

TANDEM MEETINGS

Transplantation & Cellular Therapy Meetings
of ASTCT® and CIBMTR®

PRODUCT & INNOVATION THEATER SUPPLEMENT

Salt Palace Convention Center
Salt Lake City, UT - February 2-6, 2022

PRODUCT & INNOVATION THEATERS

Product & Innovation 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 2022 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR (2022 Tandem Meetings). The Sponsor or Sponsor's designated third-party meeting planning organization is responsible for all aspects of Sponsor's participation in the Product & Innovation Theaters, including planning, promotion, management, and payment of all associated costs. Associated costs can include but are not limited to catering, additional meeting room rental, additional audiovisual equipment, electrical services, and labor.

Product & Innovation 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 & Innovation Theater attendees is prohibited. The material presented in Product & Innovation 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 & Innovation Theaters may only be conducted upon approval by the Tandem Meetings staff. Potential Sponsors should complete an [application form](#) and submit with a non-refundable 25% deposit to The Medical College of Wisconsin/Tandem 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 & Innovation Theater and authorizing the third-party organization to act on its behalf with regard to the Product & Innovation Theater. This letter should be sent to the Tandem Meetings Conference Office via [email](#).

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

SCHEDULE AND LOCATION

New for the 2022 Tandem Meetings, the Product & Innovation Theaters are available for either 30- or 60-minute timeslots. Permissible timeslots are outlined below; these timeslots were selected during times that will not conflict with Tandem Meetings programming. All Product & Innovation Theaters will be held in the Exhibit Hall of the Salt Palace Convention Center. All time slots will be scheduled by the Tandem Meetings staff.

DAILY PERMISSIBLE TIMES

10:00 AM – 10:30 AM	12:00 PM – 1:00 PM	1:30 PM – 2:30 PM
30 MINUTES ONLY; 2 SLOTS	30 OR 60 MINUTES	30 OR 60 MINUTES
	2 SLOTS PER 30 OR 2 SLOTS PER 60	2 SLOTS PER 30 OR 2 SLOTS PER 60

PARTICIPATION FEES

The Product & Innovation Theater participation fees are as follows:

- **30-minutes: \$25,000**
- **60-minutes: \$45,000**

Included in the Product & Innovation Theater pricing is the standard audio-visual package from Freeman AV, the exclusive AV company for the Tandem Meetings. More details of the audio-visual package can be found in the "Equipment" section on page 3.

REGISTRATION

Speakers:

Speakers of Product & Innovation Theaters must be registered attendees of the 2022 Tandem Meetings. The sponsor or designated third party meeting planning organization are responsible for ensuring speaker registration. The Tandem Meetings will not provide a complimentary registration code for speakers of Product & Innovation Theaters.

Attendees:

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

Staff:

Staff who attend the Tandem Meetings for the purpose of staffing sponsored the Product & Innovation Theaters may contact Tandem Meetings staff via [email](#) to discuss registration options. Please limit one contact per Product & Innovation Theater.

PROMOTIONAL MATERIALS

All materials intended to promote Product & Innovation Theaters must be approved by the Tandem Meetings staff 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).

As changes to promotional materials may be required, it is strongly recommended that review and approval by Tandem 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 & Innovation Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the Tandem Meetings, ASTCT or CIBMTR."

No other phrase or reference to ASTCT, CIBMTR, or the Tandem Meetings is permitted on promotional materials. Neither the Tandem Meetings name nor Tandem 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 Tandem Meetings will post the title and agenda of Product & Innovation Theaters in the online agenda. Both the title and agenda must be [emailed](#) to the Tandem Meetings by Thursday, December 30, 2021. The names of speakers and chairs will not be posted in the online agenda.

SIGNS

A total of two signs, professionally produced and at Sponsor's cost, may be displayed either outside the assigned meeting room and/or in the convention center pre-function area, at the discretion of the 2022 Tandem Meetings. Signs are not to exceed 26"x63" pop up banner or 24"x36" mounted poster. Permission must be given by Tandem meetings staff for placement of presentation flyers or signs in any other area of the meeting hotels or the convention center, except for the Sponsor's Tandem Meetings of ASTCT and CIBMTR exhibit booth. The Tandem Meetings of ASTCT and CIBMTR 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 catering arrangements associated with their Product & Innovation Theater directly with Centerplate Catering. Additionally, all audio-visual arrangements should be made with Freeman AV. The Tandem Meetings of ASTCT and CIBMTR will provide the contact information to Sponsor's primary contact for both catering and audio visual. After Product & Innovation Theater assignments have been provided to Sponsors, the Tandem Meetings of ASTCT and CIBMTR assumes no responsibility for the loss or reduction of meeting space, nor convention center or other costs associated with the Product & Innovation Theater, including but not limited to set-up charges, additional room rental, audio visual, food and beverage, hotel reservations, speaker arrangements, electric, etc. The Tandem Meetings of ASTCT and CIBMTR reserves the right to ask Sponsors to switch their assigned space due to lower than expected attendance figures. If this occurs, the Tandem Meetings of ASTCT and CIBMTR will not provide associated compensation.

Arrangements for food and beverage selections (if applicable), and billing must be made directly with representatives of Centerplate Catering. They can provide menus upon request. Sponsor or Sponsor's designated third-party meeting planning organization are responsible for all expenses incurred related to their Product & Innovation Theater participation. The Tandem Meetings of ASTCT and CIBMTR, ASTCT and CIBMTR bear no financial obligation for expenses incurred by Sponsors for Product & Innovation Theaters.

EQUIPMENT

The participation fee includes a standard Product & Innovation Theater AV Package:

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

Any additional audio-visual needs will be at your own expense and must be discussed with the Tandem Meetings of ASTCT and CIBMTR staff and Freeman AV, the exclusive provider of AV equipment for Product & Innovation Theaters. When designing staging and production for the Product & Innovation Theater, please keep in mind that in most cases set up time will be limited to 30-60 minutes. All additional AV equipment and requests must be included and paid for in the Product & Innovation Theater application. The application may be edited to add additional requests.

The Tandem Meetings of ASTCT and CIBMTR reserves the right to restrict and/or dismiss at any time and in its sole discretion any Product & Innovation 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 Tandem Meetings of ASTCT and CIBMTR Conference Office via email and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by the Tandem Meetings of ASTCT and CIBMTR and may not be modified.

There will be no refunds for Product & Innovation Theater cancellations after **December 3, 2021**. For Sponsors who withdraw from participation before December 3, 2021, 50% of the fee will be nonrefundable and will be retained by the Tandem Meetings of ASTCT and CIBMTR, and the balance returned to the Sponsor.

Please note, the Tandem Meetings of ASTCT and CIBMTR does not guarantee attendance for Product & Innovation Theaters and will not refund fees based on attendance or lack thereof.

LIMITATION OF LIABILITY

The Tandem Meetings of ASTCT and CIBMTR, 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 & Innovation Theater. The Sponsor hereby releases the Tandem Meetings of ASTCT and CIBMTR, 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 & Innovation Theater.

PROMOTIONAL OPPORTUNITIES

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

Mailing List Rental: Access to the 2022 Tandem Meetings of ASTCT and CIBMTR pre-registrant mailing list for one-time use is included in the cost of the Product & Innovation Theater. Mailing lists in Excel format will be provided by Tandem Meetings of ASTCT and CIBMTR 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 Tandem Meetings of ASTCT and CIBMTR door drop may be used to promote Product & Innovation Theaters. See the rate card for more information (available in fall 2021).

Exhibits: Sponsor representatives may distribute invitations, flyers, etc. from within the Sponsor's assigned exhibit space during the Tandem Meetings of ASTCT and CIBMTR. 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 & Innovation Theater has ended and signs must be removed no later than two hours after conclusion of the Product & Innovation Theater.

SECURITY AND INSURANCE

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

ADDITIONAL INFORMATION

For questions or additional information, contact the Tandem Meetings of ASTCT and CIBMTR Conference Office via TandemMeetings@mcw.edu.

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

All matters and questions not covered by the above are subject to the discretion of the Tandem Meetings of ASTCT and CIBMTR, ASTCT and CIBMTR. These terms and conditions may be amended by the Tandem Meetings of ASTCT and CIBMTR 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 the Tandem Meetings of ASTCT and CIBMTR to such parties.

This application for a Product & Innovation Theater, the formal notice for space assignment by the Tandem Meetings of ASTCT and CIBMTR and all deposits together constitute a contract for the right to participate in the Product & Innovation Theater.

The Tandem Meetings of ASTCT and CIBMTR 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 & INNOVATION THEATER APPLICATION ONLINE NOW!