



Email Blast Support Supplement

1. MEETING & SUPPORT OPPORTUNITY OVERVIEW

Tandem Meetings | Transplantation & Cellular Therapy Support of ASTCT and CIBMTR Overview

Annually, Tandem Meetings| Transplantation & Cellular Therapy Support of ASTCT and CIBMTR (Tandem Support) is the largest gathering in North America of worldwide experts in blood and marrow transplant patient care, cellular therapy, clinical investigation, and laboratory research.

ASTCT and CIBMTR have successfully hosted Tandem Meetings since their first joint annual meeting in 1995. Participants reap the benefits of attending the combined Support in a single week, including cost savings on travel and lodging, less disruption to professional schedules, and the opportunity to network with a wider circle of colleagues. Registration for the 2026 Tandem Support is open to members and non-members of ASTCT and/or CIBMTR. Tandem Meetings address timely issues in hematopoietic cell transplantation (HCT) and gene therapy along with recent developments from an experimental and clinical research perspective.



ASTCT: American Society for Transplantation and Cellular Therapy

The American Society for Transplantation and Cellular Therapy (ASTCT) is an international professional membership association of more than 3,900 physicians, investigators and other healthcare professionals promoting blood and marrow transplantation and cellular therapy research, education, scholarly publications, and clinical standards. From its beginning, ASTCT 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 and Training. More information can be found at www.astct.org.



CIBMTR: Center for International Blood & Marrow Transplant Research

The Center for International Blood & Marrow Transplant Research® (CIBMTR), a research collaboration between the Medical College of Wisconsin (MCW) and NMDP, provides a unique resource of data and statistical expertise to the scientific community for addressing centers that share data on HCT and cellular therapy outcomes and a statistical center that maintains a clinical database with information for more than 700,000 patients from more than 310 transplant centers in more than 25 countries. CIBMTR is a voluntary research organization of basic and clinical scientists collaborating to address important issues in blood and marrow transplantation and cellular therapy. The organization uses this information to identify ways to improve transplant outcomes. More information is available at www.cibmtr.org.

EMAIL BLAST SUPPORT OPPORTUNITY

Reach a broad audience of HCT and gene therapy professionals by supporting an official 2026 Tandem Meetings Email Blast. Emails are sent directly from Tandem Meetings and contain relevant attendee information such as educational content, housing and travel.

2. APPLICATION PROCESS

1. **Reserve** an opportunity by submitting your application through our floorplan management system by **Friday, November 7, 2025**. Email Blast opportunities begin in early December.
2. **Submit** payment by Wednesday, **December 10, 2025**, or prior to your scheduled Email Blast, whichever comes first.
 - a. An invoice will be sent once the Support Form is completed.
 - b. If payment is not received by the communicated due date, you will be notified via email that the Email Blast will be sent without the supported banner.
3. **Send** logo or banner and banner/destination URL by Wednesday, **December 10, 2025**, or prior to your scheduled Email Blast, to [Tandem Support](#).
 - a. If an Email Blast is scheduled prior to December, Tandem Support will communicate an alternate deadline for logo or banner artwork.
 - b. Specifications for logo or banner requirements are outlined on subsequent pages of this supplement.

FEES

- \$9,500 per Email Blast

DEADLINES

- November 7, 2025: Complete the Support Form
- December 10, 2025: Submit contract, payment, banner/destination URL and banner artwork to [Tandem Support](#).

Important note: If the above deadlines are not met, the Tandem Support team cannot guarantee that your supported Email Blast will be sent on the agreed upon send date. By engaging in a support agreement with Tandem Support, the supporter agrees to the specifications and policies noted within this document. If you have any questions, please contact [Tandem Support](#).

Reserve [ONLINE](#) today!

3. SPECIFICATIONS, APPROVAL, AND PARAMETERS

SPECIFICATIONS

1. The logo or banner must be in JPEG or PNG format. A PDF or other image file is not acceptable in place of a JPEG or PNG file.
2. Maximum logo or banner width is 650 W x 300 H
3. Graphic files must be optimized to render on mobile devices on a variety of vendor platforms (i.e., small image file sizes, alt. text for images, no animated GIFs, web-safe fonts, etc.).
4. Source code guidelines, the following cannot be used:
 - a. Background images
 - b. Div tags
 - c. Gradient images
 - d. Source code sent directly in the body of an email
 - e. Source code copied from Microsoft Office

5. A corporate banner or logo containing company name may be included on any Email Blast.
6. In accordance with CME Guidelines, any banner ad/logo containing product name and/or product information may only be included on an Email Blast that does not contain any educational content.

APPROVAL PROCESS

1. **Email Blast Testing:** A test email from Tandem Support will be sent to the supporter for review/approval prior to sending.
2. **Email Blast Approval & Scheduling:** When the test email is approved, Tandem Support will work with you to schedule the email to be sent on the specified date between October 2025 – February 2026.
Note: Tandem Support holds the master electronic communications schedule which is designed to ensure that Tandem Meetings email contacts receive no more than two (2) emails per week, except for the week of Tandem Meetings.
3. **Email Blast Scheduling Disclaimer:** Tandem Support team may revise the date of the email launch if needed; the agreed upon send date is approximate.

COMMUNICATION PARAMETERS

1. **Data Analytics:** If data analytics are desired, you must include your own tracking links within the URL. Tandem Support does not provide data analytics following deployment of the Email Blast (i.e., no open rates or click-through rates will be provided).
2. **Unsubscribe:** In accordance with the law, an unsubscribe option must be included at the bottom of every Email Blast sent to Tandem Meetings distribution lists. Tandem Support staff will respect recipients' choice to opt out of Tandem Meetings communications. In addition, emails must contain the following language at the bottom of the message:
You are receiving this message because you are a member of Tandem Meetings distribution list. Tandem Support staff do not share your name with any third-party vendors but may send relevant information on behalf of ASTCT or CIBMTR. This Email Blast was sent on behalf of the 2026 Tandem Meetings of ASTCT & CIBMTR.

For more information about opportunities for advertising or commercial support, please view Tandem Meetings Support Prospectus [here](#).