



*September 5-7, 2025*

Loews Miami Beach Hotel  
Miami Beach, FL

# Exhibitor and Sponsor Prospectus



**NEW!**

**Year-round  
opportunities  
to engage  
with CBA**

*see page 8*

# Cord Blood Connect

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

September 5–7, 2025

Loews Miami Beach Hotel | Miami Beach, Florida

## JOIN US AT CORD BLOOD CONNECT!



Dear Sponsors and Exhibitors,

We are actively planning the 2025 Cord Blood Connect meeting which will occur on September 5th–7th at the Loews Miami Beach Hotel. We hope that you will join us to hear updates about the latest advances in cord blood banking, birthing tissues, and derivative therapies. We are expanding our horizons welcoming colleagues in the areas of cell and gene therapies, manufacturing of cellular therapies derived from cord blood or birthing tissues, regulatory of biologic therapies, and other related topics.

I invite and encourage you to support our industry as a sponsor and/or exhibitor at Cord Blood Connect — the one place where the worldwide cord blood and perinatal community come together to learn and share. Cord Blood Connect will feature the latest clinical and laboratory science, technical innovations, education sessions, exhibits, posters, and so much more.

Make your plans to join us September 5–7 at the Loews Miami Beach Hotel!

**Joanne Kurtzberg, MD**  
**President**  
**Cord Blood Association**





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! Our event brings together the many people and organizations worldwide that engage in, or are served by, cord blood and perinatal tissue banking and therapeutics. Join us in Miami Beach as we set out to make the 2025 Cord Blood Connect another spectacular event!



**Top reasons bankers, clinicians, and investigators attend this one-of-a-kind event!**

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

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

**Participate in educational sessions that advance professional development and expertise**

**Connect with colleagues and experts worldwide**

**Make a donation to the CBA Foundation to help support cord blood related research and education.**

[bit.ly/DonateToCordBloodFoundation](https://bit.ly/DonateToCordBloodFoundation)



**Hosted by:**



**In collaboration with:**



# Premier Sponsorship Opportunities

Support the Cord Blood and Perinatal Tissue Industry as a *Premier Sponsor of Cord Blood Connect!*

Cord Blood Connect is an unmatched opportunity for companies to show their support of the Cord Blood and Perinatal Tissue Industry. Become a Premier Event Sponsor and receive acknowledgement throughout 2025. Visit the Cord Blood Association website to learn more about CBA and review the program agenda.

## PLATINUM

**\$60,000**

- Acknowledgement on signage throughout Cord Blood Connect.
- Acknowledgement on digital and printed materials.
- Acknowledgement on the conference mobile app and CBA website.
- Acknowledgement on CBA Social Media channels both pre and post event.
- Four Cord Blood Connect registrations.
- Tote Bag Insert.
- Sponsored e-blast to CBA members and community.
- Dedicated e-blast sent to Cord Blood Connect attendees prior to the conference.
- E-blast sent to all BA members throughout the year (September 2025–July 2026)
- Promotional banner ad on the conference mobile app.
- Push notification to mobile app users during conference.
- 10% discount on additional sponsorship.

## GOLD

**\$40,000**

- Acknowledgement on signage throughout Cord Blood Connect.
- Acknowledgement on digital and printed materials.
- Acknowledgement on the conference mobile app and CBA website.
- Acknowledgement on CBA Social Media channels both pre and post event.
- Three Cord Blood Connect registrations.
- Tote Bag Insert
- Sponsored e-blast to CBA members and community.
- Promotional banner ad on the conference mobile app.
- Push notification to mobile app users during conference.
- 5% discount on additional sponsorship.

## SILVER

**\$25,000**

- Acknowledgement on signage throughout Cord Blood Connect.
- Acknowledgement on digital and printed materials.
- Acknowledgement on the conference mobile app and CBA website.
- Acknowledgement on CBA Social Media channels both pre and post event.
- Two Cord Blood Connect registrations.
- Push notification to mobile app users during conference.

# EVENT SPONSORSHIP OPPORTUNITIES

Cord Blood Connect offers sponsorship opportunities at a variety of price points to promote your organization as an industry leader.

## Thought Leadership

**Focus Group** .....\$10,000

1-hour Focus Group at Conference for up to 15 attendees.

**Product Theater Presentation** .....\$3,000

10-minute Product Theater Presentation in exhibit hall (limit one per company).

**Corporate Symposium** .....\$20,000

A 1-hour session for your organization to present thought leadership to attendees.



## Engagement Opportunities

**Lunch Sponsorship** .....\$10,000

**Two available for Friday & Saturday**

Corporate logo in the event agenda, conference mobile app, and on prominent signage at lunch.

- Sponsor both luncheons for \$17,000.

**Breakfast Sponsorship** .....\$7,500

**Three available for Friday, Saturday, and Sunday**

Corporate logo in the event agenda, conference mobile app, and on prominent signage at breakfast.

- Sponsor three breakfasts for \$20,000.

**Coffee Break Sponsorship** .....\$6,000

**Five available**

There are two coffee breaks per day. Receive Corporate acknowledgement with logo on signage during both breaks for one day.

- Corporate acknowledgement with logo on signage at the coffee break.
- Sponsor 4 coffee breaks for \$20,000.

*Looking for something else?*

Please contact Mary Sanders at [msanders@cb-association.org](mailto:msanders@cb-association.org) to discuss additional ways to engage.

# EVENT SPONSORSHIP OPPORTUNITIES

Cord Blood Connect offers sponsorship opportunities at a variety of price points to promote your organization as an industry leader.

## Branding

### Wi-Fi Sponsorship .....\$15,000

Custom landing page with your logo for attendees logging into Cord Blood Connect Wi-Fi, plus Wi-Fi signage and custom password at registration.

### Welcome Reception .....\$15,000

Corporate logo in the event agenda, conference mobile app, and on prominent signage at the Welcome Reception.

### Abstract Poster Reception.....\$10,000

Corporate logo in the event agenda, conference mobile app, and on prominent signage at the Abstract Poster Reception.

### Registration Sponsorship .....\$10,000

Corporate logo on the registration website and in registration confirmation e-mails sent to every attendee.

### Mobile App Sponsorship .....\$10,000

Corporate logo placed on the home page of the conference mobile app.

### Tote Bag Sponsorship .....\$7,500

Your corporate logo printed on the tote bag distributed to all attendees.

### Lanyard Sponsorship .....\$7,000

Your corporate logo printed on the lanyard distributed to all attendees.

### Coffee Cup Sleeves .....\$5,000

Your corporate logo printed on coffee cup sleeves that will be placed at all coffee stations.

### Branded Reusable Water Bottles.....\$6,000

Corporate logo on reusable water bottles that will be distributed at the registration desk.

## Advertising

### E-Blasts .....\$1,750 per placement

A dedicated email blast highlighting your products and services distributed prior to or after conference.

### Push notifications .....\$1,000 per notification

Push notifications to conference through mobile app.

### Conference Mobile App Sponsorship.....\$10,000

Be the exclusive sponsor of our conference mobile app. All attendees using the app will see your logo displayed on the home screen upon opening.

### Marketplace Newsletter .....\$750

Promote your organization with a short message, image and link to your website within our Marketplace Newsletter.

### Tote-Bag Insert .....\$1,500

Promote your organization by providing a branded item in the conference tote bag distributed to attendees.

# EXHIBIT OPPORTUNITIES

Connect with attendees to create new relationships and strengthen existing ones in the Cord Blood Connect Solution Center! All meal functions and coffee breaks will take place in the Solution Center making it a high traffic area where you can share your products, services, technologies, and research with the leaders in the cord blood and perinatal tissue community.

## Exhibit Booth Rates

Non-Member Standard Rate ..... \$6,100

Non-Member Early Bird Rate – contract by May 9 ..... \$5,100

Industry Member Standard Rate ..... \$3,000

Industry Member Early Bird Rate – contract by May 9 ..... \$2,800

Ask about how you can gain year-round exposure when you join CBA.

## Booths Include

- 10' x 10' booth space located in high traffic Solution Center where breakfast, lunch, and coffee breaks are hosted.
- Booth furnishings including 6' draped table, two chairs, wastebasket, and identification sign. (Electrical, hardline internet, and audio-visual equipment are not included.)
- Recognition on the CBA website and conference mobile app.
- Up to two complimentary full-access registrations per 10x10 booth. Exhibitors and sponsors are encouraged to attend the sessions!

## Exhibit Hours

Booths must be staffed during coffee breaks and meal functions.

### Thursday

Exhibitor Set Up

### Friday

Exhibit hours during breakfast, lunch, and two breaks.

### Saturday

Exhibit hours during breakfast, lunch, and two breaks. Exhibitor tear down in the afternoon.

## ENSURE ADDITIONAL TRAFFIC TO YOUR BOOTH

### Add the Passport Program for \$500

*The Passport Program is a great opportunity to drive traffic to your booth and connect with all the attendees. This traffic-building activity entices attendees to visit all the exhibitors. Attendees who get their "passport" stamped from all the booths will be entered into a prize drawing. Exhibitor and Sponsor personnel are not eligible to win.*





# YEAR-ROUND ENGAGEMENT OPPORTUNITIES

Cord Blood Connect offers the additional opportunities at a variety of price points to promote your organization.

## Webinars .....\$5,000+

Host 30-minute to 1-hour presentations to educate attendees, promote your technology, and generate leads. Includes a marketing campaign to gather attendees. All Content must be reviewed by CBA prior to presenting.

## Dedicated Eblasts .....\$3,000

Send a custom email to the complete Cord Blood Association email list. All content must be reviewed and approved by the Cord Blood Association prior to dissemination.

## Virtual Roundtables .....\$10,000

Host 1-hour discussions on your chosen topic, offering an engaging and educational event for attendees. Topic must be reviewed and approved by The Cord Blood Association prior to any marketing efforts of the event. The Cord Blood Association will be allowed to monitor the discussion and can contribute to the discussion with the sponsors permission.

## Sponsored Surveys .....\$3,000+

Send out a questionnaire to gain data on certain topics. The Cord Blood Association must review and approve the content and questions of the survey prior to sending. The Cord Blood Association will be eligible to view the results in the survey. Sponsor must mention the Cord Blood Association in appreciation any time the results of the survey are shared publicly by the sponsor.

## Content in Quarterly

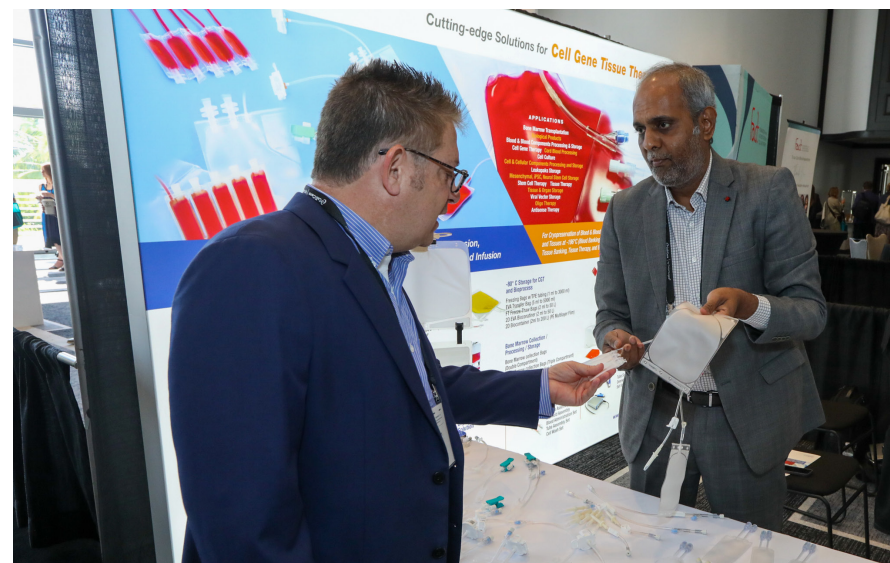
## Newsletter .....\$2,000

Be featured in our quarterly newsletter with an image of your choice and 2-3 sentences to engage our readers about your product, service, event, etc. The ad can link to your organization's website. One ad per company, per issue.

## Banner Advertisement in

## Quarterly Newsletter .....\$1,000

Promote your company with a Banner Ad on our newsletter. Each banner ad is interactive and can link to your organization's website. One ad per company, per issue.







**Contact Mary Sanders at  
[msanders@cb-association.org](mailto:msanders@cb-association.org)  
to discuss  
exhibit and sponsorship  
opportunities.**