QUICK FACTS FOR EXHIBITORS

MEETINGS PLATFORM:
The 2021 TCT Meetings of ASTCT & CIBMTR – Digital Experience will be hosted on the MeetingPlay platform. MeetingPlay has been able to make our vision for a digital experience come to life with a 3D lobby that will make you feel like you’re live and in-person with us, and an exhibit hall that will offer great opportunities for networking and gamification.

TIME ZONE:
The time zone for the 2021 TCT Meetings of ASTCT & CIBMTR – Digital Experience will be: CENTRAL STANDARD TIME (CST)

SHOW SCHEDULE:
Designated Exhibit Hours: The exhibit hall will be open and can be staffed from 10:30 AM – 1:30 PM daily on the Meeting Play platform during the week of the 2021 TCT Meetings – Digital Experience, Monday-Friday, February 8-12, 2021. Focused exhibit hours will be held during the breaks each day; approximate break times are below:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, February 8, 2021</td>
<td>10:30 AM - 11:00 AM</td>
</tr>
<tr>
<td></td>
<td>12:30 PM - 1:30 PM</td>
</tr>
<tr>
<td>Tuesday, February 9, 2021</td>
<td>11:00 AM - 11:30 AM</td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 1:30 PM</td>
</tr>
<tr>
<td>Wednesday, February 10, 2021</td>
<td>11:00 AM - 11:30 AM</td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 1:30 PM</td>
</tr>
<tr>
<td>Thursday, February 11, 2021</td>
<td>11:00 AM - 11:30 AM</td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 1:30 PM</td>
</tr>
<tr>
<td>Friday, February 12, 2021</td>
<td>10:30 AM - 11:00 AM</td>
</tr>
<tr>
<td></td>
<td>12:00 PM - 12:15 PM</td>
</tr>
</tbody>
</table>

GAMIFICATION:
Gamification for the 2021 TCT Meetings of ASTCT & CIBMTR will be focused around behavior-based activities involving the exhibit hall. Examples of attendee activities will include (but not be limited to) the following:
- Complete polls
- Talk to ‘x’ number of exhibitors
- Watch ‘x’ number of videos

Prizes for the games will be granted by the TCT Meetings of ASTCT and CIBMTR and will be communicated in advance of the meetings.
<table>
<thead>
<tr>
<th>EXHIBITOR SUPPORT TIER STRUCTURE</th>
</tr>
</thead>
</table>

### PLATINUM $250,000

**Networking & Attendee Engagement**
- Schedule video call 11 meetings
- Live text 11 chat capabilities

**Visibility**
- Button with logo in premium location on booth landing page
- Ability to update content within profile
- Logo on registration site
- Logo on exhibit lobby
- Logo in conference email
- Recognition in opening session (no logo)
- Logo included in TCT Meetings Welcome Video
- Opportunity to provide an insert in the digital conference bag

**Booth Listing Location**
- Premium
- In exhibit hall

**Registrations**
- Number of registrations with access for one week (25)

**Post-Access**
- Post-registration mailing list
- Post-registration mailing list with data filters

**Industry Presentation**
- Ability to post 10-15 minute podcast
- Gamification

**Company Profile**
- Name
- Country
- URL
- Description Characters (1000)
- Product Categories (10)
- Social Media Links
- Banner at top of Profile
- Logo in Profile
- Photos/Images (3)
- Videos (5 min maximum) (3)

**Additional Opportunities**
- Ability to pull daily reports of booth activity
- Attendee polls

### GOLD $100,000

**Networking & Attendee Engagement**
- Office Hours to meet with attendees
- Schedule video call 11 meetings
- Live text 11 chat capabilities

**Visibility**
- Button with logo in tiered location on booth landing page
- Ability to update content within profile
- Logo on registration site
- Logo on exhibit lobby
- Logo in conference email
- Recognition in opening session (no logo)
- Logo included in TCT Meetings Welcome Video
- Opportunity to provide an insert in the digital conference bag

**Booth Listing Location**
- Premium
- In exhibit hall

**Registrations**
- Number of registrations with access for one week (15)

**Post-Access**
- Post-registration mailing list

**Industry Presentation**
- Ability to post 10-15 minute podcast
- Gamification

**Company Profile**
- Name
- Country
- URL
- Description Characters (750)
- Product Categories (5)
- Social Media Links
- Banner at top of Profile
- Logo in Profile
- Photos/Images (4)
- Videos (5 min maximum) (1)

**Additional Opportunities**
- Ability to pull daily reports of booth activity
- Attendee polls

### SILVER $50,000

**Networking & Attendee Engagement**
- Schedule video call 11 meetings
- Live text 11 chat capabilities

**Visibility**
- Button with logo in tiered location on booth landing page
- Ability to update content within profile
- Logo on exhibit lobby
- Logo in conference email

**Booth Listing Location**
- In exhibit hall

**Registrations**
- Number of registrations with access for one week (10)

**Post-Access**
- Post-registration mailing list

**Industry Presentation**
- Gamification

**Company Profile**
- Name
- Country
- URL
- Description Characters (500)
- Product Categories (3)
- Social Media Links
- Photos/Images (3)

**Additional Opportunities**
- Ability to pull daily reports of booth activity

### BRONZE $15,000

**Networking & Attendee Engagement**
- Live text 11 chat capabilities

**Visibility**
- Button with logo in tiered location on booth landing page
- Ability to update content within profile

**Booth Listing Location**
- In exhibit hall

**Registrations**
- Number of registrations with access for one week (3)

**Industry Presentation**
- Gamification

**Company Profile**
- Name
- Country
- URL
- Description Characters (250)
- Product Categories (2)
- Photos/Images (2)

**Additional Opportunities**
- Ability to pull daily reports of booth activity

### EXHIBIT ONLY $6,800

**Visibility**
- Button with logo in tiered location on booth landing page
- Ability to update content within profile

**Booth Listing Location**
- In exhibit hall

**Registrations**
- Number of registrations with access for one week (2)

**Industry Presentation**
- Gamification

**Company Profile**
- Name
- Country
- URL
- Description Characters (200)
- Product Category (1)
- Photos/Images (1)

**Additional Opportunities**
- Ability to pull daily reports of booth activity
EXHIBITOR PLATFORM

The following pages are designed by the 2021 TCT Meetings – Digital Experience Platform – MeetingPlay. The information is intended to showcase all available exhibitor options for the 2021 TCT Meetings. In some instances, options shown may not be available in your specific tier, so please refer to specific Tier guidelines above for your specific options.

EXHIBITOR POINT OF CONTACT:
Exhibitors should designate one person to be the contact for the exhibit booth. This person will be responsible for ensuring that deadlines are met, and information is uploaded into the portal correctly, and by communicated deadline. IMPORTANT NOTE: This person should be someone who intends to register as an attendee for the 2021 TCT Meetings. If this person is different than named on the exhibitor application, please contact the TCT Meetings Conference Office as soon as possible.

ACCESS TO THE PORTAL:
The exhibitor point of contact will have access to the exhibitor portal to begin uploading information on January 14, 2021; booth collateral needs to be uploaded by January 28, 2021.

WEBINAR:
A webinar will be scheduled for January 21, 2021 to review instructions for uploading content into your exhibit booth, and to answer any additional questions by exhibitors. Watch your email for the webinar date and time.

BOOTH ACTIVITY REPORTS:
All exhibitors of the 2021 TCT Meetings will have the ability to pull daily booth activity reports. A list of fields available in the reports are listed below; only attendees who have ‘opted in’ to share their information for marketing purposes will display in the report.

- First name
- Last name
- Credentials
- Attendee type
- Email address
- Mailing address
- Phone number

THANK YOU:
On behalf of the entire TCT Meetings planning team, we thank you for supporting the 2021 TCT Meetings of ASTCT & CIBMTR – Digital Experience! We know that our meetings will look very different than in live meetings past, but we hope the experience will be the same or better! If you have any further questions for us, please contact the TCT Meetings Conference Office. We will ‘see’ you in February!
2021 TCT Meetings Digital Exhibit Planning At-A-Glance:

Make the most of your 2021 TCT Meetings Digital Exhibit Experience by gathering content, training your team, and building your digital exhibit ahead of the 2021 TCT Meetings. Below you will find helpful recommendations and important dates to help guide your journey to the 2021 TCT Meetings!

1. Gather Content
   - Content is king! Take your time to ensure you feature the best quality content for your booth.
   - Feature an array of content that includes video (if applicable), whitepapers, datasheets, and brochures.

2. Build Your Exhibit
   - Attend the live Exhibit Training webinar on January 21, 2021. This webinar will be recorded and provided to exhibitors.
   - Exhibits can be built from January 14-January 28, 2021.
   - Please have your exhibit build out completed and all your content uploaded by January 28, 2021.

3. Live Meetings Staff
   - Training for Live Day Booth Staff will be January 28, 2021.
   - Exhibit Hall is open daily during the 2021 TCT Meetings from 10:30 AM - 1:30 PM (CST); see page 1 of the exhibitor kit for focused exhibit time slots.
   - Equip your booth with experts that can answer questions and facilitate the conversation.

For questions, email the TCT Meetings Office: TCTMeetings@mcw.edu
VIRTUAL EVENT ENGAGEMENT PLATFORM
EXHIBIT HALL
Exhibitor Listing

- Exhibitors can be segmented based on categories/levels if applicable
- Logo: 533px wide by 260px tall – JPG or PNG.
  - Pulls from the Virtual Hall Logo field (under the Virtual>Media tab) in the portal
- Exhibitor Name
  - Pulls from Company Name field in the portal
- Exhibitor Description – displays first 100 characters
  - Pulls from the Content field in the portal
Commercials (optional)
- Displays ONLY outside of showcase/demo hours
- Can have multiple commercials – if so they will loop together. Sort order can be set to select order played.
- Video file must be mp4 and hosted on your own server or an external video hosting platform (ex. Vimeo or YouTube)
- Pulls from the Commercials field (under the Virtual>Media tab) in the portal

Company Logo
- Displays ONLY outside of showcase/demo hours
- Logo: 400px wide by 275px tall – JPG or PNG.
- Pulls from the Virtual Hall Logo field (under the Virtual>Media tab) in the portal
About

- The about tab displays the company description and external website links.
- Company description pulls from the Content field in the Overview tab in the portal.
- Website links (up to 5) pull from the Overview tab in the portal.
Exhibitor Page

Special Offers
- Displays products and/or exclusive offers to attendees
- Content can include:
  - Title/name
  - Description
  - External Link
  - JPG or PNG image
- For best viewing, 4 product/offers max is recommended

Exhibitor Schedule
- Shows times the exhibitor will be available for a live demo/showcase to present and interact with participants
- Exhibitors are allowed up to 2 one hour time slots per each meeting day.
- Demo name, date & time, and description are loaded via the portal under the Virtual>Schedule tab.
Downloads

- Add files for participants to view and download
- Supported file types are PDF, DOC, PPT, and JPG
- Max size per file is 10MB
- Files are uploaded in the portal via the Assets/Files tab
Office Hours: Showcases & Demos

During the times on the exhibitor schedule, the exhibitor page becomes an interactive space where sponsor representatives are able to:

- Go live on camera to participants who join the page
- Share their screen with participants
- Chat with participants via the Live Chat area
Exhibitor Page Specifications

Page Specifications

- **Company Description:** 1,000 characters max (recommended)
- **Logo:** 200 x 200 pixels .jpg/.png
- **Listing Banner:** 350w x 195h pixels .jpg/.png
- **Social Links:** Supply up to 5 custom links
- **Videos:**
  - Supply an mp4 link for videos (Max 3 per sponsor)
  - Recommended max time: 10 minutes (Per SOW)
  - Plays when Live Sponsor Showcases are not being held
- **Collateral:** Supply PDF(s) for your virtual exhibit page (Per SOW, 50 max)
- **Representatives:** Supply list of representatives who will interact in the booth
- **Special Offers:** Supply up to 5 Special Offers with image (400w x 200h px), description, and link for attendees to view. (Per SOW)
- **Please allow up to 15 minutes for changes to be reflected on the live site**
EXHIBITOR RULES & REGULATIONS

It is the responsibility of the official Exhibitor representative to see that all booth staff are made aware of and adhere to all rules and regulations and conduct themselves in a professional manner.

The TCT | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR – Digital Experience (TCT Meetings) reserves the right to interpret, amend, and enforce these contract conditions, rules, and regulations at any time as it deems proper to ensure the success of the exposition. Written notice of any amendments or interpretations shall be given to all contracted Exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.

All booth activities and content must be professional in nature and provide educational information related to the field of bone marrow transplantation and cellular therapy. This reservation includes personas, things, conduct, printed material, or anything the TCT Meetings judge to be objectionable. In the event of such restriction or eviction, the TCT Meetings are not liable for any refund to the Exhibitor.

All digital exhibit space, Exhibitor directory listings, Product Theaters, digital bag inserts, and mailing list rentals must be paid in full prior to the start of the TCT Meetings. Exhibitors with outstanding balances will not be permitted access to the digital exhibit hall.

The TCT Meetings requires payment in full no later than January 18, 2021. Failure to make payments does not release the contracted or financial obligation of the Exhibitor.

FAILURE TO ADHERE TO POLICY:
Exhibiting companies that violate this policy could face a suspension of exhibiting privileges. The TCT Meetings strictly enforce the rules and regulations and will hold all parties responsible for upholding them.

AMERICANS WITH DISABILITIES ACT:
Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act, and shall hold the TCT Meetings harmless from any consequences of an Exhibitor’s failure in this regard.

USE OF NAMES AND LOGOS:
The ASTCT, CIBMTR, MCW logos may not be used on any materials produced by organizations other than the TCT Meetings itself. Use of the TCT Meetings’ name and copyrighted materials requires prior written approval by the TCT Meetings.

CANCELLATION POLICY:
Notification of cancellation of digital exhibit space must be submitted in writing to the TCT Meetings Conference Office (email acceptable: TCTMeetings@mcw.edu) prior to December 28, 2020. Cancellations received in writing on or before December 28, 2020 are subject to an administrative fee of $250. Cancellations received after December 28, 2020 will NOT be
refunded. Paid space unclaimed by 7:00 PM on Sunday, February 7, 2021 may be repossessed without indemnity and reassigned by the TCT Meetings.

Exhibitor, as a condition of being permitted by the TCT Meetings to be an Exhibitor in the digital show, agrees to indemnify, defend, and hold harmless the TCT Meetings, its directors, officers, employees, agents, and subcontractors from any and all loss which Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside the TCT Meetings control. The terms of this provision shall survive the termination or expiration of this Contract.

Notwithstanding anything in this contract to the contrary, should the event as rescheduled be cancelled due to the COVID-19 virus, Exhibitor shall be entitled to return of all monies paid to the TCT Meetings by Exhibitor for space costs, less processing fee of 15% of Exhibitor exhibit fees.

ADVANCE APPROVAL FOR BOOTH ACTIVITIES:
Exhibitors must send a list of planned activities for approval before January 11, 2021 to the TCT Meetings Conference Office. Exhibitor materials and information posted within the digital exhibit booth are considered booth activities and do not need to be included in the Exhibitors’ approval request. All booth activities and content must be professional in nature and provide educational information related to the field of hematology, transplantation, and cellular therapy. Please contact the TCT Meetings Conference Office with any questions.

FUNDRAISERS:
Fundraisers, auctions, or activities that involve donations to organizations other than the TCT Meetings are not permitted in the digital exhibit hall. Activities designed to provide donations to the TCT Meetings must be pre-approved by the TCT Meetings Conference Office by January 11, 2021. Please contact the TCT Meetings Conference Office with any questions.

GIVEAWAYS:
All items posted in the digital exhibit hall must be useful to the participants at the meetings and/or their professional activities. Items must be made available to all TCT Meetings attendees, regardless of registration type or demographics, as long as supplies last. Please also note the following restrictions:

Commercial Exhibitors
It is the TCT Meetings’ policy that all giveaways by commercial Exhibitors in the digital exhibit hall meet the giveaway standards of the PhRMA Code, whether or not the companies have adopted the PhRMA Code. In keeping with the PhRMA Code, all giveaways by commercial Exhibitors must be designed primarily for the education of patients or healthcare professional Such giveaways must also be of modest value (under $10) and available to all registered attendees immediately upon request.

DRAWINGS:
A ‘Drawing’ is allowed but should not be called a ‘Raffle’ unless the Exhibitor has secured a ‘Raffle’ license within the state the TCT Meetings will be held. The prices must be reviewed and approved prior to January 11, 2021.