SPONSORSHIP PROSPECTUS

Till & McCulloch MEETINGS

VANCOUVER
OCTOBER 3–5, 2022

Connect. Train. Lead.

Hosted By

STEM CELL NETWORK

Réseau de Cellules Souches
The Till & McCulloch Meetings (TMM) is Canada’s premier stem cell and regenerative medicine research event. As the only conference of its kind in Canada, TMM2022 will provide an unparalleled opportunity for your organization to meet and network with Canada’s leading stem cell and regenerative medicine scientists, clinicians, bioengineers, and ethicists, as well as representatives from industry, government, health, and non-profit sectors.

Don’t miss this opportunity to reach every major stem cell research and regenerative medicine lab in Canada. Interact with delegates who will gather to discuss the latest research techniques and methodologies, ethical and social issues, developments in the regenerative medicine industry, and new commercialization opportunities!

TMM2022 will take place at the Hyatt Regency, 655 Burrard Street, in the heart of beautiful Vancouver, British Columbia; the perfect venue to showcase your services and products.
Delegates of the Till & McCulloch Meetings include representatives from every major stem cell research and regenerative medicine lab in Canada, as well as those from industry, government, health, and non-profit sectors.

- Basic, clinical and translational researchers
- Post-doctoral and graduate-level highly qualified personnel
- Pharma, biotech, and medical device company representatives
- Lawyers and technology transfer officers
- Investors
- Government representatives
- Patient advocates

We expect to welcome more than 450 attendees at the 2022 Till & McCulloch Meetings. Our attendees are:

- 55% Graduate Students & Post-Docs
- 22% Researchers & Principal Investigators
- 13% Industry Representatives
- 9% Not-for-Profit Representatives
- 1% Government & Other

“The power of TMM is to facilitate Canadian collaborations. Whether this is done by a great talk, great lunch, or great product, the resulting mix of ideas is why the meeting remains a success.” TMM Delegate

“TMM is a unique forum in Canada to learn, network, reward the best achievers, excite the next generation of stem cell scientists.” TMM Delegate

“The quality and breath of the speakers in both subject, type of career and level of training made the conference incredibly valuable.” TMM Delegate
What our sponsors say about TMM

“As a company breaking new ground in the space, we’re especially interested in learning about the community’s perspective.” TMM Sponsor

“We are actively seeking collaborators in stem cell research. This was a good venue because you see familiar faces every year.” TMM Sponsor

“TMM is the Canadian networking event for regenerative medicine, everyone is there, from present and future collaborators to potential future hires.” TMM Sponsor

“Great organization, I liked the easy communication and how smoothly everything went!” TMM Sponsor

Our TMM sponsors are able to take advantage of the opportunities available during the conference to consolidate existing collaborations and to forge new connections, while also enjoying the excellent scientific agenda.

The Till & McCulloch Meetings attract highly engaged delegates and a strong industry presence.
Build a customized package that meets your needs!

To maximize the value from your sponsorship of the 2022 Till & McCulloch Meetings, we invite you to build a customized sponsorship package. Your customized package will enable you to achieve your organization’s objectives and maximize your presence and visibility with TMM2022 delegates.

How to become a sponsor of TMM2022

**STEP 1** Choose one or more items from the sponsorship opportunities list (pages 5-11). All prices are shown in Canadian dollars.

**STEP 2** Calculate the total value of your sponsorship package by adding up the value of each item selected.

**STEP 3** Go to page 12 to view the additional benefits you will receive according to the total value of your package.

**STEP 4** Contact Rebecca Cadwalader at the Stem Cell Network to confirm your sponsorship or discuss TMM2022 sponsorship opportunities:

Rebecca Cadwalader,
Manager, Administration & Events
rcadwalader@stemcellnetwork.ca
## Welcome Reception

**Exclusive**

$15,000

Join the conference host, the Stem Cell Network, as we welcome our delegates to TMM2022. This is a great way to be seen and noticed right from the start.

As exclusive sponsor of the Welcome Reception at the Hyatt Regency Vancouver, your organization's logo will be featured in the welcome presentation slides, you will have the option to display one pop-up banner during the event, and your organization will be acknowledged and thanked during the welcome remarks. Optionally, a representative from your organization can be present to say a few words of welcome to our delegates, or your message of welcome can be delivered by a representative from the Stem Cell Network. Your organization will be recognized in a push notification sent through the conference mobile app to promote this event. This item includes one delegate registration.

## Poster & Oral Presentation Awards

**Exclusive**

$12,000

This is an excellent opportunity to connect with trainees and show your organization's commitment to the future of stem cell and regenerative medicine research.

As the exclusive sponsor of these Awards, a representative from your organization will present the poster and oral presentation awards to the winning trainees in the plenary hall on the last day of the conference. Your organization's logo will be featured on screens in the plenary hall during the awards ceremony. Your organization will be recognized in a push notification sent through the conference mobile app to promote the Awards session. This item includes one delegate registration.

## Poster Session and Reception

**Two Opportunities Available**

$10,000 per session

What's a scientific conference without a poster session and networking reception? This is an ideal choice for sponsors who want to be at the heart of the conference.

Your organization's logo will be featured on signage during the popular poster session and reception, and you will have the option to display one pop-up banner. Your organization will be recognized in a push notification sent through the conference mobile app to promote the poster session and reception.
<table>
<thead>
<tr>
<th><strong>PLENARY SESSION</strong></th>
<th>SIX OPPORTUNITIES AVAILABLE</th>
<th>$10,000</th>
</tr>
</thead>
</table>
| Plenary sessions at TMM always deliver the best in cutting edge science and novel research. Connect your organization with scientific excellence by supporting a TMM plenary session.  
An Intro slide at the start of the session will include your organization’s logo to acknowledge your support. Your organization will be recognized in a push notification sent through the conference mobile app to promote the session. Topic and speakers for each session will be arranged by the TMM Program Committee. Session availability is at the discretion of the conference organizers. |

<table>
<thead>
<tr>
<th><strong>INDUSTRY SPONSORED TRAINEE TRAVEL AWARD</strong></th>
<th>$7,500 for 5 awards</th>
</tr>
</thead>
</table>
| Support the career development of the next generation of leaders in the field of stem cells and regenerative medicine by enabling trainees to attend TMM2022.  
Those receiving sponsored travel support awards through the TMM2022 abstract competition will be asked to include on their poster the sponsor's logo and a sentence to acknowledge that their attendance at the conference was made possible by the sponsor. As a travel award sponsor, your organization’s logo will be featured on the abstract submission page of the conference website. |

<table>
<thead>
<tr>
<th><strong>CELLS I SEE ART COMPETITION &amp; GALLERY</strong></th>
<th>EXCLUSIVE</th>
<th>$7,500</th>
</tr>
</thead>
</table>
| Science is in the eye of the beholder and sometimes best expressed through art. A popular and unique activity for TMM delegates is the *Cells I See* Art Contest, which attracts beautiful stem cell images submitted by researchers from across Canada.  
As the exclusive sponsor of this competition your organization’s logo will be presented on promotional materials associated with the competition, including social media prior to the conference, and at the conference in the *Cells I See* Gallery. |

<table>
<thead>
<tr>
<th><strong>EQUITY, DIVERSITY AND INCLUSION LUNCHEON</strong></th>
<th>$5,000</th>
</tr>
</thead>
</table>
| Inclusive science is stronger science. This is a perfect opportunity for your organization to support efforts to foster equity, diversity and inclusion in Canada’s research labs.  
Your organization’s logo will be featured in promotion of this session. Signage and an Intro slide at the start of the session will include your organization’s logo to acknowledge your support. You will have the option to display one pop-up banner and provide one piece of promotional literature as a seat drop in the room. Your organization will be recognized in a push notification sent through the conference mobile app to promote this luncheon. |
<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEET THE EXPERTS LUNCHEON</strong></td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>Support our trainees as they learn from leaders in the field of stem cells and regenerative medicine about the various career paths available to them.</td>
</tr>
<tr>
<td>Your organization's logo will be featured in promotion of this session. Signage will include your organization's logo to acknowledge your support. You will have the option to display one pop-up banner and provide one piece of promotional literature as a seat drop in the room.</td>
</tr>
<tr>
<td><strong>TRAINEE PRE-CONFERENCE WORKSHOPS</strong></td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>Featuring subject matter experts and thought leaders, the workshops taking place the day before TMM starts are a conference highlight for our trainee delegates. By supporting these educational sessions your organization will have strong visibility with young researchers from across Canada.</td>
</tr>
<tr>
<td>Your organization's logo will be featured in promotion of this session. Signage will include your organization's logo to acknowledge your support. You will have the option to display one pop-up banner and provide one piece of promotional literature as a seat drop in the room.</td>
</tr>
<tr>
<td><strong>CAREER FAIR</strong></td>
</tr>
<tr>
<td><strong>$7,500</strong></td>
</tr>
<tr>
<td>Highly skilled and qualified personnel are in high demand from employers across the sector. Help to connect our talented job-seeking delegates with recruiters at our career fair, taking place October 3, from 3:35 p.m. to 5:30 p.m.</td>
</tr>
<tr>
<td>Your organization's logo will be featured in promotion of this session, and you will have the option to display one pop-up banner. Your organization will be acknowledged and thanked during the welcome remarks. Optionally, a representative from your organization can be present to say a few words of welcome, or your message can be delivered by a representative from the Stem Cell Network. Your organization will be recognized in a push notification sent through the conference mobile app to promote the career fair. Your organization will also have its own presentation space at the career fair. This item includes one delegate registration.</td>
</tr>
<tr>
<td><strong>EARLY CAREER RESEARCHERS RECEPTION</strong></td>
</tr>
<tr>
<td><strong>$7,500</strong></td>
</tr>
<tr>
<td>TMM is all about fostering the connections that lead to productive collaborations for our researchers. Bring our Early Career Researchers (ECR) together and watch those connections spark!</td>
</tr>
<tr>
<td>Your organization's logo will be featured in promotion of this session, and you will have the option to display one pop-up banner. Your organization will be acknowledged and thanked during the welcome remarks. Optionally, a representative from your organization can be present to say a few words of welcome, or your message can be delivered by a representative from the Stem Cell Network. Your organization will be recognized in an invitation emailed to our ECRs to promote the session. This item includes one delegate registration.</td>
</tr>
</tbody>
</table>
### SPEAKER READY ROOM

**$4,000**

Providing a sanctuary for our distinguished speakers over TMM's three days, your organization's support will provide refreshments for our speakers in the ready room. Your organization's logo will be featured on signage in the room, and you will have the option to display one pop-up banner and to place literature or gifts in the room.

### PATIENT PRESENTATION

**$1,500**

Patients are the inspiration and reason for the drive to translate stem cell and regenerative medicine research into therapies and products for use in the clinic. Support our patient speakers by sponsoring a patient presentation in the plenary hall.

An Intro slide at the start of the session will include your organization’s logo to acknowledge your support. Your organization will be recognized in a push notification sent through the conference mobile app to promote the session. The patient speaker will be invited by the TMM Program Committee. Session availability is at the discretion of the conference organizers.

### INFORM  *Present your research, products or services to our delegates*

#### BREAKOUT SESSION  MULTIPLE OPPORTUNITIES AVAILABLE

- **$10,000** for a 120 minute lunchtime session
- **$5,000** for a 60 minute breakfast session

Looking for a chance to share information and interact with delegates in a group setting? If so, a breakout session is just the activity for you! Sessions will be held in a breakout meeting room during breakfast or a lunch break of the main conference.

Sponsorship includes electronic promotion of the workshop to the full opted-in delegate list by conference organizers, and two delegate registrations. Your organization will be recognized in a push notification sent through the conference mobile app to promote your session.
**PROMOTE  Advertise directly to our delegates**

**CUSTOM E-MAIL BLAST TO TMM DELEGATES**  EXCLUSIVE  
$3,000

Looking for an opportunity to tell our delegates about your organization, or let them know you’ll be at TMM2022? Take advantage of a one-time email blast to opted-in TMM2022 delegates! This is a fantastic way to share links to your website or to let Canada’s stem cell and regenerative medicine community know about special offers and opportunities made available through your organization. The TMM2022 organizers will take your message content and send it out to delegates who have opted-in to receive messages, at a time jointly agreed to.

**ADVERTISE IN THE TMM2022 DIGITAL MEETING BOOK**  MULTIPLE OPPORTUNITIES AVAILABLE

$3,000 for a full page advertisement  
$1,500 for a half page advertisement

It’s true, an image is worth a thousand words. Get your message across with a full-page or half-page, full colour advertisement in the highly referenced digital meeting book.

**PUSH NOTIFICATION IN MOBILE APP**  TEN OPPORTUNITIES AVAILABLE, ONE PER SPONSOR

$1,200

We’re all glued to our smartphones, so why not send a text-only push notification directly to all opted-in delegates from within the conference mobile app. A great way to share up-to-date product news or an invitation to visit your organization’s booth or event at TMM2022!

**BANNER ADVERTISEMENT IN MOBILE APP**  TWELVE OPPORTUNITIES AVAILABLE, ONE PER SPONSOR

$750

Raise your company’s profile with a banner ad in the conference mobile app. Promote products and services or upcoming events, or simply invite delegates to visit your booth at TMM2022!

**COLLATERAL PLACEMENT ON SHARED LITERATURE TABLE**  MULTIPLE OPPORTUNITIES AVAILABLE

$750

Get information about your organization’s products and services right in front of TMM2022 delegates by placing your material on our shared literature table. You will produce and ship a sufficient quantity of your organization’s collateral items directly to the TMM2022 venue, to arrive not before October 1. Conference staff will place your material on our shared literature table, placed in a high traffic area. One item per sponsor, must be approved by TMM organizers in advance.
## EXHIBITOR BOOTH

### 24 BOOTHS AVAILABLE

$6,000 per booth

Connect one-on-one with conference delegates at your 10 feet wide x 8 feet deep exhibitor booth. Each exhibitor booth includes a table, two chairs, pipe and drape, standard electrical power supply, basic signage, and one delegate registration. Specific booths will be allocated to Exhibitors on a first-come, first-choice basis. Please see map on page 13 for exhibit space. Amenities not listed in this description must be organized through the conference show management company, Show in Motion Services Inc., and will incur additional costs. The Show in Motion Exhibitor Manual will be shared with confirmed Exhibitors.

Also included in your booth package is the option for your organization to have a table at and participate in our career fair.

### SOCIAL MEDIA ZONE

**EXCLUSIVE**

$5,000

Your organization will be the centre of attention with some social media fun at TMM2022! We will be live and interactive with Twitter posts streaming on a large screen placed centrally for all attendees to see. Using #TMM2022, attendees will post about their favourite sessions and networking opportunities. Your organization will be part of the conversation about what makes TMM2022 exciting!

Your organization’s logo will be featured on the social media screen, and on one high-top cocktail table charging station placed in the social media zone.

### TWEET

**THREE OPPORTUNITIES AVAILABLE**

$2,000

Promote your organizations latest news or upcoming events on the Stem Cell Network’s (SCN) Twitter account (@StemCellNetwork). Submit your content to the TMM2022 organizers and SCN will post one tweet on your behalf to over 22K followers, at a date and time jointly agreed to. Content to be approved by the conference organizers.

### TWEET OF THE DAY CONTEST

**EXCLUSIVE**

$1,500

Be part of the social media conversation at TMM2022 by sponsoring the Tweet of the Day prize. Every live day of the conference, the organizers will select the best tweet using the hashtag #TMM2022 to win a prize. The sponsoring organization’s logo will be featured in all promotion of the contest, and the sponsoring organization’s swag items can be included as part of the daily prize, if desired!
## PRESENTATION SPACE AT CAREER FAIR
**MULTIPLE OPPORTUNITIES AVAILABLE**

$500

Are you looking for highly qualified personnel with the skills and education to take the work of your organization to the next level? You’ll find them at TMM! Connect with our talented delegates at the TMM2022 career fair, taking place October 3, from 3:35 p.m. to 5:30 p.m. You’ll be provided with a table and two chairs, and space to display your own signage. Bring a pop-up banner, your job postings and promotional literature, and be prepared to talk opportunities with eager job seekers.

Note that this option is available at no extra charge to our Exhibitors.

## BRAND
**Raise your organization’s visibility with our delegates**

### HOTEL GUEST ROOM KEY CARDS

$5,000

Engage with our delegates as soon as they arrive at the conference venue with branded hotel guest room key cards displaying your organization’s logo. As the exclusive sponsor of this item, your organization’s message will be shown to our delegates throughout the day as they come and go from their guest rooms. To allow time for production, sponsorship of this item must be confirmed by July 31 and artwork submitted TMM organizers by August 17. Artwork must be approved by TMM organizers.

### HAND SANITIZER BOTTLES

$4,000

As we return to meeting in person, hand sanitizer will be a must-have for all delegates. Your organization’s logo will be printed on personal-sized hand sanitizer bottles issued to delegates when they arrive at the conference registration desk.

### COFFEE BREAK
**THREE OPPORTUNITIES AVAILABLE, ONE FOR EACH DAY’S COFFEE BREAKS**

- $7,500 per day on Monday and Tuesday (two breaks per day)
- $3,000 on Wednesday (one break)

As we all know, research runs on coffee! Help to keep our delegates refreshed and ready to network by sponsoring the coffee breaks for each day of the conference. Your organization’s logo will be featured in the agenda on the conference website, in the digital meeting book and in on-site signage.

### MOBILE DEVICE CHARGING STATION COCKTAIL TABLE
**TWO OPPORTUNITIES AVAILABLE**

$3,000 per table

Help keep participants powered up and ready to go by sponsoring a mobile device charging station cocktail table. Your organization’s logo will be prominently featured on the charging station table, which will be centrally placed in a high-traffic area, and you will be known as the sponsor who saved the day! To allow time for production of graphics, sponsorship of this item must be confirmed by July 31 and artwork submitted to TMM organizers by August 17. Artwork must be approved by TMM organizers.
## SPONSOR LEVELS AND ADDITIONAL BENEFITS

**STEP 2** Calculate the total value of your sponsorship by adding up the value of each item selected.

**STEP 3** Check the table below and note your sponsorship level and the additional benefits you will receive.

### SPONSOR LEVELS

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM $20,000+</th>
<th>GOLD $15,000 - $19,999</th>
<th>SILVER $6,000 - $14,999</th>
<th>BRONZE $3,000 - $5,999</th>
<th>SUPPORTER $500 - $2,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional conference registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner advertisement in mobile app</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to provide a ‘push notification’ to all opted-in delegates from within the mobile app</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to provide a thought leadership article to be included in CellLines, SCN’s monthly newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in the agenda on the conference website, in the digital meeting book, and on-site signage when sponsoring a session in the agenda</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on sponsor acknowledgement signage in the conference venue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on sponsor page of digital meeting book (location and prominence dependent on sponsorship level)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on conference website tillandmcculloch.ca</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and website links in sponsor section of mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on sponsor presentation slide to be displayed in plenary hall before and after plenary sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship will be acknowledged in SCN’s newsletter and social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### STEP 4
Contact **Rebecca Cadwalader** at the Stem Cell Network to confirm your sponsorship or discuss TMM2022 sponsorship opportunities:

Rebecca Cadwalader,
Manager, Administration & Events
rcadwalader@stemcellnetwork.ca
TMM2022
EXHIBITOR BOOTHS AND CONFERENCE FLOORPLAN

The Hyatt Regency Vancouver

Image credit: Tourism Vancouver