



SUPPORT OPPORTUNITIES PROSPECTUS

PRODUCT THEATER SUPPLEMENT

CORD BLOOD CONNECT

September 14-16, 2018

Loews Miami Beach Hotel • South Beach, Florida

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GENERAL INFORMATION

Product Theaters provide an opportunity for commercial companies and other organizations to present promotional information about their products, services or research and development.

These presentations of 30 or 60 minutes are held within the time and location footprint of the **Cord Blood Connect** international congress, but are considered separate from the scientific and educational program and, therefore, do not offer continuing medical education (CME) credit for the attendees.

The Product Theater can accommodate 50 people seated theater style, or 22 classroom style.

SCHEDULING

The Product Theaters can be scheduled for various times throughout the international congress, although they cannot be held during a plenary session. Every effort will be made to accommodate the sponsor's preferred time to coincide with or avoid other congress activities. However, the scheduling of Product Theaters is first-come, first-served, and the congress management reserves the right to affirm all decisions regarding scheduling.

COST

The fee for a 30-minute Product Theater is \$15,000, and a 60-minute Product Theater is \$30,000.

All expenses such as promotion, audiovisual equipment rental, catering, electrical service and labor are the responsibility of the sponsor of the Product Theater.

The deadline for reserving a Product Theater time slot is April 16, 2018.

A non-refundable 30% deposit is required to hold the scheduled time.

Applications will be accepted from a meeting planning company on behalf of a sponsor only if accompanied by a letter on the sponsor's stationery authorizing the planning company to act on its behalf.

Application deadline:
April 16, 2018

PLANNING AND MANAGEMENT

The sponsor of the Product Theater, or its designated meeting planning company, is responsible for all aspects of planning, promotion and execution of the Product Theater. The final program must be submitted by May 1, 2018. Speakers should not be invited until final approval is received from *Cord Blood Connect* management.

OTHER INFORMATION

For other information about the congress agenda, attendees, venue, registration and housing, see the *Support Opportunities Prospectus* to which this is a supplement.

Questions about a Product Theater application may be directed to the *Cord Blood Connect* Office at nicole@cb.association.org or +1,630.440.9770, extension 2.

REQUIREMENTS

Please read all Product Theater information and requirements carefully.

By signing the Product Theater Agreement Form, your organization understands and agrees to abide by all regulations. The signer of the Agreement is responsible for sharing 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 the *Cord Blood Connect* management. Any violation will be addressed by the congress management, which reserves the right to cancel the Product Theater without refund or appeal for redress.

LAWS AND REGULATIONS

The Product Theater must be conducted in accordance with all applicable federal, state and local laws and regulations, including but not limited to U.S. Food & Drug Administration regulations.

OFF-LABEL INDICATIONS

To comply with FDA Guidelines on Notices of Availability, any Product Theater showcasing off-label or unapproved uses of drugs, devices, technologies, programs, products or services must be disclosed on the Product Theater Agreement Form. To conform to the expectations and limits of FDA guidelines, any investigational product that is presented in the Product Theater must:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Be presented 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.

GIFTS AND GIVE-AWAYS

Providing gift items of value to attendees is prohibited.

LOGO USAGE AND PROMOTIONS

Product Theater sponsors may not use "*Cord Blood Connect*", "*Cord Blood Association*", "*CBA*", "*Medical College of Wisconsin*", "*MCW*" or "*Loews Miami Beach Hotel*" or their respective logos on any announcement, sign, publication, audiovisual product or other promotional material without expressed written permission of the owner. All promotional material must be described on the Product Theater Agreement Form and approved by *Cord Blood Connect* management prior to distribution.

AUDIO/VIDEO RECORDING

No audio or video recording is allowed in Product Theaters without the consent of *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. Product Theaters may not use any live animal, reptile, fish or bird without prior written approval from *Cord Blood Connect* management.

The sponsor of a Product Theater may not display, bring onto 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 a Product Theater.

MUSIC LICENSING

Music licensing, live or recorded, is the sole responsibility of the sponsor. If played within the Product Theater, 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 Product Theater Agreement Form.

SECURITY, INSURANCE AND LIMITATION OF LIABILITY

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 a product theater's representatives or property, no matter what the cause.

The sponsor of a Product Theater assumes the entire responsibility and liability for any and all personal injury, loss, theft, damage and claim arising out of the Product Theater while on Loews Miami Beach Hotel premises, and indemnifies, defends and holds 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 or claim. 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

Invoices will be sent by e-mail. A 30% down payment is due to reserve a Product Theater. The balance is due no later than August 1, 2018. *Cord Blood Connect* accepts company check, credit card or wire transfer.

CANCELLATION

Notification of cancellation of a Product Theater must be submitted to D'Etta Waldoch Snyder at detta@cb-association.org prior to August 1, 2018. Cancellations after August 1 are non-refundable.

PRODUCT THEATER FURNISHINGS AND SERVICES

Upon approval of a Product Theater, the sponsor or its meeting planning company will be sent detailed information about services available. Freeman Company is the official decorator for *Cord Blood Connect*. Forms are available for electrical, internet and telephone services through 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. Shipping costs cannot be posted to the *Cord Blood Connect* international congress master account.

CONGRESS COORDINATOR

Cord Blood Connect Congress Office
D'Etta Waldoch Snyder
detta@cb-association.org
+1.630.463.9040, extension 3

SUPPORT OPPORTUNITIES

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

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

CORD BLOOD CONNECT

September 14-16, 2018 - Loews Miami Beach Hotel, South Beach, FL, USA

PRODUCT THEATER AGREEMENT FORM

SPONSOR/COMPANY NAME: _____

CONTACT PERSON: _____ TITLE: _____

PHONE: _____ E-MAIL: _____

MEETING PLANNING COMPANY (if applicable): _____

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____

COUNTRY: _____ ZIP/POSTAL CODE: _____

PHONE: _____ E-MAIL: _____

PRODUCT THEATER REQUESTED: 30 MINUTES – \$15,000 USD 60 MINUTES -- \$30,000 USD

DATE AND TIME PREFERENCE: _____

PRODUCT THEATER TITLE: _____

This application for a Product Theater, the approval of space and assignment by *Cord Blood Connect* and all deposits together constitute a contract for the Product Theater. A sponsor or its meeting planning company found to be non-compliant with the terms and conditions specified herein may be denied participation in the *Cord Blood Connect* international congress. Representatives of the sponsoring company and its meeting planning company agree to abide by the rules as set forth by *Cord Blood Connect* management, by the U.S. Food & Drug Administration and by Loews Miami Beach Hotel. All matters and questions not covered by the above are subject to the discretion of *Cord Blood Connect* management.

COMPANY REPRESENTATIVE

SIGNATURE: _____ DATE: _____

PRINT NAME: _____ TITLE: _____

COMPANY: _____

Return this Product Theater Agreement Form by e-mail to detta@cb-association.org.