



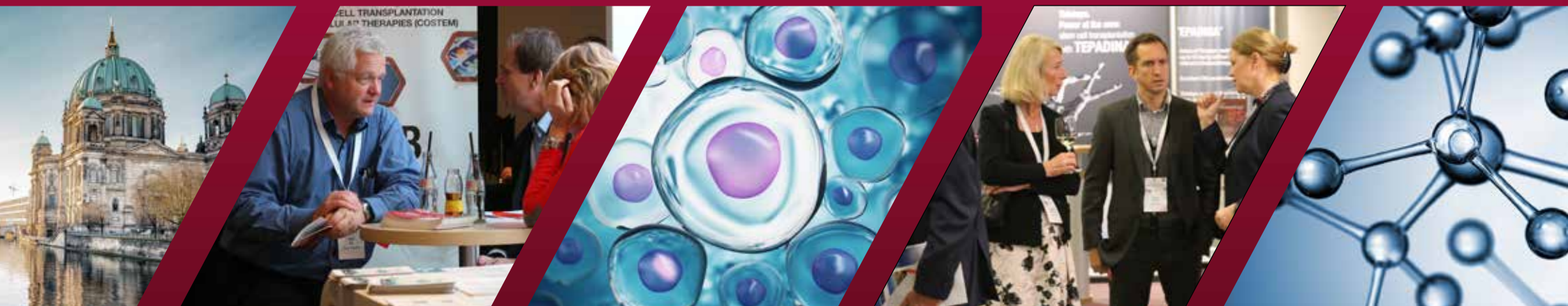
The 5<sup>th</sup> Congress on Controversies in

**STEM CELL TRANSPLANTATION AND CELLULAR THERAPIES (COSTEM)**

October 24-27, 2019 | Berlin, Germany



## Sponsorship and Exhibition Prospectus









## Dear Potential Sponsor/Exhibitor

Following the success of the four previous meetings of the International Congress on Controversies in Stem Cell Transplantation and Cellular Therapies (COSTEM), we are honored to invite you to the 5th COSTEM Congress, which will be held in Berlin, Germany, October 24-27, 2019.

The 5th COSTEM Congress will continue to push the envelope and be a progressive, compelling and informative conference. As in the past, COSTEM continues to serve as a unique platform, where the most compelling and controversial topics facing clinicians in these fields are presented in a fascinating and exciting debate forum.

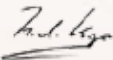
The congress promotes excellence through dynamic debate and presentations by international experts. Aiming to integrate expansive information with optimal implementation in clinical care, this state-of-the-art congress is unique in its focus on resolving vital controversies in stem cell transplantation and cellular therapies.

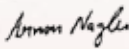
This interactive congress encourages active participation in debate discussions, and challenges global experts to promote their positions on a wide range of burning issues – providing clinicians the opportunity to share, express and compare experiences in order to establish and advance effective and reliable patient treatments.

Incorporating feedback from previous years, we have updated our Sponsorship and Exhibition Prospectus and have a wide range of support opportunities to maximize your visibility in accordance with your marketing strategy, objectives and budget.

If you are interested in exploring your participation as a sponsor and/or exhibitor further, please contact us as soon as possible by emailing the Congress Secretariat at [costem@cme-congresses.com](mailto:costem@cme-congresses.com).

We look forward to partnering with you on this Congress in 2019.

  
**Prof. N. Kröger**

  
**Prof. A. Nagler**

*COSTEM Co-Chairs*





## SCIENTIFIC PROGRAM MAIN TOPICS

- CAR-T cell therapy
- Haploidentical stem cell transplantation
- Cellular therapy
- Transplantation
- GvHD prevention and treatment
- Cord blood transplantation
- Mesenchymal stem cell
- Acute leukemia
- Myelodysplastic syndrome
- Multiple myeloma
- Hodgkin and Non-Hodgkin lymphoma
- Myeloproliferative neoplasm
- Virus specific T-Cell therapy
- NK Cell therapy
- Microbiome
- Genome editing and genetherapy
- Bone marrow failure syndrome
- Bi-specific antibodies

## COMMITMENT TO THE HIGHEST STANDARDS IN CME/CPD

We are committed to delivering within the platform of the conference valuable knowledge based on independent, transparent, and effective CME/CPD educational programs by:

- Championing best practice in CME
- Maintaining and improving standards
- Mentoring and educating
- Working in collaboration with critical stakeholders



# INTERNATIONAL CME ACCREDITATION

An application for CME credit will be made once the scientific program is finalized. Further details will be available via the official Congress website.

## GENERAL INFORMATION

### Venue:

#### Andel's Hotel Berlin

Landsberger Allee 106

10369 Berlin, Germany

Add pictures of hotel from hotel website and past congress

### Contacts:

COSTEM Industry Liaison:

Julia Gebhardt Mrs.)

julia@cme-congresses.com

Mobile: +49-15202950431

### Congress Secretariat:

costem@cme-congresses.com

### Congress Organizer:

info@cme-congresses.com

Tel: +44-2032899552

CME-Congresses Ltd. is the official Congress organizer of the COSTEM Congress

For more information, please visit [www.cme-congresses.com](http://www.cme-congresses.com)





## LEVELS OF SUPPORT

*(Level determined by the accumulation of items of value)*





## BENEFITS FOR ALL SUPPORTERS

There is a range of sponsorship opportunities meant to assist maximizing sponsors' visibility in accordance with their marketing strategy, objectives and budget.

The COSTEM organization is happy to offer special sponsorship packages at various levels that will provide sponsors unique exposure and prominence. Sponsors may also choose straight from the list of individual items to build a package that is tailor-made to their needs.

Please contact the Industry Liaison to design a custom-made package.

All sponsors and exhibitors will receive the following benefits regardless of sponsorship level.

- Logo and company profile on Congress website
- Logo and company profile in printed program book and acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Congress newsletter

**Presidential Circle and Platinum level sponsors will receive special acknowledgment by Congress Co-Chairs at the Congress Opening Ceremony.**

### SUPPORTER PROFILE AND LOGO

Upon completion of the sponsorship agreement, companies will be asked to send a 100-word company profile and their logo (*in high-resolution*) to the organiser.





## SPONSOR PACKAGE OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES	PRESIDENTIAL	PLATINUM	GOLD	SILVER
<b>Satellite symposia</b>				
Satellite symposia (priority of timeslot and hall selection based on - sponsorship level) based on - sponsorship level)	2	1	1	-
<b>Exhibition</b>				
Sqm space included in package	18	12	9	6
Priority assignment of exhibition space (according to level of + sponsorship package	+	+	+	+
<b>Additional benefits</b>				
Number of additional items to choose from sponsorship items list *	2	2	1	-
Free registrations	20	10	5	3
Special acknowledgement at the Annual Meeting Opening Ceremony	+	+		
Discount on additional exhibition space and sponsorship items	20%	15%	10%	5%

\*Additional items to choose from do not include industry satellite symposia, CME accredited sessions and Post-Congress Highlights video. Priority of items is based on sponsorship level



# SPONSORSHIP OPPORTUNITIES

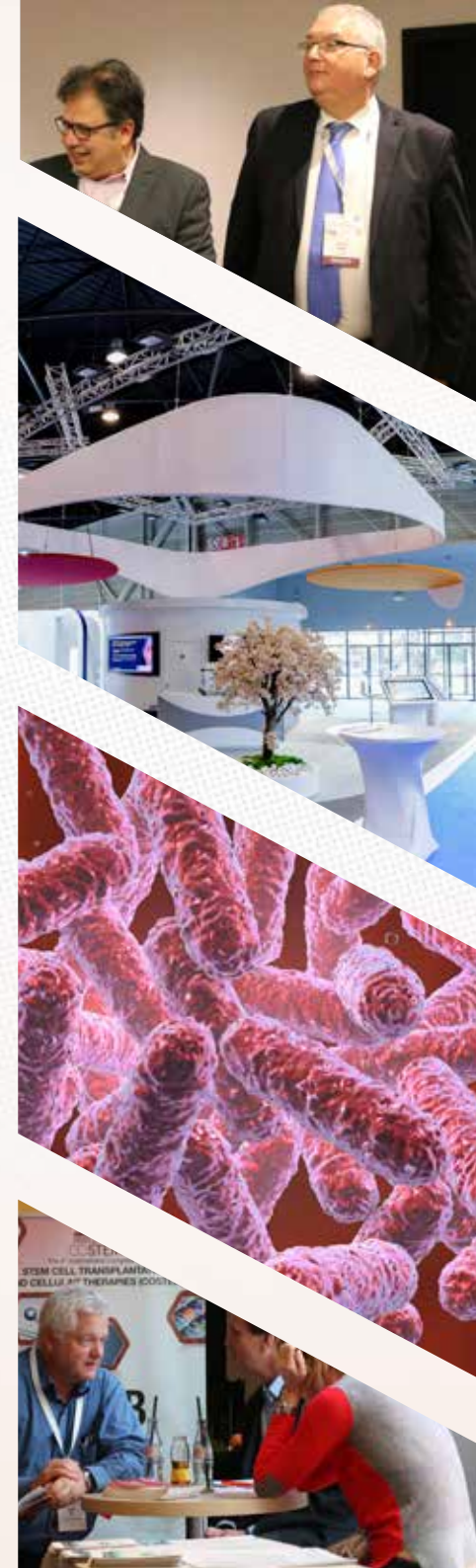
## EDUCATIONAL AND SCIENTIFIC

### PLENARY SATELLITE SYMPOSIA (LUNCH SLOT € 55,000, PRIME SLOT € 50,000)

The fee for the satellite symposium includes the following:

- Opportunity to organise a satellite symposium of up to 90 minutes (lunch symposia is limited to 60 minutes).
- Hall rental
- Standard audio/visual equipment
- Publication of the satellite symposium program on Congress website
- Publication of the satellite symposium program in printed program book
- 3 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the symposium
- 1 bag insert
- 1 full page colour adv. in printed program book
- Should company decide to video symposia, at the company's request industry symposia recording will be hosted on the Congress website (for at least one year)

Symposia sessions are non-CME sessions and are indicated as "industry symposia". As such, companies are free to choose their topics, invite speakers and control content, however the final program is subject to the final approval of the Scientific Program Committee. The supporting company, in addition to the sponsorship fee, must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress organizer.





## SPONSORSHIP OPPORTUNITIES

### PRE-CONGRESS INDUSTRY WORKSHOP € 25,000

60-minute interactive session with your target audience in a personal atmosphere to enhance knowledge exchange.

The fee for the pre-Congress workshop includes the following:

- Opportunity to organise a 60-minute pre-Congress workshop.
- Hall rental
- Standard audio/visual equipment
- Publication of pre-Congress workshop program on Congress website
- 2 free satellite symposium badges for company staff
- Permission to prepare 2 free-standing signs that will be placed in public areas of the venue on the day of the pre-Congress workshop
- 1 bag insert
- Should company decide to video workshop, at the company's request workshop recording will be hosted on the Congress website (for at least one year).

Pre-Congress workshops are non-CME sessions and are indicated as "industry workshops". As such, companies are free to choose their topics, invite speakers and control content, however the final program is subject to the final approval of the Scientific Program Committee. The supporting company, in addition to the sponsorship fee, must cover all speaker expenses including registration, accommodation and travel expenses. This also applies in case a speaker has already been invited by the Congress organizer.

### ACCREDITED CONTINUING MEDICAL EDUCATION (CME) SESSION € 35,000

*Opportunity to support an existing session or suggest a session as part of the CME-approved scientific program via an unrestricted educational grant.*

The fee includes the following:

- Hall rental
- Standard audio/visual equipment
- Free Congress registration for 3 delegates
- 1 bag insert
- 1 full page colour adv. in printed program book
- Grant includes costs of up to 3 participating speakers of that session



# SPONSORSHIP OPPORTUNITIES

## ACCREDITED CONTINUING MEDICAL EDUCATION (CME) PRESENTATION € 18,000

*Opportunity to support an existing presentation or suggest a presentation as part of the CME approved scientific program via an unrestricted educational grant.*

The fee includes the following:

- Hall rental
- Standard audio/visual equipment
- Free Congress registration for 3 delegates
- 1 bag insert
- Grant includes costs of the presenting speaker of that presentation

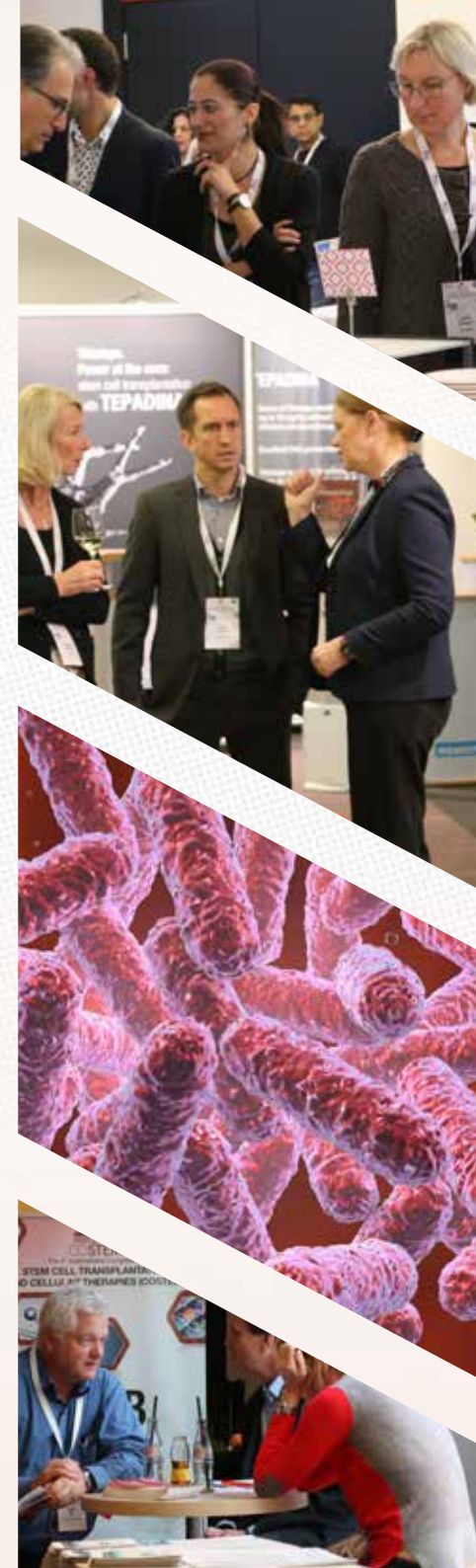
## POSTER AREA € 10,000 (EXCLUSIVE SPONSORSHIP)

All Congress participants are welcome to attend and enjoy networking with colleagues and poster viewing at the poster area. Sponsors' benefits include exclusive signage with sponsor logo at the poster area.

## EXTENDED SPECIAL VISIBILITY BENEFITS

### POST-CONGRESS HIGHLIGHTS VIDEO € 30,000 (EXCLUSIVE SPONSORSHIP)

The Congress Organizing Committee will prepare a video including highlights from the Scientific Program and interviews with Congress Co-Chairs and speakers. The Post Congress Highlights Video will be posted on the Congress website and sent to all Congress participants. The sponsor's logo will be displayed and the Co-Chairs will acknowledge the sponsor in the video.





# SPONSORSHIP OPPORTUNITIES

## PROMOTION, BRANDING AND NETWORKING

### **WELCOME RECEPTION: € 15,000 (EXCLUSIVE SPONSORSHIP)**

All Congress participants are invited to the Welcome Reception. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official online invitation, exclusive signage with sponsors logo presented at the event and opportunity for sponsor to distribute material at the event.

### **FACULTY DINNER € 15,000 (EXCLUSIVE SPONSORSHIP)**

Official dinner for all Congress invited faculty. High sponsorship visibility during event. Sponsors benefit include logo displayed on the official invitation, exclusive signage with sponsors logo presented at the event and sponsors representatives will be invited to the dinner.

### **LUNCH BREAKS: € 15,000/PER LUNCH**

Exclusive sponsorship of a lunch break on one of the Congress days. Featured recognition with the company's logo on a sign in the lunch area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

### **CONGRESS FOLDERS € 8,000 (EXCLUSIVE SPONSORSHIP)**

Custom made folders will be distributed to all Congress participants. Folders will house all the Congress printed material. High sponsor visibility on this item. Sponsor benefits include sponsor logo on the back of the folder.

### **SPEAKERS' READY ROOM: € 7,000 (EXCLUSIVE SPONSORSHIP)**

Sponsor benefits include acknowledgement displays on the signage inside and outside of the speakers' ready room; and the sponsor's logo on all printed and digital Congress material providing information about Speakers' Preview Room. Mouse pads can be provided in-kind.

### **ANNUAL MEETING LANYARDS: € 7,000 OR € 5,000 + PROVIDED IN KIND (EXCLUSIVE SPONSORSHIP)**

Lanyards will be given to each delegate at the registration area upon arrival and registration at the Congress.



# SPONSORSHIP OPPORTUNITIES

## EMAIL BLAST: € 3,500

Promote your company/symposium to all registered Congress participants. The Congress organizer will send out an HTML-based email to its mailing list on your requested date. Sponsor will have the opportunity to promote their activities during the Congress by creating an electronic invitation that will be sent to all Congress delegates by the Organiser. Content of the invitation is subject to Congress organizer's approval.

## COFFEE BREAKS: € 3,000/PER BREAK

Exclusive sponsorship of one or more coffee breaks over the Congress days. Featured recognition with company logo on a sign in the coffee service area. Sponsors benefits include 1 bag insert. Branded napkins and other items can be provided in-kind.

## NOTE PADS AND PENS € 3,000 + PROVIDED IN KIND (EXCLUSIVE SPONSORSHIP)

Company branded note pads and pens to be distributed to Congress participants at registration.

## BAG INSERTS: € 3,000

Inclusion of promotional material such as leaflets and brochures, in the participants' Congress bags/ folders.

## FRESH FRUIT / HEALTHY SNACK STATION (PRICE UPON REQUEST)

To encourage healthy eating and keep energy levels high throughout the long Congress days, local and seasonal fruit will be available complimentary across the Congress facilities at dedicated stations.

## BRANDED SEATING AREA (PRICE UPON REQUEST)

Branded seating area for Congress participants including signage. Additional items can be provided by sponsor in-kind.

## DOOR DROPS AT CONGRESS HOTEL (PRICE UPON REQUEST)

Increase brand awareness and visibility. Branded door drops which include customized sponsor information will be distributed to all registered participants staying at the Congress hotel.





# SPONSORSHIP OPPORTUNITIES

## PRINTED PROGRAM

### FINAL PROGRAM BOOK COLOUR ADVERTISEMENT FULL PAGE

Inside page	€3,000
Main divider, industry section	€5,000
Inside back cover	€4,000

### BOOKMARK FOR THE PRINTED PROGRAM BOOK (*PRICE UPON REQUEST*)

Branded bookmark that will be distributed with the program book. Bookmarks will be provided in kind.

## EXHIBITION

The exhibition floor plan is designed to maximize exhibitor visibility to all participants. Lunch and coffee breaks will be served in the exhibition area.

Space-Only - Commercial entity	€500/sqm
Space-Only - NGO and non-profit	€300/sqm
Minimum space that can be contracted 6 sqm	

## EXHIBITION SPACE RENTAL INCLUDES:

- Net stand area
- Table and 2 chairs
- Logo and company profile on Congress website
- Logo and profile in printed program book together with acknowledgment on sponsor page
- Logo on relevant onsite signage
- Company logo on Congress newsletter

## EXHIBITOR AND REGISTRATION BADGES

Exhibitor badges will be given to all exhibitors as follows:

6 sqm spaces	2 badges
For every additional 6 sqm reserved	1 badge

Additional exhibitor badges can be purchased for €160 and onsite for €200.



# GENERAL TERMS AND CONDITIONS

**Deposit:** Once sponsorship agreement is signed, sponsor will be invoiced for the full amount, to be paid within 30 days of receipt. All support and exhibition prices quoted are in Euro and are subject to VAT where applicable.

**Cancellation policy:** Cancellation and changes to your original booking must be made in writing. For cancellations less than 30 days prior to the Congress, 100% of the total cost of each item will be retained by the Congress organizer.

**Obligations and rights of the exhibitor/sponsor:** No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

**Obligation and rights of the organizer:** The organizer undertakes to allocate exhibition space on the basis of preference expressed by applicants. Applications will be considered in order of receipt of application forms accompanied by payment. The organizer reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors. The organizer reserves the right to offer to a different firm any stand or space that has not been occupied by the eve of the opening of the exhibition, with no obligation to provide compensation to the defaulting exhibitor.

**Liability:** Organiser shall not be liable to injury or damage howsoever caused to goods and/or persons at the Congress venue. Equipment and all related display materials installed by exhibitors/sponsors are not insured by the organizer, and the organizer will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/sponsors. The exhibitor/sponsor agrees to be responsible for his/her property and person and for the property and persons of his employees and agents through full and comprehensive insurance, and shall hold harmless the organizer for any and all damage claims arising from theft and those perils.







## GENERAL TERMS AND CONDITIONS

**Force majeure:** If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident, the non-availability of the event premises or any other cause not within the control of the organizers, the organizers may at their entire discretion repay the delegate fee or service charge paid by the delegate or exhibitor, or part thereof, but shall be under no obligation to repay the whole or part of such delegate fee or service charge, and shall be under no liability to the delegate or exhibitors/sponsors in respect of any actions, claims, losses (including consequential losses, costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate or exhibitor/sponsors, as the result of the happening of any such event.

**Floor Plan:** The Congress organizer reserves the right to amend the published floor plan should it be necessary for the benefit of the exhibition and Congress.

**Shipments:** The Congress organizer is not liable for shipments that do not arrive due to custom clearance, transport delays or any other delays that may occur. Congress organizer is not liable for shipments lost or damaged due to fault of congress venue.

**Hosting country laws/pharma code:** The Congress organizer would like to have a conflict-free advertising environment and reserves the right to cancel advertising efforts. Sponsors and exhibitors are advised to consider the codes of conduct for pharmaceutical and medical companies. Furthermore, it is important to adhere to the country-specific compliance regulations on the application of medical devices, exemplified EFPIA HCP Code, EACCME/CME, code of medical ethics of the Local State Chambers of Physicians (national) and provisions of national law.







# 2019 COSTEM

The 5th Congress on Controversies in  
**STEM CELL TRANSPLANTATION AND CELLULAR THERAPIES (COSTEM)**  
October 24-27, 2019 | Berlin, Germany

