



TCT

**TRANSPLANTATION &
CELLULAR THERAPY MEETINGSSM**
of ASTCT AND CIBMTR®

2020 PRODUCT THEATER SUPPLEMENT

World Center Marriott
Orlando, Florida - February 19-23, 2020

PRODUCT THEATERS

Product Theaters provide an opportunity for commercial organizations (Sponsors) to present information about their product(s), service(s) or therapeutic area(s) and are not considered part of the TCT | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR (TCT Meetings). The Sponsor or Sponsor's designated third-party meeting planning organization is responsible for all aspects of Sponsor's participation in the Product Theater, including planning, promotion, and management of the Product Theater and for payment of all associated costs, including but not limited to catering, additional meeting room rental, audiovisual equipment, electrical services, and labor.

Product Theaters must be conducted in accordance with all applicable federal, state and local laws, including but not limited to FDA regulations. Providing gifts (items of value which are not approved as promotional materials, as described herein) to Product Theater attendees is prohibited. The material presented in Product Theaters is promotional and may concentrate on a specific product, service or therapeutic area. **Therefore, these sessions may not offer continuing medical education credit.**

APPLICATION PROCESS

Product Theaters may only be conducted upon approval by the TCT Meetings. Potential Sponsors should complete an [application form](#) and submit with a non-refundable 25% deposit to The Medical College of Wisconsin/TCT Meetings. The full address is listed within the application form. Applications are processed on a first-come, first-served basis. Space is limited for this activity; therefore, a slot cannot be held without a deposit.

Applications will be accepted from third party organizations on behalf of a potential Sponsor only if accompanied by a letter on the potential Sponsor's letterhead confirming its desire to participate in the Product Theater and authorizing the third-party organization to act on its behalf with regard to the Product Theater. This letter should be sent to the TCT Meetings Conference Office at TCTMeetings@mcw.edu.

TCT Meetings will notify those Sponsors approved to participate and will provide the assigned date, time, and location for the Product Theater. Full participation fee is due within 30 days of Sponsor's receipt of application approval notification or the Product Theater space will be released to another Sponsor.

PARTICIPATION FEE

The Product Theater participation fee is \$40,000 USD per one-hour program. Included in this Product Theater pricing is the standard audio-visual package from Freeman AV, the exclusive AV company for the Product Theaters. More details of the audio-visual package can be found in the "Equipment" section on page 3.

SCHEDULE AND LOCATION

A total of eight (8) Product Theater time slots will be available during times that do not conflict with TCT Meetings programming in accordance with the schedule below. All Product Theaters will be held in the World Center Marriott. All time slots will be scheduled by the TCT Meetings.

PERMISSIBLE TIMES

Slot 1 Wednesday, Feb 19, 1:30PM-2:30PM
Slot 2 Wednesday, Feb 19, 8:00PM-9:00PM
Slot 3 Thursday, Feb 20, 1:30PM-2:30PM
Slot 4 Thursday, Feb 20, 7:00PM-8:00PM

Slot 5 Friday, Feb 21, 1:30PM-2:30PM
Slot 6 Friday, Feb 21, 7:30PM-8:30PM
Slot 7 Saturday, Feb 22, 1:30PM-2:30PM
Slot 8 Sunday, Feb 23, 7:00AM-8:00AM

REGISTRATION

Product Theater attendee registration is required and will be handled by the Sponsor or the Sponsor's designated third-party meeting planning organization. Because Product Theaters are not associated with TCT Meetings, Sponsors are advised to provide specific details and contact information on how attendees should register for this activity. Attendees of a Product Theater must be registered for TCT Meetings to attend the Product Theater.

PROMOTIONAL MATERIALS

All materials intended to promote Product Theaters must be approved by the TCT Meetings prior to release and distribution, including advertisements, announcements, broadcast e-mail messages, brochures, envelopes, flyers, invitations, press releases/media communications, signage, solicitations, websites, and other materials (Promotional Materials).

Because changes to promotional materials may be required, it is strongly recommended that review and approval by TCT Meetings occur before printing or production of the same.

All approved promotional materials must contain the following statement in a prominent type size and location:

"This promotional activity is provided by [INSERT SPONSOR NAME] and is not certified for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the TCT Meetings, ASTCT or CIBMTR."

No other phrase or reference to ASTCT, CIBMTR, or the TCT Meetings is permitted on promotional materials. The TCT Meetings logo or TCT Meetings graphics may not be used on promotional materials. The words "education," "educational," or "symposium" and phrases such as "presented during" or "presented in conjunction with" are also prohibited on promotional materials. This rule applies to materials developed for use before, during and after the event.

ONLINE AGENDA

The title of Product Theaters will be listed on the TCT Meetings online agenda. Title must be emailed to the TCT Meetings office at TCTMeetings@mcw.edu by Friday, January 10, 2020. Additionally, the TCT Meetings office will post Product Theater agendas within the meeting track online; agendas are due to the TCT Meetings office at TCTMeetings@mcw.edu by Friday, January 31, 2020. The TCT Meetings will not post the names of Product Theater speakers or chairs.

SIGNS

Two signs, professionally produced and at Sponsor's cost, may be displayed outside the assigned meeting room as well as in the convention center pre-function area, at the discretion of the TCT Meetings. Signs are not to exceed 26"x63" pop up banner or 24"x36" mounted poster. Permission must be given by TCT Meetings for placement of presentation flyers or signs in any other area of the meeting hotels or the convention center, except for the Sponsor's TCT Meetings exhibit booth. TCT Meetings reserves the right to remove and discard signs and flyers of any Sponsor or organization violating this policy.

CATERING AND CONVENTION CENTER

Sponsors are responsible for making all logistical arrangements associated with their participation in the Product Theater directly with World Center Marriott. TCT Meetings will provide the contact information to Sponsor's primary contact. After Product Theater assignments have been provided to Sponsors, TCT Meetings assumes no responsibility for the loss or reduction of meeting space, nor convention center or other costs associated with the Product Theater, including but not limited to: set-up charges, additional room rental, audio visual, food and beverage, hotel reservations, speaker arrangements, electric, etc. TCT Meetings reserves the right to ask Sponsors to switch their assigned space due to lower than expected attendance figures. If this occurs, TCT Meetings and the convention center will not provide associated compensation.

Arrangements for room set up, food and beverage selections (if applicable), and billing must be made directly with representatives at the World Center Marriott. They can provide menus and floor plans upon request. Sponsor or Sponsor's designated third-party meeting planning organization are responsible for all expenses incurred related to their Product Theater participation. TCT Meetings, ASTCT and CIBMTR bear no financial obligation for expenses incurred by Sponsors for Product Theaters.

EQUIPMENT

The participation fee includes a standard Product Theater AV Package:

• Screen	• Lectern with microphone
• Projector	• Wireless microphone
• Audio system	• Wireless remote slide advancer/laser pointer
• Black drape	• AV set-up/strike and onsite AV technician

Any additional audiovisual needs will be at your own expense and must be ordered directly with Freeman AV, the exclusive provider of AV equipment for Product Theaters. When designing staging and production for the Product Theater, please keep in mind that in most cases set up time will be limited to one hour. Freeman AV contact information: Jim Genette, email: TCTMAudioVisual@freemanco.com, phone: (214) 837-7563.

Deadline to order any additional AV and receive a discount on AV equipment is **December 13, 2019**. Final deadline is **January 31, 2020**.

TCT Meetings reserves the right to restrict and/or dismiss at any time and in its sole discretion any Product Theater exhibit or portion thereof, including Sponsor representative(s), it deems undesirable, in poor taste, or offensive to attendees.

CHANGES/WITHDRAWALS

Changes to assigned time slots must be requested in writing to the TCT Meetings Conference Office at TCTMeetings@mcw.edu and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by TCT Meetings and may not be modified.

There will be no refunds for Product Theater cancellations after **December 13, 2019**. For Sponsors who withdraw from participation before December 13, 2019, 50% of the fee will be nonrefundable and will be retained by TCT Meetings, and the balance returned to the Sponsor.

Please note, TCT Meetings does not guarantee attendance for Product Theaters and will not refund fees based on attendance or lack thereof.

LIMITATION OF LIABILITY

TCT Meetings, ASTCT and CIBMTR will not be responsible for any loss, injury or damage incurred by a Sponsor or its representatives, contractors and/or agents in connection with participation in a Product Theater. The Sponsor hereby releases TCT Meetings, ASTCT and CIBMTR from any and all claims, injury or damage arising from or relating to the content, behaviors or any other aspects of the Product Theater.

PROMOTIONAL OPPORTUNITIES

Take advantage of the following opportunities available to promote the Product Theater.

Mailing List Rental: Access to the 2020 TCT Meetings pre-registrant mailing list for one-time use is included in the cost of the Product Theater. Mailing lists in PDF format or printed Avery mailing labels will be provided by TCT Meetings approximately one month prior to the start of the meetings. Per GDPR requirements regarding European attendees, the Mailing List Rental will only include attendees who consent to allow us to use their data.

Door Drop: The TCT Meetings door drop may be used to promote Product Theaters. See the [Rate Card](#) for more information.

Exhibits: Sponsor representatives may distribute invitations, flyers, etc. from within the Sponsor's assigned exhibit space during the TCT Meetings. The distribution of invitations, flyers, etc. is **strictly prohibited** in all public spaces of the convention center or other hotels.

Signage: Promotional signs are permitted within the size specifications listed on page 2 under signs, in the convention center pre-function area. Signs may not be posted until the preceding Product Theater has ended and signs must be removed no later than two hours after conclusion of the Product Theater event.

SECURITY AND INSURANCE

The Product Theater area(s) will not be secured. TCT Meetings, ASTCT and CIBMTR will not be liable for damage to or loss of Sponsor's property, nor shall TCT Meetings, ASTCT or CIBMTR be liable for any injury or damage that may occur in the Product Theater area.

ADDITIONAL INFORMATION

For questions or additional information, contact the TCT Meetings Conference Office at TCTMeetings@mcw.edu.

Any Sponsor found to be non-compliant with these terms and conditions may be banned from participating in the Product Theater and/or additional action may be taken at the sole discretion of TCT Meetings.

All matters and questions not covered by the above are subject to the discretion of TCT Meetings, ASTCT and CIBMTR. These terms and conditions may be amended by TCT Meetings at any time, and all amendments shall be equally binding on all parties. In event of any amendment or addition, written notice will be given by TCT Meetings to such parties.

This application for a Product Theater, the formal notice for space assignment by TCT Meetings and all deposits together constitute a contract for the right to participate in the Product Theater.

The TCT Meetings has the full authority to interpret or amend these terms and conditions, and its decision is final. Sponsor agrees to abide by any amendments that may hereafter be adopted. Sponsor waives any rights or claims of damages arising out of enforcement of any terms or conditions contained herein.

PLEASE COMPLETE AND SUBMIT THE PRODUCT THEATER APPLICATION [ONLINE NOW!](#)