



**Full payment is due at the time of order.**

**Fulfillment of benefits is based on receipt of full payment and required material before the deadlines listed below.**

## **PLATINUM SPONSORSHIP REQUIREMENTS & DEADLINES**

Funds assist students and SRL Junior Staff travel to CYTO

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 250px wide x 100px high **AND**
3. Your company logo for program and mobile app required by **April 2, 2019**, file format jpg **AND**
4. Your company logo for signage recognition for Awards Ceremony required by **April 2**, file format eps **AND**
5. Company banner logo with link to company website 1200px wide by 200px high for use on attendee registration website and one 600px by 200 px for use on all registration confirmations. **Banners will be in place within a week of receipt.**
6. Full page horizontal advertisement must be received no later than **April 2, 2019** for the pdf program. Ad must follow these specifications:
  - a. Ad can be in four-color or gray scale
  - b. Gif, jpg, or high resolution PDF format
  - c. Half page ad dimension (see *advertising chart below*):

<b>Ad Size</b>	<b>Measurements (in inches)</b>
Full page	7.5 tall x 10 wide

7. 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 **April 2, 2019** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say "CYTO 2019 sample insert for approval."**
  - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2019** at the following address:  
CYTO 2019 Meeting Management Office  
9650 Rockville Pike  
Bethesda, MD 20814 U.S.A.  
**Please email [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with expected arrival date**
8. CYTO attendee mailing list electronically for a one-time use (GDPR rules apply). This list does not include email addresses. **Complete** and sign the attached form. When sending your order, please enter **"CYTO 2019 attendee mailing list request" in your subject line.**
9. (6) VIP President's Reception Invitations.
10. (6) Closing Social tickets provided onsite.
11. Four (4) complimentary scientific attendee registrations. Instructions for registration will be sent in April.
12. Sponsor ribbons for all booth staff provided onsite.

## GOLD SPONSORSHIP REQUIREMENTS & DEADLINES

1. Website banner with link to your company website:
  - c. File format needed is jpg
  - d. 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 250px wide x 100px high **AND**
3. Your company logo for program and mobile app required by **April 2, 2019**, file format jpg **AND**
4. Your company logo for signage recognition for Opening Reception and charging station required by **April 2, 2019** file format eps
5. Half page horizontal advertisement must be received no later than **April 2, 2019** for the pdf program. Ad must follow these specifications:
  - a. Ad can be 4-color or gray scale
  - b. Gif, jpg, or high resolution PDF format
  - c. Half page ad dimension (*see advertising chart below*):

Ad Size	Measurements (in inches)
Half page	7.5 tall x 4.625 wide

6. If you would like to include an insert (SINGLE PAGE ONLY) in delegate bags, you must:
  - c. Send the sample insert for review/approval by **April 2, 2019** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say “CYTO 2019 sample insert for approval.”**
  - d. Upon approval, 1,200 copies of your insert must be received by **May 1, 2019** at the following address:  
CYTO 2019 Meeting Management Office  
9650 Rockville Pike  
Bethesda, MD 20814 U.S.A.  
**Please email [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with expected arrival date**
7. CYTO attendee mailing list electronically for a one-time use (GDPR rules apply). This list does not include email addresses. [Complete](#) and sign the attached form. When sending your order, please enter **“CYTO 2019 attendee mailing list request” in your subject line.**
8. (4) VIP President’s Reception Invitations.
9. (4) Closing Social tickets provided onsite.
10. Two (2) complimentary scientific attendee registrations. Instructions for registration will be sent in April.
11. 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 250px wide x 100px high **AND**
2. Your company logo for program and mobile app required by **April 2, 2019**, file format jpg **AND**
3. Your company logo for signage recognition for Happy Hour required by **April 2, 2019**, file format eps
4. Quarter page horizontal advertisement must be received no later than **April 2, 2019** for the pdf program. Ad must follow these specifications:
  - a. Ad can be 4-color or gray scale
  - b. Gif, jpg, or high resolution PDF format
  - c. Quarter page ad dimension (*see advertising chart below*):

Ad Size	Measurements (in inches)
Quarter page	3.5 tall x 4.625 wide

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 **April 2, 2019** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say “CYTO 2019 sample insert for approval.”**
  - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2019** at the following address:  
CYTO 2019 Meeting Management Office  
9650 Rockville Pike  
Bethesda, MD 20814 U.S.A.  
**Please email [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with expected arrival date**

6. CYTO attendee mailing list electronically for a one-time use (GDPR rules apply). 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 2019 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
  - a. Maximum 250px wide x 100px high **AND**
4. Your company logo for program and mobile app required by **April 2, 2019**, file format jpg **AND**
5. Your company logo for signage recognition for refreshment breaks required by **April 2, 2019**, file format eps
6. (1) VIP President’s Reception invitation.
7. (1) Closing Social ticket provided onsite.
8. Sponsor ribbons for all booth staff provided onsite.

## COMMERCIAL TUTORIAL REQUIREMENTS & DEADLINES

Commercial Tutorials are held Sunday, June 23 – Wednesday, June 26, 2019 from 12:30 PM – 1:30 PM. Commercial Tutorial organizers may set up at 12:15 PM and must clear out of rooms by 1:45 PM. If you have signed up for a commercial tutorial session, you will receive confirmation of your room assignment, room set up, catering options, and audiovisual services on March 1, 2019.

1. Your Commercial Tutorial will be announced in the congress program, website, and on the mobile app. The deadline date to receive your tutorial description is **April 2, 2019**. Please send your session information to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line **“CYTO 2019 Commercial Tutorial Description”**. Your session description should include:
  - a. Your Company Logo
  - b. Presenter Name
  - c. Presentation Title
  - d. 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.
- ii. The advance registration mailing list is available to you for promoting your session at no charge (GDPR rules apply). 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 2019 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 will be 8.5” x 11”. Please see details below.

1. Color ads should be submitted in standard 4-color. Black and white ads should be submitted gray scale.
2. Artwork for any advertising must be sent electronically to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line **"advertising for CYTO 2019 program"** for approval at least one week prior to the deadline date.
3. Advertising deadline is **April 2, 2019**.

Advertising option	Rates	Measurement in inches
Inside front cover (4 color)	\$2,000	7.5 tall x 10 wide
Full page (4 color)	\$1500	7.5 tall x 10 wide
Full page (B/W)	\$1000	7.5 tall x 10 wide

Half page (4 color)	\$1000	7.5 tall x 4.625 wide
Half page (B/W)	\$750	7.5 tall x 4.625 wide
Quarter page (4 color)	\$750	3.5 tall x 4.625 wide
Quarter page (B/W)	\$500	3.5 tall x 4.625 wide

### **ADVERTISE A 20-30 SECOND VIDEO ON CONGRESS WEBSITE**

Must provide 20-30 second live video, either uploaded to YouTube or on a platform which allows it to be embedded. Video must be sent electronically to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line "advertising for CYTO 2019 congress website" for approval.

### **ADVERTISE A 20-30 SECOND VIDEO IN SESSION ROOMS**

Must provide 20-30 second live video, either uploaded to YouTube or on a platform which allows it to be embedded. Video must be sent electronically to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line "advertising for CYTO 2019 session room" for approval at least one week prior to the deadline date. Advertising deadline is **June 1, 2019**.

### **ADVERTISE A 20-30 SECOND VIDEO IN CONGRESS MARKETING EBLASTS**

Must provide 20-30 second live video, either uploaded to YouTube or on a platform which allows it to be embedded. Video must be sent electronically to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with the subject line "advertising for CYTO 2019 eblast" for approval. Contact [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) for availability and deadline.

### **BANNER AD WITH LINK TO COMPANY WEBSITE IN CONGRESS MARKETING EBLASTS**

A direct link to your corporate website and banner ad is required by **April 2, 2019**, in the following size and format: 728px X 90px, jpg or png format.

## **ALA CARTE SPONSORSHIP ITEMS REQUIREMENTS & DEADLINES**

### **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 **April 2, 2019** at [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org). Verbal recognition during applicable event.

### **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 received by **April 2, 2019** at [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org).

### **CONGRESS BAG**

Sponsor logo along with the CYTO Congress information will be imprinted on the bag and distributed to delegates; includes a complimentary insert.

1. Your company logo for imprint on bag required by **April 2, 2019**
  - 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
2. 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 **April 2, 2019** to [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org), **Email subject line must say "CYTO 2019 sample insert for approval."**
  - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2019** at the following address:  
 CYTO 2019 Meeting Management Office  
 9650 Rockville Pike  
 Bethesda, MD 20814 U.S.A.  
**Please email [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) with expected arrival date**

## **CYBER CAFÉ**

Cyber Café will be located in the exhibit area. The sponsor will have continuous recognition with their company logo printed on cyber café structure and logo as the screen saver and default setting to the sponsor's homepage. Your company logo in eps file is required by **April 2, 2019**.

## **DIGITAL SIGNAGE**

Meeting monitors (47") are strategically placed throughout the convention center to maximize exposure and give your company the benefit of increased visibility outside the exhibit hall. Image must be 1920 wide X 1080 high - Static Images JPEG file format and received by April 2, 2019 at [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org).

## **HOTEL KEY CARDS**

Hotel room keys are provided to each attendee upon check-in at the Pan Pacific and Pinnacle Hotel. Your company logo and/or message will be printed on the key card. Vector artwork required; directional arrow must be in the design unless the keycard is RFID technology. If creating artwork in Photoshop, please submit layered, CMYK files.

Resolution should be 300 at actual size. Supply all necessary fonts and images. Package your documents to ensure everything is included. All type should be at least 6pt. in size. To be legible, reversed type should be at least 8pt. Artwork using PMS colors and Photoshop duotone files are accepted. Keep all non-bleed elements (logos, etc.) " inside all edges of the keycard. Bleed, if applicable, should extend " beyond the edges of the card. All rules and outlines should be .5 pt. or greater. Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process. Images required by **April 2, 2019** at [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org).

## **MOBILE APP**

A direct link to your corporate website and banner ad is required by **April 2, 2019** at [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) in the following size and format: 640Wx110H pixels, jpg or png format, 300 dpi; we will also need one landing page graphic in each of the following sizes: 320Wx418H pixels, 300dpi, .jpg/.png format; 640Wx1008H pixels, 300dpi, .jpg/.png format; 1536Wx1920H pixels or 768x960 pixels .jpg/.png format; and 1408Wx1408H pixels or 704Wx704H pixels .jpg/.png format.

## **COLUMNS WRAP**

Your company logo in eps file is required by **April 2, 2019**. Contact [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) for details.

## **CONGRESS NOTEPAD**

Congress notepad will be imprinted with your company logo or send your imprinted notepads. Contact [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) to provide sample and confirm logistics by **February 15, 2019**.

## **FLOOR DECALS**

Your company logo in eps file is required by **April 2, 2019**. Contact [exhibits@cytoconference.org](mailto:exhibits@cytoconference.org) for details.

## **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).*

