



# TANDEM MEETINGS

Transplantation & Cellular Therapy Meetings  
of ASTCT<sup>®</sup> and CIBMTR<sup>®</sup>

February 12-15, 2025 | Hawai'i Convention Center, Honolulu, HI



**Exhibit and Support Prospectus**



# THE TANDEM MEETINGS BRING TOGETHER *MORE THAN 5,000 ATTENDEES* IN THE CELL AND GENE THERAPY FIELD.

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Administrators, clinicians, data managers/clinical research professionals, fellows-in-training, investigators, laboratory technicians, MD/PhDs, nurse practitioners, physician assistants and other allied health professional attendees benefit from a full scientific program that addresses the most current topics in the field.

**Pre-Conference**  
**Conference Dates**  
**Post-Conference**

**February 11, 2025**  
**February 12-15, 2025**  
**February 16, 2025**

# FROM THE SCIENTIFIC ORGANIZING COMMITTEE CHAIRS

We are excited to present opportunities for support at the 2025 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT® and CIBMTR®.

Over the course of the meetings, leading experts in the field of cellular therapy from around the world will present the latest developments during plenary and concurrent sessions, oral abstracts, posters, tracks and other sessions.

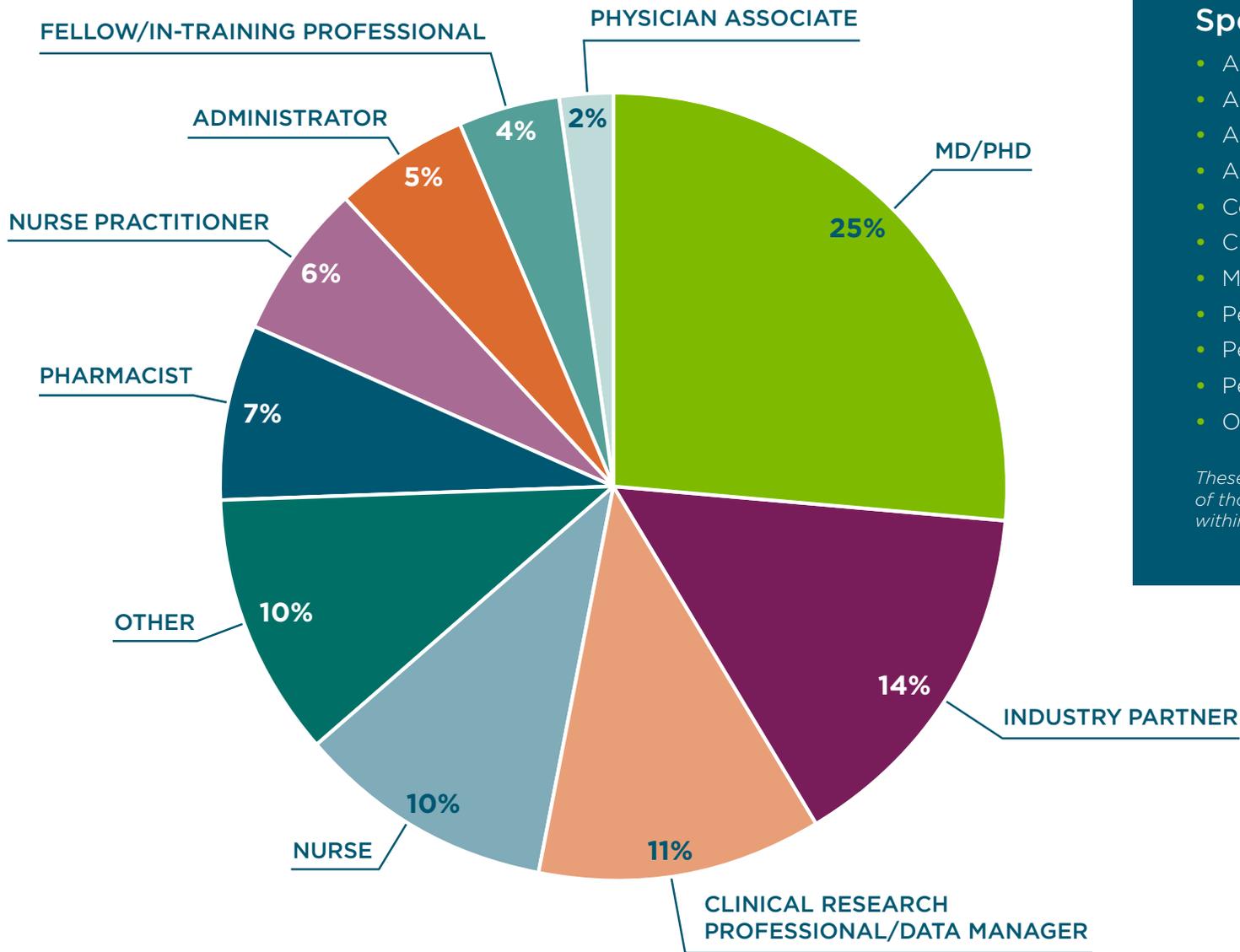
Scientific topics will include:

- Cytokines and Fibrosis
- Gene Therapy
- Graft Engineering
- Graft-versus-Host Disease (GVHD)
- Hematopoietic Cell Transplantation for Acute Myeloid Leukemia
- Solid Tumor CAR T
- T-Cell Function
- Transplant for Autoimmune Disorders

We look forward to seeing you in **Honolulu, Hawaii!**



# 2024 ATTENDEE DEMOGRAPHICS

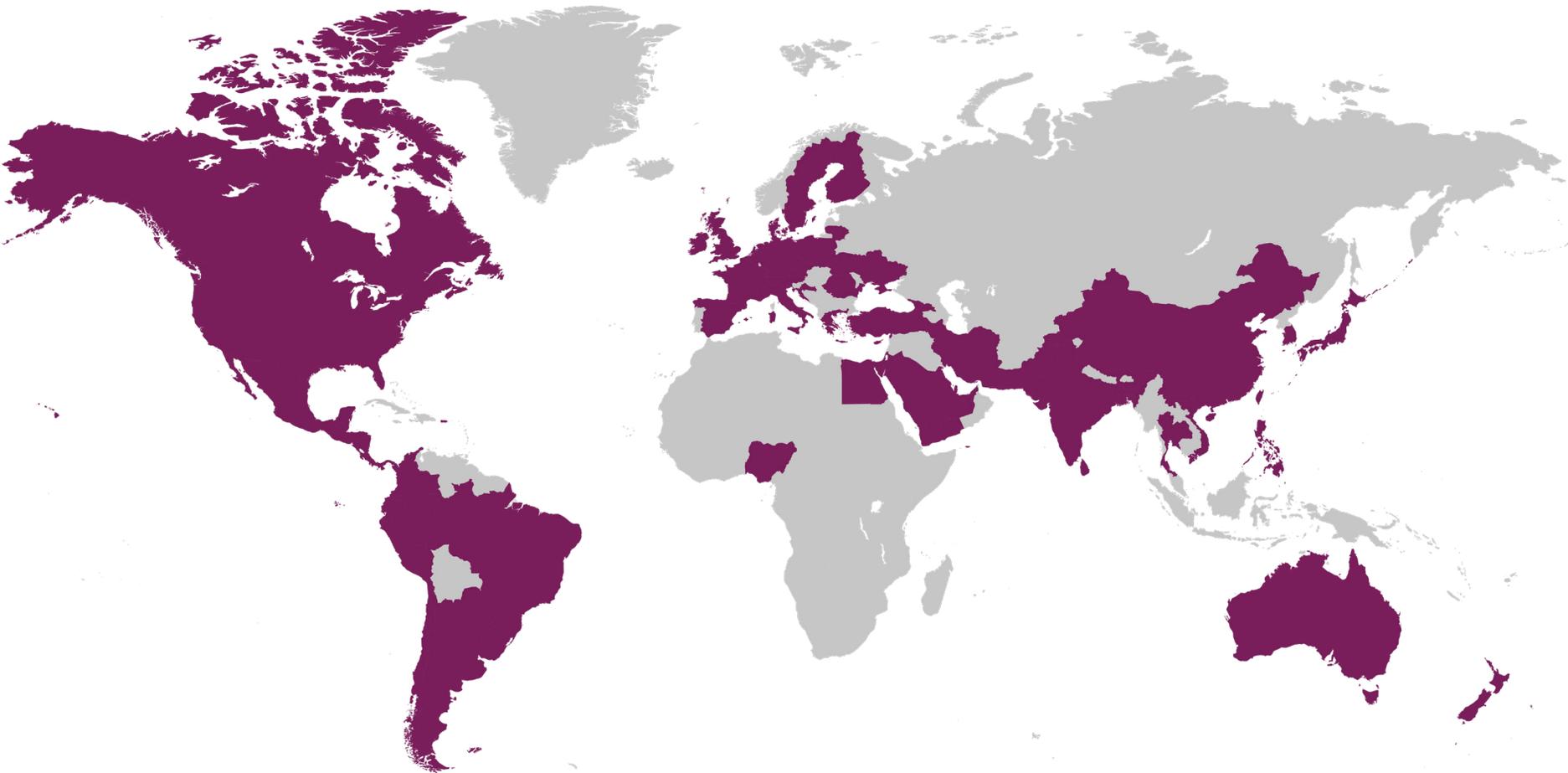


## Attendee Job Specialties

- Administration
- Adult Cellular Therapy
- Adult Hematology
- Adult Oncology
- Cellular Biology
- Clinical Sciences
- Medicine
- Pediatric Cellular Therapy
- Pediatric Hematology
- Pediatric Oncology
- Other

*These numbers represent the percent of those who identified themselves within the available categories.*

# 2024 ATTENDEE DEMOGRAPHICS (cont.)



**5,321**  
TOTAL ATTENDEES

**1,266**  
VIRTUAL ATTENDEES

**4,055**  
IN-PERSON ATTENDEES

**91%**  
DOMESTIC

**9%**  
INTERNATIONAL

# SUPPORTER BENEFITS

Support levels are determined by a combination of exhibit and other support of the Tandem Meetings.

BENEFITS	PLATINUM \$250,000+	GOLD \$100,000+	SILVER \$50,000+	BRONZE \$20,000+
Recognition in Meetings Materials and Signage	✓	✓	✓	✓
Logo Included in Signage Above Exhibit Hall Door	✓	✓		
Recognition in Mobile App	✓	✓	✓	✓
Opportunity to Request Hotel Sub-Block	✓	✓		
Opportunity to Provide a Registration Bag Insert	✓	✓		
Complimentary Full Meetings Registration Passes	6	4	2	1
Tickets to the Closing Reception	6	4	2	1
Access to Pre-Meetings Mailing List	✓	✓	✓	

For details on each support level contact [TandemMeetings@mcw.edu](mailto:TandemMeetings@mcw.edu).

# EDUCATION SUPPORT

## Award Lectures

*\$25,000 each*

Support the honorific lectures by clinicians or investigators who have contributed meritoriously to the advancement of knowledge of basic and clinical research in cellular therapy. Support includes your company's name listed in meeting materials.

- Mortimer M. Bortin Lecture
- E. Donnell Thomas Lecture

Approved logo type: Corporate logo

## Tandem Awards for Best Abstracts

*\$7,500*

Support includes your company's name listed in meeting materials.

- Best Basic Science Abstracts (3)
- Best Clinical Research Abstracts (3)

Approved logo type: Corporate logo

## Plenary Sessions

*\$50,000*

Support one of the plenary sessions. Support includes your corporate logo on signage outside of the meeting room and recognition in meeting materials.

## Poster Sessions

*\$25,000*

Support the Poster Sessions and network with colleagues while reviewing accepted posters. Support includes your corporate logo on signage in the Poster Session and recognition in meeting materials.

Approved logo type: Corporate logo



Contact [TandemMeetings@mcw.edu](mailto:TandemMeetings@mcw.edu) for more information.

All support opportunities and pricing are subject to change. Support opportunities are offered on a right of first refusal basis to 2024 supporters through July 15, 2024. All branding must be submitted to Tandem Meetings Staff for approval.

# MARKETING OPPORTUNITIES

## Be Well Breaks

### *Rates Available Upon Request*

With many meetings and tightly packed schedules, conferences can be stressful. A greater emphasis on wellness can help keep people productive and inspired! Support a wellness activity such as a dedicated meditation room or yoga session to help attendees alleviate stress.

- Approved logo type: Corporate logo
- Artwork due date: December 16, 2024

## Career HUB

### *\$7,500*

Include your corporate logo in the popular digital Career HUB in the Tandem Meetings mobile app.

- Approved logo type: Corporate logo
- Artwork due date: December 16, 2024

## Charging Lounge

### *\$50,000 for full lounge*

Promote your products and services in and around the Charging Station Lounges. These lounges are highly visible as attendees seek them out to recharge both their phones and themselves. The stations are equipped with plenty of charging ports for devices and comfortable seating for attendees. Hurry, several branding opportunities are available in this sought-after package.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: December 16, 2024

## Charging Station

### *\$15,000*

Support of a charging station in the convention space.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: December 16, 2024

## CIBMTR Working Committee Meetings

### *\$5,000 each*

Support includes an acknowledgment in meeting materials and onsite signage.

- Approved logo type: Corporate logo

## Co-branded Aisle Signs

### *\$30,000 for Exhibits | \$20,000 for Posters*

Attendees rely on directional signage to navigate through posters and exhibit halls. Every time attendees look for directional guidance they will see your logo. Signage is co-branded with the Tandem Meetings.

- Approved logo type: Corporate logo
- Artwork due date: December 16, 2024

## Coffee Break

### *\$15,000 a day | \$50,000 for the full week*

Support the Tandem Meetings Coffee Breaks, which are available to all attendees and hosted in the Exhibit Hall and throughout the Convention Center.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2024

## Digital Signage (Monitors)

### *\$45,000 (3) | \$75,000 (4)*

Broadcast your message by securing advertising space in high-traffic areas, with your rotating 15-second ad played on either four screens throughout the convention center or three screens at the exhibit hall entrances. Your ad will be displayed multiple times per hour for four days.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: December 1, 2024

# MARKETING OPPORTUNITIES (cont.)

## Dog Petting Lounge (Exclusive)

**\$35,000**

The Dog Petting Lounge brings the joy of petting fluffy dogs to the Exhibit Hall of the 2025 Tandem Meetings! As attendees wait to enjoy the dogs, the supporter can collect sales survey information or use the time for product education.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: December 16, 2024

## Email — Banner Ad in Housing Confirmation (Exclusive)

**\$25,000**

*Must be confirmed by July 10, 2024.*

Include your logo on all housing confirmation emails. Support includes logo or logo banner on each housing confirmation email and all housing change and/or cancellation emails.

- Banner specifications: 1000 pixels x 150 pixels in .png format
- Approved logo type: Corporate logo
- Artwork due date: August 12, 2024

## Email — Banner Ad in Registration Confirmation

**\$25,000**

*Must be confirmed by July 10, 2024.*

Include your logo on all registration confirmation emails. Support includes logo or logo banner on each registration confirmation email and all registration change and/or cancellation emails.

- Banner specifications: 1000 pixels x 150 pixels in .png format
- Approved logo type: Corporate logo
- Artwork due date: August 12, 2024

## Environmental Activity — Genki Ala Wai Project

**\$25,000**

The Genki Ala Wai Project is a non-profit project under the Hawaii Exemplary State Foundation, aiming to use bioremediation technology to make the Ala Wai Canal fishable and swimmable within seven years.

Learn more about the [Genki Ala Wai Project](#).

- Approved logo type: Corporate or Brand logo
- Artwork due date: December 16, 2024

## Hotel Key Card

**\$40,000**

Hold the key to reaching Tandem Meetings attendees! All inclusive of production and distribution costs at the primary hotels. Supporter may provide a custom design or a logo for the room keys. Specifications will be provided by show management and design must be approved by the Tandem Meetings.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: December 16, 2024

## Live Social Media Wall(s)

**\$25,000 (1) | \$45,000 (2)**

Be at the center of the social scene by supporting the Live Social Media Wall. Support includes logo placement on Social Media Wall, acknowledgment in meeting materials and onsite signage.

- Approved logo type: Corporate logo
- Artwork due date: December 1, 2024

# MARKETING OPPORTUNITIES (cont.)

## Luggage Tags

*\$25,000*

Send attendees home with a luggage tag to help them easily identify their luggage. Take advantage of this opportunity to remind attendees of your brand each time they travel.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2024

## Meetings Notebook

*\$35,000*

This notebook is offered to each in-person registered attendee.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2024

## Meetings Mobile App

*\$40,000*

The mobile app is the only scheduling tool attendees will need to make the most of their time. Support includes a logo banner throughout the app.

- Approved logo type: Corporate logo
- Logo specifications: Cannot exceed 100 px in height. Vector graphics preferred.
- Artwork due date: November 1, 2024

## Name Badge Holder (Exclusive)

*\$35,000*

Attendees will not only see your logo, they will wear it as part of their badge holder. Take advantage of this opportunity for brand visibility throughout the meetings.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2024

## Networking Lounge

*\$50,000*

There are many options available for the Networking Lounge. Please discuss opportunities with the Tandem Meetings team.

- Artwork due date: December 16, 2024

## Park Benches

*\$3,000 each*

Support a seating area for attendees. These benches can be found in the hallways of the Convention Center.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: December 16, 2024

## Pocket Guide

*\$35,000*

Need information quickly? The pocket guide is the at-a-glance resource for in-person attendees to reference session information and directional guidelines. Support includes a brand on the front cover and one full-page advertisement within the interior pages.

- Artwork due date: August 15, 2024

## Quiet Room

*\$15,000*

Support a space for attendees to take a break to pause and reflect.

- Approved logo type: Corporate or Brand logo

# MARKETING OPPORTUNITIES (cont.)

## Reception

*\$50,000 | Partial support available*

Host the final closing celebration before the meetings conclude. This special event is open to all ticketed in-person attendees.

- Approved logo type: Corporate logo
- Artwork due date: December 16, 2024

## Registration Bag Insert

*\$3,100 Digital | \$6,600 Live | \$8,300 for Both*

Increase your sales and expand your share of the field through an advertisement in a registration bag insert. Support includes one advertisement. [View guidelines and information.](#)

- Approved logo type: Corporate logo
- Artwork due date: January 3, 2025

## Registration Bag

*\$65,000*

Add your logo to the bag that in-person registered attendees will utilize throughout the conference.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2024

## Water Bottles

*\$30,000*

Support a water bottle for attendees to refill during the conference. Your support will also help the Hawai'i Convention Center's sustainability efforts.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2024

## Wi-Fi for Full Conference

*\$65,000*

Support something attendees can't live without—Wi-Fi! Provide connectivity for all conference attendees with support of the meetings Wi-Fi. Personalize the password with your company name.

- Approved logo type: Corporate logo
- Artwork due date: December 16, 2024

Contact [TandemMeetings@mcw.edu](mailto:TandemMeetings@mcw.edu) for more information.

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# ADDITIONAL MARKETING OPPORTUNITIES

## Branding Opportunities Throughout the Hawai'i Convention Center

Item	Location	Specs	Price
Banner	Lobby	264" W x 60" H	\$20,000.00
Tree Banner	Lobby	30" W X 180" H	\$7,500.00
Tree Banner	Lobby	30" W X 180" H	\$7,500.00
Tree Banner	Lobby	30" W X 180" H	\$7,500.00
Tree Banner	Lobby	30" W X 180" H	\$7,500.00
Tree Banner	Lobby	30" W X 180" H	\$7,500.00
Escalator Runner	Lobby	PIECE ONE: 399" W x 16.75" H PIECE TWO: 394" W x 16.75" H PIECE THREE: 401.5" W X 16.75" H	\$10,000.00
Escalator Runner	Lobby	PIECE ONE: 399" W x 16.75" H PIECE TWO: 394" W x 16.75" H PIECE THREE: 401.5" W X 16.75" H	\$10,000.00
Escalator Glass Clings	Lobby	72" W x 24" H	\$15,000.00
Banner	Level 3	264" W x 66" H	\$7,500.00
Banner	Level 3	360" W x 66" H	\$10,000.00
Banner	Level 4	420" W x 36" H	\$10,000.00
Banner	Level 4	600" W x 66" H	\$15,000.00
Window Cling	Level 4	48" W x 39" H	\$5,000.00
Window Cling	Level 4	60" W x 39" H	\$5,000.00
Smart Ad Kiosk	Multi	TBD	\$7,500 per panel or \$25,000 cube

Lobby
  Level 3
  Level 4
  Multi

# EXHIBITOR INFORMATION

## Benefits to Exhibiting

- Exposure to the world's top HCT and cellular therapy physicians and allied health professionals
- Coffee breaks, lunches and the Welcome Reception all take place within the Exhibit Hall
- Recognition in meeting materials and mobile app

## Exhibit Rates\*

- **10x10** | \$8,500 inline | \$10,900 corner
- **10x20** | \$25,900 inline | \$27,500 corner
- **10x30** | \$37,900 inline | \$41,500 corner
- **20x20** | \$57,000
- **20x30** | \$87,000
- **20x40** | \$118,900
- **40x40** | \$240,000

## Exhibit Floorplan

[Click here to view the exhibit floor plan.](#)

## Rates include:

- Welcome Reception in the exhibit space on Wednesday evening, February 12 (booth staff required).
- 4 days of exhibiting
- 2 complimentary meeting registrations for every 10'x10' space
- Publishing companies pay 50% and nonprofits pay 25% of the exhibit rates. Reduced pricing limited to 10'x10' spaces
- Non-CME educational support over \$30,000 qualifies for a complimentary 10'x10' inline booth

## Booth Allocation Policy

Tandem Meetings management will confirm exhibit space upon receipt of a signed electronic application form and shall not confer any claim to subsequent approval. Exhibit space will not be allocated until payment is received.

## Exhibitor Kit

A complete exhibitor kit, including rules and regulations, vendor contact and shipping information and freight and labor deadlines will be available in fall 2024 and sent to each confirmed exhibitor.

## Exhibitor Move-In

Tuesday, February 11 | 8:00 a.m. – 5:00 p.m.

## Exhibitor Move-Out

Saturday, February 15 | 12:00 p.m. – 8:00 p.m.

## Exhibit Hall Hours

Wednesday, February 12 | 9:00 a.m. – 3:00 p.m.

Welcome Reception | 6:30 p.m. – 7:30 p.m.

Thursday, February 13 | 9:00 a.m. – 3:00 p.m.

Friday, February 14 | 9:00 a.m. – 3:00 p.m.

Saturday, February 15 | 9:00 a.m. – 12:00 p.m.

# 2024 SUPPORTERS

AABB  
AbbVie, Inc.  
Actinium Pharmaceuticals, Inc.  
Adaptimmune  
Adaptive Biotechnologies - clonoSEQ  
ADC Therapeutics  
Alexion  
Amgen Hematology  
BeiGene  
Best Buy Health  
BioBridge Global  
BioLineRX  
Blood and Marrow Transplant Information Network (BMT InfoNet)  
bluebird bio  
BMT CTN  
Bristol Myers Squibb  
CareDx Inc.  
Caribou Biosciences  
Daiichi Sankyo  
DKMS  
Equillium Bio  
Eurofins Transplant Diagnostics  
Foundation for the Accreditation of Cellular Therapy (FACT)  
Fred Hutchinson Cancer Research Center  
Fresenius Kabi USA, LLC  
Gamida Cell  
Genmab  
HistoGenetics  
Incyte Corporation  
Iovance Biotherapeutics  
Janssen Biotech Inc.  
Jazz Pharmaceuticals, Inc.  
Karius  
Karyopharm Therapeutics  
Kashi Clinical Laboratories

Kite, A Gilead Company  
Knight Cancer Institute  
Kyverna Therapeutics  
Labcorp  
Legend Biotech  
Leukemia and Lymphoma Society  
Machaon Diagnostics  
Mallinckrodt  
MD Anderson Cancer Center -Community Health Network  
Med Learning Group  
Medical University of South Carolina  
Melinta Therapeutics  
Merck & Company, Inc.  
Miller Pharmacal Group, Inc.  
Miltenyi Biomedicine  
Miltenyi Biotec  
Moffitt Children's  
MorphoSys  
MSA-EditLife  
National Bone Marrow Transplant Link (nbmtLINK)  
Nebraska Medicine  
NMDP  
Norton Children's Medical Group  
Novartis Oncology  
Omeros Corporation  
Oncology Nursing Certification Corporation (ONCC)  
Oncology Nursing Society (ONS)  
ONS Foundation  
Orca Bio  
OriGen BioMedical  
Ossium Health, Inc.  
Parexel  
Pharmacyclics, an AbbVie, Inc.  
QuidelOrtho  
Regeneron  
Registry Partners

Rigel Pharmaceuticals  
Roswell Park Comprehensive Cancer Center  
Sanofi  
Sarah Cannon  
Seagen Inc.  
Siteman Cancer Center  
Sobi, Inc.  
Stanford Children's  
Stemcell Technologies / STEMSOFT Software  
Stemline  
Syndax  
Takeda Oncology  
TwinStrand Biosciences  
UT Health San Antonio  
Versiti  
Vertex Pharmaceuticals  
Y-mabs Therapeutics, Inc.



## CONTACT US

Please contact the Tandem Meetings Conference Office at [TandemMeetings@mcw.edu](mailto:TandemMeetings@mcw.edu).

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