



BMT Tandem Meetings

FEBRUARY 1–5, 2012

EXHIBIT INFORMATION & COMMERCIAL SUPPORT PROSPECTUS



Early Registration and Abstract Deadline: October 13, 2011

Online Registration and Abstract Submission: www.cibmtr.org or www.asbmt.org



BMT TANDEM MEETINGS HISTORY

CIBMTR

The Center for International Blood and Marrow Transplant Research (CIBMTR), with offices in Milwaukee, WI and Minneapolis, MN provides a unique resource of data and statistical expertise to the scientific community for addressing important issues in hematopoietic cell transplantation (HCT). It is comprised of a worldwide network of HCT centers that share data on HCT outcomes and a Statistical Center that maintains a clinical database with information for more than 340,000 HCT recipients from approximately 430 transplant centers in 51 countries. The Center is a voluntary research organization of basic and clinical scientists collaborating to address important issues in blood and marrow transplantation (BMT). Active in BMT research since 1972, the CIBMTR collects information on the results BMT and uses this information to identify ways to improve transplant outcomes. Scientific program chair for CIBMTR is **Stella Davies, MBBS, PhD**, Cincinnati Children's Hospital, Cincinnati, OH. More information can be found at www.cibmtr.org.

ASBMT

The American Society for Blood and Marrow Transplantation (ASBMT) is a national professional association that promotes advancement in the field of cellular therapy and BMT. The ASBMT Executive Office is located in Arlington Heights, IL. ASBMT members include approximately 1,600 clinicians and researchers. The scientific program chair for ASBMT is **John E. Levine, MD, MS**, University of Michigan, Ann Arbor, MI. More information can be found at www.asbmt.org.

BMT Tandem Meetings

The first BMT Tandem Meetings were held in 1995. Because of a significant overlap in constituency, the CIBMTR and the ASBMT combined their annual meetings to allow participants to optimize time and travel funds by attending two meetings in a single week. By combining the meetings, more than 2,500 participants are expected, with approximately 20% from outside the United States. Historically, about 50% of attendees are physicians, 21% nurses, 11% advanced practice professionals, 12% clinical data coordinators, and 8% pharmacists.

GENERAL INFORMATION

2012 BMT Tandem Meetings

Meeting Dates: February 1 - 5, 2012

Exhibit Dates: February 1-4, 2012

Manchester Grand Hyatt, San Diego, CA

The BMT Tandem Meetings will include scientific sessions, poster sessions, **symposia** and workshops on a wide variety of current issues in allogeneic and autologous transplants.

EDUCATIONAL CREDIT

Continuing Medical Education (CME) for physicians and Contact Hours for allied health professionals will be provided by the Medical College of Wisconsin. Nursing credits will be provided by the Oncology Nursing Society. Credits for pharmacists will be provided by Syntax Communications.

Upcoming BMT Tandem Meetings

2013 Salt Lake City – February 13-17

2014 Gaylord Texan, Dallas – Feb 19-23

2015 Manchester Grand Hyatt, San Diego - February 11-15

2016 Hawaii Convention Center – February 18-22

EDUCATIONAL OBJECTIVES

Upon completion of this CME activity, participants should be able to:

- Report on the state of the art in cellular therapy and blood and marrow transplantation;
- Analyze new methods and controversial issues in clinical management strategies for reducing toxicity and improving transplant outcomes;
- Assess new basic science information in the areas of immunogenetics, molecular biology, stem cell biology and immunology as it relates to hematopoietic stem cell transplantation;
- Review CIBMTR research accomplishments and set the scientific agenda for next year;
- Review accomplishments of ASBMT, including progress on organizational, societal and regulatory issues in blood and marrow transplantation;
- Report on contemporary principles in BMT nursing, pharmacy, data management, clinical research analysis, pediatric transplantation and transplant center administration.

DEMOGRAPHIC INFORMATION

Over 2,500 hematologists, oncologists, BMT specialists, allied health professionals, and biostatisticians are expected from the most active allogeneic and autologous transplant centers worldwide.

The 2012 BMT Tandem Meetings will include parallel conferences for Advanced Practice Professionals, transplant nurses, BMT clinical research associates, BMT pharmacists, BMT administrators, as well as special sessions for pediatric physicians, medical directors and fellows-in-training.

2011 BMT TANDEM MEETING DEMOGRAPHICS	
Total Registrants	2395
Physicians	48%
Nurses	16%
Advanced Practice Professionals	13%
Pharmacists	8%
Exhibitors	4%
Fellows-in Training	5%
Domestic Attendees	76%
International Attendees	24%

TOP COUNTRIES REPRESENTED AT THE 2011 BMT TANDEM MEETINGS	
United States	1820
Canada	129
Japan	60
Australia	41
Germany	39
United Kingdom	24
Belgium	16
Saudi Arabia	16
New Zealand	15
Korea	14

**Supporters of the
2011 BMT TANDEM MEETINGS
Hawaii Convention Center, Honolulu, HI
February 17 – February 21, 2011**

Adaptive TCR	Merck & Co., Inc.
AIDS and Cancer Specimen Resource (ACSR)	Millennium Pharmaceuticals, Inc.
Allos Therapeutics, Inc.	Miller Pharmacal Group, Inc.
Amgen, Inc.	Miltenyi Biotec, Inc.
Ariad Pharmaceuticals	Myeloma Institute for Research and Therapy
Astellas Pharma US, Inc.	Novartis Oncology
BioLife Solutions	OriGen Biomedical
BloodCenter of Wisconsin	Orphan Australia
CaridianBCT	Osiris Therapeutics, Inc.
Celgene Corporation	Otsuka America Pharmaceutical, Inc.
CellGenix, GmbH	Pfizer Inc
Cytolon AG	Remedy MD
DNA Genotek	Sigma-Tau Pharmaceuticals, Inc.
Fresenius Biotech	Soligenix, Inc.
GE Healthcare	Stemsoft Software, Inc.
Genentech	Swedish Orphan Biovitrum
Genzyme Corporation	Therakos, Inc.
HKS Medical Information Systems, Inc.	Vidacare Corporation
Hospira Worldwide, Inc.	ViraCor Laboratories
LabCorp	Vivocell Biosolutions
Memorial Sloan-Kettering Cancer Center	WellPoint, Inc.

2012 BMT TANDEM MEETINGS SCIENTIFIC TOPICS

Aging and Transplants in the Elderly – <i>Andrew Artz, Chair</i>	<i>Plenary \$60,000</i>
ATG vs non-ATG – <i>Fred Appelbaum, Chair</i>	<i>Symposium \$135,000</i>
Autoimmune Disease – <i>Steve Pavletic, Chair</i>	<i>Symposium \$135,000</i>
Biomarkers in HCT – <i>John Levine, Chair</i>	<i>Plenary \$60,000</i>
Chronic GVHD – <i>Daniel Couriel, Chair</i>	<i>Plenary \$60,000</i>
Clinical Trials: Cooperative Groups, Networks of Future – <i>Susan Shurin, Chair</i>	<i>Concurrent \$25,000</i>
Controversies in Myeloma Treatment – <i>William Matsui, Chair</i>	<i>Symposium \$135,000</i>
Cord, Haplo, MMURD - Donor Selection – <i>Claudio Brunstein, Chair</i>	<i>Concurrent \$25,000</i>
Dendritic/Th17 cells – <i>Geoff Hill, Chair</i>	<i>Concurrent \$25,000</i>
Emerging Agents in HCT – <i>John Koreth, Chair</i>	<i>Symposium \$135,000</i>
GVHD Prevention – <i>Daniel Weisdorf, Chair</i>	<i>Symposium \$135,000</i>
HCT in the HIV+ Population – <i>Rich Ambinder, Chair</i>	<i>Symposium \$135,000</i>
HCT/Cellular Therapy for CLL/CML – <i>John Byrd, Chair</i>	<i>Symposium \$135,000</i>
Hematopoietic Stem Cell Biology – <i>Len Zon, Chair</i>	<i>Plenary \$60,000</i>
Late Effects/Survivorship – <i>Smita Bhatia, Chair</i>	<i>Plenary \$60,000</i>
Low-Grade Lymphoma – <i>Ginna Laport, Chair</i>	<i>Symposium \$135,000</i>
Next Generation Sequencing – <i>Cathy Wu, Chair</i>	<i>Concurrent \$25,000</i>
NK Cells in HCT and Cellular Therapy – <i>Jeff Miller, Chair</i>	<i>Concurrent \$25,000</i>
Non-malignant Disorders – <i>Mark Walters, Chair</i>	<i>Concurrent \$25,000</i>
Preventing Relapse after HCT - <i>Myeloid Malignancies</i> – <i>Michael Bishop, Chair</i>	<i>Concurrent \$25,000</i>
Supportive Care – <i>Stephanie Lee, Chair</i>	<i>Concurrent \$25,000</i>
Tolerance – <i>Paul Szalbozs, Chair</i>	<i>Concurrent \$25,000</i>

Also! *These special sessions:*

NMDP Session: Donor Selection – <i>Dennis Confer, Chair</i>	<i>Concurrent \$25,000</i>
WBMT Workshop – <i>Dietger Niederwieser, Chair</i>	<i>Concurrent \$25,000</i>
E. Donnall Thomas Lecture – <i>Melvyn F. Greaves, Chair</i>	<i>\$20,000</i>
Mortimer M. Bortin Lecture	<i>\$20,000</i>
Medical Directors Session	<i>\$10,000</i>
Regulatory Affairs Session	<i>\$10,000</i>

EXHIBITING

The BMT Tandem Meetings has four-day exhibits available. Reserve yours today!

<p>Exhibit Move-in:</p> <p>Tuesday, January 31: 12:00 – 5:00 pm</p>	<p>Exhibit Hours:</p> <p>Wednesday, February 1: 7:00 – 2:00</p> <p>Thursday, February 2: 7:00 – 2:00</p> <p>Friday, February 3: 7:00 – 2:00</p> <p>Saturday, February 4: 7:00 – 2:00</p>	<p>Exhibit Move-Out:</p> <p>Saturday, February 4: 2:00 – 4:00</p>
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Benefits of Exhibiting

- Exposure to the world's top blood and marrow transplant physicians and allied health professionals
- A professionally assembled pipe and drape exhibit area featuring 10'x10', 20' or 30' exhibits in ballroom
- Prime traffic 10'x8' exhibits available in the prefunction areas.
- Meeting coffee breaks and food functions are located within the exhibit area
- Exhibits will appreciate traffic flow throughout the day into the scientific plenary, concurrent and symposia sessions and peripheral conferences.
- Two complimentary meeting registrations included
- Acknowledgement in the Program Guide

Exhibitor Guide

A complete Exhibitor Guide, including rules and regulations, vendor contact information, shipping information and freight and labor deadlines will be available in fall 201 and sent to each confirmed exhibitor.

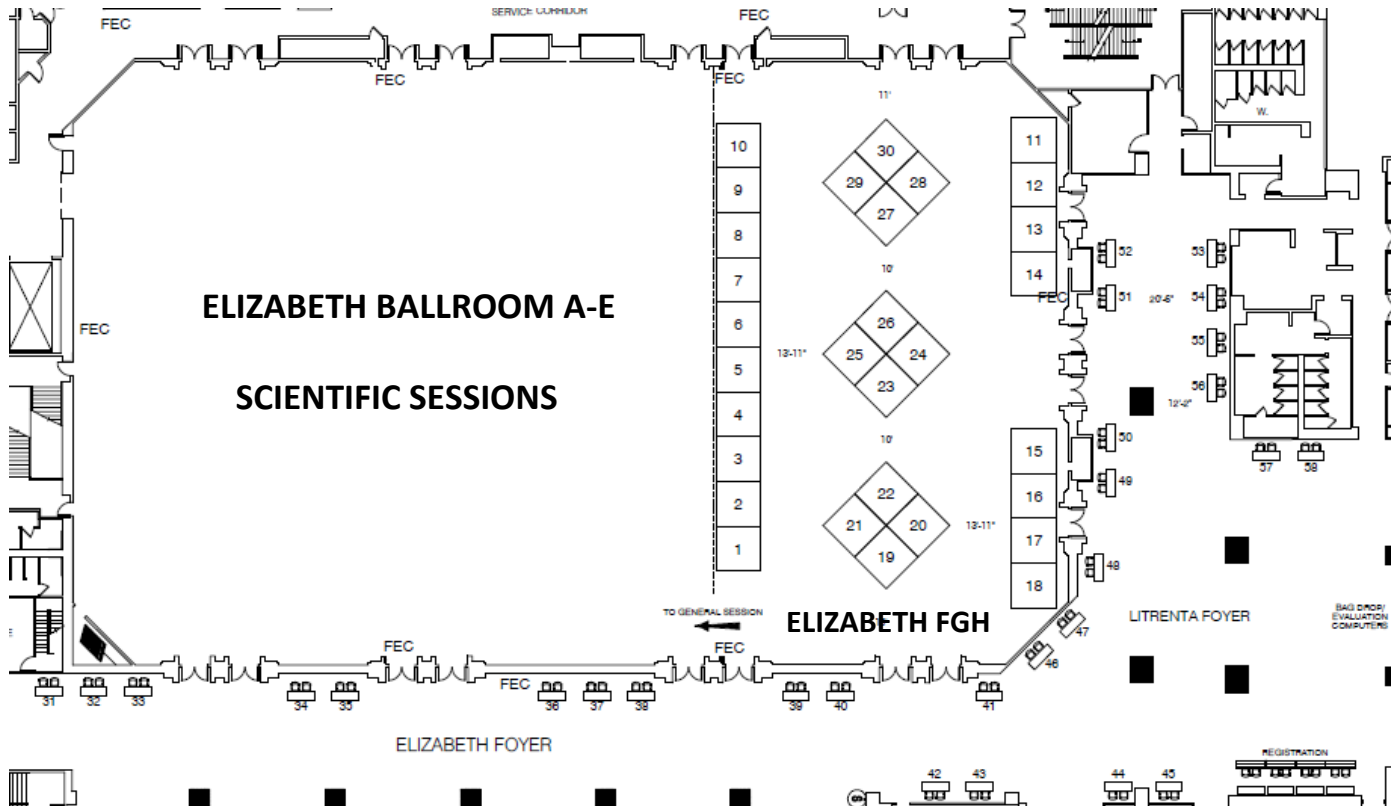
Exhibit Rate – All exhibits are for 4-days and include two complimentary meeting registrations.
Publishing companies pay 50% and non-profit companies pay 25% of listed rate.

10' x 10' Exhibits (8' x 10' foyer)		10' x 20' Exhibits (8' x 20' foyer)		10' x 30' Exhibits (8' x 30' foyer)	
\$7,000	10 x 10	\$14,000	10 x 20	\$21,000	10 x 30
\$8,000	10 x 10 <i>corner</i>	\$16,000	10 x 20 <i>corner</i>	\$24,000	10 x 30 <i>corner</i>

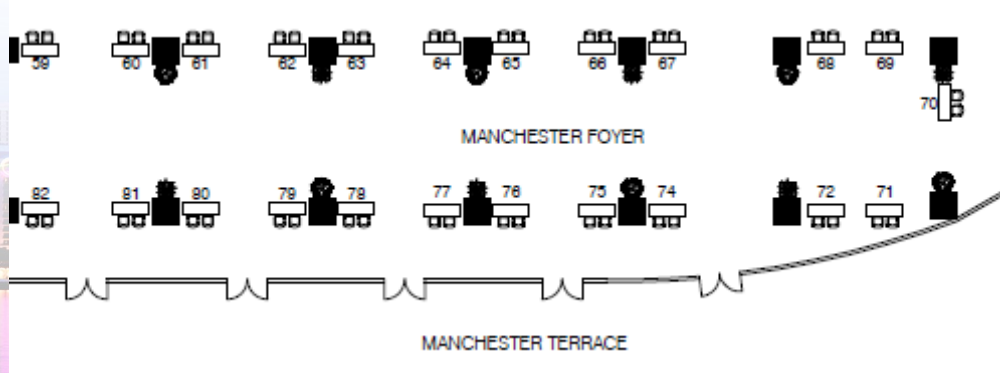
Booth Allocation Policy

BMT Tandem Meetings Management will confirm exhibit space upon receipt of a signed application form with payment in full. Receipt of the application form by the Management shall not confer any claim to subsequent approval. Exhibit space will NOT be allocated until payment is received.

EXHIBIT FLOORPLAN



PERIPHERAL CONFERENCES



SUMMARY OF SUPPORT OPPORTUNITIES

Listed below are various ways you can support the 2012 BMT Tandem Meetings. Each demonstrates your company's commitment to stem cell and blood and marrow transplant clinicians and investigators, allied health professionals and their professional organizations. Please feel free to contact Sherry Fisher (slfisher@mcw.edu; P 414.805.0687) with any questions or requests that you may have. *All prices are listed in US dollars.*

BMT Tandem Meetings Support – Does not include exhibit fees

- Platinum (\$200,000)
- Gold (\$100,000)
- Silver (\$50,000)
- Bronze (\$10,000)

Marketing/Promotional Support

Includes acknowledgement in the Program Guide and on-site signage as applicable. **Companies providing **\$30,000** or more in support for meeting components in non-CME Educational Support are eligible for a four-day exhibit at no cost. ACCME guidelines preclude using support of CME Educational Activities as credit toward a exhibit.**

- Exhibits
- BMT Tandem Meetings Welcome Reception - \$50,000
- 2012 BMT Tandem Meetings CD-ROM - \$65,000 (December 5th deadline)
- Posters On Disk - \$55,000 (December 5th deadline)
- USB Drives for Attendees (no corporate or product logo allowed) - \$45,000
- Registration Tote Bag (no corporate or product logo allowed) - \$40,000
- ASBMT President's Reception - \$100,000
- Meeting Events Schedule Board - \$30,000
- Abstract Book - \$30,000
- On-site Program Guide Book - \$25,000
- **NEW!** WiFi Corner - \$25,000
- Internet Access Center - \$25,000
- Education Book - \$25,000
- Housing web banner with corporate logo-included in all confirmation emails - \$25,000
- Abstracts on CD and Online - \$20,000 (December 5th deadline)
- ASBMT Public Service Award - \$10,000
- Lanyards (no corporate or product logo allowed) - \$10,000
- IMAG Screen for Projection of Sessions outside ballroom - \$15,000
- USB Drives for Speakers (no corporate or product logo allowed) - \$15,000
- Poster Sessions (2) –\$15,000 each, or both for \$25,000
- **NEW!** Your corporate logo on the ARS lanyards - \$10,000 for 1 year or \$17,000 for 2 years
- Hospitality Suites - \$10,000
- Preliminary Program Brochure - \$10,000
- Pre-Registrants Brochure - \$10,000
- Sunday Farewell Lunch - \$10,000
- Speaker Ready Room (including on screen corporate logo) - \$8,000
- Daily Coffee/Refreshment Breaks - \$6,000 each or all week for \$25,000
- CIBMTR Awards for Best Clinical Research Abstracts - \$6,500
- ASBMT Awards for Best Basic Research Abstracts- \$6,500
- CIBMTR Working Committee Meetings - \$5,000 each or all 19 for \$75,000

Educational Support

- Mealtime Symposia - \$135,000 each
- Plenary Sessions - \$60,000 each
- Transplant Nursing Conference - \$50,000
- Pediatric BMT Educational Track - \$50,000
- Advanced Practice Professionals Special Interest Group (NP, PA, etc) - \$50,000
- Clinical Research Associates Conference - \$40,000
- BMT Pharmacists Conference - \$35,000
- Concurrent Scientific Sessions - \$25,000 each
- CIBMTR, ASBMT, EBMT International Session - \$20,000
- E. Donnall Thomas Lecture - \$20,000
- Mortimer M. Bortin Lecture - \$20,000
- BMT Administrative Directors Conference - \$20,000
- BMT Center Directors Conference - \$8,000
- Transplant Fellows-in-Training Orientation - \$8,000
- Meet the Professors - \$7,500 each or all 4 for \$25,000

Advertising Opportunities

- Ad in “Dr. Bag” Door Drop – information will be available later.

Symposia

We offer high-quality mealtime sessions unopposed by other scientific meetings throughout the week. A great opportunity to host a meal function for physicians and other professionals in the BMT field. Please see the list of symposia sessions available on page 4 of this prospectus. For more information on the list of symposia offered please contact Sherry Fisher at slfisher@mcw.edu or 414.805.0687.

Publicity

Worldwide promotional mailings to blood and marrow transplant centers, notices in CIBMTR and ASBMT newsletters (worldwide distribution), flyers distributed at worldwide hematology, oncology and transplant meetings and conferences. Publicity on the Internet including *BloodLine* and the ASBMT and CIBMTR web sites.

Recognition

All supporters will be acknowledged in BMT Tandem Meetings publicity materials, on-site meeting signage, in CIBMTR and ASBMT newsletters, in the meeting program, and related publications. The deadline for inclusion in the final meeting program is **December 5, 2011.**

Method of Payment

Checks should be made payable to The Medical College of Wisconsin/BMT Tandem Meetings and sent to the attention of Sherry Fisher, CIBMTR, The Medical College of Wisconsin, 9200 W. Wisconsin Ave, Ste. C5500, Milwaukee, Wisconsin 53226. The Tax Identification number of The Medical College of Wisconsin is 39-0806261. Contributions are tax deductible as allowed by law.

For more information on these opportunities for commercial support and information on Symposia, please contact:

Sherry Fisher
CIBMTR - Medical College of Wisconsin
9200 W. Wisconsin Ave, CLCC, Ste. C5500
Milwaukee, WI 53226 USA
P: 414.805.0687, F: 414.805.0713, E: slfisher@mcw.edu

2012 BMT TANDEM MEETINGS EXHIBIT AND SUPPORT FORM

EXHIBIT APPLICATION

My company would like to **exhibit** at the 2012 BMT Tandem Meetings. *Space is limited and available on a first-come, first-served basis. Additional information on exhibiting will be provided upon confirmation.*

10' x 10' (8'x10' foyer)	10' x 20' (8' x 20' foyer)	10' x 30' (8' x 30' foyer)
<input type="checkbox"/> 10 x 10 - \$7,000	<input type="checkbox"/> 4 day 10 x 20 - \$14,000	<input type="checkbox"/> 4 day 10 x 30 - \$21,000
<input type="checkbox"/> 10 x 10 corner - \$8,000	<input type="checkbox"/> 4 day corner 10 x 20-\$16,000	<input type="checkbox"/> 4 day corner 10 x 30-\$24,000
<input type="checkbox"/> Pub Co (pay 50%) <input type="checkbox"/> NFP (pay 25%)	<input type="checkbox"/> Pub Co (pay 50%) <input type="checkbox"/> NFP (pay 25%)	<input type="checkbox"/> Pub Co (pay 50%) <input type="checkbox"/> NFP (pay 25%)

Top three choices for exhibit location: (1) _____, (2) _____, (3) _____

COMMERCIAL SUPPORT PREFERENCES

My company would like to **support** the 2012 BMT Tandem Meetings with an educational and/or promotional marketing grant (A letter of agreement may be required).

Platinum (\$200,000) Gold (\$100,000) Silver (\$50,000) Bronze (\$10,000)

Educational &/or Promotional Marketing Support

We would like to **support** the 2012 BMT Tandem Meetings with a grant (A letter of agreement may be required).

- Support of _____ in the amount of \$_____
- Support of _____ in the amount of \$_____
- Support of _____ in the amount of \$_____

SYMPOSIUM SUPPORT PREFERENCES - *The BMT Tandem Meetings will plan and organize all symposia.*

- \$135,000** We wish to support a **symposium** as the sole supporter.
- \$70,000** We wish to co-support a **symposium** with other supporters.

Please indicate the symposium you are interested in supporting:

- ATG vs non-ATG – *Fred Appelbaum, Chair*
- Autoimmune Disease – *Steve Pavletic, Chair*
- Controversies in Myeloma Treatment – *William Matsui, Chair*
- Emerging Agents in HCT – *John Koreth, Chair*
- GVHD Prevention – *Daniel Weisdorf, Chair*
- HCT/Cellular Therapy for CLL/CML – *John Byrd, Chair*
- HCT in the HIV+ Population – *Rich Ambinder, Chair*
- Low-Grade Lymphoma – *Ginna Laport, Chair*

COMPANY INFORMATION

Company name and address **as it should appear in the Program Guide**

Contact Name: _____

Title: _____

Company: _____

(Company and address as it should appear in the Program Guide)

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____

Country: _____

Phone: _____

Fax: _____

Contact E-mail: _____

PAYMENT INFORMATION

All payments must be made in US dollars. Make checks payable to "The Medical College of Wisconsin/BMT Tandem Meetings." Please remit payments by **December 19, 2011**. Tax ID Number: **39-0806261**

We agree to pay the TOTAL sum of (USD): \$

I will pay by check (please make payable to "The Medical College of Wisconsin/BMT Tandem Meetings")

Please send an invoice to process payment.

I will pay by credit card (see details below)

Credit Card Authorization, if applicable

Card Holder Name: Visa MasterCard American Express

Card #: _____ Expiration Date: _____ (MM/YY)

Signature: _____ Date signed: _____

Cancellation Policy

Notification of cancellation of exhibit space must be submitted in writing to Sherry Fisher (email acceptable: slfisher@mcw.edu) prior to December 26, 2011. Cancellations received in writing on or before December 26, 2011 are subject to a \$250 administrative fee. Cancellations received after December 26, 2011 will NOT receive a refund. Paid space unclaimed by 7:00 pm on Tuesday, January 31, 2012 may be repossessed without indemnity and reassigned by the BMT Tandem Meetings.

Please forward completed form and payment to:

Sherry Fisher
CIBMTR - Medical College of Wisconsin
9200 W. Wisconsin Ave, CLCC, Ste. C5500
Milwaukee, WI 53226

Phone: 414.805.0687 Fax: 414.805.0713 E-mail: slfisher@mcw.edu

The Applicant hereby makes application to obtain from the BMT Tandem Meetings ("Conference Management") exhibit space (the "Exhibit Space") in the Manchester Grand Hyatt (the "Exhibit Hall") during an Exhibition (the "Exhibition") to be held from February 1 to February 25 (inclusive), 2012 in conjunction with the 2012 BMT Tandem Meetings (the "Conference"), such Exhibit Space to be in a location assigned by Conference Management. The Applicant agrees to abide by all the rules and regulations governing the Exhibition as set forth and included in the Exhibit Information & Commercial Support Prospectus and the Exhibitor Guide, a copy of which will be provided to each exhibitor. The Applicant acknowledges and agrees that upon acceptance by Conference Management, this Application will become a contract for the licensing of the Exhibit Space between the Conference Management and the Applicant (thereafter referred to as the "Exhibitor").

Signature Agreeing to the Terms and Conditions of this Application and Agreement:

Signature: _____ Print Name: _____ Date: _____

Please contact us if you need any additional information.

SEE YOU IN SAN DIEGO!