EXHIBITOR AND SPONSORSHIP PROSPECTUS

This is a great meeting to see advances in technology and techniques and a great place to speak to the leaders in the field and forge friendships and collaborations. Cytometry is constantly evolving, and this meeting is the place where you can be a part of that evolution through discussions, tutorials, workshops, networking, and comradery! — CYTO ATTENDEE
Dear Exhibitor Colleagues,

It is our pleasure to announce the exhibit and sponsorship opportunities for CYTO 2020, ISAC’s 35th International Congress, to be held from June 19th – June 23rd in Philadelphia, the heart of CELLICON Valley! Attendees will hear world class presentations from the leaders in this area right at the birthplace of the first FDA approved CAR T cell therapy. We invite you to be a part of this exciting meeting that is sure to provide you with valuable business opportunities.

Interest in single cell analysis using cytometry is at an all time high in basic, translation and clinical science. The power of this technology to identify new approaches to diagnose, treat and prevent disease, as well as to expand our knowledge in areas of food, environmental and non-human biology, is today revolutionary. More than many other fields, the synergy between scientists and biotechnology is strong as we work together to move the field forward. We want to make sure your company is brought to the attention to the many thought leaders, decision makers, current and new customers who will be in Philadelphia for CYTO 2020.

In our effort to continuously improve your CYTO experience, ISAC leadership has listened to many suggestions through surveys, focus groups, our exhibit town halls, and by speaking to you individually. We value this input tremendously and are continuing to strive to provide the exhibitor and sponsorship experience that will support your needs. Foremost is increasing opportunities for both attendance in the exhibit hall and enhancing the flow on the floor to give you maximum exposure to current and potential customers.

We want to once again express our gratitude to the companies who exhibited at and sponsored events at CYTO 2019 in Vancouver or other past congresses. We look forward to seeing you again at CYTO 2020 and welcome your support. Please do not hesitate to contact CYTO 2020 Exhibit Management (Tel. 646-452-3836 ext. 2095, k.herlitz@aimgroupinternational.com) if you have any questions.

Our outstanding program of cutting-edge scientific sessions, workshops and tutorials will attract the very best in the field. Philadelphia is where your company will want to be in June 2020!

Jonni S. Moore, Ph.D.
Program Chair, CYTO 2020
President-Elect ISAC

Visit www.CYTOConference.org to submit your application online.
2019 ATTENDANCE BREAKDOWN

BY DEGREE
- PhD 51%
- MA/MS 23%
- BA/BS 23%
- MD 3%

Attendance grew 16% in 2019
The number of Exhibit Booths increased by 29% last year!
Over 40 countries were represented at CYTO 2019

BY FIELD OF STUDY
- Biological Sciences ..................... 73%
- Chemical Sciences .................... 2%
- Computer Sciences ................... 4%
- Engineering ............................. 6%
- Medicine ................................ 10%
- Physical Sciences .................... 2%
- Other Fields ............................ 3%

BY INSTITUTION
- Biotechnology Company .............. 22%
- Government ............................ 4%
- Hospital ................................ 4%
- Medical School ......................... 5%
- Non-Profit ................................ 7%
- Pharmaceutical Company ............ 9%
- SRL ........................................ 15%
- Testing Laboratory ..................... 2%
- University ................................ 29%
- Other ..................................... 3%

TOTAL ATTENDEES: 2,267

Questions? Contact Kris Herlitz at (646) 452-3836 ext. 2095 or k.herlitz@AimGroupInternational.com
RESERVE A BOOTH

Benefits of Exhibiting at CYTO 2020

- Take advantage of marketing and promotional opportunities to increase exposure and secure qualified leads.
- Interact with cytometry professionals from all over the world.
- Earn priority points for each year of meeting participation, sponsorship purchase and commercial tutorial hosting.
- Welcome reception, happy hour, social events, and refreshment breaks scheduled to bring decision makers to you.

Exhibitors Receive

- One complimentary full attendee registration to each exhibiting company, providing your staff the opportunity to network in an educational setting.
- Six complimentary exhibit booth personnel badges per each 10’ x 10’ booth space. Additional exhibitor badges will be $250 each
- Listing on the Congress website (Virtual Floor Plan) recognizing your company as a 2020 exhibitor.
- Company listing in the online Congress Program and Mobile App with a 50-word description of your products and services.
- 8’ high back drape and 3’ high side divider rails.
- 7” x 44” identification sign for booth includes company name and booth number.

Exhibit Space Fees

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,300.00</td>
</tr>
<tr>
<td>Corner booth</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Island booths</td>
<td>$3,800.00</td>
</tr>
</tbody>
</table>

All prices are in US Dollars and are based on 10’ x 10’ spaces.

Space Assignments

The early deadline for booth assignment based on priority points is January 17, 2020. Applications received online will be assigned booths based on accumulated priority points; priority points are the participation and loyalty reward system for CYTO Exhibitors and Sponsors. Accumulated points determine space selection order for the Congress. Companies receive one point per booth 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. Priority points may also be earned through sponsorship support or for hosting a commercial tutorial.

Exhibitors will be notified of booth assignment by February 4th. Starting February 5th, 2020, the online booth application will be open to exhibitors on a first come first serve basis, based on space availability.

Questions? Contact Kris Herlitz at (646) 452-3836 ext. 2095 or k.herlitz@AimGroupInternational.com
FLOOR PLAN

CLICK TO VIEW CURRENT FLOOR PLAN

DAYS/HOURS

Show Dates and Hours

Saturday, June 20
Exhibit Open .......................... 17:00 – 19:00
Welcome Reception ...................... 17:00 – 19:00

Sunday, June 21
Exhibits Open.............................. 10:00 – 18:30
Poster Session/Happy Hour......... 17:30 – 18:30

Monday, June 22
Exhibits Open.............................. 10:00 – 18:00
Poster Session/Social Break....... 17:00 – 18:00

Tuesday, June 23
Exhibits Open.............................. 10:00 – 14:00

Exhibit Set-up

Thursday, June 18 ......................... 09:00 – 19:00
Friday, June 19 .............................. 08:00 – 19:00
Saturday, June 20 .......................... 08:00 – 14:00

Exhibitor Dismantle

Tuesday, June 23
Exhibitor Dismantle/Move-out ...... 14:00 – 22:00

Wednesday, June 24
Exhibitor Move-out...................... 08:00 – 12:00

Key Dates and Deadlines

January 17, 2020
Assignment of booth space based on priority points.

January 31, 2020
Deadline to apply for a Commercial Tutorial.

February 4, 2020
Notification of space assignments sent to applications received by the priority point deadline; FULL payment due.

February 5, 2020
Assignment of booth space on first-come, first-served, based on availability; FULL payment due with application.

Early March 2020
Service kit available online.

Contact Us

Kris Herlitz, Exhibit & Sponsorship Sales
Phone: (646) 452-3836 ext.2095
k.herlitz@aimgroupinternational.com

Mailing address:
CYTO Exhibits/AIM USA
2 Park Ave., 20th Floor
New York, NY 10016 USA

Questions? Contact Kris Herlitz at (646) 452-3836 ext. 2095 or k.herlitz@AimGroupInternational.com
SPONSORSHIP LEVELS

Show your organization's commitment to supporting the field of cytometry by becoming a sponsor!

Take your sponsorship to the next level with our new Platinum Sponsorship! Your support helps the rising stars and game changers of tomorrow attend the largest and most influential congress on Cytometry.

Platinum ($30,000)
6 Priority Points

BENEFITS INCLUDE:
- Funds assist Students and SRL Junior Staff travel to CYTO
- Company banner logo with link to company website on attendee registration website and on all registration confirmations
- Four (4) full attendee registrations
- Six (6) VIP tickets to the President’s Reception and Closing Reception
- One insert in Congress bag
- Recognition at Awards Ceremony
- Recognition on CYTO 2020 website
- Full-page color ad in online program
- Website banner with link to company website
- “Thank you” with logo in printed materials and on-site signs
- Complimentary CYTO pre- or post-attendance list (one-time use)
- Sponsor ribbon for all booth staff

Gold ($15,000)
3 Priority Points (Unlimited Sponsors)

BENEFITS INCLUDE:
- Charging Station located on Exhibition Floor will include company logo/name on signage
- Two (2) full attendee registrations ($1,500 value).
- Four (4) VIP tickets to the President’s Reception and Closing Reception
- One insert in Congress bag
- Recognition at opening social
- Recognition on CYTO 2020 website
- Half-page ad in online program
- Website banner with link to company website
- “Thank you” with logo in printed materials and on-site signs
- Complimentary CYTO pre- or post-attendance (one-time use)
- Sponsor ribbon for all booth staff
SPONSORSHIP LEVELS (CONTINUED)

Silver ($7,500)
2 Priority Points (Unlimited Sponsors)

BENEFITS INCLUDE:
• One insert in Congress bag
• Recognition at happy hour
• Two (2) VIP tickets to the President’s Reception and Closing Reception
• Quarter-page ad in online program
• Complimentary CYTO pre- or post-attendance (one-time use)
• Recognition on CYTO 2020 website
• “Thank you” with logo in printed materials and on-site signs
• Company logo on website
• Sponsor ribbon for all booth staff

Bronze ($5,000)
1 Priority Point (Unlimited Sponsors)

BENEFITS INCLUDE:
• One (1) VIP tickets to the President’s Reception and Closing Reception
• Recognition at refreshment breaks
• Recognition on CYTO 2020 website
• “Thank you” with logo in printed materials and on-site signs
• Company logo on website
• Sponsor ribbon for all booth staff
MARKETING AND PROMOTIONAL OPPORTUNITIES

Advertise a 20-30 Second Video on the Congress Website
$2,000 (Exclusive)
MAXIMIZE YOUR EXPOSURE with your company video on the Congress website! Our records show there were 13,173 sessions on the 2019 CYTO website during the month prior to the meeting. This exposure allows you to get in front of an even larger audience and carries your message off the exhibit floor and onto their screens.

Commercial Tutorials
$3,000 (Per Session)
Commercial Tutorials provide your company with an excellent opportunity to introduce new products, give in-depth technical demonstrations, and present product updates. Due to limited room availability, a maximum of two sessions is permitted per company. Requests are accepted on a first-come, first-served basis. A description of the presentation will be included in the Congress Program and Mobile App.

Times are (subject to change slightly)
- Saturday Presentation
  June 20 .................................... 12:15 – 13:15
- Sunday, June 21 .................... 12:30 – 13:30
- Monday, June 22 ................. 12:15 – 13:15
- Tuesday, June 23 ................. 12:00 – 13:00

Boxed lunches not provided but we encourage you to order for attendees

Questions? Contact Kris Herlitz at (646) 452-3836 ext. 2095 or k.herlitz@AimGroupInternational.com
MARKETING AND PROMOTIONAL OPPORTUNITIES (CONTINUED)

Advertise a 20-30 Second Video in Session Rooms
$2,000 (Per Session)
PLENTY OF EXPOSURE IN THE PLENARIES!
Your company video plays a few minutes before the start of the main lecture each day. Take advantage of this unique opportunity to focus the audience’s attention on your messaging.

Banner Ad with Link to Company Website in Congress Marketing E-Blasts
$1,000 per Email
YOUR SALES WILL HAVE A BANNER YEAR!
Gain your name recognition before the show even starts by getting your banner ad in front of the registrants in the top section of this e-blast.

Mobile App
5 Priority Points...................... $25,000 (Exclusive)
Interact with the Audience!! Our mobile application will put all Congress details at the user’s fingertips on their iPhone, Android, or other devices. A direct link to your corporate website on the organizer is included. Sponsor signage included.

Wi-Fi
2 Priority Points..................... $10,000 (Exclusive)
Access the registrants! When attendees and exhibitors login anywhere in the lobby or session rooms, your company logo/ splash screen with company name and booth number will appear as a unique log-in access.

Congress Bag
1 Priority Point....................... $6,000 (Exclusive)
Carry your message to the attendees as they carry your name! Sponsor’s name and logo along with the CYTO logo/ Congress information will be imprinted on the bag and distributed to each Congress registrant. Sponsor signage and one bag insert included.

Cyber Lounge
1 Priority Point.......................... $6,000
Be seen on the screen! For easy daily access and visibility, the Cyber Café will be located inside the exhibit hall. 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.

The Exhibit Passport ....................... $250
This is a popular game created to incentivize attendees to visit your booth. More information regarding participation will be located on the conference website in February.

Visit www.CYTOConference.org to submit your application online.
MARKETING AND PROMOTIONAL OPPORTUNITIES (CONTINUED)

Column Wraps
1 Priority Point each ................. $5,000 (Limit 2)
That’s a Wrap! Make a powerful impact with
highly visible column wrap in the Pennsylvania
Convention Center. Drive traffic to your booth
by creating awareness about a new product or
promoting your company/service.

Event Sponsorship
1 Priority Point ............ $5,000 (Unlimited Sponsors)
• CYTO First Time Attendee Orientation
• CYTO Innovation
• Scientific Tutorials
• Closing Reception ($25,000 if you want to
  select exclusive)
• SRL Networking Event

BENEFITS INCLUDE
• Company recognition on event signage
  outside of session room and Convention
  center
• Verbal recognition during applicable event
• Company/logo acknowledgment on walk-in
  slides during applicable event
• All other meeting sponsor benefits apply

Floor Decals
1 Priority Point ......................... $5,000 (Limit 2)
Lead attendees step by step to the Exhibit Hall
Entrance! These decals hold your branding and
messaging and are a great way to get in front
of the registrants as they make their way to the
Exhibit Hall Entrance.

Congress Notepad and Pen
1 Priority Point ....................... $4,000 (Exclusive)
Attendees are sure to take note of you!
Congress notepads and pens will be imprinted
with your name and logo and distributed to
registrants. Designed for use during and after
the show. You may also provide your own pre-
printed notepads and pens. For details contact
k.herlitz@aimgroupinternational.com.

Digital Signage
1 Priority Point ......................... $1,500 (Limit 4)
Broadcast your Branding to the entire meeting!
These Meeting Monitors (47") are strategically
placed throughout the convention center to
maximize exposure and give your company
the benefit of increased visibility outside of the
exhibit hall.

Hotel Key Cards
1 Priority Point ......................... $5,000 (Exclusive)
Hotel room keys are provided to each attendee
upon check- in at the Philadelphia Marriott
Downtown. Your company logo and/or message
will be printed on the key card. Be the last name
attendees see when they go back to their rooms
each night.

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MARKETING AND PROMOTIONAL OPPORTUNITIES (CONTINUED)

Hotel Key Card Sleeves
1 Priority Point.............................. $3,000 (Exclusive)
Insert your brand into the hand of every CYTO2020 attendee staying at the Philadelphia Marriott Downtown headquarters hotel. Sponsor information will appear on our attendees’ room key sleeves.

Attendee Badge Lanyards
2 Priority Points.......................... $7,500 (Exclusive)
Your company logo and/or message will be printed on the lanyard.

Lounge Area in Expo Hall
1 Priority Point................................. $6,000
It’s a perfect opportunity for quick meet-and-greets; New this year are a Variety of Lounge types including the Oasis Lounge, the Social Media Lounge or the Refreshment Lounge(s). Put out your company brand where they will find it and get creative! Sponsors will receive recognition on the CYTO2020 website and meeting signage.

Charging Stations
1 Priority Point................................. $4,000 (each)
Be noticed as the attendees are charging up for the day (and night)! These stations simultaneously charge all types of cell phones and other hand held electronics and will be placed in high visibility areas in the Pennsylvania Convention Center.

Daycare Sponsor
2 Priority Points............................. $8,500
For the first time CYTO is offering child care during the main conference hours. Be that company that shows their support of professionals who are also parents and want to attend CYTO as well! Exclusive sponsorship, name on mobile app, signage, and on the website, this is a very special sponsorship.

Meeting Bag insert ................. $1,000

Event Map Banner Ads.................... $750
All attendees going to an event check out the online floor plan to map their on-site strategy.

Hanging Banners and Signage
1 Priority Point......................... $2,500 – $4,000
Banners available in the Meeting Room Concourse as well as the Entrance to the Convention Center via the Grand Hall!

Escalator Clings
2 Priority Points............................. $7,500
All attendees going to an event check out the online floor plan to map their on-site strategy.

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PAST EXHIBITING COMPANIES

10x Genomics
2B Scientific
3DHistech Ltd.
89 North
AAT Bioquest, Inc.
Abcam
AbD Serotec
Accuri Cytometers
ACEA Biosciences, Inc.
AcouSort AB
Advalytix AG
Affymetrix Inc.
Agilent Technologies
Akadeum Life Sciences, LLC
Akoya Biosciences
ALEXIS® Biochemicals
ALPCO
ALS - Automated Lab Solutions
Amnis Corporation
Amphasys AG
AnaSpec Inc.
Andrew Alliance
APE GmbH
Apogee Flow Systems
Applied Cytometry
Asahi Spectra U.S.A. Inc.
Aviva Biosciences Corporation
Axxora
Azur Light Systems
Bangs Laboratories
Bay Bioscience Co., Ltd.
BaySpec, Inc.
BD Biosciences
Beckman Coulter
Beijing Quantobio Biotechnology Co., Ltd.
Bel-Art Products
BennuBio Inc.
Berkeley Lights Inc.
Bignate North America, LLC
bioBUBBLE, Inc.
Bio-Chem Fluidics
BioLegend
Biomedical Photometrics Inc./GeneFocus
Bio-Rad Laboratories
biosaxony
Biotastatus Limited
Bio-Technne
BioTek Instruments, Inc.
Biotrue Inc.
BIOZOLDiagnostica Vertrieb GmbH
Blue Ocean Biomedical LLC
Blue Sky Research
BookMyLab Software
Brightwell Technologies Inc.
Brooks Automation LTD
Brooks Life Science Systems
Caltag Medsystems
Capitolio Bio Corporation
Caprico Biotechnologies
Caprion Biosciences SA
Cedarlane
Cell Kinetics
Cell Microsystems, Inc.
Cell Signaling Technology
Cellarics Biosciences
CellSign, LLC
Collect Biotech GmbH
Cellix Limited
CellSeed Inc.
Cellular Highways
Celsee Diagnostics
Certified Genetools
Champions Oncology
Changchun New Industries Optoelectronics Tech Co., Ltd.
ChemoMetec A/S
Chemicon/Upstate
Chroma Technology Corp
Chromocyte Limited
CNi Laser
Cobalt AB Coherent, Inc.
CompuCyte Corporation
CRI
Curiox Biosystems
CVI Melles Griot
Cytentelec
Cytapex Bioinformatics Inc.
CyTecs GmbH
Cytobank Inc.
CytoFlow, LLC
Cytognos S.L.
Cytomark
Cytometric Engineering Ltd
Cytonome
CYTOPEIA, INC.
Dako - Agilent Technologies
De Novo Software
DELTA Light & Optics
Diagnostica Stago, Inc.
Duke Scientific Corp.
DVS Sciences Inc.
DX Biotech Inc.
eBioscience, an Affymetrix company
Elsevier Publishing
EMD Millipore
Enzo Life Sciences
Essen BioScience
Etaluma
Evotec Technologies
EXBIO Praha, a.s.
Excellitas Technologies
Expedeon
Exprodo Software Limited
FASTinov SA
Fiberguide Industries
Flow Contract Site Laboratory, LLC
FlowCEL (Cytometric Engineering Ltd.)
FlowJo, LLC
Fluid Imaging Technologies, Inc.
Fluidigm Corporation
FluoroFinder
Fraen Corporation Srl
Fujitsu Computer Systems
GCAT, Inc.
GE Healthcare
GenWay Biotech, Inc.
GLASS EXPANSION, INC.
Guava Technologies, Inc.
Hamamatsu Corporation
Handyem
Hellma USA, Inc.
iCyt Mission Technology
PAST EXHIBITING COMPANIES (CONTINUED)

IDEX Health & Science
II-VI
iLab Solutions
IMGENEX Corporation
Immudex
Immunicom Corporation
ImmunoStep S.L.
Inivai Technologies
Innova Biosciences
Innovative Cell Technologies, Inc.
IntelliCyt Corporation
IONpath
IQ Products
Iridian Spectral Technologies
iSAC
Jackson ImmunoResearch Laboratories, Inc.
JDSU
Juno Therapeutics
K. K. CYBO
Kinetic River Corp.
Koheras
LASOS Lasertechnik GmbH
Leinco Technologies
Leister Process Technologies
LeukoDx/Accellicx
Life BioScience Inc.
Life Technologies
LightForm, Inc.
Logos Biosystems
Luminex Corporation
Lyttech Magsphere Inc.
MAIA Scientific
Market Tech
MBL International
Melles Griot
Menarini Silicon Biosystems
Merck
MicroMedicine
MilliporeSigma
Milenyi Biotec
Molecular Devices
MSP Corporation
Namocell
NanoCellBiomedical
NanoFCM Inc.
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.
Nodexus Inc
Novus Biologicals
Olink Bioscience
Olympus Life Science Europa GmbH
Omega Biosystems Inc.
Omega Optical
Omicron-Laserage Laserprodukte GmbH
On-chip Biotechnologies Co., Ltd.
ORFLO Technologies
OSELA Inc.
Ovizio Imaging Systems NV/SA
OXXIUS Lasers
Parker Hannifin - Pneutronics Division
Partec, a Sysmex Company
Particle Metrix, Inc.
Pavilion Integration Corporation
PerkinElmer
Phase Holographic Imaging
Phasefocus
Phoenix Flow Systems, Inc.
Photometrics
Photop Technologies Inc.
Picarro
Picovitro AB, AlbaNova University Center
Point Source
Polysciences
PRA Health Sciences
Precision for Medicine
Primate Products, Inc.
 Propel Labs
 ProZyme, Inc.
 Qimaging
Qioptiq Photonics Ltd.
Roche Diagnostics GmbH
RPMC Lasers, Inc.
rqmicro Ltd
Sapphire North America
Sartorius
Scilleyte AG
ScienceXperts
Scienion
Seahorse Bioscience Europe
Semrock
Shanghai RuiYu Biotech Co., Ltd.
Silicon Biosystems
Soft Flow Hungary Ltd.
Sony Biotechnology Inc.
SouthernBiotech
Spectral Applied Research
Spectra-Physics/A Newport Corporation Brand
Spherotech, Inc.
STEMCELL Technologies Inc
StockerYale Inc.
Stratedigm, Inc.
Stratocore
Streck
Syntec International
Sysmex
Thermo Fisher Scientific
Tissue Gnostics USA
Tomocube Inc
Tonbo Biosciences
Toptica Photonics Inc.
Tree Star, Inc.
Trillium Diagnostics, LLC
TTP LabTech Ltd.
Union Biometrica, Inc.
Verity Software House
Vision Research
Vortran Laser Technology, Inc.
VyCAP
Walker Safety Cabinets Ltd.
Wiley
Woodside Logic
Worthington Biochemical Corporation
Xitogen Technologies Inc.
Yokogawa Electric Corporation
YSL Bioprocess Development Co.
ZELLKRAFTWERK