

# ENGAGING GL\BALLY

CYTO 2023 | May 20-24 | Canada

Montréal, Quebec



#### Dear Exhibitor Colleagues,

It is our pleasure to announce the exhibit and sponsorship opportunities for CYTO 2023, the Congress for the International Society for the Advancement of Cytometry. ISAC's 36th International Congress will be held from May 20-24, 2023, in Montréal, Québec Canada.

Attendees will participate in an exciting program: "Cytometry for all in Montreal!" This program will showcase the state-of-the-art in cytometry technology, cytometry science, and new advances in the biological applications of imaging, cytometry, and single cell analyses.

Attendees will hear world class presentations from the leaders in molecular & cell biology, biophysics, and photonics. Montréal is a city renowned for its culture, diversity, and beautiful location along the St. Lawrence River. It is home to some of the most distinguished universities in Canada, and is one of the world leaders in space science. We invite you to be a part of this exciting meeting that is sure to provide you with valuable business opportunities.

Interest in single cell analysis using cytometry continues to grow in the areas of basic, translation and clinical science. The power of this technology to identify new approaches to diagnose, treat and prevent disease, as well as to expand our knowledge in areas of food, environmental and non-human biology, is today revolutionary. More than many other fields, the synergy between scientists and biotechnology is vital for impacting public health and basic research world-wide.

We look forward to having your company be a part of this community! Your participation will be brought to the attention of many thought leaders, decision makers, current and new customers who will attend CYTO 2023 in Montréal.

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

We want to once again express our gratitude to the companies who exhibited at and sponsored events at CYTO 2022 or other past congresses. We look forward to seeing you again at CYTO 2023 and welcome your support. Please do not hesitate to contact CYTO 2023 Exhibit Management (Tel. 845-243-2906, kris@herlitz.com) if you have any questions.

Our outstanding program of cutting-edge scientific sessions, workshops and tutorials will attract the very best in the field. Montréal is where your company will want to be in May 2023!

#### Jessica P. Houston, Ph.D.

Professor, Department of Chemical & Materials Engineering
New Mexico State University
President-Elect, International Society for the Advancement of Cytometry
Program Chair, CYTO 2023

Did You Know: Over **87%** of CYTO attendees have advanced post graduate degrees and come from all over.

## ABOUT THE ATTENDEES

#### Who you will meet at CYTO:

- **Biological Sciences**
- **Chemical Sciences**
- **Computer Sciences**
- **Engineers**
- Medical
- **Physical Sciences**

#### In the core areas of

- Biotechnology
- Government
- Hospital setting
- Medical schools
- **Pharmaceuticals**
- SRL
- Testing Laboratories
- Universities

AVERAGE 2,200



# **RESERVE A BOOTH**

# **Benefits of Exhibiting at CYTO 2023**

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

#### **Exhibitors Receive**

- One complimentary full attendee registration to each exhibiting company, providing your staff the opportunity to network in an educational setting.
- Six complimentary exhibit booth personnel badges per each 10' x 10' booth space. Additional exhibitor badges will be \$250 each
- Listing on the Congress website (Virtual Floor Plan) recognizing your company as a 2023 exhibitor.
- Company listing in the online Congress Mobile App with a 50-word description of your products and services.
- 8' high back drape and 3' high side divider rails.
- 7" x 44" identification sign for booth includes company name and booth number.

# **Exhibit Space Fees**

Booth Size 10' x 10' \$3,600.00 Corner Booth \$3,800.00 Island Booths \$4,000.00

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

# **Space Assignments**

The early deadline for booth assignment based on priority points is January 20, 2023. Applications received online will be assigned booths based on accumulated priority points; priority points are the participation and loyalty reward system for CYTO Exhibitors and Sponsors.

Accumulated points determine space selection order for the Congress. Companies receive one point per booth purchased, for a maximum of five points. In the case of company mergers, exhibit management will use the highest number of years exhibited in calculating priority points. Priority points may also be earned through sponsorship support or for hosting a commercial tutorial.

Exhibitors will be notified of booth assignment by February 3rd. Starting February 6th, 2023, the online booth application will be open to exhibitors on a first come first serve basis, based on space availability.

## **FLOOR PLAN**

# CLICK HERE TO VIEW CURRENT FLOOR PLAN

# **Days/Hours**

**Show Dates and Hours** 

Sunday, May 21

 Exhibit Open
 18:00 - 19:30

 Welcome Reception
 18:00 - 19:30

Monday, May 22

Exhibits Open 10:00 - 19:00 Poster Session/Happy Hour 17:00 - 19:00

Tuesday, May 23

Exhibits Open 10:00 - 19:00 Poster Session/Social Break 17:00 - 19:00

Wednesday, May 24

Exhibits Open 10:00 – 14:00

**Exhibit Set-up** 

Friday, May 19 12:00 – 19:00 Saturday, May 20 08:00 – 19:00 Sunday, May 21 08:00 – 14:00

**Exhibitor Dismantle** 

Wednesday, May 24

Exhibitor Dismantle/Move-out 14:00 - 22:00

**Thursday, May 25** 

Exhibitor Move-out 08:00 - 12:00



# **Key Dates and Deadlines**

**January 20, 2023** 

Assignment of booth space based on priority points.

**February 3, 2023** 

Deadline to apply for a Commercial Tutorial.

**February 3, 2023** 

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

**February 6, 2023** 

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

**Late February 2023** 

Service kit available online.

**Kris Herlitz** 

Exhibit & Sponsorship Sales Phone: 845-243-2906

kris@herlitz.com

**Contact Us** 

**Mailing address:** 

The Herlitz Company/CYTO 108 Montgomery St., Ste.205 Rhinebeck, NY 12572-1106

# SPONSORSHIP LEVELS

Show your organization's commitment to supporting the field of cytometry by becoming a sponsor. Take your sponsorship to the next level with our new Platinum Sponsorship! Your support helps the rising stars and game changers of tomorrow attend the largest and most influential congress on Cytometry.

# Platinum (\$30,000) 6 Priority Points

#### **BENEFITS INCLUDE:**

- Funds assist Students and SRL Junior Staff travel to CYTO
- One Commercial Tutorial
- One 10x10 booth space
- Access to Sponsor/VIP lounge on expo floor
- Added to the mobile app passport gamification
- Banner Ad with company link to your website on CYTO marketing E-blasts
- Company banner logo with link to company website on attendee registration website and on all registration confirmations
- Four (4) full attendee registrations
- Six (6) tickets to the President's Reception
- One Ad on the mobile app
- Recognition at Awards Ceremony
- Recognition on CYTO 2023 website
- Full-page color ad in online program
- Website banner with link to company website
- "Thank you" with logo in printed materials and on-site signs
- Complimentary CYTO pre- or post- attendance list (one-time use)
- · Sponsor ribbon for all booth staff

# Gold (\$15,000)

3 Priority Points (Unlimited Sponsors)

#### **BENEFITS INCLUDE:**

- Charging Station located on Exhibition Floor will include company logo/name on signage
- Banner Ad with company link to your website on CYTO marketing E-blasts
- Two (2) full attendee registrations
- Four (4) tickets to the President's Reception
- Recognition at opening social
- Access to Sponsor/VIP lounge
- Added to the mobile app passport gamification

- Recognition on CYTO 2023 website
- Half-page ad in online program
- Website banner with link to company website
- "Thank you" with logo in printed materials and on-site signs
- Complimentary CYTO pre- or post- attendance list (one-time use)
- · Sponsor ribbon for all booth staff

# **Silver (\$8,500)**

2 Priority Points (Unlimited Sponsors)

#### **BENEFITS INCLUDE:**

- · Recognition at happy hour
- Two (2) tickets to the President's Reception
- Quarter-page ad in online program
- Complimentary CYTO pre- or post- attendance list (one-time use)
- Added to the mobile app passport gamification
- Recognition on CYTO 2023 website
- "Thank you" with logo in printed materials and on-site signs
- Company logo on website
- · Sponsor ribbon for all booth staff

# **Bronze (\$6,000)**

1 Priority Point (Unlimited Sponsors)

#### **BENEFITS INCLUDE:**

- One (1) ticket to the President's Reception
- Recognition at refreshment breaks
- Recognition on CYTO 2023 website
- "Thank you" with logo in printed materials and on-site signs
- Added to the mobile app passport gamification
- Company logo on website
- Sponsor ribbon for all booth staff

#### **ADVERTISING & BRAND VISIBILITY**

# Advertise a 20-30 Second Video on the Congress Website \$2,000 (Exclusive)

MAXIMIZE YOUR EXPOSURE with your company video on the Congress website! This exposure allows you to get in front of an even larger audience and carries your message off the exhibit floor and onto their screens.

# Advertise in Online Program.

Display your company name, logo, booth number, and message in the Congress program. A PDF of the program book will be available on the Congress website before the meeting.

# Advertising rates for the online program

Inside front cover \$2,000 (4-color)
Full-page \$1,500 (4-color)
Half-page \$1,000 (4-color)
Quarter-page \$750 (4-color)

# Advertise a 20-30 Second Video in Session Rooms \$2,500 (Per Session)

#### PLENTY OF EXPOSURE IN THE PLENARIES!

Your company video plays a few minutes before the start of the main lecture each day. Take advantage of this unique opportunity to focus the audience's attention on your messaging.

# Linked Banner Ad in Congress Marketing E-Blasts \$1,000 per email

#### YOUR SALES WILL HAVE A BANNER YEAR!

Gain your name recognition before the show even starts by getting your banner ad in front of the registrants in the top section of this e-blast.

#### Commercial Tutorials\* \$3,500 (Per Session)

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

# Times are (subject to change slightly)

Sunday, May 21	12:15 - 13:15
Monday, May 22	12:15 - 13:15
Tuesday, May 23	12:15 - 13:15
Wednesday, May 24	12:15 - 13:15

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

# MARKETING & PROMOTIONAL OPPORTUNITIES

#### **Wi-Fi** 3 Priority Points—\$15,000 (Exclusive)

Access the registrants! When attendees and exhibitor's login anywhere in the lobby or session rooms, the sponsor receives exceptional visibility with exclusive advertising space on the Internet connection portal; also company name and booth number will appear as a unique log-in access.

#### **Mobile App** 5 Priority Points—\$25,000 (Exclusive)

Interact with the Audience!! Our mobile application will put all Congress details at the user's fingertips on their iPhone, Android, or other devices. A direct link to your corporate website on the organizer is included. Sponsor signage included.

# **President's Reception**

Call for Pricing and Support Levels

# Presidents Reception Fundraising Event Saturday, May 20 - 19:00-21:00

At ISAC, we put our communities at the heart of everything we do. It's what we call our civic mission. Our ambition is to strive for excellence in our civic mission activities by being committed to working with stakeholders across the global cytometry community. Sponsorship of the Presidents Reception would provide a huge boost to our capacity to deliver a successful fundraising event and provide as many funds as possible to these deserving missions.

At the reception we will showcase and celebrate three of ISAC Civic Mission Projects: Instruments for science, Live education program, and CYTO-Youth. Click here for details.

The event will be open for all CYTO attendees (with a requested donation), include sponsors/donors, stakeholders, beneficiaries, project teams, ISAC leadership, and local Montreal VIPs.

# Increase Industry Awareness and Enhance Corporate Identity.

#### **Event Sponsorship**

#### 1 Priority Point—\$5,000 (Unlimited Sponsors)

- CYTO First Time Attendee Orientation
- CYTO Innovation Showcase
- Scientific Tutorials
- Closing Reception (\$25,000 if you want to select exclusive)
- SRL Networking Event
- CYTO Women

#### **BENEFITS INCLUDE:**

- Company recognition on event signage outside of session room and Convention center
- 2-3 minutes for sponsor to address audience during applicable event
- Company/logo acknowledgment on walk-in slides during applicable event
- Recognition in conference Program listing.

#### **Floor Decals**

#### 1 Priority Point—\$5,000 (Limit 2)

Lead attendees step by step to the Exhibit Hall Entrance! These decals hold your branding and messaging and are a great way to get in front of the registrants as they make their way to the Exhibit Hall Entrance.

# **Congress Notepad and Pen**

## 1 Priority Point—\$4,000 (Exclusive)

Attendees are sure to take note of you! Congress notepads and pens will be imprinted with your name and logo and distributed to registrants. Designed for use during and after the show. You may also provide your own pre- printed notepads and pens.

#### **Digital Signage**

# 1 Priority Point—\$1,500 (per screen)

Broadcast your Branding to the entire meeting! These Meeting Monitors (55") are strategically placed throughout the convention center to maximize exposure and give your company the benefit of increased visibility outside of the exhibit hall.

#### Hotel Key Cards 1 Priority Point—\$5,000 (Exclusive)

Hotel room keys are provided to each attendee upon check-in at the Le Westin Montreal. Your company logo and/or message will be printed on the key card. Be the last name attendees see when they go back to their rooms each night.

#### **Hotel Key Card Sleeves**

#### 1 Priority Point—\$3,000 (Exclusive)

Insert your brand into the hand of every CYTO2023 attendee staying at the Le Westin Montreal headquarters hotel. Sponsor information will appear on our attendees' room key sleeves.

#### **Attendee Badge Lanyards**

#### 2 Priority Points—\$7,500 (Exclusive)

Your company logo will be printed on the lanyard and alternate with the show logo.

#### **Window and Door Clings**

## 1 Priority Point—\$2,500 - \$4,000

Glass panels and door clings located in the Registration and Exhibition concourse can't be missed, literally.

# Escalator Clings 2 Priority Points—\$7,000-\$9,500

Your branding will "cling" to them as you grab attendees' attention on the escalators every attendee sees everyday every time they enter the Convention Center, ride up to the Registration/Exhibition level. Or choose to brand the "long" escalator that takes attendees to the Meeting Rooms level either way you are "clingy"!

#### Charging Stations | Priority Point—\$5,000 (Each)

Be noticed as the attendees are charging up for the day (and night)! These power stations are ready to charge your cell phones, tablets, and laptops and will be placed in high visibility areas in the Palais des Congres and Exhibit Hall.

#### **Water and Hand Sanitizer Stations**

## 1 Priority Point—\$1,000 (Each)

These different stations are conveniently located throughout the convention center and will keep your company name visible at just the right time.

#### The Exhibit Passport \$500 (Each)

This is a popular game created to incentive attendees to visit your booth. More information regarding participation will be located on the conference website in February.

#### **Show Floor Meeting Rooms**

#### 2 Priority Points -\$5,000 - \$8,000

We have 2 size options for these meeting rooms where you are able to meet face-to-face with CYTO attendees in a private setting while maintaining the convenience of remaining on the Exhibit Floor at the Palais des Congres.

# PAST EXHIBITING COMPANIES

10x Genomics 2B Scientific 3DHistech Ltd. 89 North

AAT Bioquest, Inc.

Abcam
AbD Serotec
Accuri Cytometers
ACEA Biosciences, Inc.

AcouSort
Advalytix AG
Affymetrix Inc.
Agilent Technologies
Akadeum Life Sciences, LLC
Akoya Biosciences A
LEXIS® Biochemicals

**ALPCO** 

ALS - Automated Lab Solutions

Amnis Corporation Amphasys AG AnaSpec Inc. Andrew Alliance APE GmbH

Apogee Flow Systems

Applied Cells
Applied Cytometry
Asahi Spectra U.S.A. Inc.
Astrolabe Diagnostics, Inc.
Aviva Biosciences Corporation

Axxora

Azur Light Systems Bangs Laboratories Bay Bioscience Co., Ltd.

BaySpec, Inc. BD Biosciences Beckman Coulter

Beijing Quantobio Biotechnology Co., Ltd.

Bel-Art Products BenchSci BennuBio Inc. Berkeley Lights Inc. Bigneat North America, LLC

bioBUBBLE, Inc. Bio-Chem Fluidics BioLegend

Biomedical Photometrics Inc./ GeneFocus

**Bio-Rad Laboratories** 

biosaxony Biostatus Limited Bio-Techne

BioTek Instruments, Inc.

Biotium, Inc Biotrue Inc. BIOZOLDiagnostica Vertrieb GmbH

BlueCatBio

Blue Ocean Biomedical LLC Blue Sky Research BookMyLab Software Brightwell Technologies Inc. Brooks Automation LTD Brooks Life Science Systems

Caltag Medsystems
Canopy Biosciences
Capitol Bio Corporation
Caprico Biotechnologies
Caprion Biosciences SA

Cedarlane Cell Kinetics

Cell Microsystems, Inc. Cell Signaling Technology Cellarcus Biosciences

CellCarta Cellcion, LLC Cellect Biotech GmbH

Cellenion
Cellix Limited
CellSeed Inc.
Cellsonics Inc
Cellular Highways
Celsee Diagnostics
Certified Genetool
Champions Oncology

Changchun New Industries
Optoelectronics Tech Co., Ltd.
ChemoMetec A/S Chemicon/Upstate

Chroma Technology Corp Chromocyte Limited

CNI Laser

Cobolt AB Coherent, Inc.

CompuCyte Corporation

Coherent

Countstar CRI Curiox Biosystems

Curiox Biosystems
CVI Melles Griot
Cyntellect

Cytapex Bioinformatics Inc.

CyTecs GmbH

Cytek Biosciences, Inc.

Cytobank Inc. CytoFlow, LLC Cytognos S.L. Cytomark

Cytometric Engineering Ltd

Cytonome CYTOPEIA, INC. Dako - Agilent Technologies

De Novo Software
DELTA Light & Optics
Diagnostica Stago, Inc.
Dotmatics, Inc.
Duke Scientific Corp.
DVS Sciences Inc.
DX Biotech Inc.
EasyPanel

eBioscience, An Affymetrix Company

Elsevier Publishing

EMD Millipore Enzo Life Sciences

Essen BioScience

Etaluma

Evotec Technologies EXBIO Praha, a.s. Excelitas Technologies

Expedeon

**Exprodo Software Limited** 

FASTinov SA

Fiberguide Industries

FISBA AG

Flow Contract Site Laboratory, LLC FlowCEL (Cytometric Engineering Ltd.)

FlowJo, LLC FlowMetric

Fluid Imaging Technologies, Inc.

Fluidigm Corporation FluoroFinder

Fraen Corporation Srl Fujitsu Computer Systems

GCAT, Inc.
GE Healthcare
GenWay Biotech, Inc.
GLASS EXPANSION, INC.
Guava Technologies, Inc.
Hamamatsu Corporation

Handyem Hellma USA, Inc.

Hitronics Technologies Inc. Hubner Photonics iCyt Mission Technology IDEX Health & Science

II-VI

iLab Solutions IMGENEX Corporation

Immudex

Immunicon Corporation Immunostep S.L. Inivai Technologies Innova Biosciences

Innovative Cell Technologies, Inc.

IntelliCyt Corporation

Ionic Cytometry Solutions, LLC

IONpath iotaSciences IQ Products

Iridian Spectral Technologies

**ISAC** 

Jackson ImmunoResearch Laboratories, Inc.

**JDSU** 

Juno Therapeutics K. K. CYBO Kinetic River Corp.

Koheras

LASOS Lasertechnik GmbH Leinco Technologies

Leister Process Technologies

LeukoDx/Accellix Life BioScience Inc. Life Technologies LightForm, Inc. Logos Biosystems Luminex Corporation Lyrtech Magsphere Inc.

MAIA Scientific Market Tech

MBL International Melles Griot Menarini Silicon Biosystems

Merck

Metafora Biosystems
MicroMedicine
MilliporeSigma
Miltenyi Biotec
Mission Bio
Molecular Devices
MSP Corporation
Namocell

NanoCellect Biomedical

NanoFCM Inc.

National Flow Cytometry Resource New Mexico Molecular Libraries NeoGenomics Laboratories Newport Corporation

Newport Spectra-Physics GmbH NewSouth Innovations Pty Ltd.

Nexcelom Bioscience Nexcelom by PerkinElmer Nikon Instruments Inc.

Nodexus Inc Novus Biologicals Olink Bioscience

Olympus Life Science Europa GmbH

Omega Biosystems Inc. Omega Optical Omicron-Laserage Omicron-Laserage Laserprodukte GmbH

0miq

On-chip Biotechnologies Co., Ltd.

opto biolabs OptoSigma

ORFLO Technologies

OSELA Inc.

Ovizio Imaging Systems NV/SA

**OXXIUS Lasers** 

Parker Hannifin - Pneutronics Division

Partec, a Sysmex Company

Particle Metrix, Inc.

Pavilion Integration Corporation

Partillion Bioscience

PerkinElmer

Phase Holographic Imaging

Phasefocus Phitonex, Inc

Phoenix Flow Systems, Inc.

**Photometrics** 

Photop Technologies Inc.

Picarro

Picovitro AB, AlbaNova University Center

Point Source Polysciences

PRA Health Sciences Precision for Medicine

Primate Products, Inc.

Propel Labs ProZyme, Inc. Q2 Solutions Qimaging

Qioptiq Photonics Ltd.

Qognit

Roche Diagnostics GmbH

RPMC Lasers, Inc. rqmicro Ltd

Sapphire North America

Sartorius Scailyte AG ScienceXperts Scienion

Seahorse Bioscience Europe

Semrock

Shanghai RuiYu Biotech Co., Ltd.

Silicon Biosystems Slingshot Biosciences Soft Flow Hungary Ltd. Sony Biotechnology Inc. SouthernBiotech

Spectral Applied Research

Spectra-Physics
Spherotech, Inc.
Standard BioTools



STEMCELL Technologies Inc

StockerYale Inc.

STRATEC Consumables, GMBH

Stratedigm, Inc. Stratocore Streck

Syntec International

Sysmex

Teledyne Photometrics
Tercen Data Analytics Ltd.

The Lee Company
Thermo Fisher Scientific

ThinkCyte, Inc.
Tissue Gnostics USA
Tomocube Inc
Tonbo Biosciences
Toptica Photonics Inc.

Tree Star, Inc.

Trillium Diagnostics, LLC TTP LabTech Ltd. Union Biometrica, Inc. Verity Software House Vision Research

Vortran Laser Technology, Inc.

VyCAP Wainamics

Walker Safety Cabinets Ltd.

Wiley

Woodside Logic WORK-FLOW

Worthington Biochemical Corporation

Xitogen Technologies Inc. Yokogawa Electric Corporation

Yokogawa Fluid Imaging Technologies YSL Bioprocess Development Co.

ZELLKRAFTWERK

