

OCTOBER 12<sup>TH</sup> & 13<sup>TH</sup>, 2023

KURSAAL - BESANÇON, FRANCE

# INNOVATIVE THERAPIES DAYS

INTERNATIONAL SYMPOSIUM:  
LEADING RESEARCH TO INDUSTRY

CONFERENCES / VISITS / NETWORKING

Meet well-known speakers, create business opportunities with academic and industrial actors: exhibit on our village and show how your company is a vital player in the field of Innovative Therapies (CAR T-Cells, cell therapies, iPS, and other innovative therapies.)

Scientific organisation

**Right**

UNITÉ DE RECHERCHE EN SANTÉ



**Inserm**

La science pour la santé  
From science to health

UBFC

UNIVERSITÉ  
BOURGOGNE FRANCHE-COMTE



Organizer



RÉGION  
BOURGOGNE  
FRANCHE  
COMTE

TEMIS  
SANTÉ  
LIFE SCIENCE PARK

Grand  
Besançon  
Métropole

aer  
regional economic  
agency of  
bourgogne-franche-comté





## IN-DEPTH CONFERENCES

The Innovative Therapies Days will make the connection between the academic and the industrial worlds: from research, to clinical trials, to industrialization.

Through 4 sessions of conferences, you will be updated on latest progresses in the field of: CAR-T cells, Cell Therapies, iPS and other innovative therapies. The program will be progressively revealed on the website : [innovativetherapiesdays.com](http://innovativetherapiesdays.com)

For any question about the program, you can contact Agnès Fourcot : [a.fourcot@pmt-innovation.com](mailto:a.fourcot@pmt-innovation.com)

## EXHIBITORS' VILLAGE

The Exhibitors' Village will host up to 30 equipped booths, to welcome experts: • Industries • Laboratories • Study offices • Advice and training organizations.

It will be held on October 12<sup>th</sup> & 13<sup>th</sup>, 2023, simultaneously with the conferences. If you want to meet the exhibitors, B2B meetings will be organised on their booths.

Book your booth to promote your skills and services to an international targeted audience for two days.



## NETWORKING RECEPTION

The networking evening is organised at the end of the 1st day of the Innovative Therapies Days. It is a convivial and festive moment, allowing close exchanges between all the participants.

Organised in the heart of the Exhibitors' Village, it honours sponsors in a warm setting by welcoming 200 guests invited to sit at different tables throughout the evening to enjoy a delicious dinner.

Many activities are planned to make you spend an unforgettable evening!

## B2B MEETINGS

Two sessions of B2B meetings will be organised during the Innovative Therapies Days: one in the afternoon, during day 1, and the second in the morning of day 2.

When you register for the Innovative Therapies Days, you will have access to the online B2B platform. It will then be up to you to decide who you want to meet and when... and accept appointments as well.

Let's be open for new opportunities!



## VISIT OF CUTTING-EDGE SITES

Tomorrow's medicine is imagined today in our laboratories. But the arrival of these medical revolutions on the market requires strong interactions between all the players in an extremely complex chain. Ideally, to save precious time, we would therefore need a chain of well identified actors, communicating easily because they know each other, and located in a limited territory ...

Bourgogne Franche Comté has the right conditions for the development of such projects! During the Innovative Therapies Days, you will have the opportunity to meet and visit many of the regional players that help develop the innovative therapies.

# EXHIBIT ON THE INNOVATIVE THERAPIES DAYS

Visibility levels

SPONSORING

Standard  
booth\*

1 700 € HT  
Availability : 8

Silver

3 500 € HT  
Availability : 15

Gold

7 000 € HT  
Availability : 6

Platinum

10 000 € HT  
Availability : 1

## EXHIBITORS' VILLAGE

| Exhibitor booth                             | 4 m <sup>2</sup> | 6 m <sup>2</sup> | 9 m <sup>2</sup> | 12 m <sup>2</sup> |
|---|------------------|------------------|------------------|-------------------|
| Full Pass                                   | 2                | 3                | 4                | 4                 |
| Daily invitation on the Exhibitors' Village | 1                | 2                | 4                | 4                 |

## NETWORK RECEPTION

|                        |   |   |   |   |
|------------------------|---|---|---|---|
| Evening reception Pass | 2 | 3 | 4 | 4 |
|------------------------|---|---|---|---|

## BUSINESS

|   |   |   |   |   |
|---|---|---|---|---|
| Access to the B2B meetings <sup>1</sup>       | ✓ | ✓ | ✓ | ✓ |
| Private co-working area                       | ✓ | ✓ | ✓ | ✓ |
| List of participating structures <sup>2</sup> | ✓ | ✓ | ✓ | ✓ |

## TARGETED VISIBILITY

|  |   |   |      |   |
|--|---|---|------|---|
| Descriptive form in the Exhibitors Guide             | ✓ | ✓ | ✓    | ✓ |
| Logo on the course material of the event             | ✓ | ✓ | ✓    | ✓ |
| Logo on the official advertising banner of the event | ✓ | ✓ | ✓    | ✓ |
| Streaming on the Exhibitors' Village <sup>3</sup>    |   |   | ✓    | ✓ |
| Your advertising banner in the conference room       |   |   |      | ✓ |
| Symposium <sup>4</sup>                               |   |   |      | ✓ |
| Scientific talk 5mn (3 max)                          |   |   | 500€ |   |

## GLOBAL VISIBILITY

|  |   |   |   |   |
|--|---|---|---|---|
| Visibility on the website  | ✓ | ✓ | ✓ | ✓ |
| Visibility on the social networks  | ✓ | ✓ | ✓ | ✓ |
| PMT's event member <sup>5</sup>  | ✓ | ✓ | ✓ | ✓ |
| Visibility on the print medium (cardboard screen)                        | ✓ | ✓ | ✓ | ✓ |
| Inserting your brochure in the course material of the event <sup>6</sup> |   |   | ✓ | ✓ |
| Your advertising object in the bags <sup>7</sup>                         |   |   |   | ✓ |
| Your logo on the bags and the banner <sup>8</sup>                        |   |   |   | ✓ |
| Chokers with the name of your company <sup>8</sup>                       |   |   |   | ✓ |

\* The standard formula is dedicated to companies with a turnover <2M €.

1 - Includes access to the partnering platform to pre-organise one-to-one meetings with the other participants

2 - Sending on September 10<sup>th</sup> and October 2<sup>nd</sup>. The names of participants will not be communicated (GDPR), only the names of companies.

3 - Giant screen broadcast of a movie presenting your company (max 3 minutes)

4 - Conference room dedicated to your symposium on the afternoon of the first day

5 - Being sponsor and exhibitor of the event grants you the status of «PMT's event member». As such, your company will be displayed in the 2024 PMT's directory and will receive our news (approx. 1 per month).

6 - One side brochure A5 max.

7 - Object provided by the company (estimated quantity about 300 bags) - Subject to validation by the organizing team

8 - The Innovative Therapies Days fully bears the associated markup fees



## THE VILLAGE IMPLANTATION & EQUIPMENT

(likely to evolve)

Our event partner TNT Event helps you to equip your booth according to your needs, by providing furniture (brochure holder, showcase, cocktail tables...) and communication media (roll-up, adhesive on the booth panels...).

### 1 PLATINUM booth

4x3m

### 6 GOLD booths

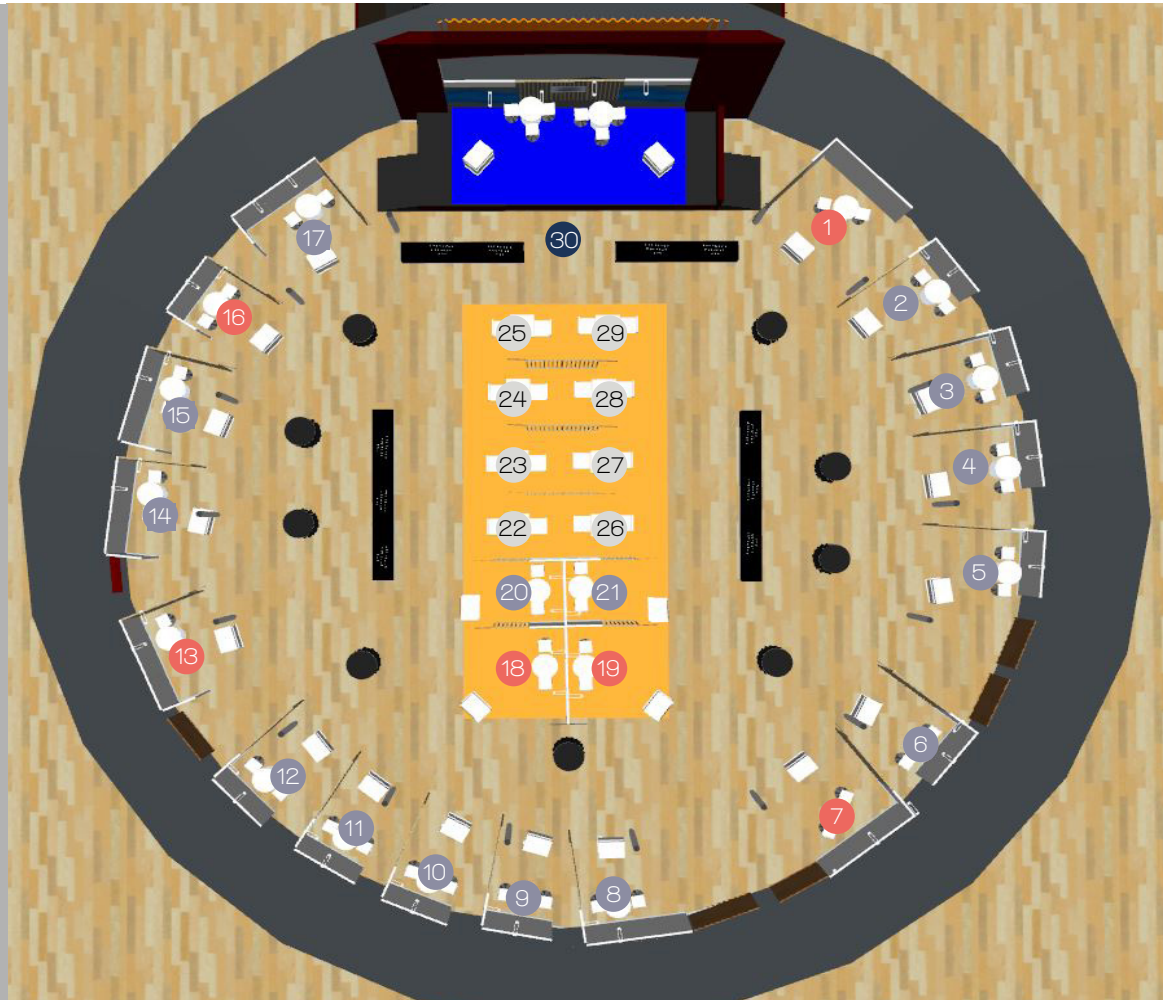
3x3m

### 15 SILVER booths

2x3m

### 8 STANDARD booths

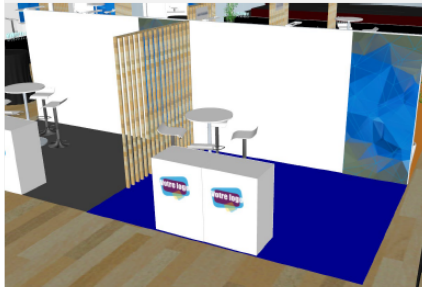
2x2m



### 1 PLATINUM BOOTH

Central location  
4x3m (12m²)

Carpet (blue, orange or grey) 4m of white or customizable stand background,  
2m of semi-opaque wood background  
2 counters (1x1m) with customizable adhesive  
2 cocktail tables and 6 stools  
Booth sign  
Spots - Power supply



### 6 GOLD BOOTHS

3x3m (9m²)

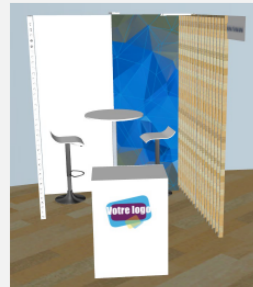
4m of white or customizable stand background,  
2m of semi-opaque wood background  
1 counter (1x1m) with customizable adhesive  
1 cocktail table and 2 stools  
Booth sign  
Spots - Power supply



### 15 SILVER BOOTHS

3x2m (6m²)

2m of white or customizable stand background,  
2m of semi-opaque wood background  
1 counter (1x1m) with customizable adhesive  
1 cocktail table and 2 stools  
Booth sign  
Spots - Power supply



### 8 STANDARD BOOTHS

Approximately 2x2m (4m²)  
Semi-opaque wood background  
1 cocktail table and 2 stools  
Booth sign  
Shared power supply



## GENERAL CONDITIONS OF SALE (1/2)

The organizer: the PMT

The customer: the company and its potential suppliers

### ORDER BOOKING

1. The formulas are subject to availability and are allocated by the organizer as it receives the orders (1 «Platinum», 6 «Gold», 15 «Silver», 8 «Standard»). The standard formula is dedicated to companies with a turnover inferior to 2 million euros.

2. The prices of the formulas are as defined: € 10,000 for the Platinum, € 7,000 for the Gold, € 3,500 for the Silver formula, € 1,700 for the Standard formula. The prices exclude VAT.

3. The order is considered valid upon receipt by the organizer of this document duly signed by the customer.

### INVOICING AND PAYMENT

4. Payment must be made by bank transfer or check payable to the "PMT", prior to the event. Payment must be made in full upon receipt of the invoice, in accordance with Article L441-6 of the French Commercial Code. In case of recovery of unpaid invoices by judicial or forced means, its amount will be increased by 15%.

### CANCELLATION & AMENDMENTS

5. Cancellation by the customer is possible within the legal deadline, ie 14 days after signature of the present document. Any order cancelled after this period of 14 days and which occurs after July 15<sup>th</sup>, 2023 is due.

6. The transmission of an order verbally or by phone is only considered if it is confirmed in writing.

### PREAMBLE LOGO FORMAT

7. Send the logo as a native file (Illustrator or Photoshop) or, if needs be, in the format indicated as follows: Color version, white shade version / 300 DPI, minimum 200/200 pixels, CMYK, PNG format.

### ASSIGNMENT OF PASSES

8. The passes are personal and nominative. They give access to different services.

9. The order of the pass is made via a form, which must be completed before July 30<sup>th</sup>, 2023. Beyond that date reserved seats will be put back on sale. Any changes must be reported at the latest on September 1<sup>st</sup>, 2023, in writing.

### ADDITIONAL ORDERS

10. In addition to your formula, passes for the conferences and/or the evening reception and/or the B2B meetings can be ordered, at the rate indicated on the [website](#).

### EXHIBITOR'S VILLAGE

The Exhibitor's Village is open on October 12<sup>th</sup> and 13<sup>th</sup>, 2023 from 8:00 to 17:00.

### EXHIBITOR BOOTH

*Platinum (12m<sup>2</sup>) Gold (9m<sup>2</sup>) Silver (6m<sup>2</sup>) Standard (4m<sup>2</sup>)*

11. Details of the booth's equipment will be sent to you as soon as you confirm your order. As a guide, the equipment provided is as follows.

- Equipment booths of 12m<sup>2</sup>, 9m<sup>2</sup> and 6m<sup>2</sup> «Premium»: linear booth, 1 wall light with 2 spots, 1 double sided sign, 1 cocktail table, 2 stools, 1 reception desk with storage space, 1 electrical box, 1 brochure holder

- Equipment booths of 4m<sup>2</sup> "Basic": screens, 1 sign, 1 table, 2 chairs.

12. All booths may be equipped with a roll-up / advertising banner, which size must be validated with the organiser beforehand.

13. The roll-up / advertising banner, brochures, etc. for the booth can be delivered to the PMT under the following conditions.

- Deadline for receipt: September 15<sup>th</sup>, 2023.

- All deliveries must be announced by email beforehand to the following address: [m-e.benoit@pmt-innovation.com](mailto:m-e.benoit@pmt-innovation.com)

- Delivery address: PMT - 18 rue Alain Savary, FR-25000 BESANCON

14. The roll-up / advertising banner, brochures, etc. for the booth can be retrieved by a carrier at the PMT, at your expense, from October 16<sup>th</sup>.

### FULL PASSES

*Platinum (4 passes), Gold (4 passes), Silver (3 passes), Standard (2 passes)*

15. Full passes includes: access to the Exhibitors' Village during the 2 days, from 7:30 am (open to the public from 8:00 am); buffets (half-day breaks and lunch), the official bag including the exhibitors' guide, access to the conference area.

Reminder (see point 10): these passes must be validated before July 30<sup>th</sup>, 2023.

### INVITATIONS

*Platinum (6 invitations), Gold (4 invitations), Silver (2 invitations), Standard (1 invitation)*

16. Invitations include: access to the Exhibitors' Village for two days, buffets (half-day breaks and lunch), the official bag including the exhibitors' guide.

17. Invitations do NOT give access to the conferences or the evening reception.

18. You will receive one code per structure, allowing your customers to book Invitations on our website, up to the number of invitations you are given. Ask for the code when you are ready to send it.

19. Those wishing to book an Invitation will be able to do so with the aforementioned code, on the website of the Innovative Therapies Days. They will receive an email validating their order.

### POSITIONING OF BOOTHS

20. The customer chooses its location from the locations defined for his/her formula, subject to availability. The layout plan is available on page 4 of this document and is updated regularly on our website. The final positioning is defined by the organiser according to the order of arrival of applications.

### ADDITIONAL PASSES

21. Additional passes include: access to the conference area and the Exhibitors' Village, to buffets (half-day breaks and lunches), the official bag including the exhibitors' guide. Payment in addition.

### NETWORK RECEPTIONS

#### EVENING RECEPTION PASS

*Platinum (4 passes), Gold (4 passes), Silver (3 passes), Standard (2 passes)*

22. These passes grant access to the Evening Reception.

### BUSINESS

#### B2B MEETINGS

23. Full passes give access to the partnering platform to pre-organise one-to-one meetings with the other participants. A room will be dedicated to the meetings, but they can also take place on your booth or in the co-working area.

## GENERAL CONDITIONS OF SALE (2/2)

### PRIVATE CO-WORKING AREA

**24.** A private lounge is at your disposal, to receive your appointments in a calm and relaxed place. Access is exclusively reserved for you and will be guaranteed throughout the Innovative Therapies Days (7:30 am to 8 pm on October 12<sup>th</sup>, 7:30 am to 5 pm on October 13<sup>th</sup>, 2023).

### TRANSMISSION OF THE PARTICIPATING STRUCTURES' LIST

**25.** The list will be provided to you on September 10<sup>th</sup>, 2023 and October 2<sup>nd</sup>, 2023.

**26.** In light of GDPR, you will receive a list of all the represented structures, but not people's name (only available on B2Match platform if they agreed to share it).

### TARGETED VISIBILITY

#### EXHIBITORS' GUIDE

**27.** Your logo must be sent to us before July 15<sup>th</sup>, 2023, to be integrated on this support.

**28.** The presentation of your structure will include the text provided for the Innovative Therapies Days website.

#### COURSE SUPPORTS

*Platinum, Gold*

**29.** Your logo must be sent to us before July 15<sup>th</sup>, 2023, to be integrated on this support.

#### INNOVATIVE THERAPIES DAYS ADVERTISING BANNER

*Platinum, Gold, Silver and Standard*

**30.** The Innovative Therapies Days fully bears the associated marking costs.

**31.** Your logo must be sent to us before July 15<sup>th</sup>, 2023, to be integrated on this support.

#### STREAMING ON THE EXHIBITORS' VILLAGE

*Platinum and Gold*

**32.** Giant screen broadcast of a video (without sound) presenting your company. It must be in 16:9 format with a duration of 3 minutes maximum. It must be sent to us before September 1<sup>st</sup>, 2023.

#### ADVERTISING BANNER IN THE CONFERENCE ROOM

*Platinum*

**33.** Your advertising banner will be on stage during the conferences, alongside the advertising banners of the organiser.

#### SYMPOSIUM

*Platinum*

**34.** The Platinum sponsor will have the opportunity to host a symposium (one symposium per Platinum sponsor). The conference room will be dedicated to your symposium during the afternoon on the first day.

#### SCIENTIF TALKS

*Gold (+500€)*

**35.** Gold sponsors can have the opportunity to do a talk of 5 minutes : a presentation of scientific data, not a commercial presentation of the company.

### GLOBAL VISIBILITY

#### WEBSITE

*Platinum, Gold, Silver and Standard*

**36.** The presentation of each company will be posted on a dedicated page of the Innovative Therapies Days' website, in the Exhibitors and/or Sponsors tabs. The presentation will be published online within two weeks after receipt by the organiser of your information, in the template given to you for this purpose.

**37.** The website will relay your news. They will be published within 5 days after reception by the organiser, subject to reception of the necessary contents (text, HD images), in the template given to you for this purpose.

### SOCIAL NETWORKS

*Platinum, Gold, Silver and Standard*

**38.** The presentation of the company will be put on the social networks managed by the Innovative Therapies Days (LinkedIn), at dates and frequencies defined by the organiser, subject to reception of the necessary content (text, HD images).

### BECOMING «PMT'S EVENT MEMBER»

*Platinum, Gold, Silver and Standard*

**39.** Being sponsor and exhibitor of the event grants you the status of «PMT's event member». As such, your company will be displayed in the 2024 PMT's directory and receives our news (approx. 1 per month) by emailing.

### PRINT MEDIUM (cardboard screen)

*Platinum, Gold, Silver and Standard*

**40.** The Innovative Therapies Days fully bears the associated marking costs.

### INSERTING YOUR BROCHURE IN THE COURSE MATERIAL OF THE EVENT

*Platinum and Gold*

**41.** One side brochure A5 max. It must be sent to the PMT before July 15<sup>th</sup>, 2023.

### INSERTING YOUR ADVERTISING OBJECT IN BAGS

*Platinum*

**42.** The advertising object will be provided by the company, subject to validation by the organiser, and must be delivered before September 1<sup>st</sup>, 2023. Estimated quantity about 300 bags, the remainder will be returned to you at the end of the event.

### YOUR LOGO ON BAGS AND BANNERS

*Platinum*

**43.** The "Ready for Press" for the bags will be subject to your validation, within 10 days as from the sending of the Ready for Press. Your logo must be sent before June 15<sup>th</sup>, 2023.

**44.** The Innovative Therapies Days fully bears the associated markup fees.

### CHOKERS WITH THE NAME OF YOUR COMPANY

*Platinum*

**45.** The "Ready for Press" for the bags will be subject to your validation, within 10 days as from the sending of the Ready for Press. Your logo must be sent before June 15<sup>th</sup>, 2023. The chokers recovered at the end of the event will be given back to you.

**46.** The Innovative Therapies Days fully bears the associated markup fees.



# THEY TALK ABOUT IT...

**Marco Ruella**  
University of  
Pennsylvania

« It was interesting to know about the situation in Europe and in France for new start-ups and companies that are popping up in the setting of cellular therapy. So it was interesting from both the scientific side but also potentially for the business side. »

**Guillaume Herpin**  
CELGENE

« I found that the congress was particularly well balanced between the moments of full presentations and the moments of exchanges. There are slots that can be allocated for dating one to one exchanges, we also have stands available where the different sponsors can be met at the initiative of members and participants. »

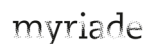
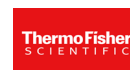
**Ksenija Pavletic**  
JEITO

« For an investment fund, this is a very good way to see which are the new companies that will emerge and will maybe become the companies worthwhile for us to invest in. »

**Diana Stoycheva**  
SCAILYTE AG

« Besançon and this area is definitely very active in the future of cell therapy, centralised consortia in France offer a great opportunity to develop partnerships and find collaborations. »

## 2022 SPONSORS



## YOUR CONTACTS

Marie-Elisabeth BENOIT  
PMT  
m-e.benoit@pmt-innovation.com  
07 68 55 14 12

Simon THUILLIER  
PMT  
s.thuillier@pmt-innovation.com  
03 81 66 14 13



## ORDER FORM

### COMPANY

Business name: .....

Manager / Director: .....

Address: .....

ZIP code: ..... City: .....

Country: .....

SIRET Number (or associated): .....

### POINT OF CONTACT

Last Name: ..... First name: .....

Function: .....

Email: .....

Phone: ..... Mobile: .....

### ORDER

Selected formula:    ☐ Platinum    ☐ Gold    ☐ Silver    ☐ Standard

Preferred location on the Village: .....

I, the undersigned .....

acknowledge having read the general conditions of sale of the Innovative Therapies Days, appearing on page 5 and 6 of the present file and declares to accept them without reserve.

Location: .....

Signature

Date: .....

### OTHERS

**As Platinum**, you submit the topic you would like to address during the symposium that is dedicated to you :

.....

.....