



**Full payment is due at the time of order.  
 Fulfillment of benefits is based on receipt of required material  
 before the deadline listed below.**

## GOLD SPONSORSHIP REQUIREMENTS & DEADLINES

1. Website banner with link to your company website:
  - a. File format needed is jpg
  - b. Maximum 500px wide x 83px high **AND**
2. Your company logo for inclusion in rotating banner on website
  - a. File format needed is jpg
  - b. Maximum 190px wide x 83px high **AND**
3. Your company logo for program book required by **March 1, 2018**, file format jpg **AND**
4. Your company logo for signage recognition for welcome reception required by **March 1**, file format eps
5. Half page horizontal advertisement must be received no later than **March 1, 2018** for the printed program. Ad must follow these specifications:

- a. B/W Only- AD MUST BE IN GRAY SCALE
- b. Gif, Jpg, or high resolution PDF format
- c. Half page ad dimension (*see advertising chart below*)::

| DETAILS   | HEIGHT | WIDTH |
|-----------|--------|-------|
| Trim      | 145mm  | 210mm |
| Bleed     | 151mm  | 216mm |
| Type Area | 135mm  | 190mm |

5. If you would like to include an insert (SINGLE PAGE ONLY) in delegate bags, you must:
  - a. Send the sample insert for review/approval by **March 1, 2018** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say "CYTO 2018 sample insert for approval."**
  - b. Upon approval, 1,200 copies of your insert must be received by **March 12, 2018** at the following address:  
 CYTO 2018 Meeting Management Office  
 9650 Rockville Pike  
 Bethesda, MD 20814 U.S.A.
6. CYTO attendee mailing list electronically for a one-time use. This list does not include email addresses [Complete](#) and sign the attached form. When sending your order, please enter **"CYTO 2018 attendee mailing list request" in your subject line.**
7. (4) VIP President's Reception Invitations.
8. (4) Closing Social tickets provided onsite.
9. Two (2) complimentary scientific attendee registrations (VAT charges apply). Instructions for registration will be sent in March.
10. Sponsor ribbons for all booth staff provided onsite.

## SILVER SPONSORSHIP REQUIREMENTS & DEADLINES

1. Your company logo for inclusion in rotating banner on website
  - a. File format needed is jpg
  - b. Maximum 190px wide x 83px high **AND**
2. Your company logo for program book required by **March 1, 2018**, file format jpg **AND**
3. Your company logo for signage recognition for Happy Hour/Ice cream social required by **March 1, 2018**, file format eps
4. Quarter page horizontal advertisement must be received no later than **March 1, 2018** for the printed program. Ad must follow these specifications:
  - a. B/W Only- AD MUST BE IN GRAY SCALE
  - b. Gif, Jpg, or high resolution PDF format
  - c. Quarter page ad dimension (*see advertising chart below*):

| DETAILS | HEIGHT | WIDTH |
|---------|--------|-------|
| Trim    | 65mm   | 190mm |
5. If you would like to include an insert (SINGLE PAGE ONLY) in delegate bags, you must
  - a. Send the sample insert for review/approval by **March 1, 2018** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say "CYTO 2018 sample insert for approval."**
  - b. Upon approval, 1,200 copies of your insert must be received by **March 12, 2018** at the following address:  
CYTO 2018 Meeting Management Office  
9650 Rockville Pike  
Bethesda, MD 20814 U.S.A.
6. CYTO attendee mailing list electronically for a one-time use. This list does not include email addresses [Complete](#) and sign the attached form and send to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org). When sending your order, please enter **"CYTO 2018 attendee mailing list request"** in your subject line.
7. (2) VIP President's Reception invitations.
8. (2) Closing Social tickets provided onsite.
9. Sponsor ribbons for all booth staff provided onsite.

## BRONZE SPONSORSHIP REQUIREMENTS & DEADLINES

1. Your company logo for inclusion in rotating banner on website
  - a. File format needed is jpg
  - b. Maximum 190px wide x 83px high **AND**
2. Your company logo for program book required by **March 1, 2018**, file format jpg **AND**
3. Your company logo for signage recognition for refreshment breaks required by **March 1, 2018**, file format eps
4. (1) VIP President's Reception invitation.
5. (1) Closing Social ticket provided onsite.
6. Sponsor ribbons for all booth staff provided onsite.

# COMMERCIAL TUTORIAL REQUIREMENTS & DEADLINES

Your assigned room will be available to you only for the period indicated in your Commercial Tutorial Confirmation Letter.

## 1. Set up and AV

Rooms will be set up style with a lectern, laptop, microphone, data projector, screen, pointer, table, session room sign. If you require a dedicated A/V technician for your session or any additional AV equipment, please contact Milan Svoboda to make arrangements directly for your order and payment:

Milan Svoboda

Manager of AV department

Kongresové centrum Praha, a.s.

5. května 65, Praha 4, CZ – 140 21

tel.: +420 261 172 610

e-mail: [svoboda@kcp.cz](mailto:svoboda@kcp.cz)

## 2. Food and Beverage

It is recommended that you provide a box lunch or refreshments since the Commercial Tutorial will be held during lunch break. The catering order form/menu will be sent on February 9, 2018. Order and payment arrangements are to be made directly with the official Congress Centre caterer. **No outside food is permitted in the Congress Centre.** The room set up cannot be changed. The display of signs or banners promoting your Commercial Tutorial may be displayed in your exhibit booth only. They will not be allowed anywhere else in the Congress Centre or hotels.

## 3. Your Tutorial will be announced in the congress program, website, and on the mobile app. The deadline date for your tutorial description is **March 1, 2018**. Please send your session information to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) **with the subject line “CYTO 2018 Commercial Tutorial Description”**.

Your session description should include:

a. Presenter Name

b. Presentation Title

c. Description (must not exceed 1250 characters, including spaces. Any special symbols, such as Greek letters, should be written out in parentheses. Type description in one paragraph. If we do not receive the required session information by the deadline of March 1, 2018, we will use the info you entered in the commercial tutorial application.

## 4. The advance registration mailing list is available to you for promoting your session, at no charge. The mail list includes postal mailing addresses, no emails. Complete and sign the attached form and send to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **with the subject line “CYTO 2018 attendee mailing list request”**.

**NOTE: All congress attendees, with a scientific registration badge, are permitted to attend any commercial tutorial session of their choosing. Exhibitors are not permitted to block entry of any scientific delegate, no matter their affiliation, from participation in their session.**

# ADVERTISING SPECIFICATIONS FOR CONGRESS PROGRAM

The Program book ads are A4 size. Please see details below.

1. All inside ads must be submitted in grayscale.
2. Cover ads (inside front cover, inside back cover, and back cover) should be submitted in standard 4-color.
3. Artwork for any advertising must be sent electronically to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line "**advertising for CYTO 2018 program book**" for approval at least one week prior to the **deadline date**.
4. Advertising deadline is **March 1, 2018**.

| <i>Program Book Ad Rates</i> | <i>Display Ad Sizes</i>  |               |              |
|------------------------------|--------------------------|---------------|--------------|
| <b>INSIDE PAGE B/W AD</b>    | <b>MUST BE GRAYSCALE</b> |               |              |
| Full Page: \$1,000 USD       | <b>DETAILS</b>           | <b>HEIGHT</b> | <b>WIDTH</b> |
|                              | Trim                     | 297mm         | 210mm        |
|                              | Bleed                    | 303mm         | 216mm        |
|                              | Type Area                | 277mm         | 190mm        |
| ½ Horizontal Page: 750 USD   | <b>DETAILS</b>           | <b>HEIGHT</b> | <b>WIDTH</b> |
|                              | Trim                     | 145mm         | 210mm        |
|                              | Bleed                    | 151mm         | 216mm        |
|                              | Type Area                | 135mm         | 190mm        |
| ¼ Horizontal Page: \$500 USD | <b>DETAILS</b>           | <b>HEIGHT</b> | <b>WIDTH</b> |
|                              | Trim                     | 65mm          | 190mm        |

## ALA CARTE SPONSORSHIP ITEMS REQUIREMENTS & DEADLINES

### MOBILE APP

A direct link to your corporate website and banner ad is required by **March 1, 2018**, in the following size and format: 640Wx110H pixels, jpg or png format, 300 dpi

### WI-FI

Attendees and exhibitors login anywhere in lobby or session rooms using your company name and booth number as access. Sponsor thank you signage requires company logo in eps file **March 1, 2018**.

### CONGRESS BAG

Sponsor logo along with the CYTO Congress information will be imprinted on the bag and distributed to delegates.

- i. Your company logo for imprint on bag required by **March 1, 2018**
  - a. high resolution pdf file or any Adobe files up to version CC files:
  - b. all the fonts converted into curves
  - c. an ideal bitmap resolution is 100-150 DPI in final size and max file size up to 100 MB
  - d. bleeding is usefull

### CYBER CAFÉ

Cyber Café will be located in the exhibit area. The sponsor will have continuous recognition with their company logo as the screen saver and default setting to the sponsor's homepage. Your company logo in eps file is required by **March 1, 2018**.

## **HOTEL KEY CARDS**

Hotel room keys are provided to each attendee upon check-in at the Holiday Inn Hotel. Your company logo and/or message will be printed on the key card. File format TBD, required by **March 1, 2018**.

## **FOUR SIDE COLUMNS WRAPS INSIDE HALL**

Contact Kris Herlitz at [Exhibits@cytoconference.org](mailto:Exhibits@cytoconference.org) for details. Graphic file required by **March 1, 2018**.

## **STAIRCASE GRAPHIC**

Contact Kris Herlitz at [Exhibits@cytoconference.org](mailto:Exhibits@cytoconference.org) for details. Graphic file required by **March 1, 2018**.

## **ESCALATOR CLINGS**

Contact Kris Herlitz at [Exhibits@cytoconference.org](mailto:Exhibits@cytoconference.org) for details. Graphic file required by **March 1, 2018**.

## **EVENT SPONSORSHIP**

- CYTO First Time Attendee and New Member Orientation
- CYTO Innovation
- Scientific Tutorials
- Shared Resource Lab Networking Event

Company logo on event signage; logo in eps file required by **March 1, 2018**. Verbal recognition during applicable event and logo on walk-in slides during applicable event

## **CHARGING STATIONS**

Your company logo will be included on signage, logo in eps file required by **March 1, 2018**.

## **CONGRESS NOTEPAD**

Congress notepad will be imprinted with your company logo or send your imprinted notepads, email [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) to provide sample and confirm logistics by **February 15, 2018**.

## **ATTENDEE MAILING LISTS**

Contact new prospects and stay connected by purchasing the pre or post show attendee mailing lists. [Click here](#) for order form.

## **THE EXHIBIT PASSPORT**

This is a game to create an incentive for attendees to visit the exhibits and your booth. Further information regarding participation to come.

*Please direct all correspondence to: [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org)*