ISEH PARTNERSHIP OPPORTUNITIES

Investing in ISEH will connect you with leaders of today and tomorrow who are impacting the unique niche of hematology and stem cell research.
WHY PARTNER WITH ISEH?

International Society for Experimental Hematology (ISEH)

The International Society for Experimental Hematology promotes the scientific knowledge and clinical application of basic hematology, immunology, stem cell research, cell and gene therapy, and related aspects. ISEH achieves this through research, publications, discussion, organization of scientific meetings, and the support of new investigators. With more than 600 global members from 40 countries around the world, ISEH has a long history of being on the scientific forefront beginning with its establishment in 1971.

Partnership with ISEH will provide your company with:

- Valuable brand awareness to help you reach your organization's business goals.
- Unique and intimate opportunities to build relationships.
  - Internationally distributed *Experimental Hematology Journal*
  - Annual scientific meeting

ISEH has more than 600 members from 40 countries around the world. A niche market combination of stem cell biology and hematology professionals, ISEH members are leading researchers in their fields.

ISEH reserves the right to refuse sponsorship dollars or in-kind services that directly compete with any ISEH product or service.
WHO IS ISEH?

ISEH is a global organization focused on connecting and building a community of experimental hematologists armed with the knowledge needed to advance research and strengthen the global scientific network.

ISEH members were first to describe every known in vitro and in vivo assay for hematopoietic stem cells and progenitor cells (in vitro CFU-S, CFU-C, LTC-IC, CAFC assays and innovative in vivo transplantation assays). Others have developed and continuously redesigned methods for the purification of such cells from murine and human marrow and blood. Below are a few of the many ground-breaking discoveries/technologies contributed to the field by ISEH members:

- Insight into the nature of heterogeneity in pluripotent stem cells.
- A network biology platform to assess quality of engineered cells for patient’s transplant and suggest improvements.
- A small molecule that expands human hematopoietic stem cell self.
- Finding that inflammatory signaling is essential for the emergence of hematopoietic stem cells.
- Demonstration that hematopoietic malignancies are the result of not only malfunctioning hematopoietic stem cells but also the niche that supports them.

ISEH is the leader in providing new investigators the support to begin a successful career.

*Start now with ISEH’s new investigators and get a valued customer for life.*

ISEH is a recognized leader in the community, keeping its members connected through social media and providing year-round top-notch scientific content and education.

Sponsorships or partnership opportunities are available to reach this unique market of professionals involved in basic research and clinical trial of stem cells and hematology. From veterans in the profession to new investigators and everyone in between, connect with ISEH.

ISEH Members Professional Positions

- Scientist – 45.7%
- Student – 21.3%
- Clinician – 6.0%
- Post-Doc – 26.0%
- Industry Representative – 2.0%

ISEH Members Areas of Interest*

- Hematopoiesis – 58%
- Stem cells – 56%
- Leukemia – 30%
- Transplant – 21%
- Cytokinesis – 12%
- Erythropoiesis – 8%

*Sponsorship, Marketing Opportunities and Exhibits: Nicole Boland at +1.312.673.5828 or nboland@iseh.org*
YEAR-ROUND EXPOSURE

Maximize your brand awareness and continually reinforce your company to the ISEH community with year-round sponsorship opportunities.

Reach Our Members
All opportunities in US dollars

Connect with the unique and influential ISEH membership through sponsorship opportunities that put you in direct contact with our community.

**Member Focus Group — $7,500**
Gain valuable qualitative insights and feedback directly from members with an in-person focus group at the Annual Scientific Meeting. Size of group would be approximately 7–12 people; ISEH will provide meeting room space and will assist with recruiting participants based on desired population segment. Sponsoring company is responsible for participant incentives.

**Vendor Webinar — $5,000**
Interact and educate members with a live online educational presentation, including promotional support of event.

**Membership Mailing Insert — $3,000**
Provide a printed insert to be included with the ISEH renewal notice which is mailed to every member. Insert must fit inside a standard #10 envelope with a maximum size of 8.5 x 11.

**Member Survey — $3,000**
Conduct quantitative research with a targeted, web-based survey to a subset of the ISEH membership. All content must be reviewed and approved by ISEH.

**Community White Paper — $2,000**
Post your authoritative report on the ISEH website and share with our members.

Awards and Fellowships

Your company can directly impact future research and educational offerings by supporting ISEH awards and fellowships.

**ISEH Eugene Goldwasser Fellowship — $5,000 (2 available)**
Three ISEH Eugene Goldwasser Fellowships will be given annually to support New Investigators (post-doctorate) to advance their training in hematology and stem cell research by traveling to other labs and participating in current studies. Two $5,000 Fellowships will be provided.

**McCulloch and Till Award and Lecture — $5,000**
Gain exposure when you support a prestigious junior investigator to present a key lecture to the ISEH community during the Annual Scientific Meeting.

**Donald Metcalf Award and Lecture — $5,000**
Demonstrate your commitment to hematology when you support the most distinguished ISEH award and Annual Scientific Meeting opening lecture.

**New Investigator Travel Award — $2,000**
Support new investigators’ travel to the 2017 Annual Meeting in Frankfurt, Germany. Your support ensures that at least one new investigator can afford the opportunity to network and glean ideas from some of the top hematology/stem cell scientists in the world. All donors will be listed on the ISEH website, and recognized at the Annual Meeting.

**New Investigator Invited Lecture — $5,000**
This coveted lecture is a source of pride to both invited speaker and New Investigator Committee.
YEAR-ROUND EXPOSURE (CONT’D)

Maximize your brand awareness and continually reinforce your company to the ISEH community with year-round sponsorship opportunities.

Web-based Exposure

Maximize your reach and sponsorship dollars with the various web-based opportunities available. The global ISEH membership is online and ready to learn about your company.

**Connections Support — $7,500**
Sponsor a year of the ISEH, bi-monthly electronic newsletter. This highly valued membership benefit has a readership of 2,800 individuals — on average 27% view rate, ensuring your company has widespread brand awareness. Your support will go towards research content published in the newsletter, giving our readership access to cutting-edge scientific developments in the hematology and stem cell field.

**New Investigator Career Center — $2,500**
This online career center connects new investigators with future employers. Companies can post their open job positions, knowing that qualified professionals are accessing this exclusive job search resource.

**Website Advertising — $750**
The go-to resource for all industry professionals. Advertise your product or service on this high traffic resource, broadening your reach to ISEH members and beyond. Your website graphic/company logo will be placed on premier website pages for two months.

New Product Announcement — $550
Get your product front and center with purchasers and consumers. Announcement includes company logo, product image, short description, and direct link.

**Connections Advertising — $500**
Feature a product or service with this unique advertising opportunity. Delivered right to the email inbox of each ISEH member, advertising in the Connections bi-monthly electronic newsletter is an affordable way to spread awareness. Ad remains in the archived issue.

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<tr>
<th>Dimensions in pixels</th>
<th>1 X</th>
<th>2X</th>
<th>3X</th>
<th>6X (All Year)</th>
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<tbody>
<tr>
<td><strong>Newsletter Lead Banner (Connections)</strong></td>
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<td>$500</td>
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<td><strong>Website Banner, sits in left column. (pricing is for 60 days)</strong></td>
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<td>$1,400</td>
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Sponsorship, Marketing Opportunities and Exhibits: Nicole Boland at +1.312.673.5828 or nboland@iseh.org
The ISEH Annual Scientific Meeting brings together 400 clinicians, scientists, and laboratory/industry professionals for the exchange and discussion of original, unpublished, and significant research advances in the area of hematology and stem cell biology. The ISEH Annual Scientific Meeting is THE place for scientific and research related suppliers to meet with high-level, influential decision makers from around the world in an intimate, memorable setting. In addition to senior level professionals, ISEH also welcomes many new investigators who are beginning to build long-lasting relationships with and loyalty to products and services. Secure your participation in the ISEH Scientific Meeting today!

**Content Areas Include:**
- Cell and Gene Therapy
- Gene Regulation
- Leukemia
- Heme Development
- Myeloproliferative Syndrome
- Cellular Dynamics, the Niche, and Model Systems
- Apoptosis and Hematopoietic Cancers
- Developmental Biology

**Schedule subject to change**
# Educational and Foundation Support

**Friends of ISEH Sponsorship Levels**

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<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Silver</td>
<td>$2,500</td>
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<tr>
<td>Gold</td>
<td>$5,000</td>
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<tr>
<td>Platinum</td>
<td>$8,500</td>
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**New Investigator Travel Award**—$2,000

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<tr>
<th>Benefit</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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</thead>
<tbody>
<tr>
<td>Onsite recognition for New Investigator Travel Award support</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Logo on website, abstract book and event signage as Friends of ISEH</td>
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<td>•</td>
<td>(1)</td>
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<tr>
<td>Complimentary Registration(s)</td>
<td>•</td>
<td></td>
<td>(2)</td>
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<tr>
<td>Dedicated email sent on your behalf to ISEH Membership</td>
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<tr>
<td>Exhibit Booth</td>
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<tr>
<td>Web banner in <em>Connections</em> Newsletter</td>
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<tr>
<td>Registration Bag Insert</td>
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</table>
GAIN EXPOSURE AND PROMOTE YOUR COMPANY

The ISEH Annual Meeting is an ideal opportunity to get the attention of a valuable and influential audience. Take advantage of education, exhibit, and advertising opportunities to meet your company’s business objectives. Contact Nicole Boland at +1.312.673.5828 or nboland@iseh.org to develop a package tailored to your unique needs.

Exhibit Opportunities

All opportunities in US dollars

**Table Top (only) Exhibit — $2,000 (6 ft)**
- One (1) 6 ft skirted table and two side chairs
- One (1) full conference registration, (1) exhibitor-only badge
- Company listing with abstract materials (750 character company description to be included if contract and payment received by 1 May 2017)
- Inclusion in online and print Exhibitor Directory, with link to company website
- Pre- and Post- conference delegate mailing list for one-time use (upon request)
- 50% discount on ISEH membership mailing list for one-time use
- Admittance to the Welcome Reception

*ISEH Table Top display space is sold on a first-come, first-serve basis. All displays will be located in high traffic locations.*

**Gold Sponsorship Level — $5,000**
- Exhibit Booth
- One (1) full conference registration
- Insert in registration bag
- One (1) dedicated email sent on your behalf to the ISEH membership

*Valued at $5,500*

**Platinum Sponsorship Level — $8,500**
- Gold Sponsorship benefits
- Full page black and white inside Ad with abstract materials (if contract & payment received by 1 May 2017)
- Ten minute “Booth Spotlight” presented by your own personnel, at the beginning of a scientific session to spur traffic to your booth
- Electronic subscription to *Experimental Hematology*, Journal for Hematology, Stem Cell Biology, and Transplantation

*Valued at $10,000*

Brand Exposure with Sponsorship and Advertising Opportunities

**New Investigator Networking Event — $5,000**
A favorite event! More than 100 new investigators and senior scientists make valuable connections during networking event. Sponsor receives logo on napkins and on the networking “bingo” game that has become a yearly tradition.

**Luggage Tags — $4,000**
ISEH attendees are consistently traveling around the world to present their cutting edge research. Market your company by becoming an identifier for them while abroad.

**Delegate Bags — $3,500**
Given to all delegates, delegate bags are used throughout the conference and well beyond, offering “portable” advertising year-round (includes sponsor logo).

**Onsite Booklet — $3,500**
Help delegates stay organized with their printed schedule in this easy-to-reference booklet.

**Coffee Break — $3,000**
Sponsors may provide corporate-branded cups and napkins. There are seven coffee breaks offered throughout the event, sponsor may select preferred coffee break.

**Lanyards — $2,500**
Let delegates be your billboard with your logo present on all badge lanyards.

**Delegate Bag Insert — $750**
Promote your upcoming event or product.

**Poster Sessions (Friday and Saturday) — $7,500**
ISEH typically boasts over 200 posters where viewing is divided into two cocktail sessions on Friday and Saturday evening. Sponsor of this event will receive signage by the bars, logo on cocktail napkins, and five minutes at the end of the previous educational session to remind and direct attendees to the poster sessions.
Educational Opportunities

Product Symposia
Highlight new products, techniques, and scientific advances in a convenient forum to a captive audience. Drive traffic to your booth through this opportunity to share high-level information with delegates by giving an overview of your product and services to spark later booth discussion.

Product Symposia includes:
- Pre-registration of attendees
- Use of general session room
- Standard A/V Equipment to include: LCD Projector, screen, laptop, podium and podium microphone, aisle microphone for Q&A, head table, and head table microphone
- Publicity on the meeting website
- Program listing in the abstract materials
- List of pre-registered delegates for one-time use mailing of symposium invitation six weeks before the meeting
- Sponsor-designed email distributed through ISEH to pre-registrants three weeks prior to meeting (may also be sent using ISEH meeting email template)
- Opportunity to put up posters advertising session on day of satellite in high traffic areas
- Up to eight (8) free registrations for delegates to attend the satellite session ONLY

Please Note: Program content of all satellites is subject to approval by the Scientific Program Committee (see Terms and Conditions). Product Symposia assigned on a first-come, first-serve basis.

Don’t see the perfect sponsorship to suit your company’s needs? Contact Nicole Boland to discuss other opportunities: +1.312.673.5828 or nboland@iseh.org
Exhibitor Rules and Regulations

Cancellation
The exhibitor shall give ISEH notice in writing of its intention to cancel or withdraw from the event. For notices received on or before 1 May 2017 the exhibitor shall be obligated and agrees to pay 50 percent of the contract value. In the event the said notice is received after 1 May 2017, the exhibitor shall be obligated and agrees to pay 100 percent of the contract value.

Default of Occupancy
Any exhibitor failing to occupy their exhibitor booth (contracted but not cancelled) by 16:00 on Thursday, 25 August 2017, is obligated to pay the full cost of such space. ISEH has the right to take possession of said space and lease same.

Failure to Hold Event
Should any contingency prevent the holding of the 2017 Annual Scientific Meeting, ISEH shall retain only such part of the exhibitor’s rental as required for expenses incurred up to the time such contingency shall have occurred. If for any reason, the 2017 event shall be cancelled or deferred, the exhibitor waives all claims for damages or recovery of payment.

Liability and Insurance
Exhibitors shall assume and hold harmless ISEH and their respective parties from and against, any and all claims, damages, liabilities, costs, and expenses relating to exhibitor’s acts or omissions while a participant of the 2017 Annual Scientific Meeting. Including but not limited to bodily injury or property damage, except to the extent caused by gross negligence or willful misconduct.

Shipping and A/V Requirements
Exhibitors are expected to make their own arrangements to ship materials. Contact information will be provided on our website and sent via email to assist with all shipping, audio visual, and electrical needs.

Sponsor Terms and Conditions

Cancellations
Cancellations and changes to your original booking must be made in writing to ISEH. For cancellations made before 1 January 2017, 30% of the total cost of each item will be retained. Before 1 March 2017, 75% of the total cost of each item will be retained. From 1 March 2017, 100% of the total cost of each item will be retained.

Allocation of Slots
Slots are assigned on a first-come, first-serve basis. All spotlights must be organized at the official meeting venue at the official time slots offered by the organizers in their sponsorship prospectus.

Content
The program content of all satellites is subject to approval by the Scientific Program Committee. An outline of the proposed program, to include the session title and proposed speakers must be submitted to the Committee. Satellite organizers must provide details of their session on the reply form sent to them, which must be returned by the deadline indicated.

Faculty
An ISEH Board member may participate in one satellite only as a speaker, but not as a chairman. Companies will be informed if the Scientific Program Committee feels that there is excessive duplication of speakers, and companies will be invited to make changes in the interest of the overall program.

Promotion
Companies holding an official satellite may distribute flyers and other documents advertising their session. This material may be distributed only within the limits of the exhibition stand of the company holding the advertised satellite. In addition, companies are invited to advertise their satellite by using stand-alone signage devices which can be displayed at the entrance of the room and in the registration area on the day of their satellite. Posters advertising the satellites are not included in the rental price of the satellite. It is the company’s task to order, produce, and set-up the advertising posters and to dismantle them at the end of the session.
Sponsorship Agreement Form

Contact Information

Company Name

Address

City State/Province Postal Code Country

Name of Contact

Title

Telephone Fax

Email

Please provide a product/service description and high resolution logo for the final program.

Exhibit Space

Number of 6 ft tables to be purchased: ________________________________

List any exhibitor(s) you do not wish to be near: __________________________________________________________

__________________________________________________________________________

Please check applicable fee:

☐ Table Top (only) Exhibit – $2,000
☐ Platinum Sponsorship Level – $8,500
☐ Gold Sponsorship Level – $5,000

Support Opportunities

For more information please contact Nicole Boland at ISEH Headquarters by phone at +1.312.673.5828 or via email at nboland@iseh.org. All prices are in US dollars.

Year-Round Exposure

☐ Member Focus Group – $7,500
☐ Vendor Webinar – $5,000
☐ Membership Mailing Insert – $3,000

Corporate Support & Promotional Opportunities

☐ New Investigator Networking Event – $5,000
☐ Luggage Tags – $4,000
☐ Delegate Bags – $3,500
☐ Onsite Booklet – $3,500

☐ Coffee Break – $3,000
☐ Lanyards – $2,500
☐ Delegate Bag Insert – $750
☐ Poster Sessions – $7,500

ISEH and Travel Awards

☐ New Investigator Travel Awards – $2,000
☐ McCulloch and Till Award and Lecture – $5,000
☐ Donald Metcalf Award and Lecture – $5,000
☐ Fellowship – $5,000 (2 total opportunities)
☐ New Investigator Invited Lecture – $5,000

Friends of ISEH

☐ Silver – $2,500
☐ Gold – $5,000
☐ Platinum – $8,500

Application/Contract Terms

Application to exhibit/sponsor as signed and dated below by and between hereinafter called “Exhibitor/Sponsor” and ISEH. In accordance with the following terms, conditions, and regulations governing exhibits and sponsorship of the ISEH Annual Scientific Meeting, the undersigned hereby makes application for exhibit space(s) and sponsorship which, when accepted by the ISEH, becomes a contract. Terms and conditions listed in the ISEH Exhibitor/Sponsor Terms, Conditions and Rules are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due ISEH under the terms of this agreement.

Signature Date

Support Total ________________________________________________________________

Payment Information: ☐ Check ☐ Credit Card

(Please make all checks payable to: ISEH, 330 N. Wabash Avenue, Suite 2000, Chicago, IL 60611, USA. Please do not provide credit card information on this contract. Upon receipt of this contract, ISEH will email an invoice with credit card processing information.)

PLEASE SUBMIT A SIGNED COPY OF THIS APPLICATION TO:
International Society for Experimental Hematology (ISEH), 330 N. Wabash Avenue, Suite 2000, Chicago, IL 60611 or fax to +1.312.673.6936. Questions: Contact ISEH by phone at +1.312.673.5828, or email nboland@iseh.org.