Dear Colleagues,

It is our pleasure to announce the exhibit and sponsorship opportunities for CYTO 2015, ISAC’s 30th International Congress, to be held from June 26 - 30 in Glasgow, United Kingdom. CYTO’s exhibitors and sponsors are vital to the success of this premier congress on cytometry in the world, and we want to make sure that your participation in CYTO 2015 is beneficial to you and your company’s bottom line.

Through the years, we have spoken to you about how we can improve your CYTO experience. You've offered many suggestions through surveys and focus groups, at our exhibitor town halls, and in many one-on-one conversations with members of ISAC leadership. We have listened and keep your needs in mind when we structure the congress to ensure we increase attendance on the exhibit floor, improve your exposure to potential and current customers and make sure CYTO is a success for you! The contents of this brochure detail the many ways we do this.

Cytometry technology is a driving force in the rapid increase in our understanding of biological systems, and a central factor in the translation of this understanding to new approaches to diagnose, treat, and prevent disease. CYTO, ISAC’s annual international congress, is the premier showcase for new cytometry-related technologies and applications, and you will want to make sure your company is brought to the attention of the many thought leaders, decision makers, and current and new customers who will be in Glasgow for CYTO 2015.

We are putting together a very strong line-up of cutting edge scientific presentations and educational sessions that will attract scientists and cytometrists from throughout Europe and all over the world to CYTO 2015. World famous scientists such as Eric Betzig and Carl June have already agreed to speak. The congress will focus on cutting-edge cytometry opening new horizons in analyzing biology on the level of individual cells. Recent developments in flow cytometry, advanced microscopy and data evaluation enable a new understanding of basic molecular mechanisms and human disease. CYTO Innovation will explore the challenges and opportunities for the development and commercialization of cell analysis technologies and will focus on cytometry in a world demanding rapid responses to emerging global health issues. Once again, CYTO will feature a full programming track specifically for Shared Resource Lab and core managers.

CYTO 2015 is sure to be a success, and you will want to be a part of it. We want to thank once again the companies who exhibited at or sponsored CYTO 2014 or other past congresses. We look forward to seeing you again at CYTO 2015 and welcome your support.

Please do not hesitate to contact us, ISAC Executive Director, Michelle Butler at ISAC Headquarters, 301-634-7454, mb Butler@isac-net.org, or CYTO 2015 Exhibit Manager, Janet Kearney, 301-634-7009, jkearney@cytoconference.org if we can answer any questions regarding CYTO 2015.

We look forward to seeing you in Glasgow for CYTO 2015!

Best Regards,

Andreas Radbruch
ISAC President

Alan Waggoner
CYTO 2015 Program Chair

Benefits of Exhibiting at CYTO 2015:

- Marketing and promotional opportunities to increase exposure and qualified leads
- Interact with Cytometry professionals from all over the world
- Earn priority points for each year of meeting participation, sponsorship purchase and hosting a Commercial Tutorial
- Refreshment breaks, happy hours and welcome reception scheduled in the exhibit hall to bring decision makers to you
- Exhibitor Showcase on exhibit floor to increase brand awareness
Exhibitors Receive

- One complimentary scientific attendee registration to each exhibiting company. Provide your staff the opportunity to network in an educational setting.
- Six (6) complimentary exhibit booth personnel badges per 9 sqm.
- Ten (10) guest of exhibitor badges per company. Invite your customers and prospective clients to visit your booth at the Congress.
- Listing on the CYTO 2015 website (Virtual Floor Plan) recognizing your company as a 2015 exhibitor.
- Company listing in the CYTO Congress Program (50-word description of product/services).
- 9sqm shell scheme stand (3m x 3m).
- Identification sign for shell scheme, includes company name with black lettering.
- 24 hour hall security.

To Reserve a Booth Online
Visit our website at www.cytoconference.org to complete an online application.

Please contact exhibit management to address any questions you may have regarding space selections.

Booth Rental Package

Shell Scheme Stand rental – 3m x 3m (9sqm) linear booth space
- Wall Elements and white panel with company name on each open side of the stand
- Carpet
- Island booths do not include the above package and are at the expense of the exhibitor

CYTO Priority Points System

Priority Points are the participation and loyalty reward system for CYTO Exhibitors and Sponsors. Accumulated points determine space selection order for next year’s Congress.

Exhibitors accumulate Priority Points in three ways:
1. Exhibit at the CYTO Congress
2. Become a Sponsor
3. Host a commercial tutorial during the CYTO Congress

How are Priority Points accumulated with the purchase of Exhibit Space?

Priority in booth assignment will be conducted according to a point-based system. Companies receive one point per 3m x 3m space purchased, for a maximum of five points. In the case of company mergers, exhibit management will use the highest number of years exhibited in calculating priority points.

Points with space assignment will be maintained on a cumulative basis starting with those earned for CYTO 2014.

Please visit the CYTO website to view the Priority Point System in detail.

www.isac-net.org • www.cytoconference.org
Marketing and Promotional Opportunities

**Advertising**
Display your company name, logo, booth number and message in the Congress Program. The program is posted on the website in advance of the meeting.

**Advertising rates for the Congress Program:**
- **Back cover** - $7,500 (4-color)
- **Inside front or inside back cover** - $5,000 (4-color)
- **Full-page** - $2,000 (B/W only)
- **Half-page** - $1,000 (B/W only)
- **Quarter-page** - $500 (B/W only)

**Booth Upgrades**
Increase your exposure and ROI by upgrading your booth in our virtual floor plan. Several options include adding your URL, company logo and company video. Upgrades can be added when you fill out your online application. Please contact jkearney@cytoconference.org for additional information.

**Commercial Tutorials**
Commercial Tutorials provide your company an excellent opportunity to introduce new products, give in-depth technical demonstrations and present product updates. Requests are accepted on a first-come, first-served basis. Deadline for consideration is February 24, 2015. A description of the presentation will be included in the Congress Program.

**Exhibitor Showcase**
CYTO offers exhibitors the opportunity to provide hands-on demonstrations of products during show hours. Each demonstration will be listed in the Congress Program.

The Exhibitor Showcase will include signage, lectern microphone, screen, beamer, and seating for 50 people. Each showcase will be scheduled for ten (10) minute presentations and will be listed in the Congress Program.

**Mailing Lists**
Contact new prospects and stay connected with meeting attendees by purchasing the advance or post show attendee mailing lists. Visit our website for purchasing details.

**Exhibitor Showcase Hours:**
Sunday, June 28
1800 - 1900
Monday, June 29
1800 - 1900
Application & Contract for Exhibit Space

Scottish Exhibition and Conference Centre
Glasgow, Scotland
Congress Dates: June 26 – 30, 2015
Exhibition Dates: June 27 – 30, 2015
www.cytoconference.org

Company Information

Exhibiting Company Name

Contact Person

Email

Street Mailing Address

City/State/Country/ZIP

Telephone Fax

Company Email Address

Website

Space Requirements

Minimum Booth Size: 9sqm (3m x 3m)

Number of Booths: _______

Please select several booth choices since your 1st choice may not be available. Also be sure to check for your competitors location on the virtual floor plan.

Booth Number Preferences: 1. _____ 2. _____

3. _____ 4.______ 5.______

We prefer not to be located adjacent to or opposite the following companies:

Booth assignment by priority points starts January 20, 2015. After January 20, 2015, space is reserved by date received.

You may Fax your application to: 301-634-7014 or scan and email to jkearney@cytoconference.org

Space Rental Fees

9sqm (3m x 3m) – Shell Scheme Stand $3,000.00

20% VAT tax will be applied.

Please refer to the CYTO 2015 Congress website for detailed information.

Companies interested in purchasing an Island booth should contact Janet Kearney at jkearney@cytoconference.org

All Booth Upgrades are listed on the Online Floor Plan

- Bronze: Company URL $250
- Silver: URL, plus your logo $400
- Gold: URL, logo and Video $500

Total Cost $_________

Payment Schedule

50% of Exhibit Space Fees are due upon receipt of invoice.

Full payment for Exhibit Space is due by February 24, 2015.

Any payment not received before the deposit deadline will authorize Management to release your booth reservation.

Company Authorized Signature Date

Management will attempt to accommodate Company requests for specific space(s), no guarantees can be made that the Company will be assigned the space(s) requested. Company acknowledges that he/she is not contracting for a specific space(s) but rather for the right to participate as an Exhibitor in this Event.

ISAC reserves the right, at its sole discretion, to accept or deny applications for exhibition space and to allocate space among applicants.

Cancellation Policy:

Notification of a company’s decision to cancel or reduce space must be made in writing. The effective date of space cancellation or reduction will be the date a written notice is received by Exhibit Management.

If space is cancelled or reduced prior to January 27, 2015, 10% of the total cost of space will be retained. If space is cancelled or reduced between January 28 - February 24, 50% of the cost of space will be retained. No refunds will be given for any cancellations or reductions received after February 24, 2015; company will be responsible for full cost of space.

CYTO USE ONLY: Date Received ___________

Booth #___________ Confirmed by _________
Sponsorship Opportunities and Packages

■ Mobile App
4 Priority Points
$20,000 (Exclusive)
Our mobile application will put all Congress details at the user’s finger tips on their iPhone, Android or Blackberry devices. A direct link to your corporate website, splash screen is included. Sponsor signage included.

■ Congress Bag
4 Priority Points
$12,000 (Exclusive)
Sponsor’s name and logo along with the CYTO logo/meeting information will be imprinted on the bag and distributed to each meeting registrant. Sponsor signage included.

■ Cyber Café
2 Priority Points
$5,000 (Exclusive)
For easy daily access and visibility, the Cyber Café will be located on the exhibit floor of the conference centre. The sponsor will have continuous recognition with their company logo as the screen saver and default setting to the sponsor’s homepage. Sponsor signage included.

Diamond ($30,000) – 8 Priority Points
Limited to 2 sponsors
Benefits include:
- Floor decal leading from the exhibit hall entrance to your booth
- Logo/booth number on aisle signs in exhibit hall
- Website banner with link to company website
- Full-page ad (B/W only) in printed program
- Four (4) complimentary scientific attendee registrations
- One insert in Congress bag
- Recognition at the president’s reception
- Recognition at the opening and closing social
- Recognition on CYTO 2015 website
- Eight (8) VIP president’s reception invitations and closing social tickets
- “Thank you” with logo in printed materials and on-site signs
- Complimentary CYTO pre or post attendee list (one-time use)
- Sponsor ribbon for all booth staff

Gold ($15,000) – 4 Priority Points
Limited to 4 sponsors
Benefits Include:
- Charging Station located on Exhibition Floor will include company logo/name on signage
- Two (2) complimentary scientific attendee registrations
- Four (4) VIP president’s reception invitations and closing social tickets
- One insert in Congress bag
- Recognition at opening social
- Recognition on CYTO 2015 website
- Half-page ad (B/W only) in printed program
- Website banner with link to company website
- “Thank you” with logo in printed materials and on-site signs
- Complimentary CYTO pre or post attendee list (one-time use)
- Sponsor ribbon for all booth staff
Increase Industry Awareness and Enhance Corporate Identity

**Silver ($5,000) – 2 Priority Points**

**Unlimited Sponsors**

Benefits Include:

- One insert in Congress bag
- Recognition at happy hour
- Two (2) VIP president’s reception invitations and closing social tickets
- Quarter-page ad (B/W only) in printed program
- Complimentary CYTO pre or post attendee list (one-time use)
- Recognition on CYTO 2015 website
- “Thank you” with logo in printed materials and on-site signs
- Company logo on website
- Sponsor ribbon for all booth staff

**Bronze ($2,500) – 1 Priority Point**

**Unlimited Sponsors**

Benefits Include:

- One (1) VIP president’s reception invitation and closing social ticket
- Recognition at refreshment breaks
- Recognition on CYTO 2015 website
- “Thank you” with logo in printed materials and on-site signs
- Company logo on website
- Sponsor ribbon for all booth staff

All Sponsors Receive:

- Priority Points
- Complimentary link on the CYTO Virtual Exhibit Hall
- Acknowledgment on the CYTO website
- Acknowledgment in the Congress Program, Mobile APP and other materials

**Additional Opportunities:** Gold - $4,000 • Silver - $2,500 • Bronze - $1,000

Scientific Tutorials

Shared Resource Lab Forum

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**Hanging Banner**

2 Priority Points

$4,000 (4 Opportunities)

Leave a lasting impression with attendees with your name/logo on hanging banners. Attendees will see these banners as they enter the convention center and before they enter the exhibit hall.

**Congress Notepad**

2 Priority Points

$3,000 (Exclusive)

Distributed to every attendee, a congress notepad will be imprinted with your name and logo. Designed for use during and after the show.

**Floor Locator Sign**

1 Priority Point

$3,000 (Exclusive)

Attendees reference the floor locator sign frequently while walking the show floor. Be the sole sponsor of this opportunity and we will highlight your company name and booth number. Your company logo will appear on an individual sign indicating that you are the exclusive sponsor.
Exhibit Dates/Hours

Exhibit Set-up:
Thursday, June 25
1300 – 2000
(Island Booths only)
Friday, June 26
0800 – 2000
Saturday, June 27
0800 – 1530

Exhibits Open:
Saturday, June 27
1800 – 2000
Sunday, June 28
1130 – 1900
Monday, June 29
1130 – 1900
Tuesday, June 30
1130 – 1630

Opening Reception in Exhibit Hall:
Saturday, June 27
1830 – 1930

Charging Stations

www.isac-net.org • www.cytoconference.org
Exhibit Hall
Happy Hour:
Sunday, June 28
1800 – 1900
Monday, June 29
1800 – 1900

Exhibit Tear-down:
Tuesday, June 30
1630 – 2300
Wednesday, July 1
0800 – 1600

Exhibit Space
Fees:
9sqm (3m x 3m)
Shell Scheme Stand – $3,000 USD
Island booths are available. Contact Exhibit Management for pricing.
Sponsorship Application

First Name: ___________________________ Last/Family Name: ___________________________

Title: ___________________________

Company: ___________________________

Street Address: ___________________________

City: ___________________________ State: _______ Zip: ___________ Country: ___________________________

Email: ___________________________ Phone: ___________________________

Sponsorship Commitment

**CYTO Sponsorship Packages:**
- Diamond Sponsor $30,000 USD ........ 8 Priority Points
- Gold Sponsor $15,000 USD ........ 4 Priority Points
- Silver Sponsor $5,000 USD ........... 2 Priority Points
- Bronze Sponsor $2,500 USD .......... 1 Priority Point

**Other Opportunities:**
- Mobile App $20,000 (Exclusive) ........ 4 Priority Points
- Congress Bag $12,000 (Exclusive) ....... 4 Priority Points
- Cyber Café $5,000 (Exclusive) ........... 2 Priority Points
- Hanging Banner $4,000
  (4 Opportunities) ................. 2 Priority Points
- Congress Notepad $3,000 (Exclusive) ... 2 Priority Points
- Floor Locator Sign $3,000 (Exclusive) . . . 2 Priority Points

**Shared Resource Lab Forum:**
- Gold - $4,000
- Silver - $2,500
- Bronze - $1,000

**Scientific Tutorials:**
- Gold - $4,000
- Silver - $2,500
- Bronze - $1,000

Payment

Sponsorship payments can be made by credit card (Visa, Master Card, or American Express) or by check. Checks must be drawn on U.S. bank, in U.S. funds and made payable to ISAC. Invoice for payment will be sent to you via email within 5-7 working days.

20% VAT tax may be applied. Please refer to the CYTO 2015 website for detailed information.

Please return application to

Janet Kearney, CEM, Exhibit Manager
International Society for Advancement of Cytometry
9650 Rockville Pike
Bethesda, MD 20814 USA
Ph: 301-634-7009
Fax: 301-634-7014
Email: jkearney@cytoconference.org

30th Congress of the International Society for Advancement of Cytometry
Past Exhibiting Companies

Demographics
Demographics from 2014 Congress in Ft. Lauderdale, FL

Total Scientific Attendees: 866
Exhibitors & Guest of Exhibitors: 584
Other: 13
Total Attendance: 1,463

3DHistech Ltd.
89 North
AAT Bioquest, Inc.
Abcam
AbD Serotec
Accuri Cytometers
ACEA Biosciences, Inc.
Advalytix AG
Agilent Technologies
ALEXIS® Biochemicals
Agilent Technologies
Advalytix AG
Accuri Cytometers
ACEA Biosciences, Inc.
Accuri Cytometers
AbD Serotec
Abcam
AAT Bioquest, Inc.
89 North
3DHistech Ltd.
Cellect Biotech GmbH
CellSeed Inc.
Chemicon/Upstate
Chroma Technology Corp
Chromocyt Limited
Cobolt AB
Coherent, Inc.
CompuCyte Corporation
CRI
CVI Melles Griot
Cytellect
CyTecs GmbH
Cytek Development, Inc.
Cytobank Inc.
CytoFlow, LLC
CYTOGNOS
Cytognos S.L.
Cytonome
CYTOPEIA, INC.
Dako
De Novo Software
DELTA Light & Optics
Diagnostica Stago, Inc.
Duke Scientific Corp.
DVS Sciences Inc.
eBioscience, an Affymetrix company
Elsevier Publishing
EMD Millipore
Essen BioScience
Etaluma
Evotec Technologies
EXBIO Antibodies
Flow Contract Site Laboratory, LLC
Fluid Imaging Technologies, Inc.
Fluidigm
Fraen Corporation Srl
Fujitsu Computer Systems
GCAT, Inc.
GE Healthcare
GenWay Biotech, Inc.
Guava Technologies, Inc.
Hamamatsu Corporation
Handyem
Hellma USA, Inc.
iCyt Mission Technology
iLab Solutions
IMGENEX Corporation
Immudex
Immunicon Corporation
Immunostep S.L.
Innviq Technologies Pty Ltd
Innova Biosciences
Innovative Cell Technologies, Inc.
InteliCyt Corporation
IQ Products
Iridian Spectral Technologies
ISAC
Jackson ImmunoResearch Laboratories, Inc.
JDSU
Kinetic River Corp.
Koheras
LASOS Lasertechnik GmbH
Leinco Technologies
Leister Process Technologies
LifeBioScience Inc.
Life Technologies
LightForm, Inc.
Lyttech
MAIA Scientific
Market Tech
Melles Griot
Merck Millipore
Milenyi Biotec GmbH
Molecular Devices
MSP Corporation
National Flow Cytometry Resource
New Mexico Molecular Libraries Screening Center
Newport Corporation
Newport Spectra-Physics GmbH
NewSouth Innovations Pty Ltd.
Nexcelom Bioscience
Nikon Instruments Inc.
Novus Biologicals
Olink Bioscience
Olympus Life Science Europa GmbH
Omega Optical
Omicron-Laserage
Laserprodukte GmbH
On-chip Biotechnologies Co., Ltd.
OSELA Inc.
Ovizio Imaging Systems
NV/SA
OXXIUS Lasers
Parker Hannifin - Pneutronics Division
Partec, a Sysmex Company
Pavilion Integration Corporation
PerkinElmer
Phoenix Flow Systems, Inc.
Photop Technologies Inc.
Picarro
Picovitro AB, AlbaNova University Center
Point Source
Polysciences
Primate Products, Inc.
Propel Labs
ProZyme, Inc.
Qimaging
Roche Diagnostics GmbH
RPMC Lasers, Inc.
ScienceXperts
Semrock
Soft Flow Hungary Ltd.
Sony Biotechnology Inc.
SouthernBiotech
Spectral Applied Research
Spectra-Physics/A Newport Corporation Brand
Spherotech, Inc.
StockerYale Inc.
Stratagene, Inc.
Stratocore
Streck
Thermo Scientific
Thermo Scientific
Particle Technology
ThermoFisher Scientific
Tissue Gnostics USA
Tonbo Biosciences
Toptica Photonics Inc.
Tree Star, Inc.
Trillium Diagnostics, LLC
TTP LabTech Ltd.
Union Biometrica, Inc.
Verity Software House
Vortran Laser Technology, Inc.
Wiley
Woodside Logic
Worthington Biochemical Corporation
Xitogen Technologies Inc.
Yokogawa Electric Corporation
YSL Bioprocess Development Co.
ZELKRAFTWERK
Key Dates and Deadlines

January 20 . . . .  Assignment of booth space based on priority points begins
February 20 . . . . Service kit on-line
February 24 . . . . Balance due for exhibit space
February 24 . . . . Deadline to apply for a Commercial Tutorial
February 24 . . . . Deadline for receipt of application for exhibit space, product description and deposit payment. (Information received after this date will be printed in the Program Addendum)
June 25 . . . . . .  Deadline for advance shipments to the Conference Center

CYTO® is federally registered with the U.S. Patent and Trademark Office. CYTO® is a registered trademark of the International Society for Advancement of Cytometry (ISAC).