eha | EBMT

Technical Manual

7th European CAR T-cell Meeting
Strasbourg, France

6-8 February 2025

SPONSOR COORDINATORS

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1. DEADLINES OVERVIEW

DEADLINE	SPONSORED ITEM	SPECIFICS TO SUBMIT
Upon signature	Acknowledgment	Name to be used in acknowledgement
		Company Logo: in High resolution, Horizontal layout, Size: 400 x 70 pixels, Background: White, File type: PNG & EPS.
	(Complimentary and groups) Registration	Group Registration Kick-off call (1st call) Details to be sent by sponsor coordinator
November 4-15, 2024	(Complimentary) Registration	Check-in call before early bird deadline fee (2nd call)
November 15, 2024	Sponsored Sessions	Submit the Sponsored Sessions program for approval
Before November 30, 2024	Registration	1st invoice of Group Registration sent
December 1, 2024	Registration	Early bird fee deadline
December 13, 2024	Exhibition	Final exhibition Layout & design Summary order for additional orders
January 10, 2025	Charging Stations	Visuals for branding the stations
January 13, 2025	(Complimentary and groups) Registration	Deadline Final Full Registration list submission
January 15-17, 2025	(Complimentary and groups) Registration	Final Call to check the names (3rd call)
January 17, 2025	Advertisement	Rotating intersession slide in 16:9 PPT format
		Full page advertisement in PDF for the digital program book
		Push Notification for the virtual platform – 200 characters and banner in JPG or PNG
January 17, 2025	Banners	On-site rotating banner Homepage virtual platform rotating banner
January 20, 2025	(Complimentary and groups) Registration	Fees to badge changes applies €50 per badge.
January 23, 2025	Sponsored Sessions	Submit the recording of the on-demand session

	Exhibition	Submit overview of shipped boxes/materials
January 29, 2025	Sponsored Sessions & Exhibition	Submit the contact details of your on-site contact person
January 29, 2025	Registration	Final details letter to all registered attendees
January 29 – February 4, 2025	E-blast (Pre-Meeting)	Submit the E-blast template
January 30, 2025	Exhibition	Deliveries accepted from this day
February 3, 2025	Virtual platform opens	Credential details are to be communicated on January 29.
February 5, 2025	Group Registration	Early Group Registration pick-up (12:00-14:00)
		Standard fee deadline
February 6-8, 2025	Live Meeting days	Onsite fee applies
February 13-19, 2025	E-blast (post-meeting)	Submit the E-blast template
March 17, 2025	Virtual platform closes	

2. GENERAL MEETINGS INFORMATION

The European Hematology Association (EHA) and the EBMT are excited to announce the 7th edition of the jointly organized European CAR T-cell Meeting. The carefully crafted program covers a broad range of topics spanning the scientific and translational, clinical, and commercial development in the field of CAR T. The program will bring you all the latest developments in CAR T-cell therapy including previously unpublished clinical data, as well as progress in manufacturing, toxicity modeling, innovative CAR design, CAR delivery methods, and novel applications of CAR T-cell therapy. The meeting is an opportunity to hear outstanding developments and network with peers and renowned experts in the CAR T-cell therapy field.

2.1 Key Information

Official meeting title:	**7th European CAR T-cell Meeting**
Live meeting dates:	February 6-8, 2025
Location:	Strasbourg, France
Venue:	Palais de la Musique et des Congrès
Format:	Hybrid
Platform access:	*Details will be shared soon.*

Chairs:	Maria Themeli & Anna Sureda
More information:	https://ehaweb.org/meetings/7th-european-car-t-cell-meeting/ https://www.ebmt.org/events/eha-ebmt-7th-european-car-t-cell-meeting
Program:	*https://ehaweb.org/meetings/7th-european-car-t-cell-meeting/meeting-program/*

2.2 Format

This is a Hybrid meeting, which can be attended physically or virtually. The emphasis lies on the physical participation in the program, but most sessions will be live streamed via a virtual platform for those that can only follow the program remotely. Most of the content will be available on-demand for a period of a month from February 17, 2025.

2.3 Target Audience

The target audience consists of hematologists, oncologists, physicians, scientists, manufacturing specialists, pharmacists, nurses, data managers, supply chain managers and patient organization representatives.

2.4 Abstract Submission

Abstract submission is an important part of this meeting. Participants can submit an abstract for this meeting, and (if accepted) have the possibility to discuss it with the international faculty and peers. Introduced in 2021 and after successful editions, we are excited to announce the **5th Emerging Investigators EHA-EBMT Joint Fellowship Awards** in the Field of Cell Therapy and Immunotherapy. Three winners will be selected, and each will receive €10.000 and the opportunity to present their abstract in one of the Best Abstracts Sessions.

2.5 Case Report Submission

To encourage Young Investigators, we encourage the submission of Case Reports for the chance to be featured in the meeting program. The deadline to submit a clinical case report is **October 31, 2024, before 23:59h CET**.

2.6 Venue details

General venue details:	Palais de la Musique et des Congrès Place de Bordeaux 67000 Strasbourg, France
Venue website:	https://www.strasbourg-events.com/en/node/74
Plenary room:	Schweitzer Auditorium
Break-out rooms:	Cassin Auditorium & Curie B
Exhibition/ Catering:	Hall Rhin (1/2)
Poster area	Hall Rhin

CAR Theatre:	Schweitzer Gallery
Hospitality / business /Meeting rooms:	Rome, Amsterdam, Londres 1, Londres 2, Berlin, and Bruxelles *More rooms available upon request*
Speaker room:	Luxembourg
Venue floorplans:	[Click here](#)

Ground floor

First floor
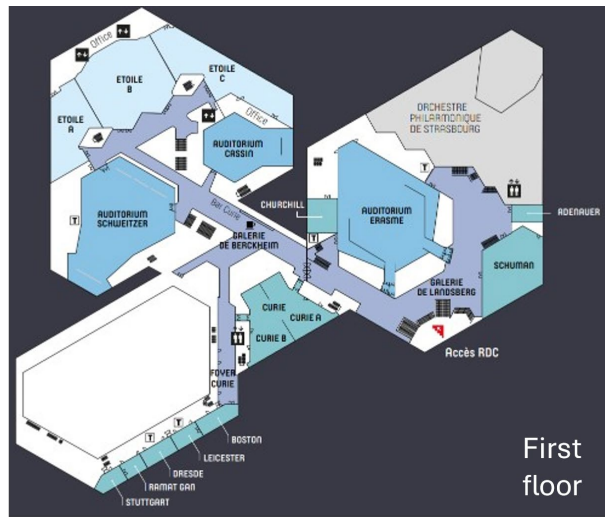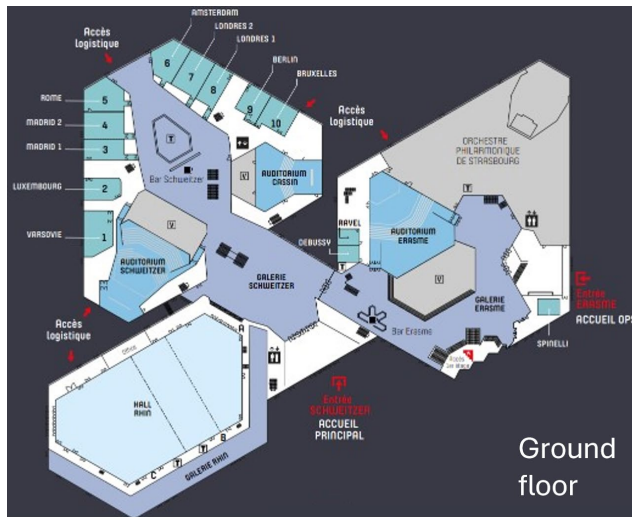
Meeting room capacity

	m²	▦	▦	U	▢	⦿	○	9m²	🔌	✏	🔊	📽
Schweitzer	1265	1182							•	•	•	○
Cassin	571	515							•	•	•	•
Curie	604	446	236	60	96	*	258		•	○	○	•
Hall Rhin	2891	*				1770		118	•	○	○	○
Hall Rhin 1/2	1457	*				*		59	•	○	○	○
Hall Rhin 1/3	806	*				*		31	•	○	○	○
Hall Rhin 2/3	2067	*				*		95	•	○	○	○
Amsterdam	146	110	46	24	36	*	36		•	•	○	•
Londres 2	156	134	42	32	48	*	60		•	•	○	•
Londres 1	116	76	28	22	36	*	42		•	•	○	•
Londres	272	224	100	46	56	*	102		•	•	○	•
Berlin	105	79	30	22	32	*	30		•	•	○	•
Bruxelles	120	98	40	26	36	*	42		•	•	○	•
Luxembourg	110	82	28	22	32	*	30		•	•	○	•

2.7 Opening Hours

The opening hours of the registration desk and the exhibition hours are an indication and subject to change. **The final opening hours of the venue, registration desk, and exhibition will be published closer to the meeting.**

Venue opening hours

Wednesday, February 5	Not open for the public
Thursday, February 6	07:30 – 20:30
Friday, February 7	07:30 – 19:30
Saturday, February 8	07:30 – 15:00

Registration desk

Wednesday, February 5	12:00 – 14:00 (early group registration)
Thursday, February 6	08:00 – 19:00
Friday, February 7	07:30 – 19:00
Saturday, February 8	07:30 – 15:00

Exhibition hours

Thursday, February 6	14:00 – 20:15
Friday, February 7	10:00 – 19:00
Saturday, February 8	10:00 – 14:00

Hospitality / Business rooms & Meeting Rooms

Thursday, February 6	08:00 – 20:00
Friday, February 7	08:00 – 19:00
Saturday, February 8	08:00 – 14:00

3. REGISTRATION

3.1 Complimentary registration

Depending on the chosen sponsor package you will have a number of complimentary registrations. In the below overview you will find the amount that applies to your package. The complimentary registration can be allocated to your staff or shared with contacts and HCPs interested in attending the meeting. Please note that speakers of your symposium or industry theatres must also be registered using your complimentary registrations from your sponsor package.

Premium Partner	75 Hybrid Registrations
Major Partner	50 Hybrid Registrations
Meeting Partner	25 Hybrid Registrations
Exhibitor	2 Exhibitor passes *(access to the exhibition area, hospitality / business/meeting rooms only, no session access)*

The EHA office will register your attendees and confirmation will be sent to the participants individually. The details of the attendees can be shared by emailing a completed list to scientificmeetings@ehaweb.org. **Please use the sponsor registration template that can be found here*.** **Important: we must have an individual email address of each participant for registration purposes. If you are registering participants at the Member fee rate, proof of membership must be included upon submission of names.*

Please be aware that participant badges display the first name, surname, and country, while exhibitor badges include the first name, surname, and company name.

3.2 Group registration

If you are a **Premium Partner and/or registering 100+ delegates** for the CAR T meeting, you are entitled to a Group Registration kick-off call with the registration team and your group leaders. During this call the group registration process will be explained in detail, and you will receive access to your online registration sheet. Contact your sponsorship coordinator to schedule a Group Registration kick-off call and to receive instructions on how to prepare for this call.

If you would like to purchase additional registrations, please contact us for options. As a sponsor you also qualify for a group registration discount on the current fee.

100+ registrations	10% discount (onsite or virtual)
150+ registrations	15% discount (onsite or virtual)
200+ registrations	20% discount (onsite or virtual)

		HYBRID REGISTRATION			VIRTUAL REGISTRATION	
		Early	Standard	Onsite	Early	Standard
		Dec 1, 2024	Feb 5, 2025	Feb 6-8, 2025	Dec 1, 2024	Feb 8, 2025
Physicians & Researchers	Member	405 €	475 €	675 €	305 €	375 €
	Non-member	510 €	675 €	875 €	410 €	575 €
Data Manager, Lab Technician, Patient Advocate, Pharmacist, Psychiatrist/ Psychologist, Quality Manager, Statistician, Student/PhD Student, Transplant Coordinator *	Member	105 €	125 €	225 €	105 €	125 €
	Non-member	135 €	175 €	275 €	135 €	175 €
Nurse*	Member	105 €	125 €	225 €	60 €	70 €
	Non-member	125 €	175 €	275 €	75 €	100 €
Industry representatives (individual)	N/A	1,050 €				

Hybrid registration fee includes virtual access to the meeting. All fees include VAT.
*Accreditation required.

DEADLINES:
Here is an overview of the Group Registration deadlines:

● upon contract signature	Group Registration Kick-off call (1st call)
● 1-3 weeks after kick-off call	1st invoice of Group Registration
● November 4-15, 2024	Check-in call before early bird deadline fee (2nd call)
● December 1, 2024	Early bird fee deadline
● February 5, 2025	Standard fee deadline
● February 6-8, 2025	Onsite fee applies
● January 13, 2025	**Deadline Final Full Registration list submission**
● January 15-17, 2025	Final Call to check the names (3rd call)
● January 15-17, 2025	Registration confirmation to all group registrations
● January 20, 2025	Fees to badge changes applies €50 per badge

● January 29, 2025	Final details letter to registered attendees	
● February 5, 2025	Early Group Registration pick-up (12:00-14:00)	

Groups can pick up their badges and event documentation at the registration desk on Wednesday, February 5, 2025, from 12:00-14:00. Individuals belonging to your groups need to be clearly informed by the sponsor company to avoid queuing unnecessarily at the regular registration desk.

3.3 Blackout policy

The organization of small meetings for a maximum of 15-20 people (subject to the capacity of the room) is permitted. The organization of presentations or educational sessions in the hospitality / business room or sponsor meeting rooms is not allowed until 30 minutes after the last session of the day, as scheduled in the program. Meetings with HCPs are not permitted while the official program of the meeting is in progress.

4. SPONSORED SESSIONS

4.1 Satellite Symposium

Satellite symposia are 45-minute sponsored sessions held on-site in the plenary room (capacity of 1182 delegates) and live broadcasted on the virtual platform. Satellite Symposia are available for Premium and Major partners, **with a maximum of one Satellite Symposium per company**. Satellite Symposia are organized by the company, which includes requesting speakers' consent for the recording of the presentations, as well as the on-demand release until the platform closes.

The program of the Satellite Symposium must be reviewed and approved by the meeting's Scientific Program Committee.

DEADLINES:
November 15, 2024: Submit the Satellite Symposium program for approval
January 29, 2025: Submit the contact details of your on-site contact person

Important:
- Inform us if the recording can be published or if edits are required before publishing, and
- Confirm if the recording can be published on the platform before the platform closes.

The plenary room is at a minimum equipped with the following AV:
- Presidential table with 4 chairs,
- Screen, projector & sound system,
- Confidence monitor,
- Pointer,
- 3x Lapel microphones, and
- 2x handheld microphones.

Additional AV packages for sponsored satellite symposia:

Package – Gold: €1500
2x Coloured Gobo's
Digital Lectern
Coloured floor spots on the stage (12 floor spots)

Package – Silver: €1000
2x B/W Gobo's
Digital Lectern
Coloured floor spots on the stage (12 floor spots)

Package – Bronze: €500
Digital Lectern
Coloured floor spots on the stage (12 floor spots)

If you require any additional AV for your Satellite Symposium, your sponsor coordinator will be able to put you in touch with the AV supplier to arrange any additional items, at your own cost. All additional AV or equipment requests need to be communicated and approved by your sponsor coordinator.

To prepare your Satellite Symposium, a private half an hour rehearsal is scheduled onsite with the sponsor coordinator, AV crew and auditorium staff. You can use this time to review slides, check AV and to discuss specifics with the sponsor coordinator. *The rehearsals are now confirmed.*

Symposium slot	Rehearsal time
Afternoon Symposium on February 6	February 6 from 10:30 – 11:00
Lunch Symposium on February 7	February 6 from 19:30 – 20:00
Afternoon Symposium on February 7	February 7 from 07:30 – 08:00
Morning Symposium on February 8	February 7 from 19:30 – 20:00

As a satellite symposium organizer, you are allowed to brand the room for the duration of the symposium. A roll-up banner and display table can be placed in front of the plenary room 30 minutes before the end of session prior to your satellite. At the end of the symposium, the roll-up banner and display table must be removed. In the plenary room you may place additional roll-up banners on stage from the start until the end of the satellite.

Important: all operational staff (hostesses, technical support staff, etc.) at the meeting must be registered. For this, you can use your complimentary registrations or purchase additional registrations. Please note, attendee badges are not scannable.

4.2 Industry Theatre

Industry Theatres are 20-minute sessions held in the CAR-Theatre on the main floor during a Coffee break. This is a live session and will not be broadcast live or recorded. Industry Theatres are organized by the company.

The program of the Industry Theatre must be reviewed and approved by the meetings Scientific Program committee.

DEADLINES:
November 15, 2024: Submit the Industry Theatre program for approval
January 29, 2025: Submit the contact details of your on-site contact person

The CAR-Theatre is at a minimum equipped with the following:
- Theater setup for 50 pax,
- Headphones for 50 pax,
- 75'LED screen, 1x laptop & sound system,
- Lectern,
- Pointer,
- 1x Lapel microphone, and
- 2x handheld microphone.

If you require any additional AV Industry Theatre, your sponsor coordinator will be able to put you in touch with the AV supplier to arrange any additional items, at your own cost. All additional AV or equipment requests need to be communicated with and approved by your sponsor coordinator.

To prepare your Industry Theatre, a 15-minute rehearsal is scheduled onsite with the sponsor coordinator, AV crew and venue staff. You can use this time to review slides, check AV and to discuss specifics with the sponsor coordinator. *The rehearsals are now confirmed.*

Industry Theater slot	Rehearsal time
Afternoon break theater on February 6	February 6 from 10:00 – 10:15
Morning break theater on February 7	February 7 from 09:00 – 09:15
Afternoon break theater on February 7	February 7 from 10:00 – 10:15
Morning break theater on February 8	February 8 from 09:00 – 09:15

As an Industry Theatre organizer, you are allowed to brand the area for the duration of the Industry Theatre session. A roll-up banner and display table can be placed in the area 15 minutes before the start of your Industry Theatre. At the end of the session, the roll-up banner and display table must be removed. In the area you may place additional banners on stage from the start until the end of the Industry Theatre.

Important: all operational staff (hostesses, technical support staff, etc.) at the meeting must be registered. For this, you can use your complimentary registrations or purchase additional registrations. Please note, attendee badges are not scannable.

4.3 On-demand Symposium

On-demand sessions are pre-recorded 30-minute sessions only available on the virtual meeting platform from the live days until the platform closes. On-demand sessions are organized by the company, which includes requesting speakers' consent for the recording of the presentations as well as publishing the recording in the virtual platform from the live days until the platform closes (February 3-March 6, 2025).

The program of the On-demand Symposium must be reviewed and approved by the meetings Scientific Program Committee. The recordings of the on-demand session must be delivered to your sponsor coordinator two weeks before the platform opens in MP4 format.

DEADLINES:
November 15, 2024: Submit the On-demand Symposium program for approval
January 23, 2025: Submit the recording of the on-demand session
January 29, 2025: Submit the contact details of your on-site contact person

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4.4 Tech Talk

Tech Talks are 10-minute demonstrations held in the CAR-Theatre. The aim is to demonstrate new and prominent technologies in CAR T and highlight new developments to your target audience. Tech Talks are **only available for Biotech companies** who are also meeting exhibitors. This is a live talk and will not be broadcast live or recorded.

The CAR-Theatre is at a minimum equipped with the following:
- Theater setup for 50 pax,
- Headphones for 50 pax,
- 75'LED screen, 1x laptop & sound system,
- Lectern,
- Pointer,
- 1x Lapel microphone, and
- 2x handheld microphone.

If you require any additional AV Tech Talk, your sponsor coordinator will be able to put you in touch with the AV supplier to arrange any additional items, at your own cost. All additional AV or equipment requests need to be communicated with and approved by your sponsor coordinator.

As a Tech Talk organizer, you are allowed to brand the area for the duration of the talk. A roll-up banner and display table can be placed in the area 15 minutes before the start of your Tech Talk. At the end of the talk, the roll-up banner and display table must be removed. In the area you may place additional banners on stage from the start until the end of the Tech Talk.

The program of the Tech Talk must be reviewed and approved by the meeting's Scientific Program Committee.

5. EXHIBITION

The exhibition will be in Hall Rhin of the Palais de la Musique et des Congrès. The exhibition area is an empty space, which you are free to build up with a custom-made booth, shell scheme (modular stand), pop-up booth or banners as you please. All booths are in Hall Rhin. **The booths are allocated according to sponsor level, and on a first-come first-served basis**. If a booth space is requested by multiple companies, the sponsor level will decide the order of the allocation**. The size of your booth is determined in the sponsor contract**.

Additional customization and services can be booked with the venue directly and may include additional costs, via the order book. The Strasbourg Events order book can be downloaded here.
For additional furniture or equipment, please check page 16

Exhibition hours
Final opening hours will be published closer to the meeting.

Thursday, February 6	14:00 – 20:15
Friday, February 7	10:00 – 19:00
Saturday, February 8	10:00 – 14:00

5.1 Exhibition floorplan

The preliminary Technical floorplan has been shared with exhibitors. Note that this is subject to change.

5.2 Exhibition set-up

Pre-meeting deliveries: Tuesday, February 4

Unloading of materials: Tuesday, February 4 from 14:00 – 18:00

Set up: Wednesday, February 5 from 07:30 – 17:00

Dismantling: Saturday, February 8 from 14:30 – 18:00

Package return: Sunday, February 9 from 08:00 – 11:30

Any damages caused during set up or dismantling will be directly dealt with by the venue.

Please note it is forbidden to nail, drill, screw, or glue partitions, headbands, and poles. It is necessary to provide a fastening system chain or hooks. Double-sided adhesives are to be removed when disassembled by the exhibitor. All damage will be invoiced at the end of the event.

5.3 Delivery

Deliveries are accepted from **Thursday, January 30, 2025**, from 08:00 – 11:30. To be accepted all packages sent by exhibitors **must** meet the below requirements. The Palais des Congrès reserves the right to refuse delivery if the information necessary for its delivery is not indicated.

- Each package must include the below information and the designated shipping label.
  - Meeting: 7th European CAR T-cell Meeting
  - Attn. Olalla Barcelo (EHA)/ Bruno Saulnier
  - From: *Sender Company name + contact person*
  - Booth Name + Booth Number
  - Onsite contacts: *Name booth representative + contact details*
  - **Important:** [Click here to download the mandatory shipping label](#)
- You must contact a freight forwarder to deliver your packages to your stand.

Delivery address
Palais De La Musique et Des Congrès
Avenue Herrenschmidt
67082 STRASBOURG Cedex

Your contact at Strasbourg Events: Mr. Bruno Saulnier, +33 6 1 38 55 12.

Important delivery information:
- Delivery of pallets: must be done on written request in advance. Please indicate the name and arrival time of your carrier and the value of the pallet. Strasbourg Events is released from any responsibility in case of theft or breakage during transport. No content verification will be performed.
- International Delivery: must be shipped with International Commercial Terms in DDP (Delivered Duty Paid). Goods delivered to destination, import customs clearance and taxes payable by the shipper.
- Storage of packaging: Strasbourg Events does not have premises for the storage of empty packaging during the meeting, packaging must therefore be immediately removed after assembly, and if necessary, brought back at the time of dismantling. All packaging type storage such as cartons, cans, pallets, in the exhibition or immediate surrounding halls is forbidden.
- Unloading trucks and transport to the stand: must be supported by the exhibitor. You must use a forwarder for handling and unloading services. **The Palais des Congrès does not provide unloading equipment.**

DEADLINES:
January 23, 2025: Submit overview of shipped boxes/materials
January 29, 2025: Submit the contact details of your on-site contact person
January 30, 2025: Deliveries accepted from this day

5.4 Pickup

The removal must be done on the day of disassembly, or 24 hours after the day of disassembly. Between 8:00-11:30 on Sunday, February 9. The Palais de la Musique et des Congrès will not contact your carrier on your behalf.

5.5 Exhibition Shell scheme

Please download the Exhibitors'Guide [here](#).

5.6 Venue regulations

Parking
After unloading equipment, exhibitors should park in the TP6 car park.
It is strictly forbidden to park in the technical courtyard at the Palais des Congrès, except when unloading.

Stand cleaning
Strasbourg Events provides general cleaning of the aisles every morning.

Stand security
It is recommended that you never leave your stand unattended during the installation and dismantling of installations. Valuables must be locked away.

6. HOSPITALITY / BUSINESS ROOMS & MEETING ROOMS

Please contact your sponsor coordinator upon arrival to access the hospitality / business room & meeting rooms for the first time. You will be given a keycard to access your room. The Hospitality / Business rooms & Meeting Rooms are available on Thursday and Friday from 07:00-19:00 and on Saturday from 07:00-12:00. The standard setup of the rooms is theatre layout (changes to this setup will incur an additional cost) and includes water arrangements, a beamer, a screen, and Wi-Fi. Additional AV and catering (before January 10, 2025), requests can be directed to the venue, at an additional cost.

Additional sponsor meeting rooms
Meeting rooms are only available for sponsors (first come first served). The rooms are rented for the full duration of the meeting, from Thursday and Friday from 07:30-19:00 and on Saturday from 07:30-12:00. Please contact your sponsor coordinator upon arrival to access the meeting room for the first time. You will be given a keycard to access your room. The standard setup of the rooms is theatre layout (changes to this setup will incur an additional cost) and includes water arrangements, a beamer, a screen, and Wi-Fi. Additional AV or catering requests can be directed to the venue, at an additional cost.

For catering requests please contact sriss@strasbourg-events.com

The hospitality / business rooms and Meeting rooms are allocated by EHA & EBMT based on request and availability. Available rooms are:
- Amsterdam,
- Londres 1,
- Londres 2,
- Rome,
- Berlin,
- Bruxelles,

More rooms are available upon request and availability.

ROOMS	CAPACITIES								EQUIPMENT			
Rome	146	110	46	24	36	•	36		✓	✓		✓
Amsterdam	146	110	46	24	36	•	36		✓	✓		✓
Londres 2	156	134	42	32	48	•	60		✓	✓		✓
Londres 1	116	76	28	22	36	•	42		✓	✓		✓
Londres	272	224	100	46	56	•	102		✓	✓		✓
Berlin	105	79	30	22	32	•	30		✓	✓		✓
Bruxelles	120	98	40	26	36	•	42		✓	✓		✓

7. COMPANY VISIBILITY

Specify the exact name of the company to be used for all communication. We will also need your company logo: Horizontal layout, Size: 400 x 70 pixels, Background: White. File type: PNG & EPS.

7.1. Company Profile

The company profile allows you to extend your company visibility. Located in the virtual meeting platform under Industry Partners, the company profile acts as a virtual booth. It is an item that consists of a predetermined page where supporting companies can display their profile. Metrics will be shared after the live event following compliance and GDPR.

The company profile includes:
- Company Profile
- Resource center

Company details
- **Company logo**
- **Company description:** maximum of 1000 words (contact details can be included here)

IMPORTANT: If the content available on your company profile is only intended for HCP, kindly submit a short **disclaimer** (example: The content of this page is intended for Healthcare Professionals. Unfortunately, you cannot enter this page if you are not a Healthcare Professional.)

Resource center
- **Video:** Maximum of one (1) video | **File type:** Embedded link to YouTube - *Optional*
- **Documents:** Maximum of one (1) PDF | Not too large - *Optional*

DEADLINE:
January 10, 2025:
- Company description
- Video: one (1) video - Embedded link to YouTube
- Document: one (1) PDF – Not too large

7.2. Company logo acknowledgement

The company logo will be displayed in:
- On-site acknowledgement,
- CAR T meeting page on the EHA/EBMT website(s),
- Acknowledgment page of the digital program book,
- Homepage of the virtual platform, and
- Intersession slides.
  -

7.3. Advertisement

Intersession slides
- Intersession slides are intended to promote your sponsored session during the breaks and between sessions.
  - Specifications: One (1) PPT slide in 16:9 format

Full page advertisement
- Full-page (A4) advertisement inside the digital program book for Premium and Major Partners. Page allocation will be assigned based on the package ranking. Advertisements may not include or promote drug information.
  - Specifications: One (1) PDF file

Push notifications
- Push notifications are intended to notify virtual attendees of your upcoming sponsored sessions via in-platform notification.
  - Maximum 200 characters including spaces, rich text and formatting are not supported.
  - You may include a banner/image: 600 × 100 pixels in JPG or PNG.
  - Please note that the notification can be manually dismissed by the viewer. If not, it will automatically disappear after 5 minutes.

DEADLINES:
January 17, 2025:
- Rotating intersession slide in 16:9 PPT format
- Full page advertisement in PDF
- Push Notification for the virtual platform – 200 characters and one banner/image (600 x 100 pixels) in JPG or PNG

7.4. Banners

On-site rotating banner:
  - Specification: *One (1) PPT slide in 16:9 format*

Homepage rotating banner on the virtual platform:
  - Specification: *1920 x 390 pixels. File type: PNG*

DEADLINE:
January 17, 2025:
- On-site rotating banner: One (1) PPT slide in 16:9 format
- Homepage virtual platform rotating banner: *1920 x 390 pixels. File type: PNG*

8. E-BLAST

The E-blast is sent approx. 1-2 weeks before the meeting to registered delegates. Maximum two per company, not consecutive in the same week. Based on the editorial calendar availability and package ranking will decide the order of the sending.

Number of E-blasts according to your package:

Premium Partner	2
Major Partner	1
Meeting Partner	1
Exhibitor	To be booked separately

E-blast calendar
On each date, there will be an AM and PM slot. Please specify your preference.

Pre-meeting	Post-meeting
Wednesday, January 29, 2025	Thursday, February 13, 2025
Thursday, January 30, 2025	Friday, February 14, 2025
Friday, January 31,2025	Tuesday, February 18, 2025
Tuesday, February 4, 2025	Wednesday, February 19, 2025

In the E-Blast template you will find the complete instructions and deliverables. When submitting the template attach all visuals to your email along with the template.

- Click here for the E-Blast instructions & template
- Click here for an E-Blast example

DEADLINES:
January 29 – February 4, 2025: Submit the pre-meeting E-blast template
February 13-19, 2025: Submit the post-meeting E-blast template

9. OTHER SPONSORSHIP ITEMS: CHARGING STATIONS

Included in the branding:

- Digital Screen: 1080px par 1920px (video or static image)
- Branding at the bottom (34x37 cm): Request the template with your Sponsorship Coordinator. Visual needs to be in .ai format

See the example of branding here.

DEADLINE: January 10, 2025

10. METRICS

Report after the live meeting

Period: February 6-8, 2025
General meeting metrics
- Total number of registrations
- Total number of hybrid & virtual attendees
- Total number of active virtual users per day
- Total number of your (group) registrations and attendance

Virtual metrics
- Total number of clicks Homepage rotating banner
- Total number of unique views of the live-streamed or on-demand sponsored sessions
- Total number of Company profile clicks/views
- Total number of E-Blast recipients and clicks

Report after the virtual platform closes

Period: February 17-March 17, 2025
Virtual metrics
- Total number of clicks Homepage rotating banner
- Total number of unique views of the live-streamed or on-demand sponsored sessions
- Total number of Company profile clicks/views
- Total number of E-Blast recipients and clicks

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