You have control of the content which can include presentations, demonstrations, testimonials, panel discussions or other ways to capture the attention and interest of congress participants. Your product theater will be online for 12 months so you can link to it post-congress.   | <b>\$10,000</b><br>for 10 minutes<br>or<br>15,000 for 20 minutes<br>\$20,000 for 30 minutes |
| <b>Individual Session Support</b>         | Provide an unrestricted educational grant that underwrites a congress session. Includes visual and audio acknowledgement for underwriting a 60- or 90-minute session: <ul style="list-style-type: none"> <li>• Cord blood transplantation: latest advances and novel approaches – Part 1 (Chair: Juliet Barker)</li> <li>• Cord blood transplantation : latest advances and novel approaches – Part 2 (Chair: Filippo Milano)</li> <li>• Aligning transplant centers and cord blood suppliers: driving optimal patient care (Chair: Irina Evseeva)</li> <li>• Advances in the treatment of sickle cell disease (Chair: Mark Waters)</li> <li>• Diversity in collections, transplants rates and family banking (Chair: Lazaros Fotopoulos)</li> <li>• COVID-19 impact on banking and opportunities for treatment (Chair: Heidi Elmoazzen)</li> <li>• Regenerative medicine and immunotherapies (Chair: Katy Rezvani)</li> <li>• Birthing tissues as a platform for cellular therapies (Chair: TBA)</li> <li>• Status of mesenchymal cell technology (Chair: Krish Roy)</li> <li>• Status of mesenchymal cell clinical trials (Chair: Jessica Sun)</li> <li>• President’s Session: ethics, legislation and regulation (Chair: Joanne Kurtzberg)</li> </ul> | <b>\$4,000</b><br>or \$3,000 if combined with exhibit purchase                              |

|  |  |
|--|--|
| <p><b>Best Abstracts Awards</b></p> <p>Demonstrate your company's support for research that's advancing cord blood and perinatal tissue therapies and banking by sponsoring the oral presentation of one of four best abstracts and an award plaque for the author. Or underwrite the entire Best Abstracts Session.</p> | <p><b>\$2,800</b><br/>per abstract award</p> <p><b>\$10,000</b><br/>for entire session</p> |
| <p><b>Live Sessions for Pacific Rim</b></p> <p>Sponsor a pair of one-hour sessions webcast live for Asia, Australia and the Pacific Rim. Includes topics specific to the region with live Q&amp;A and panel discussions. (All other sessions will be webcast tape-delayed to the region because of time zones.)</p>      | <p><b>\$10,000</b></p>   |
| <p><b>On-Demand Session Access for 12 Months</b></p> <p>Sponsor the archive for all congress sessions that will be available for unlimited on-demand access for an entire year after the September webcasts.</p>   | <p><b>\$25,000</b></p>   |

This year, the *Cord Blood Connect* international congress will be virtual, held on two days a week apart:

September 10 and September 17

For the latest information about the congress, visit the CBA website at [www.cb-association.org](http://www.cb-association.org) and subscribe to the congress blog at [www.blog-cord-blood-connect.org](http://www.blog-cord-blood-connect.org).

Support opportunities are first-come, first-served. To reserve an exhibit or other opportunity, or for additional information, contact:

Jim Hawarden  
(630) 463-9040, Extension 2  
jim@cb-association.org

## Really? A Virtual Exhibit? We've Never Done Anything Like That

There's hardly a doubt. A virtual exhibit just isn't the same as meeting people face to face, eye to eye, in a staffed booth at an in-person conference. But with the coronavirus contagion still in circulation, an in-person gathering simply won't be safe or possible this year.

But if you think about it, a virtual exhibit can have its own attributes – ways in which it can excel in communicating messages about your organization and its product and services. Specifically for the *Cord Blood Connect* international congress, those advantages include:

- **Participant Reach.** The congress is expected to have a substantially larger participation this year because attendees won't incur travel time or costs. Many will be attending for the first time. Furthermore, the registration fee will be substantially less because the congress won't incur the usual costs such as food and beverage, faculty travel and lodging, audiovisual services and decorating.
- **Exhibit Production.** You won't have the cost of creating a physical booth and shipping that booth and supplies to and from the convention city, or the costs of signage, furniture rental, carpeting, etc.
- **Staffing.** You will avoid travel, lodging and food costs of those who would have staffed your exhibit.
- **Creativity and Versatility.** Your strategies can be almost limitless for creating an engaging presentation in a virtual exhibit. It can include any combination of video, narrated PowerPoint presentations, internet links, surveys, spec sheets and other handout downloads, promotional giveaways, appointment requests and e-mail inquiries. Let our experts at Freeman Online Events help you organize your presentation. You provide the components; they'll organize and install them in our Solutions Center online exhibit hall.
- **Year-Round Exposure.** Congress participants will have access to your exhibit not only during the days of live webcast, September 10 and 17, but for the next 12 months. Your exhibit will be there every time they return to the congress website to see sessions that they missed during the live webcasts, review sessions that they want to see again, or access the "e-Posters" based on accepted abstracts.
- **Direct Access.** In fact, your exhibit will be available even to those who did *not* attend the congress because it will be located outside of the event's "pay wall." That means you can link to it in e-mails that you send to customers or prospects for the 12 months after the congress. And, once you've created the components of your exhibit, you can use them again in virtual exhibits at other conferences.
- **Promotion.** As shown in our price list, we can send one or more e-mails promoting your exhibit on days that you choose – before, during or after the congress. The e-mail can be distributed to congress pre-registrants or registrants, or to CBA's entire database of more than 4,200 people in the worldwide cord blood community.
- **Metrics.** Shortly after the congress, and quarterly for the next 12 months, you will receive a quantitative report on traffic to your virtual exhibit.

Only once a year can you find in **one time and place** the investigators, clinicians and cord blood and perinatal tissue bank administrators, technicians and other personnel. It's still the *Cord Blood Connect* international congress, this year online.