



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.

Please direct all correspondence to K.Herlitz@aimgroupinternational.com

PLATINUM SPONSORSHIP REQUIREMENTS & DEADLINES

1. Website banner with link to your company website
 - a. JPG or PNG file format required
 - b. Maximum 500px wide x 83px high
2. Company banner logo with link to company website. Banners will be in place within one week of receipt.
 - a. 1200px by 200px for use on attendee registration website
 - b. 600px by 200px for use on all registration confirmations
3. Your company logo is required by **March 27, 2020**
 - a. JPG or PNG file format for program, website, and mobile app
 - b. EPS file format for signage recognition at the Awards Ceremony
 - c. Maximum 400px by 200px
4. Full page horizontal advertisement must be received no later than **March 27, 2020** 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. Page dimensions (*see advertising chart below*):

Ad Size	Measurements (in inches)
Full page	7.5 wide x 10 tall

5. Insert in delegate bags are single page only, you must:
 - a. Send a sample insert for review/approval by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 sample insert for approval"
 - b. Upon approval, 1,200 copies of your insert must be received by mail on **May 1, 2020** at the following address:
ISAC
4601 N Fairfax Drive, Suite 1200
Arlington, VA 22203
 - c. Please email K.Herlitz@aimgroupinternational.com with expected arrival date
6. Electronic CYTO attendee list for a one-time use (GDPR rules apply). This list does not include email addresses. Complete and sign the attached form and send to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 attendee mailing list request".
7. (6) VIP President's Reception Invitations
8. (6) Closing Reception invitations
9. (4) complimentary scientific attendee registrations
10. Sponsor ribbons for all booth staff provided onsite

GOLD SPONSORSHIP REQUIREMENTS & DEADLINES

1. Website banner with link to your company website
 - a. JPG or PNG file format required
 - b. Maximum 500px wide x 83px high
2. Your company logo is required by **March 27, 2020**
 - a. JPG or PNG file format for program, website, and mobile app
 - b. EPS file format for signage recognition at the Awards Ceremony
 - c. Maximum 400px by 200px
3. Half page horizontal advertisement must be received no later than **March 27, 2020** 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 wide x 4.625 tall

4. Insert in delegate bags are single page only, you must:
 - a. Send a sample insert for review/approval by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2019 sample insert for approval"
 - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2020** at the following address:
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4601 N Fairfax Drive, Suite 1200
Arlington, VA 22203
 - c. Please email K.Herlitz@aimgroupinternational.com with expected arrival date
5. Electronic CYTO attendee list for a one-time use (GDPR rules apply). This list does not include email addresses. Complete and sign the attached form and send to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 attendee mailing list request".
6. (4) VIP President's Reception invitations
7. (4) Closing Reception invitations
8. (2) complimentary scientific attendee registrations
9. Sponsor ribbons for all booth staff provided onsite

SILVER SPONSORSHIP REQUIREMENTS & DEADLINES

1. Your company logo is required by **March 27, 2020**
 - a. JPG or PNG file format for program, website, and mobile app
 - b. EPS file format for signage recognition at the Awards Ceremony
 - c. Maximum 400px by 200px
2. Quarter page horizontal advertisement must be received no later than **March 27, 2020** 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 wide x 4.625 tall

3. Insert in delegate bags are single page only, you must:
 - a. Send a sample insert for review/approval by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2019 sample insert for approval"
 - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2020** at the following address:
ISAC
4601 N Fairfax Drive, Suite 1200
Arlington, VA 22203
 - c. Please email K.Herlitz@aimgroupinternational.com with expected arrival date
4. Electronic CYTO attendee list for a one-time use (GDPR rules apply). This list does not include email addresses. Complete and sign the attached form and send to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 attendee mailing list request"
5. (2) VIP President's Reception invitations
6. (2) Closing Reception invitations
7. Sponsor ribbons for all booth staff provided onsite

BRONZE SPONSORSHIP REQUIREMENTS & DEADLINES

1. Your company logo is required by **March 27, 2020**
 - c. JPG or PNG file format for program, website, and mobile app
 - d. EPS file format for signage recognition at the Awards Ceremony
 - e. Maximum 400px by 200px
2. (1) VIP President's Reception invitation
3. (1) Closing Reception invitation
4. Sponsor ribbons for all booth staff provided onsite

COMMERCIAL TUTORIAL REQUIREMENTS & DEADLINES

Commercial Tutorials are scheduled as followed:

Saturday, June 20th – 12:15-13:15

Sunday, June 21st – 12:30-13:30

Monday, June 22nd – 12:15-13:15

Tuesday, June 23rd – 12:00-13:00

Commercial Tutorial organizers may set up at the registration area outside of the room 15 minutes prior to your session and must clear out of rooms at the specified end time.

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 **February 28, 2020**. We encourage you to order lunch for attendees as this is not included.

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 **March 27, 2020**. Please send your session information to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 Commercial Tutorial Description". Your session description should include
 - a. Your Company Logo
 - b. Presenter Name
 - c. Presentation Title
 - d. Descriptions 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
2. 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 K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2020 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 K.Herlitz@aimgroupinternational.com with the subject line "Advertising for CYTO 2020 program" for approval by **March 20, 2020**.
3. Advertising deadline is **March 27, 2020**.

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 K.Herlitz@aimgroupinternational.com with the subject line "Advertising for CYTO 2020 congress website" for approval. Advertising deadline is **May 29, 2020**.

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 K.Herlitz@aimgroupinternational.com with the subject line "Advertising for CYTO 2020 session room" for approval at least one week prior to the deadline date. Advertising deadline is **May 29, 2020**.

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 K.Herlitz@aimgroupinternational.com with the subject line "Advertising for CYTO 2020 eblast" for approval. Contact K.Herlitz@aimgroupinternational.com 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 **March 27, 2020**.

- a. JPG or PNG format
- b. Maximum 728px wide X 90px high

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 for event signage in EPS file format is required by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Event Sponsorship Items for CYTO 2020"
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. Company logo for event signage in EPS file format is required by **March 27, 2020**. Please submit to K.Herlitz@aimgroupinternational.com with the subject line "WI-FI Sponsorship Items for CYTO 2020"

CONGRESS BAG

Sponsor logo along with the CYTO Congress information will be imprinted on the bag and distributed to delegates; includes a complimentary insert. Your company logo for imprint on bag is required by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Congress Bag Sponsorship Items for CYTO 2020"

- 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
1. Insert in delegate bags are single page only, you must:
 - a. Send a sample insert for review/approval by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "CYTO 2019 sample insert for approval"
 - b. Upon approval, 1,200 copies of your insert must be received by **May 1, 2020** at the following address:
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Arlington, VA 22203
 - c. Please email K.Herlitz@aimgroupinternational.com 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 **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Cyber Café Sponsorship Items for CYTO 2020"

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. Your file must be submitted by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Digital Signage Sponsorship Items for CYTO 2020"

File format needed is Static Images JPEG and maximum 250px wide x 100px high resolution.

HOTEL KEY CARDS

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. 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. Your images are required by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Hotel Key Cards Sponsorship Items for CYTO 2020"

MOBILE APP

A direct link to your corporate website and banner ad is required by **March 27, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Mobile App Sponsorship Items for CYTO 2020" Please provide 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 **March 27, 2020**. Contact K.Herlitz@aimgroupinternational.com with the subject line "Column Wrap Sponsorship Items for CYTO 2020" for details.

CONGRESS NOTEPAD

Congress notepad will be imprinted with your company logo or send your imprinted notepads. Provide sample and confirm logistics by **February 14, 2020** to K.Herlitz@aimgroupinternational.com with the subject line "Congress Notepad Sponsorship Items for CYTO 2020".

FLOOR DECALS

Your company logo in EPS file is required by **March 27, 2020**. Contact K.Herlitz@aimgroupinternational.com with the subject line "Floor Decal Sponsorship Items for CYTO 2020" 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.