



Transplantation &
Cellular Therapy MeetingsSM
of ASTCT* and CIBMTR*

The 2021 TCT Meetings
Digital Experience

February 8-12, 2021

2021 DIGITAL PRODUCT THEATER SUPPLEMENT

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.

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 and time, 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 \$41,000 USD per one-hour program. Pre-recorded Product Theaters will be hosted on the TCT Meetings Digital-Experience platform through Sunday, February 14, 2021 and then hosted online starting Monday, February 15, 2021.

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 hosted on the TCT Meetings – Digital Experience Platform. All time slots will be scheduled by the TCT Meetings.

PERMISSIBLE TIMES

Slot 1 Tuesday, Feb 9, 7:30AM-8:30AM CST

Slot 3 Thursday, Feb 11, 7:30AM-8:30 AM CST

Slot 2 Wednesday, Feb 10, 7:30AM-8:30AM CST

Slot 4 Thursday, Feb 11, 2:00PM-3:00PM CST

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 the 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 the 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 the TCT Meetings staff 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 Monday, January 4, 2021. Additionally, the TCT Meetings staff will post Product Theater agendas, and speakers or chairs within the meeting track online; agendas are due to the TCT Meetings office at TCTMeetings@mcw.edu by Friday, January 8, 2021.

GUIDELINES:

- Slide Size: Recommended slide size is **Widescreen 16:9**
- Presenter Agreement: Review the Presenter Agreement within your Speaker Center on behalf of all speakers, before submitting your response to the agreement form. Once your response is submitted, you will be able to access the pre-record presentation and handout modules to review instructions and upload files.
- Pre-Record Presentation: Upload your pre-recorded presentation no later than Tuesday, January 12, 2021, by way of the Speaker Center. The Pre-Record presentation module located within your Speaker Center includes detailed instructions and tutorials on successfully pre-recording and uploading your presentation. All presentations must be pre-recorded unless this is in violation of the sponsor's compliance policy.
 - In cases where a pre-recorded session violates the sponsor's compliance policy, a live version session is possible, please contact the [TCT Meetings Conference Office](#) to discuss.

- Handouts: As the point of contact for your Product Theater, you are highly encouraged to upload handouts into your Speaker Center by Tuesday, January 12, 2021, so they can be posted to the online program for attendee use prior to the start of the meetings.
- Attendance Reporting: The final **attendee list** will be provided within 2-3 weeks post meetings. In compliance with GDPR, if an attendee chooses not to share certain details, the information will be removed from the final report prior to distribution.

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 18, 2020**. For Sponsors who withdraw from participation before December 18, 2020, 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.

PROMOTIONAL OPPORTUNITIES

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

Mailing List Rental: Access to the 2021 TCT Meetings pre-registrant mailing list for one-time use is included in the cost of the Product Theater. Mailing lists in Excel format 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.

Digital Meeting Bag: The TCT Meetings Digital Meeting Bag may be used to promote Product Theaters. The rate card will be available soon.

Exhibits: Sponsor representatives may distribute invitations, flyers, etc. from within the Sponsor's assigned exhibit space during the TCT Meetings.

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!