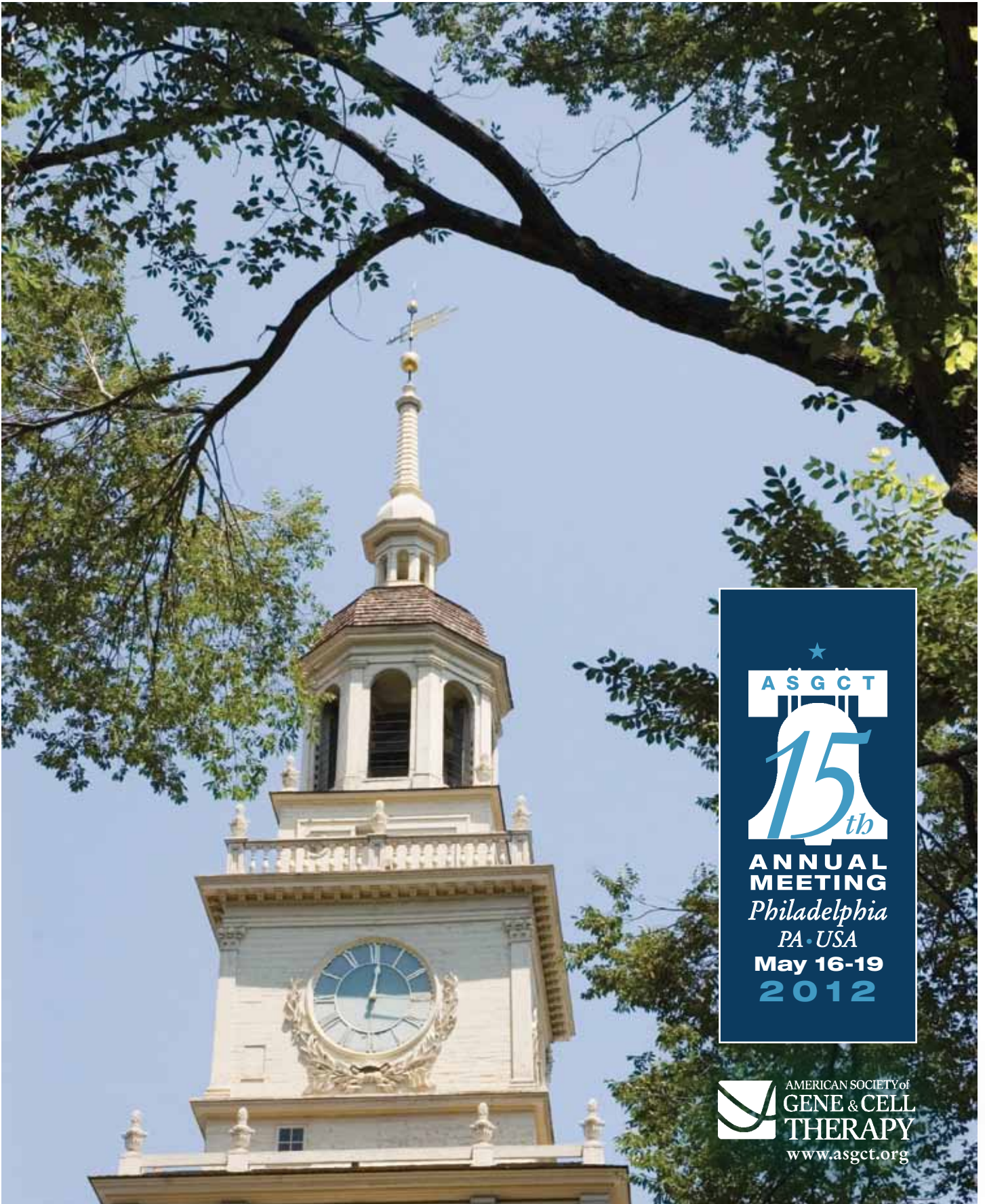


AMERICAN SOCIETY OF GENE & CELL THERAPY



★
A S G C T
15th
ANNUAL MEETING
Philadelphia
PA · USA
May 16-19
2012

 AMERICAN SOCIETY of
**GENE & CELL
THERAPY**
www.asgct.org

Exhibitor and Supporter Prospectus

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ASGCT Executive Office

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Ken Janowski
Education & Meetings Manager

Shaun Kramer
Marketing Manager

Erin Larson
Membership & Website Coordinator

David Wood
Senior Program Manager

Past Exhibitors & Supporters – 14th Annual Meeting

Adaptive TCR Technologies

Aldevron

Alpha-1

AltheaDx

American Society of Gene & Cell Therapy

Axis-Shield PoC

BioSpherix

Caliper Life Sciences

Collectis therapeutics

Center for Cellular and Molecular Therapeutics at the
Children's Hospital of Philadelphia

Data Unlimited International, Inc.

Fanconi Anemia

Florida Biologix

Freezerworks – A Division of Dataworks Development, Inc.

GENE TOOLS, LLC

GENEWIZ, Inc.

GenVec

Genzyme

Horizon Discovery Ltd

Inovio

Lonza

Lovelace Respiratory Research Institute

March of Dimes

Mary Ann Liebert, Inc.

MolMed S.p.A.

NanoSight

National Gene Vector Biorepository (NGVB)

National MPS Society

Nature Publishing Group

Nature Technology Corporation

Nexcelom Bioscience

NHLBI Gene Therapy Resource Program

NIH Office of Biotechnology Activities

O.D. 260 Inc.

Omnia Biologics, Inc.

Oxford Biomedica

Penn Vector Core, University of Pennsylvania

Polyplus-transfection

Production Assistance for Cellular Therapies (PACT)

ReGenX Biosciences

Rimedion

Sangamo BioSciences

Social & Scientific Systems, Inc.

Springer

St. Jude Children's Research Hospital

Techulon, Inc.

TriLink BioTechnologies, Inc.

UMass Medical School

Virovek

Waisman Biomanufacturing

Wiley-Blackwell

Wilson Wolf Corporation



ASGCT 15th Annual Meeting Preliminary Schedule

Schedule subject to change

Wednesday - May 16

7:30 am – 8:00 am	Coffee Break
8:00 am – 10:00 am	Scientific Symposia Session I
10:00 am – 10:30 am	Break
10:30 am – 12:00 pm	Education Session I
12:00 pm – 1:15 pm	Lunch Break (Not Provided)
1:15 pm – 2:45 pm	Education Session II
2:45 pm – 3:15 pm	Break
3:15 pm – 5:15 pm	Oral Abstract Session I
5:15 pm – 7:15 pm	Exhibit Hall Open & Welcome Reception

Thursday - May 17

8:00 am – 9:15 am	George Stamatoyannopoulos Lecture
9:15 am – 10:00 am	Exhibit Hall Coffee Social
10:00 am – 12:00 pm	Scientific Symposia Session II
12:00 pm – 1:15 pm	Lunch Break (Not Provided)
12:00 pm – 1:15 pm	Meet-the-Investigator Sessions
12:00 pm – 6:30 pm	Poster Viewing (Authors present from 4:30 pm – 6:30 pm)
1:15 pm – 3:15 pm	Oral Abstract Session II
3:45 pm – 4:30 pm	Outstanding Achievement Award Lecture
4:30 pm – 6:30 pm	Exhibit Hall Open: Networking Reception & Poster Session I

Friday - May 18

8:00 am – 10:15 am	Presidential Symposium
10:15 am – 11:00 am	Exhibit Hall Coffee Social
11:00 am – 1:00 pm	Scientific Symposia Session III
1:00 pm – 2:15 pm	Lunch Break (Not Provided)
1:00 pm – 6:15 pm	Poster Viewing (Authors present from 4:15 pm – 6:15 pm)
2:15 pm – 4:15 pm	Oral Abstract Session III
4:15 pm – 6:15 pm	Exhibit Hall Open: Networking Reception & Poster Session II
6:30 pm – 8:30 pm	Global Gene and Cell Therapy Symposium and Reception

Saturday - May 19

7:30 am – 8:00 am	ASGCT Business Meeting
8:00 am – 8:45 am	Plenary Lecture
9:15 am – 11:15 am	Oral Abstract Session IV
11:15 am – 12:45 pm	Lunch Break (Not Provided)
11:15 am – 12:45 pm	Meet-the-Investigator Sessions
11:15 am – 7:15 pm	Poster Viewing (Authors present from 5:15 pm – 7:15 pm)
12:45 pm – 2:45 pm	Outstanding New Investigator Symposium
3:15 pm – 5:15 pm	Scientific Symposia Session IV
5:15 pm – 7:15 pm	Poster Session III

Annual Meeting Concludes



Benefits of Participation In the ASGCT 15th Annual Meeting

Purpose

Join the American Society of Gene & Cell Therapy (ASGCT) as we celebrate our 15th Annual Meeting! The ASGCT Annual Meeting provides an international forum where the latest gene & cell therapy developments are presented and critically discussed.

Target Audience

The target audience for the ASGCT Annual Meeting is basic and clinical investigators from academic, regulatory and biotechnology sectors.

Benefits of Participation

- Secure a presence at a meeting of clinicians, academicians, commercial scientists, postdoctoral fellows and graduate students
- Promote your products or services to a broad and diverse audience of decision makers
- Provide an important product or service to attendees
- Support ASGCT and its growing membership through involvement in the Society's Annual Meeting

Have your organization's name listed:

- In the ASGCT 15th Annual Meeting Preliminary Program, circulated to over 5,000 individuals
- In the ASGCT 15th Annual Meeting Final Program, distributed on-site to all meeting attendees, members of the press and speakers
- On the ASGCT website
- In the ASGCT Post-Meeting Newsletter, circulated to all members

General Meeting Information

American Society of Gene & Cell Therapy

The American Society of Gene & Cell Therapy (ASGCT) is a non-profit medical and professional organization that represents researchers and scientists devoted to the discovery of new genetic and cellular therapies. With nearly 2,000 members in the United States and worldwide, ASGCT is the largest association of individuals involved in genetic and cellular therapeutics.

The mission of ASGCT is to advance knowledge, awareness, and education leading to the discovery and clinical application of genetic and cellular therapies to alleviate human disease.

ASGCT's strategic vision is to be a catalyst for bringing together scientists, physicians, patient advocates, and other stakeholders to transform the practice of medicine by incorporating the use of genetic and cellular therapies to control and cure human disease.

Recent meeting demographics:

Academic: 80%

Industry: 14%

Government: 6%

Meeting Dates and Venue

The ASGCT 15th Annual Meeting will be held at the Pennsylvania Convention Center in Philadelphia, Pennsylvania, USA. The meeting will begin on Wednesday, May 16, 2012, and continue through Saturday, May 19, 2012.

Housing Information

Housing information will be provided to all confirmed exhibitors in December 2011.



ASGCT 2012 Support Opportunities

ASGCT adheres to the Pharmaceutical Research and Manufacturers of America's (PhRMA) Code on Interactions with Healthcare Professionals when accepting support. Opportunities with an * are only available to supporters not engaged in activities related to producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients.

General Meeting Support (any amount)

The American Society of Gene & Cell Therapy welcomes general meeting support to supplement the cost of the Annual Meeting program, as well as support of the specific meeting costs associated with:

Audio Visual Support – up to \$100,000

Speaker Travel Support – up to \$40,000

Partner Support Opportunities (\$26,000+)

Abstract Supplement – \$2,000

The Abstract Supplement is provided to all participants at the ASGCT Annual Meeting. The supporter is entitled to a two color, outside back cover, non-product acknowledgment in the Abstract Supplement.

Registration Bags – \$28,000*

All meeting attendees will receive this versatile bag, featuring your organization's logo, in which to carry all of their meeting material. Registration bags are always extremely popular, with attendees requesting additional bags to take back to colleagues who couldn't attend the Annual Meeting.

Abstracts-On-Disc – \$26,000

This is a great opportunity for a supporter to help disseminate the abstracts to the gene & cell therapy community. The logo of the supporter will be included in the four-color case jacket.

Contributor Support Opportunities (\$10,000-\$25,000)

Final Program Book – \$20,000*

The new and improved Final Program Book is a comprehensive guide to all the activities offered at the Annual Meeting and is distributed to all attendees. The supporter is entitled to a two color, outside back cover, non-product acknowledgment in the program book.

Industry-Supported Symposium – \$20,000-\$12,500

Corporate Symposia will be held in the evening or lunch hour of Thursday, May 17 and/or Friday, May 18, 2012. Symposia are developed and coordinated by the sponsor. (More detailed guidelines and an application will be posted on the ASGCT website at www.asgct.org).

Deadline: February 1, 2012 for inclusion in the Preliminary Program!

Schedule-at-a-Glance/Exhibit Hall Pocket Guide/Notebook – \$12,000

This handy tool provides a quick reference for attendees to find their sessions, locate exhibitors and take notes during sessions. Support is acknowledged through strategic logo placement. The notebook is included in the conference bags, as well as distributed at the registration desk.

Lunch Bags – \$12,000*

New for 2012, our temporary yet durable lunch bags hold more than enough for those long hours in the lab or office. Each bag will prominently feature your organization's logo, and are a perfect compliment to the on-the-go mugs from years past.

Foundation/Non-Profit-Supported Symposium – \$10,000-\$6,250

Foundation/Non-Profit Symposia will be held in the evening or lunch hour of Thursday, May 17 and/or Friday, May 18, 2012. Symposia are developed and coordinated by the sponsor(s). (More detailed guidelines and an application will be posted on the ASGCT website at www.asgct.org).

Deadline: February 1, 2012 for inclusion in the Preliminary Program!

ASGCT 2012 Support Opportunities

Contributor Support Opportunities (\$10,000-\$25,000)

Internet Kiosks – \$10,000 (\$2,500 each/4 total)

Widely used at the Annual Meetings, Internet kiosks will be available to all 15th Annual Meeting participants in the Pennsylvania Convention Center. Computers in high-traffic areas can be equipped with contributor-logo'd mouse pads and screen savers.

Saturday Night Party - \$10,000

Always a hit with attendees, supporters receive excellent exposure during this packed event highlighting the end of the Annual Meeting. Organization acknowledgement includes promotion of the function throughout the room, on the ASGCT website, in the Final Program and from the entertainment during the party.

Patron Support Opportunities (\$600-\$9,000)

Coffee Breaks - \$9,000 each (4 total)*

Attendees line up every year for their mid-morning break to mingle, network, and discuss the sessions of the day. Supporter logos will appear on signage surrounding the breaks, in the Final Program, and on the ASGCT website.

Water Bottles – \$9,000*

Sure to be a favorite again this year, these water bottles will be very useful for the attendees as they will be able to fill them up with ice cold water as well as other refreshments during the meeting and thereafter.

Lanyards/Badge holders – \$8,000*

Attendees will be able to conveniently wear their badge with a clear plastic view pouch connected to an adjustable neck cord which will include space for your organization's logo.

ASGCT Business Meeting Breakfast – \$8,000

In celebration of the 15th Annual Meeting, a continental breakfast will be served to all attendees on Saturday, May 19th at the start of the Society Business Meeting.

Exhibit Hall Pocket Guide – \$6,000*

This tool helps attendees to navigate the Exhibit Hall. Available on-site to all conference delegates, the guide will include a listing of exhibiting companies, exhibit hall hours, the exhibit hall floor plan, and a reserved space for the patron's non-product advertising.

Job Bank Booklet – \$4,000

This booklet offers job seekers a wonderful opportunity to review all the available employment opportunities posted on the ASGCT Website. This booklet was first introduced at the 5th Annual Meeting and was greatly used and appreciated by attendees. The booklet is distributed in all the attendee registration bags.

Outstanding New Investigator Awards - \$2,500 per award

Up to four Outstanding New Investigators will be recognized at the ASGCT 15th Annual Meeting based on their contributions to the field of gene & cell therapy. Supporter receives acknowledgement through placement of logo on promotional materials for the awards, including the ASGCT website, Final Program Book and an introductory slide at the awards session at the Annual Meeting.

Excellence in Research Awards – \$1,000 per award

The Abstract Review Committee will select the top eight abstracts submitted by students and postdoctoral fellows to receive this special recognition, the Excellence in Research Awards. Each Award recipient receives a certificate, plaque, and check for personal use and is introduced at the Annual Meeting. This is a wonderful opportunity to support outstanding research in the field of gene & cell therapy.

Travel Grants – \$600 per grant

Travel grants offer young scientists and postdoctoral fellows the opportunity to participate in this important meeting. Grantees receive up to \$600 to cover travel and housing costs, a special certificate, and are listed in the Final Program.

Note: ASGCT will accept joint sponsorship for any of the support items above. Please contact Mary Dean (mdean@asgct.org) for more information and to structure a support option that works for your organization.

2012 Support Benefits Chart

Benefits of Support	Partner (\$26,000+)	Contributor (\$10,000-\$25,000)	Patron (\$600-\$9,000)
One Full-Page Four-Color Ad in Issue of <i>Molecular Therapy</i> (not supplement)	X		
Reduced Exhibit Booth Fees	X		
One Full-Page Black & White Ad in <i>Molecular Therapy</i> Abstract Supplement	X	X	
Mailing Labels for One-Time Use in Keeping with ASGCT's Policies	X	X	
Right of First Refusal for 2013	X	X	X
Invitation to Leadership Reception	X	X	X
Listing in Preliminary Program with Logo	X	X	X
Listing in Final Program with Logo	X	X	X
Acknowledgement at Annual Meeting Through Special Signage	X	X	X
Name Included in Website Listing Through December 2012	X	X	X
Supporter Ribbons for Company/Organizational Representatives at Annual Meeting	X	X	X
Company Name on Annual Meeting Items Approved by ASGCT	X	X	X

For more information please contact:
 Mary Dean, Executive Director
 American Society of Gene & Cell Therapy
 555 E. Wells Street, Suite 1100
 Milwaukee, WI 53202 USA
 Telephone: 414-278-1341
 Fax: 414-276-3349
 Email: mdean@asgct.org

Important Exhibitor Information

Exhibit Dates

Exhibits will be open Wednesday, May 16 through Friday, May 18, 2012.

Exhibit Hall Hours & Activities

(Exhibits will be located in Hall A of the Pennsylvania Convention Center.)

Wednesday, May 16

5:15 pm – 7:15 pm

Exhibit Hall Open & Welcome Reception

Thursday, May 17

9:15 am – 10:00 am

Exhibit Hall Coffee Social

4:30 pm – 6:30 pm

Exhibit Hall Open & Networking Reception
(with Poster Presentations)

Friday, May 18

10:15 am – 11:00 am

Exhibit Hall Coffee Social

4:15 pm – 6:15 pm

Exhibit Hall Open & Networking Reception
(with Poster Presentations)

An assortment of hors d'oeuvres and refreshments will be offered during the evening reception events. Coffee and tea will be offered during the morning coffee socials.

Important Notes:

- Exhibit hours are subject to change. Exhibitors will be notified as soon as possible if a change in hours is necessary.
- Exhibit booths MUST be staffed during all open hall hours and activities.
- Packing of equipment, literature or dismantling of exhibits is strictly prohibited before 6:40 pm on Friday, May 18.

Admission to Sessions & Functions

- Exhibiting companies who rent:
 - 10 x 10 booth = 2 complimentary Exhibitor Attendee registrations
 - 10 x 20 booth = 3 complimentary Exhibitor Attendee registrations
- Exhibitor Attendee badges give individuals access to the Exhibit Hall, Education Sessions, Scientific Symposia and Plenary Sessions.
- Each Exhibiting company is allowed 4 additional Exhibit Hall Only badges for booth staff. Exhibiting companies who need additional badges will be charged \$100.00 per additional staff member for access to the Exhibit Hall only.
- Badges will be available on-site at the Exhibitor Registration Desk.

BOOTH RENTAL FEES	For Profit	Non-profit, Educational Institution, Research Facility
10 x 10 In-line Booth:	\$2,200	\$2,000
10 x 10 Corner Booth:	\$2,350	\$2,150
10 x 20 Corner Booth:	\$3,900	\$3,200

Booth Rental Includes:

- A 30% discount on advertising rates for the *Molecular Therapy* Abstract Supplement
- Opportunity to purchase attendee mailing labels at a reduced cost (prior to July 15, 2012)
- Opportunity to purchase electronic lead retrieval service
- Posting of company name on ASGCT Website and in ASGCT Preliminary and Final Programs, as well as acknowledgement in the post-meeting newsletter
- Flame-proof, eight-foot high back wall drape, three-foot sidewall drape
- Booth identification sign listing company name and booth number
- Twenty-four hour general security during installation and dismantlement hours
- After-hours security for the duration of the exhibition

Restriction of Exhibits

Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the ASGCT Annual Meeting; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to show management for any reason. Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to ASGCT all monies which may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which management may incur thereby.

For more information please contact:
David Wood, Senior Program Manager
American Society of Gene & Cell Therapy
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202 USA
Telephone: 414-278-1341
Fax: 414-276-3349
Email: dwood@asgct.org

Exhibit Hall Floor Plan

ASGCT 15th Annual Meeting

May 16-19, 2012

Pennsylvania Convention Center

Philadelphia, Pennsylvania

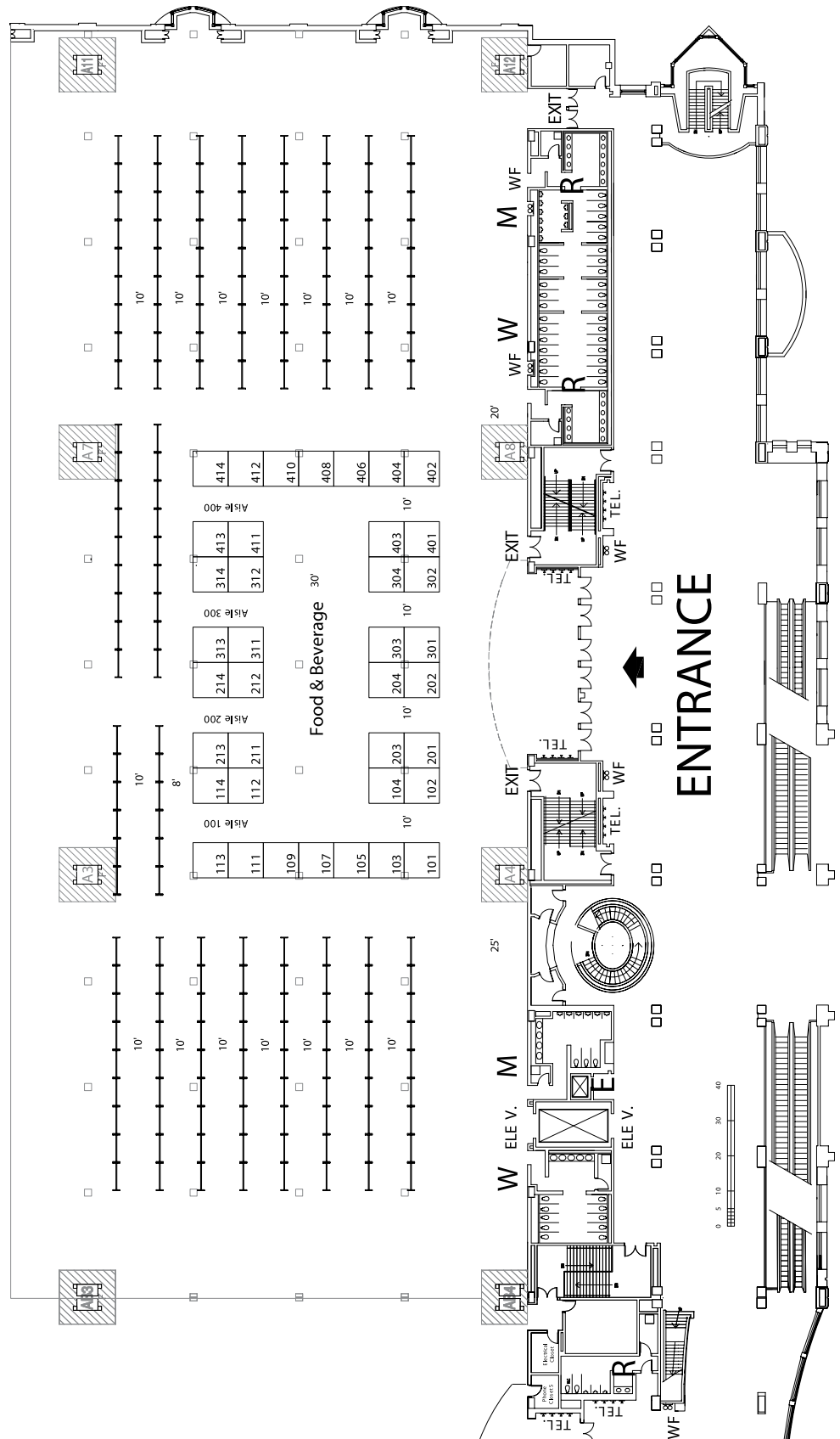
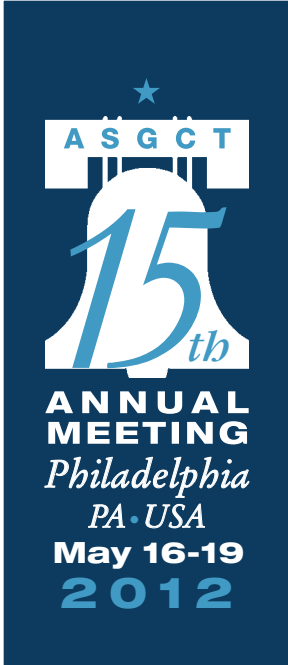


Exhibit Space Application Form

Exhibitor Information

This information will be used for a listing in the Final Program book.

*Company Name: _____

*Contact Person: _____

*Address: _____

*City: _____ *State/Province: _____

*Zip/Postal Code : _____ *Country: _____

*Telephone: _____ *Fax: _____

*Website: _____ *Email: _____

Contact for Exhibit-Related Information

*Contact Person: _____ *Title: _____

*Address: _____

*City: _____ *State/Province: _____

*Zip/Postal Code: _____ *Country: _____

*Telephone: _____ *Fax: _____

*Email: _____

Booth Selection

Please check one:

BOOTH RENTAL SELECTION	For Profit Organization	Non-profit Organization, Educational Institution, Research Facility
10 x 10 In-line Booth:	__ \$2,200	__ \$2,000
10 x 10 Corner Booth:	__ \$2,350	__ \$2,150
10 x 20 Corner Booth:	__ \$3,900	__ \$3,200

Please list your top four booth location choices. (See [Exhibit Hall Floor Plan](#) for booth numbers). This does not guarantee your preferred booth assignment; ASGCT will make every effort to accommodate your specific request based on availability. Floor plan is subject to change.

1. _____ 2. _____

3. _____ 4. _____

If possible, please do not locate us near the following companies:

Principal Products to be Displayed

Publications Instruments Equipment Pharmaceuticals

Other (please specify): _____

Exhibit Space Application Form

COMPANY/PRODUCT OR ORGANIZATIONAL DESCRIPTION

Company/Product or Organizational Descriptions will be used in the Annual Meeting Final Program. Please limit description to 50 words or less. Companies may submit edits to original descriptions until 5:00 pm Central on February 29, 2012.

CANCELLATION POLICY

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to the ASGCT Executive Office. A full refund minus a processing charge of \$300.00 will be granted if the cancellation is made prior to or on February 28, 2012. Any exhibitor who cancels space on or after February 29, 2012, will be responsible for the total booth cost. No refund will be provided.

AGREEMENT TERMS AND CONDITIONS

You are hereby authorized to reserve space for the company indicated to exhibit at the ASGCT 15th Annual Meeting to be held May 16 - 19, 2012 at the Pennsylvania Convention Center in Philadelphia, PA, USA. We understand that the assigned space will be rented at the rate quoted in the ASGCT 15th Annual Meeting prospectus. We understand further that all space must be paid for in full on or before February 28, 2012. If the assigned space is not paid for in full by the specified date, the space may be reassigned to another exhibitor at the discretion of Show Management. We agree to abide by all rules and regulations governing exhibitors set forth in the ASGCT 15th Annual Meeting Exhibitor Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to the exhibitor's displays, equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the American Society of Gene & Cell Therapy, the Pennsylvania Convention Center, the General Services Contractor and each of their employees and agents from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Promotional Activities: Advertisements and promotional materials may not be displayed or distributed in the educational space immediately before, during, or after a CME activity. No product advertisements will be permitted in the same room as the educational activity. Exhibitor staff may attend an educational activity, but may not engage in sales activities while in the room where the activity takes place.

Giveaways: Giveaways and product samples approved by ASGCT may be distributed from your exhibit booth. Requests for items other than product samples or educational materials must be submitted to ASGCT with a sample by April 2, 2012. Samples will not be returned. Written notification will be sent upon ASGCT approval of the items.

Drawings/Prizes/Raffles, Etc.: Prize contests, awards, drawings, raffles or lotteries of any kind held at any time or place within the ASGCT Annual Meeting are not permitted. Attendees may not be registered for drawings, raffles, or lotteries, which might be conducted after the Annual Meeting. Gaming devices of any description are not allowed in the exhibit hall.

Continuing Medical Education (CME) Activities: All activities offering CME credits occurring at or in conjunction with the Annual Meeting must be sponsored or jointly sponsored by ASGCT, and planned and executed in accordance with the ACCME's guidelines for accredited CME activities, including the Standards for Commercial Support. Therefore:

- Exhibitors defined as commercial interests by the ACCME are prohibited from offering or distributing CME activities or access to CME activities.
- Exhibitors not defined as commercial interests by the ACCME may distribute CME activities or access to CME activities, provided those activities are listed on the exhibit application and approved by ASGCT.

By submitting the ASGCT Exhibit Space Application Form you agree to abide by the terms and conditions above.

Payment

A minimum 60% deposit must accompany this application if it is submitted on or before December 30, 2011 with the balance due by February 28, 2012. Applications submitted after December 30, 2011, must include full payment.

Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Print a copy of this exhibit space application for your records. **This is your invoice and contract. No additional invoice will be issued.**

American Society of Gene & Cell Therapy
555 East Wells Street
Suite 1100
Milwaukee, WI 53202
Phone: (414) 278-1341
Fax: (414) 276-3349

Important Deadlines to Remember

December 2011

Housing and Meeting Registration Opens!
Exhibit applications due for inclusion in the Preliminary Program!

January 2012

Abstract Submission Deadline!

February 29, 2012

Company Listing and Exhibit Description due for inclusion in Final Program!

April 23, 2012

Housing and Early Registration Deadline!

May 15, 2012

ASGCT Translational Science Training Course

May 16 - 19, 2012

ASGCT 15th Annual Meeting!

Watch for more details at asgct.org!



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