Exhibit and Support Prospectus

2018 Exhibit and Support Prospectus

#BMTTandem18

BMT Tandem Meetings
February 21-25, 2018
Salt Lake City, Utah

Comprehensive Update on Blood and Marrow Transplantation and Cellular Therapies
• Laboratory Research • Clinical Investigations • Patient Care
OVERVIEW

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 one week. By combining the meetings, over 3,500 participants are expected, with approximately 18% from outside the United States. Historically, about 47% of attendees are physicians (MDs) and researchers (PhDs), 16% nurses, 7% advanced practice professionals, 6% clinical data coordinators, and 5% pharmacists.

IMPORTANT DATES

<table>
<thead>
<tr>
<th>August</th>
<th>Registration and Housing Opens</th>
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<tr>
<td>OCT 3</td>
<td>Early Registration Deadline</td>
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<tr>
<td>DEC 15</td>
<td>Final Meeting Materials Recognition Deadline</td>
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<tr>
<td>FEB 20</td>
<td>Exhibit Move-in 10:00 a.m. - 5:00 p.m.</td>
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<tr>
<td>FEB 21</td>
<td>Exhibits Open 7:00 a.m. - 2:00 p.m.</td>
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<tr>
<td>FEB 22</td>
<td>Exhibits Open 7:00 a.m. - 2:00 p.m.</td>
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<tr>
<td>FEB 22</td>
<td>Reception 6:15 p.m. - 7:15 p.m.</td>
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<td>FEB 23</td>
<td>Exhibits Open 7:00 a.m. - 2:00 p.m.</td>
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<tr>
<td>FEB 24</td>
<td>Exhibits Open 7:00 a.m. - 2:00 p.m.</td>
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<tr>
<td>FEB 24</td>
<td>Exhibit Move-out 2:00 p.m. - 6:00 p.m.</td>
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The Center for International Blood and Marrow Transplant Research (CIBMTR), a research collaboration between the National Marrow Donor Program® (NMDP)/Be The Match® and the Medical College of Wisconsin, 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 over 465,000 HCT recipients from over 400 transplant centers in 52 countries. The CIBMTR is a voluntary research organization of basic and clinical scientists collaborating to address important issues in blood and marrow transplantation (BMT) and cellular therapies. Active in BMT research since 1972, the CIBMTR collects information on the results of BMT and cellular therapies and uses this information to identify ways to improve transplant outcomes.

CIBMTR Scientific Program Chair
Frederick R. Appelbaum, MD
Fred Hutchinson Cancer Research Center
Seattle, WA

cibmtr.org

The American Society for Blood and Marrow Transplantation is an international professional membership association of more than 2,300 physicians, investigators and other healthcare professionals promoting blood and marrow transplantation and cellular therapy research, education, scholarly publication and clinical standards. From its beginning, ASBMT activities have been in eight broad areas, representing the interests of transplant clinicians and investigators and the patients they serve:

- Research
- Representation
- Clinical Standards
- Regulation
- Communications
- Accreditation
- Reimbursement
- Recruitment
- Training

ASBMT Scientific Program Chair
Jerome Ritz, MD
Harvard Medical School
Boston, MA
asbmt.org

The BMT Tandem Meetings include scientific sessions, poster sessions, symposia and workshops on a wide variety of current issues in allogeneic and autologous transplants, and cellular therapies, including 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.
EDUCATIONAL OPPORTUNITIES

CREDIT
Continuing Medical Education (CME) for physicians and contact hours for allied health professionals will be provided by the Medical College of Wisconsin. Nursing and pharmacy credits will also be available for some sessions.

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 and cellular therapy 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, and novel cellular therapies;

• Report on contemporary principles in BMT nursing, pharmacy, data management, clinical research analysis, pediatric transplantation and transplant center administration.
2017 BMT Tandem Meetings
Gaylord Palms Convention Center
Orlando, Florida | Feb. 22-26

3,491 Registrants

82% Domestic Attendees
18% International Attendees

2017 Attendee Demographics

Parallel Conferences
- Advanced Practice Professionals
- Transplant Nurses
- BMT Clinical Research Associates
- BMT Pharmacists
- BMT Administrators
- Pediatric Physicians
- Medical Directors
- Fellows-in-Training

Participant Demographics
- 42% Physicians (MDs) and Researchers (PhDs)
- 16% Nurses
- 7% Exhibitors
- 7% Advanced Practice Professionals
- 6% Pharmacists
- 5% Fellows-in-Training

Top Countries Represented
- United States: 2,716
- Canada: 92
- Japan: 68
- Australia: 51
- Germany: 33
- Turkey: 25
- China: 22
- Sweden: 17
- United Kingdom: 16
- Greece: 16

2,716 United States
92 Canada
68 Japan
51 Australia
33 Germany
25 Turkey
22 China
17 Sweden
16 United Kingdom
16 Greece
2017 SUPPORTERS

THANK YOU

AABB
Actinium Pharmaceuticals, Inc.
Alexion Pharmaceuticals
Amgen, Inc.
Astellas Pharma US, Inc.
Biosafe America, Inc.
BloodCenter of Wisconsin
bluebird bio
BostonSight
Celgene Corporation
Cerus Corporation
Chimerix, Inc.
City of Hope
Coram CVS Specialty Infusion Services
DKMS
Feel Good, Inc.
Foundation Medicine
Fresenius Kabi USA, LLC
Fresenius Medical Care
Gilead Sciences, Inc.
HistoGenetics
Immudex
Incyte Corporation
Janssen Biotech, Inc.
Jazz Pharmaceuticals, Inc.
Karyopharm Therapeutics, Inc.
Kashi Clinical Laboratories
Kite Pharma, Inc.
LabCorp
LABS, Inc.
Management Science Associates, Inc.
Medware Information Systems, Inc.
Memorial Sloan Kettering Cancer Center
Merck & Company
Miller Pharmacal Group, Inc.
Miltenyi Biotec, Inc.
NanoEnTek USA, Inc.
Nebraska Medicine
Novartis
Omeros Corporation
Oncology Nursing Certification Corporation
One Lambda, Inc. A Thermo Fisher Scientific Brand
OriGen Biomedical
OTTR Chronic Care Solutions, Inc.
Oxford Immunotec
Pharmacyclics, LLC
Sandoz Biopharmaceuticals
Sanofi Genzyme
Sarah Cannon
Seattle Cancer Care Alliance
Seattle Genetics
Shire
Spectrum Pharmaceuticals, Inc.
Stafa Cellular Therapy
STEMSOFT Software, Inc.
stemTrak
Takeda Oncology
TeleResults Corporation
Terumo BCT
Texas Medical Specialty, Inc.
The Children's Hospital of Philadelphia
University of Florida Cancer Center
University of Florida Health Shands Hospital
Viracor Eurofins
2018 EXHIBITOR INFORMATION

RESERVE YOUR EXHIBIT ONLINE NOW!

BENEFITS OF EXHIBITING
• Exposure to the world’s top BMT and Cellular Therapy physicians and allied health professionals
• Professionally assembled pipe and drape exhibit area featuring 10’x10’, 10’x20’ or 10’x30’ exhibits
• Meeting coffee breaks, food functions and Thursday networking reception are located within the exhibit area
• Exhibitors will appreciate traffic flow throughout the day into the scientific plenary, concurrent and symposia sessions and poster hall
• Two complimentary meeting registrations included
• Acknowledgement in meeting materials and the Mobile App

EXHIBIT MOVE-IN
Tuesday, February 20
10:00 a.m. - 5:00 p.m.

EXHIBIT HOURS
Wednesday, February 21
7:00 a.m. - 2:00 p.m.
Thursday, February 22
7:00 a.m. - 2:00 p.m.
Networking Reception
6:15 p.m. - 7:15 p.m.
Friday, February 23
7:00 a.m. - 2:00 p.m.
Saturday, February 24
7:00 a.m. - 2:00 p.m.

EXHIBIT MOVE-OUT
Saturday, February 24
2:00 a.m. - 6:00 p.m.

EXHIBIT RATES

10’ X 10’ Exhibits
$6,600 10’ x 10’
$8,600 10’ x 10’ CORNER

10’ X 20’ Exhibits
$18,000 10’ x 20’
$20,000 10’ x 20’ CORNER

10’ X 30’ Exhibits
$25,500 10’ x 30’
$28,500 10’ x 30’ CORNER

• Rates include a Networking Reception in the exhibit area Thursday night from 6:15 - 7:15 p.m.
• All Exhibit Rates are for 4 days and include 2 complimentary meeting registrations
• Publishing companies pay 50% and non-profit companies pay 25% of the above listed rate
• 20x20 Exhibits are also available at the rate of $36,500
SALT PALACE CONVENTION CENTER

BOOTH ALLOCATION POLICY
BMT Tandem Meetings Management will confirm exhibit space upon receipt of a signed electronic 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.

EXHIBITOR KIT
A complete exhibitor kit, including rules and regulations, vendor contact information, shipping information and freight and labor deadlines will be available in Fall 2017 and sent to each confirmed exhibitor.
2018 SUPPORT OPPORTUNITIES

RESERVE YOUR SUPPORT OPPORTUNITY ONLINE!

BMT Tandem Meetings Support

$250,000 PLATINUM

$100,000 GOLD

$50,000 SILVER

$15,000 BRONZE

(Does not include exhibit fees.)

• Support of any of the below items includes acknowledgement in the meeting materials and on-site signage as applicable.

• $30,000 or more in support for meeting components in non-CME Educational Support listed above are eligible for a standard 10 x 10 exhibit at no cost. ACCME guidelines preclude using support of CME Educational Activities as credit toward an exhibit.

• Additional advertising opportunities at the Salt Palace are available! Please contact us for available options.

EDUCATIONAL SUPPORT

• $75,000 to $130,000 each Mealtime CME Symposia
• $65,000 each Plenary Session
• $50,000 Transplant Nursing Conference
• $50,000 Pediatric BMT Educational Track
• $50,000 Clinical Education Conference (NP, PA-C, etc.)
• $50,000 Clinical Research Associates Conference
• $40,000 BMT Pharmacists Conference
• $40,000 BMT Administrative Directors Conference
• $35,000 each Concurrent Scientific Session
• $30,000 BMT CTN Coordinators Conference
• $25,000 each or $45,000 for both Poster Sessions
• $25,000 WBMT Scientific Session
• $25,000 E. Donnall Thomas Lecture
• $25,000 Mortimer M. Bortin Lecture
• $5,000 to $40,000 IT and Informatics Sessions
• $5,000 Orientation to ASBMT and CIBMTR

SATELLITE SYMPOSIA

We offer high-quality mealtime CME 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.

SUPPORT CONTACT

Sherry L. Fisher
slfisher@mcw.edu

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2018 SUPPORT OPPORTUNITIES

MARKETING / PROMOTIONAL SUPPORT

• **$100,000** BMT Tandem Reception (partial support available)
• **$70,000** BMT Tandem Meetings Electronic Capture (Dec. 15 deadline)
• **$65,000** Posters and Abstracts Online and on USB (Dec. 15 deadline)
• **$45,000** Registration Tote Bag (no product logo allowed)
• **$35,000** Product Theater in Convention Center (see supplement for details)
• **$25,000** Portable Mobile Device Chargers
• **$20,000** Live Streaming of Sessions
• **$10,000** ASBMT Public Service Award
• **$10,000** each or **$30,000** for all week, Daily Coffee / Refreshment Breaks
• **$7,500** CIBMTR Awards for Best Clinical Research Abstracts
• **$7,500** ASBMT Awards for Best Basic Research Abstracts
• **$5,000** each CIBMTR Working Committee Meeting

PRODUCT THEATERS

We are offering Product Theaters on site. These sessions offer a great opportunity to host a function for physicians and other professionals in the BMT field.

ADVERTISING OPPORTUNITIES

• **$45,000** WiFi for Full Conference
• **$30,000** Abstract Book
• **$25,000** Meeting Events Mobile App
• **$25,000** Web Banner with corporate logo included in all housing confirmation emails
• **$25,000** Internet Access Center
• **$25,000** each or **$65,000** for all three, Meeting Events Digital Schedule Boards
• **$25,000** Digital Twitter feed monitor with corporate logo
• **$20,000** Name Badge Wallet (no product logo allowed)
• **$20,000** Pocket Guide Schedule at a Glance
• **$20,000** Meeting Notebook
• **$15,000** Speaker Ready Room (including on screen corporate logo)
• **$5,200** per ad, Daily Ad Space
• **$5,000** Preliminary Program Email Blast
• **$2,500** to **$5,500** Ad in Door Drop, see rate card online
## 2018 SCIENTIFIC TOPICS

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<thead>
<tr>
<th>Topic</th>
<th>Chair</th>
<th>Fee</th>
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<tbody>
<tr>
<td><strong>ASBMT Plenary: 25th Anniversary of the ASBMT</strong> - K Komanduri, Chair</td>
<td>Plenary $65,000</td>
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<td><strong>Gene Therapy and Gene Editing</strong> - J Tisdale, Chair</td>
<td>Plenary $65,000</td>
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<td><strong>Chronic GVHD (prevention &amp; treatment): Immunomodulation agents and Cell Infusion Strategies</strong> - K MacDonald, Chair</td>
<td>Plenary $65,000</td>
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<tr>
<td><strong>Mechanisms of Leukemia Relapse After HSCT</strong> - J DiPersio, Chair</td>
<td>Plenary $65,000</td>
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<tr>
<td><strong>Building a Safer and Faster CAR: Seatbelts, Airbags and CRISPR</strong> - M Perales, Chair</td>
<td>Plenary $65,000</td>
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<td><strong>Hematopoietic Stem Cell Expansion</strong> - M Horwitz, Chair</td>
<td>Concurrent $35,000</td>
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<td><strong>Virus Specific T-Cells: Broadening Applicability</strong> - C Bollard, Chair</td>
<td>Concurrent $35,000</td>
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<tr>
<td><strong>Survivorship Challenges after Hematopoietic Cell Transplantation</strong> - B Savani, Chair</td>
<td>Concurrent $35,000</td>
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<tr>
<td><strong>Autologous Transplant for Malignant Diseases</strong> - J Sweetenham, Chair</td>
<td>Concurrent $35,000</td>
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<tr>
<td><strong>Autologous Transplant for Non Malignant Diseases</strong> - H Atkins, Chair</td>
<td>Concurrent $35,000</td>
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<tr>
<td><strong>Treatment of Post Transplant Relapse</strong> - S Forman, Chair</td>
<td>Concurrent $35,000</td>
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### SPECIAL SESSIONS

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<tr>
<th>Session</th>
<th>Fee</th>
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<tr>
<td>E Donnall Thomas Lecture</td>
<td>$25,000</td>
</tr>
<tr>
<td>Mortimer M Bortin Lecture</td>
<td>$25,000</td>
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### UPCOMING BMT TANDEM MEETINGS

- **February 20-24, 2019** **HOUSTON, TX**
- **February 19-23, 2020** **ORLANDO, FL**
- **February 11-15, 2021** **HONOLULU, HI**
Reserve your exhibit and support opportunity today!

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 the CIBMTR and ASBMT websites.

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 15, 2017.

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.