



ASTCT®
American Society for
Transplantation and Cellular Therapy

CIBMTR®
A RESEARCH COLLABORATION BETWEEN THE
MEDICAL COLLEGE OF WISCONSIN AND NMDP

TANDEM MEETINGS

Transplantation & Cellular Therapy Meetings
of ASTCT® and CIBMTR®

February 4-7, 2026

Salt Palace Convention Center
Salt Lake City, UT

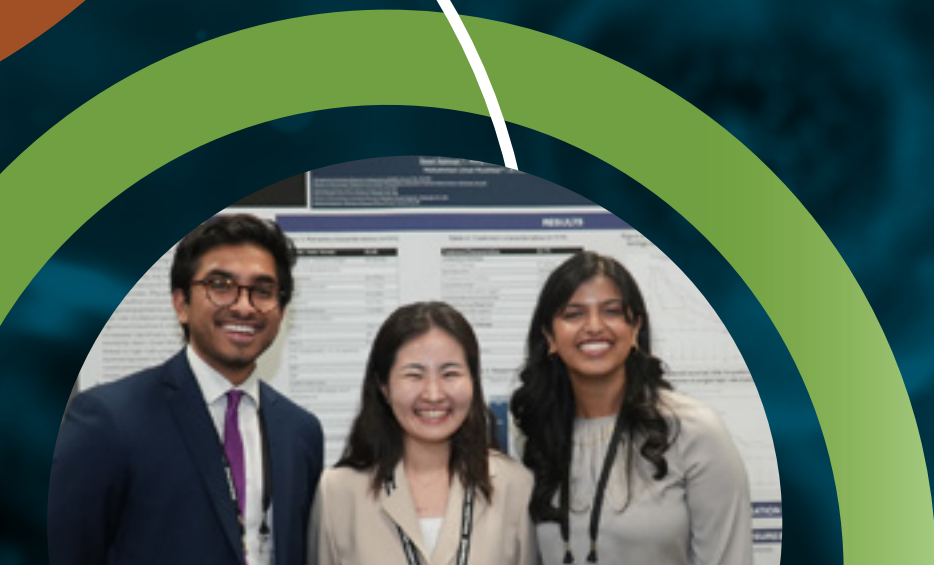


Exhibit and Support Prospectus



THE TANDEM MEETINGS BRING TOGETHER ***MORE THAN 5,300 ATTENDEES*** IN THE CELL AND GENE THERAPY FIELD

Administrators, clinicians, data managers/clinical research professionals, fellows-in-training, investigators, laboratory technicians, MD/PhDs, nurse practitioners, physician assistants and other allied health professional attendees benefit from a full scientific program that addresses the most current topics in the field.

**Pre-Conference
Conference Dates**

**February 3, 2026
February 4-7, 2026**

FROM THE SCIENTIFIC ORGANIZING COMMITTEE CHAIRS

We are excited to present opportunities for support at the 2026 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT® and CIBMTR®

Over the course of the meetings, leading experts in the field of cellular therapy from around the world will present the latest developments during plenary and concurrent sessions, oral abstracts, posters, tracks and other sessions.

Scientific topics will include:

- CAR T Toxicities
- Cell Therapy for Autoimmune Disorders and Solid Tumors
- Clonal Hematopoiesis
- Gene Therapy
- GVHD Prevention
- Hematopoietic Cell Transplantation for Myeloproliferative Neoplasms
- Mechanisms of Resistance in Immunocellular Therapy
- Non-GVHD Lung Complications
- Relapse Prevention

We look forward to seeing you in Salt Lake City!

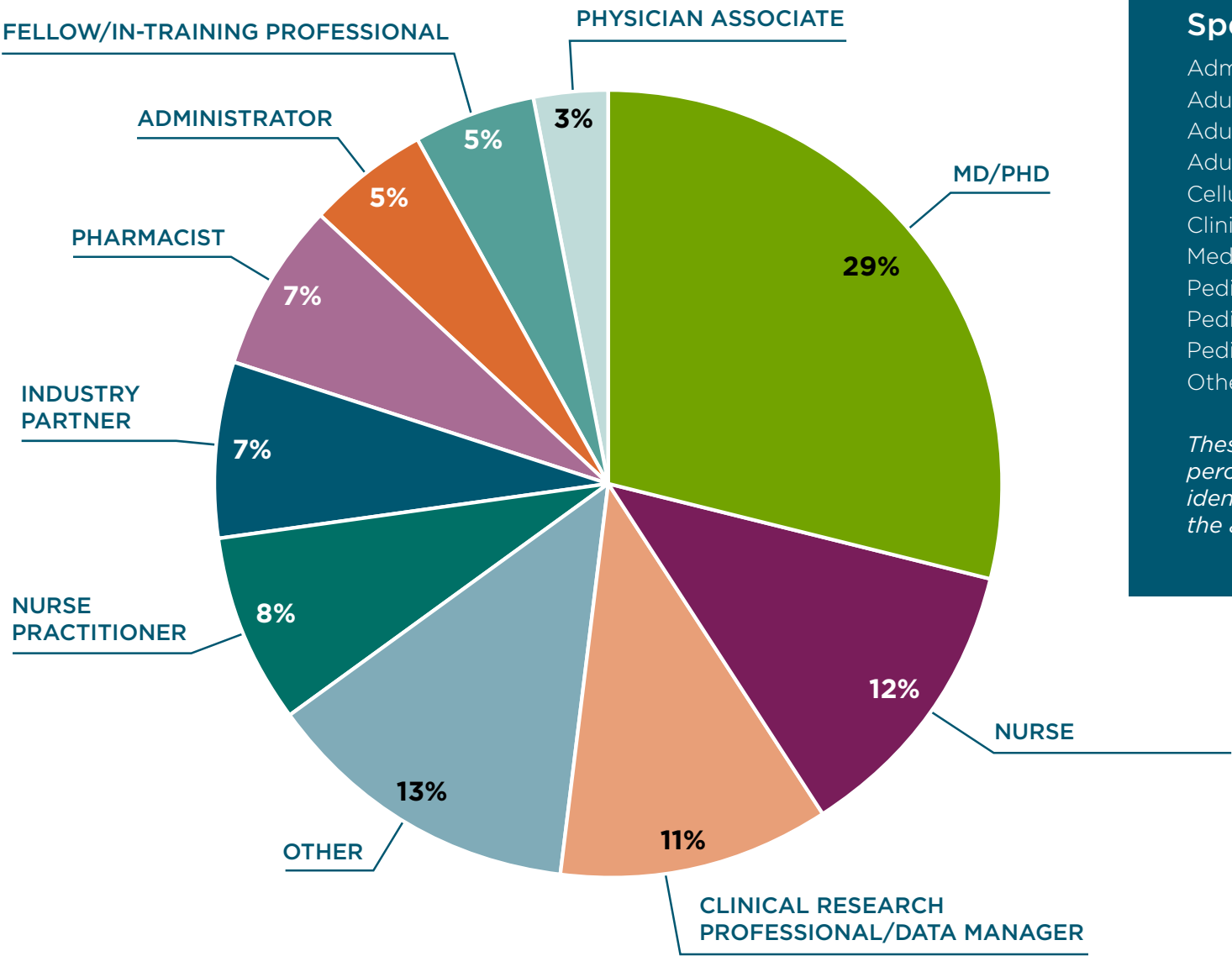
Steve Grupp, MD, PhD

Betty Hamilton, MD

2026 Tandem Meetings Co-Chairs



2025 ATTENDEE DEMOGRAPHICS

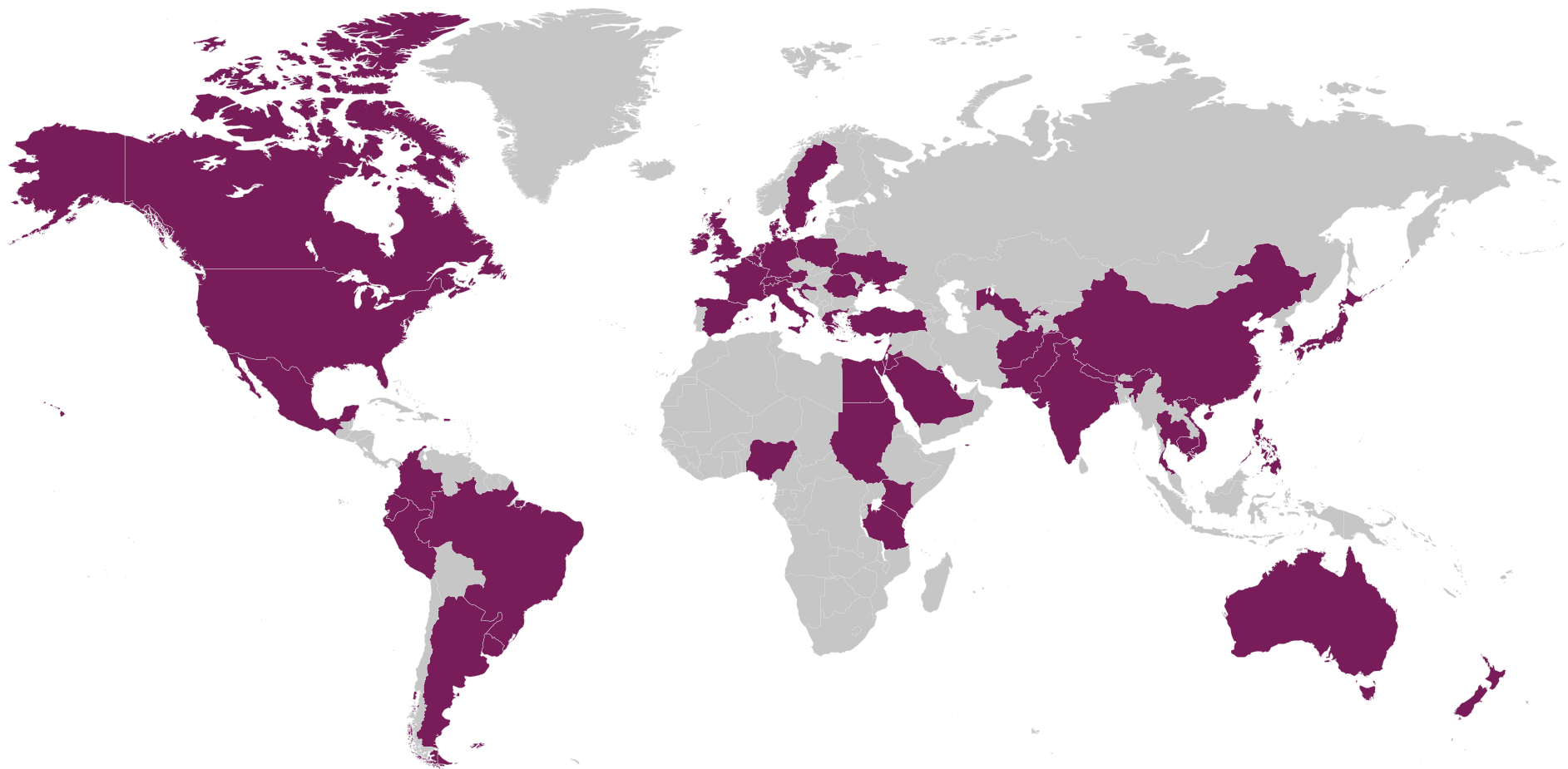


Attendee Job Specialties

- Administration
- Adult Cellular Therapy
- Adult Hematology
- Adult Oncology
- Cellular Biology
- Clinical Sciences
- Medicine
- Pediatric Cellular Therapy
- Pediatric Hematology
- Pediatric Oncology
- Other

These numbers represent the percentage of individuals who identified themselves within the available categories.

2025 ATTENDEE DEMOGRAPHICS (cont.)



5,366

TOTAL ATTENDEES

1,262

VIRTUAL ATTENDEES

4,104

IN-PERSON ATTENDEES

91%

DOMESTIC

9%

INTERNATIONAL

SUPPORTER BENEFITS

Support levels are determined by a **combination of exhibit and other support** of the Tandem Meetings.

BENEFITS	PLATINUM \$250,000+	GOLD \$100,000+	SILVER \$50,000+	BRONZE \$20,000+
Recognition in Meetings Materials and Signage	✓	✓	✓	✓
Logo Included in Signage Above Exhibit Hall Door	✓	✓		
Recognition in Mobile App	✓	✓	✓	✓
Early Access for Hotel Sub-Block Requests	✓	✓	✓	
Opportunity to Provide a Registration Bag Insert	✓	✓		
Complimentary Full Meetings Registration Passes	6	4	2	1
Tickets to the Closing Reception	6	4	2	1
Access to Pre-Meetings Mailing List	✓	✓	✓	

For details on each support level contact TandemSupport@astct.org.

MARKETING OPPORTUNITIES

Charging Lounge (Exclusive)

SOLD

\$50,000 for full lounge

Promote your products and services in and around the Charging Station Lounges. These lounges are highly visible as attendees seek them out to recharge both their phones and themselves. The stations are equipped with plenty of charging ports for devices and comfortable seating for attendees. Hurry, several branding opportunities are available in this sought-after package.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: November 1, 2025

Charging Station

\$15,000

Support a charging station in the convention space.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: November 1, 2025

Coat and Bag Check (Exclusive)

\$20,000

Make the first and last impression with attendees as they enter and leave the convention center each day by supporting the Coat and Bag Check.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Co-Branded Aisle Signs (Exclusive)

\$30,000 for Exhibits / \$20,000 for Posters

Attendees rely on directional signage to navigate through posters and exhibit halls. Every time attendees look for directional guidance, they will see your logo. Signage is co-branded with the Tandem Meetings.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Coffee Break (Exclusive)

\$15,000 a day / \$50,000 for the full week

Support the Tandem Meetings Coffee Breaks, which are available to all attendees and hosted in the Exhibit Hall and throughout the Convention Center. Your logo will be featured on branded coffee cups.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Digital Signage (Monitors)

\$50,000 (3) / \$80,000 (4)

Broadcast your message by securing advertising space in high-traffic areas, with your rotating 15-second ad played on either four screens throughout the convention center or three screens at the Exhibit Hall entrances. Your ad will be displayed multiple times per hour for four days.

- Approved logo type: Corporate or Brand; location dependent
- Artwork due date: November 1, 2025

MARKETING OPPORTUNITIES (cont.)

Dog Petting Lounge (Exclusive)

SOLD

\$35,000

The Dog Petting Lounge brings the joy of petting fluffy dogs to the Exhibit Hall of the 2026 Tandem Meetings! As attendees wait to enjoy the dogs, the supporter can collect sales survey information or use the time for product education.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: November 1, 2025

Email Blast

\$9,500 per email blast

Must be confirmed by November 7, 2025.

Support an email blast that is sent directly from the Tandem Meetings and contains relevant attendee information such as educational content, housing and travel. [View email blast guidelines.](#)

- Banner specifications: 650 pixels x 150-250 pixels in .png format. Supporter to provide link along with artwork.
- Artwork due date: December 10, 2025

Email — Banner Ad in Housing Confirmation (Exclusive)

SOLD

\$25,000

Must be confirmed by July 11, 2025.

Include your logo on all housing confirmation emails. Support includes logo or logo banner on each housing confirmation email and all housing change and/or cancellation emails.

- Banner specifications: 650 pixels x 150-300 pixels in .png format
- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025

Headshot Lounge (Exclusive)

SOLD

\$20,000

Effortlessly attract and engage attendees with a branded headshot experience that creates a lasting impression.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Hotel Key Card (Exclusive)

SOLD

\$40,000

Hold the key to reaching Tandem Meetings attendees! All-inclusive of production and distribution costs at up to three hotels, including the Convention Center hotel. Supporter may provide a custom design or a logo for the room keys. Specifications will be provided by show management and design must be approved by the Tandem Meetings.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: November 1, 2025

Luggage Tags (Exclusive)

\$25,000

Give attendees a luggage tag to help them easily identify their luggage. Take advantage of this opportunity to remind them of your brand each time they travel.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025
- Co-branded

MARKETING OPPORTUNITIES (cont.)

Meetings Notebook (Exclusive)

SOLD

\$35,000

This notebook is offered to each in-person registered attendee.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025

Tandem Meetings Mobile App (Exclusive)

\$40,000

The mobile app is the only scheduling tool attendees will need to make the most of their time. Support includes a logo banner throughout the app.

- Approved logo type: Corporate logo
- Logo specifications: Cannot exceed 100 pixels in height. Vector graphics preferred.
- Artwork due date: November 1, 2025

Tandem Meetings Mobile App Push Notification

\$2,000 per notification

Must be confirmed by December 10, 2025.

Send an advertisement message via the Tandem Meetings Mobile App, to registered attendees, during the 2026 Tandem Meetings.

- Guidelines: Title should not exceed 50 characters.
- Copy should not exceed 150 characters.
- [View push notification guidelines.](#)

Name Badge Lanyard (Exclusive)

SOLD

\$35,000

Attendees will wear your logo as part of their badge holder, ensuring brand visibility throughout the meetings.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025

Park Benches

\$3,000 each

Support a seating area for attendees located in the hallways of the Convention Center.

- Approved logo type: Corporate or Brand logo; location dependent
- Artwork due date: November 1, 2025

Pocket Guide (Exclusive)

SOLD

\$35,000

Need information quickly? The pocket guide is the at-a-glance resource for in-person attendees to reference session information and directional guidelines. Support includes a brand on the front cover and one full-page advertisement within the interior pages.

- Artwork due date: August 15, 2025

Product & Innovation Theater

\$32,000 for 30-minutes; \$52,000 for 60-minutes

Take this opportunity to host a 30-minute or 60-minute session to provide information about your product(s), service(s), or therapeutic area(s) to an audience of up to 125 attendees.

- [View product & innovation theater guidelines.](#)

NEW! RARE Bear Stuff-and-Sew (Exclusive)

\$30,000

We are offering a fun new event for attendees to stuff RARE Bears for children with rare diseases. This opportunity will support the RARE Bear station by providing the material support for the bears, including fabric and stuffing. The RARE Bear Stuff-and-Sew will take place in the Exhibit Hall with the goal of creating 100 unique RARE Bears during the conference!

MARKETING OPPORTUNITIES (cont.)

Reception

\$50,000 / Partial support available

Co-host the closing celebration before the meetings conclude. This special event is open to all ticketed in-person attendees.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Registration & Digital Meeting Bag Insert

\$3,100 Digital / \$6,600 Live / \$8,300 for Both

Place your advertisement in the official Registration Bag Insert and/or the Digital Meeting Bag Insert. In-Person Attendees collect a branded Tandem Meetings Registration Bag upon check-in to the Tandem Meetings to utilize throughout the program, and both In-Person and Digital Access Attendees can view Digital Meeting Bag Inserts throughout the entire program via the Tandem Meetings Mobile App. Support includes one advertisement. [View Registration and Digital Meeting insert guidelines.](#)

- Approved logo type: Corporate or Brand logo
- Artwork due date: December 10, 2025

Registration Bag (Exclusive)

SOLD

\$65,000

Showcase your brand by adding your logo to the bags used by in-person registered attendees throughout the conference.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025

Water Bottles (Exclusive)

SOLD

\$30,000

Support a water bottle for attendees to refill during the conference.

- Approved logo type: Corporate logo
- Artwork due date: August 15, 2025
- Co-branded

Wi-Fi for Full Conference (Exclusive)

\$65,000

Support something attendees can't live without—Wi-Fi! Provide connectivity for all conference attendees with support of the meetings Wi-Fi. Personalize the password with your company name.

- Approved logo type: Corporate logo
- Artwork due date: November 1, 2025

Interested in support opportunities? Contact TandemSupport@astct.org for more information.

All support opportunities and pricing are subject to change. Support opportunities are offered on a right-of-first-refusal basis to 2025 supporters through July 25, 2025. All branding must be submitted to Tandem Meetings staff for approval.

ADDITIONAL MARKETING OPPORTUNITIES

Branding Opportunities Throughout the Salt Palace Convention Center

Item	Quantity	Location	Specs	Price
Banner: Double-sided	6	South Concourse	526.125" W x 120" H	\$27,500.00
Escalator Runner	1	South Lobby Escalator	8" W x 552" L	\$7,500.00
Window Clings	<i>Multiple</i>	Entrance to Exhibit Hall C	74.9063" W x 46.5" H	Row B - \$10,000/Row C - \$10,000
Column Wrap	<i>Multiple</i>	Exhibit Hall C Pre-function	74" W x 168" H	\$10,000.00
Escalator Runner	1	North Lobby Escalator	16" W x 576" H	\$10,000.00
Banner	1	Elevator Wall	114.25" W x 408" H	\$15,000.00
Banner	3	Top of Escalators from South Concourse	54" W x 96" H	\$7,500.00
Clings	<i>Multiple</i>	Handrail on Level 2 overlooking North Foyer	Panels 1-12: 44.5"W x 31.5"H Panels 13-27: 44.25"W x 31.5"H Panel 28: 44.5"W x 31.5"H Panels 29-31: 44.25"W x 31.5"H Panel 32: 44.5"W x 31.5"H	\$2,500.00/panel or \$6,500.00/3 panels

[View photo examples](#) of available marketing opportunities throughout the Salt Palace Convention Center.

- LEVEL 100, SECTION 3
- LEVEL 100, SECTION 4
- LEVEL 100, SECTION 5
- LEVEL 200, SECTION 11
- AVAILABLE UPON REQUEST

ADDITIONAL MARKETING OPPORTUNITIES (cont.)

Branding Opportunities Throughout the Salt Palace Convention Center

Item	Quantity	Location	Specs	Price
Clings	<i>Multiple</i>	Handrail on Right Side of Stairway up to Level 2 from North Foyer	Upper Railing: Panels 2-9: 44.5" W x 31.5" H Lower Railing going down: Panel 1: 41.5" W x 27" H Panel 2: 30" W x 27" H Panel 3: 38.5" W x 27" H Panel 4: 40.5" W x 28.5" H Panel 5: 41.5" W x 27" H Panel 6: 30" W x 27" H Panel 7: 38.5" W x 27" H Panel 8: 40" W x 28.5" H Panel 9: 41.5" W x 27" H Panel 10: 29.75" W x 27" H Panel 11: 38.5" W x 27" H	\$2,500.00/Standard or \$2,000.00/Small
Smart Ad Kiosk	2	Available upon request.	Available upon request.	\$25,000.00
2' x 2' Floor Cling	<i>Multiple</i>	TBD	24" x 24"	\$500.00
3' x 3' Floor Cling	<i>Multiple</i>	TBD	36" x 36"	\$700.00

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- LEVEL 100, SECTION 3
- LEVEL 100, SECTION 4
- LEVEL 100, SECTION 5
- LEVEL 200, SECTION 11
- AVAILABLE UPON REQUEST

REACH THE RIGHT AUDIENCE WITH TRISTAR ADVERTISING

Showcase your brand at the 2026 Tandem Meetings and put your message in front of **5,300+ professionals in cell and gene therapy**. With TriStar's strategic expertise and targeted network, you'll amplify your visibility—and your ROI.

Join top advertisers like Johnson & Johnson, Sanofi, Merck, Orca Bio and more, who trust TriStar to make the most of their media investment.



Advertising Opportunities Include:

Event News

Featured event listings, email advertising and ad positions on [TandemMeetingsNews.com](https://www.tandemmeetingsnews.com), the official online daily event news source for meeting attendees.

Digital & Email

Targeted campaigns that deliver your message directly to attendee inboxes and mobile devices—including mobile geofencing, email advertising and event promotions.

Out-of-Home

Brand recognition and visibility across Salt Lake City with Uber in-app ads, branded rideshare, airport advertising and more.

Hotel Marketing

New in 2026! Extend your visibility beyond the convention center with hotel branding opportunities placed in high-traffic areas throughout select hotel properties.



Nan Blunk

Senior Media Strategist

nblunk@tristarpub.com | 913.491.4200 ext. 457

Ready to advertise? Let's talk!

EXHIBITOR INFORMATION

Benefits to Exhibiting

- Exposure to the world's top HCT and cellular therapy physicians and allied health professionals.
- Coffee breaks, lunches and the Welcome Reception all take place within the Exhibit Hall.
- Recognition in meeting materials and mobile app.

Exhibit Rates

- **10x10** | \$8,900 inline | \$11,500 corner
- **10x20** | \$27,000 inline | \$29,000 corner
- **10x30** | \$40,000 inline | \$44,000 corner
- **20x20** | \$60,000
- **20x30** | \$91,500
- **20x40** | \$125,000
- **40x40** | \$252,000

Exhibit Floorplan

[Click to view the exhibit floor plan.](#)

Rates include:

- Welcome Reception in the exhibit space on Wednesday evening, February 4 (booth staff required).
- 4 days of exhibiting.
- 2 complimentary meeting registrations for every 10'x10' space.
- Publishing companies pay 50% and nonprofits pay 25% of the exhibit rates. Reduced pricing is limited to 10'x10' spaces.
- Non-CME educational support over \$30,000 qualifies for a complimentary 10'x10' inline booth.

Booth Allocation Policy

Tandem Meetings management will confirm exhibit space upon receipt of a signed electronic application form and shall not confer any claim to subsequent approval. Exhibit space will not be allocated until payment is received.

Exhibitor Kit

A comprehensive exhibitor kit, featuring rules and regulations, vendor contact details, shipping and freight information will be available in fall 2025 and sent to each confirmed exhibitor.

Exhibitor Move-In

Tuesday, February 3 | 8:00 a.m. – 5:00 p.m.

Exhibitor Move-Out

Saturday, February 7 | 12:00 p.m. – 8:00 p.m.

Exhibit Hall Hours

Wednesday, February 4 | 9:00 a.m. – 3:00 p.m.

→ **Welcome Reception** | 6:30 p.m. – 7:30 p.m.

Thursday, February 5 | 9:00 a.m. – 3:00 p.m.

Friday, February 6 | 9:00 a.m. – 3:00 p.m.

Saturday, February 7 | 9:00 a.m. – 12:00 p.m.

Interested in exhibiting? Contact us at TandemMeetings@mcw.edu.

CONTACT US

Exhibits: For exhibiting opportunities, please contact our exhibits team at TandemMeetings@mcw.edu.

Support: For support opportunities, please contact our support team at TandemSupport@astct.org.

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