



Push Notification Supplement

1. MEETING & SUPPORT OPPORTUNITY OVERVIEW

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

Annually, the Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR (Tandem Meetings) 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 the Tandem Meetings since their first joint annual meeting in 1995. Participants reap the benefits of attending the combined meetings 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 Meetings is open to members and non-members of ASTCT and/or CIBMTR. The 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.

PUSH NOTIFICATION OPPORTUNITY

Reach a broad audience of HCT and gene therapy professionals with an individual advertisement message that will be sent via the Tandem Meetings Mobile App, to registered attendees at a specific date and time during the 2026 Tandem Meetings.

2. APPLICATION PROCESS

1. **Reserve** an opportunity by submitting your application through our floorplan management system by **December 10, 2025**
2. **Submit** payment by **January 14, 2026**
3. **Send** Push Notification text by **January 14, 2026**, to [TandemSupport](#)

FEES

- \$2,000 per Push Notification

DEADLINES

- **December 10, 2025:** Complete the application and submit to [Tandem Support](#)
- **January 17, 2025:** Submit payment and text to [Tandem Support](#)

Important note: If the above deadlines are not met, the Tandem Meetings cannot guarantee that your supported Push Notification will be sent on the agreed upon send date and time. By engaging in a support agreement with the 2026 Tandem Meetings, the supporter agrees to the specifications and policies noted within this document.

3. SPECIFICATIONS AND RULES

SPECIFICATIONS

- Tappable web Push Notification
- Configurable date and time, *subject to availability*
- Optional image, link, text
- 1:1 ratio, minimum 450px x 450px
- Resolution 72DPI
- JPEG or PNG
- Headline text maximum 50 characters including spaces
- Body text maximum 150 characters including spaces

RULES

1. All advertising is subject to the approval of the Tandem Meetings.
2. Full payment is due upon receipt of Application and Contract. All prices are net.
3. All signed agreements are firm. Cancellations are non-refundable.
4. No agency commission or cash discounts accepted.
5. The Tandem Meetings is not held liable if an attendee does not receive the Push Notification. No discounts or refunds will be given.

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