

SUPPORT OPPORTUNITIES PROSPECTUS



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

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

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CONGRESS OVERVIEW

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

The only international event 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 10-12, 2020, 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:

- Ngaire Elwood, PhD, Director, BMDI Cord Blood Bank, Melbourne, Australia
- Heather Brown, Vice President, California Cryobank, Scientific and Medical Affairs, San Francisco, California, USA
- Joanne Kurtzberg, MD, Director, Carolinas Cord Blood Bank, Duke University, Durham, North Carolina, 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.

SUPPORT OPPORTUNITIES

Five types of support are possible for the congress:

- I. PLATINUM, GOLD and SILVER CONGRESS SUPPORT
- II. SATELLITE SYMPOSIUM
- III. PRODUCT THEATER
- IV. EXHIBIT
- V. COLLATERAL MATERIAL AND EVENTS

I. PLATINUM, GOLD AND SILVER CONGRESS SUPPORT

Multiple opportunities exist for companies and organizations 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

75 MINUTES \$25,000 breakfast or \$35,000 lunch

SATELLITE SYMPOSIA AVAILABLE TIMES:

- Lunch - Thursday, September 10, noon - 1:15 pm
- Breakfast - Friday, September 11, 7:00 am - 8:15 am
- Lunch - Friday, September 11, noon - 1:15 pm
- Breakfast - Saturday, September 12, 7:00 am - 8:15 am

Friday, May 15, 2020, 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:
May 15, 2020

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:
May 15, 2020

Friday, May 15, 2020, is the deadline for submitting a Product Theater proposal. The complete program must be submitted. Speakers should not be invited until approval of the Product Theater is received from *Cord Blood Connect*.

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

IV. EXHIBIT

***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 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.
- Breakfast, refreshment breaks and lunch 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 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 worldwide experts about state-of-the-art cord blood research and banking technology.
- Have your exhibit acknowledged in congress publicity materials and web site, on-site meeting signage, in the meeting program and the congress mobile app.

Preliminary Exhibit Schedule
Wednesday Set-up: 6:00 pm - 9:00 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

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

V. COLLATERAL MATERIAL AND EVENTS

CONGRESS 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 will be on the login page and in a banner on each page of the app.

MEET-UP/NETWORKING LOUNGE \$12,000

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

- Your 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 \$15,000

Each attendee will receive a tote bag at registration.

- Your corporate identification and logo on the tote bag.

NAME BADGE LANYARD \$6,000

Each attendee will receive a name badge lanyard at registration.

- Your corporate identification and logo on the lanyard.

USB FLASH DRIVES FOR ATTENDEES \$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.

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 material must be submitted by July 1, 2020, and the inserts must be delivered to the congress site by Monday, September 7, 2020. Cancellations are non-refundable.

Application deadline: July 1, 2020

THURSDAY EVENING WELCOME RECEPTION \$40,000

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

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

CONGRESS BREAKFAST \$15,000

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

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

CONGRESS LUNCHEON \$25,000

A buffet lunch will be provided to congress registrants on Friday and Saturday.

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

COFFEE BREAKS \$6,000 (or all 5 for \$20,000)

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

- Corporate acknowledgement with logo on signage at the coffee breaks.

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.

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 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.

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 36 months after the congress.

- Corporate identification and acknowledgement with logo on the streaming website and in promotion of the archived videos. During the three months immediately after the 2019 congress, 45 archived presentations totalling more than 22 hours of information were accessed more than 3,000 times.



2020 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:

- Thursday, September 10: noon \$35,000 Friday September 11: 7:00 am \$25,000
 Friday, September 11: noon \$35,000 Saturday, September 12: 7:00 am \$25,000

III. PRODUCT THEATER:

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

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

- Exhibit Booth \$6,000

V. COLLATERAL MATERIAL AND EVENTS:

- Congress Mobile App \$20,000
 Meet-Up/Networking Lounge \$12,000
 Congress Tote Bag \$15,000
 Name Badge Lanyard \$6,000
 USB 4-gig Flash Drives for Attendees \$7,000 or 8-gig for \$8,000 or 16-gig for \$9,000
 Life-time Achievement Award \$10,000 Three Best Abstracts Awards \$10,000
 Advertisement or Brochure in Registration Bag \$8,000
 Thursday 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
 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



2020 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:
jim@cb-association.org

GENERAL SUPPORT INQUIRIES:

Jim Hawarden, CEM

jim@cb-association.org or +1.630.463.9040, extension 2.

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 10-12, 2020

LANGUAGE:

English - there will be no simultaneous translation.

ANTICIPATED ATTENDANCE:

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

- Cord blood and perinatal tissue clinicians and investigators
- Cell therapy and regenerative medicine investigators
- Public and private banking administrators, technicians and support personnel
- 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 14**, 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 CONGRESS TOPICS

Science

- Cord blood transplantation – The latest advances and game changers for the future
- Regenerative medicine and immunotherapies
- Gene therapy – with emphasis on advances for sickle cell disease
- International approaches to transplantation
- Birthing tissues as a platform for cellular therapies: the science
- Novel uses of perinatal tissue allografts
- Status of mesenchymal cell manufacturing and clinical trials

Technology

- Birthing tissues as a platform for cellular therapies: the technology and manufacturing
- What cord blood banks can learn from tissue banks (and vice versa)
- Perceptions about banking from obstetrician and pediatric specialists
- Success of registries that are expanding donor availability and access
- Release criteria, including testing, potency and standardization
- Collection and qualification of cord blood and birthing tissues from diverse populations and for rare diseases

Regulation and Policy

- Evolving laws and regulations governing banking and therapies, including ethical issues
- Legal issues concerning ownership of banked units and tissues

Check the complete agenda of session topics, presentations and speakers for the 2020 *Cord Blood Connect* international congress as it develops. Updates will be posted online beginning April 1, 2020, at:

<https://cord.memberclicks.net/assets/docs/Tentative%20Agenda.pdf>

PRELIMINARY AGENDA

WEDNESDAY, SEPTEMBER 9, 2020

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

THURSDAY, SEPTEMBER 10, 2020

7:00 am-6:30 pm *Registration Open*
8:30 am **Opening Plenary Session**
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**

FRIDAY, SEPTEMBER 11, 2020

7:00 am-6:30 pm *Registration Open*
Breakfast-time *Satellite Symposium*
8:30 am **Plenary Session**
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**
5:15 pm **Poster Session & Reception**

SATURDAY, SEPTEMBER 12, 2020

7:00 am-12:00 pm *Registration Open*
Breakfast-time *Satellite Symposium*
8:30 am **President's Session**
10:00 am *Coffee Break*
10:30 am **Closing Plenary Session**
12:00 pm **Adjourn**