

**61ST ANNUAL MEETING OF THE
SOCIETY FOR CRYOBIOLOGY**

CRYO2024

**WASHINGTON D.C. METRO AREA
JULY 23-25, 2024**

**Sponsorship and
Advertising Guide**

CRYO2024.COM

e: Nicole.Evans@societyforcryobiology.org



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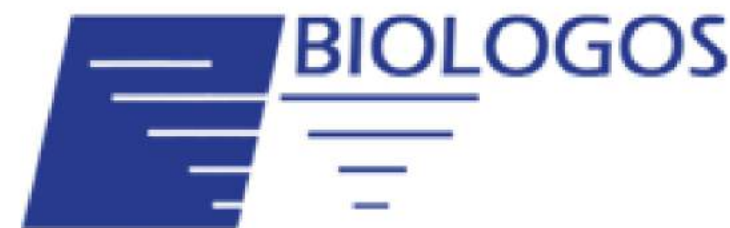
Sylvatica

biotech inc



Tissue Testing Technologies LLC

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PHARMACOSMOS



➤ Cryobiology is HOT

Cyanotriazole compound targets trypanosomes pp. 1320 & 1349 | Expanding agriculture increases flooding p. 1344 | Liquid water could have formed Mars' gullies p. 1363

Science

\$15
30 JUNE 2023
science.org



LIFE ON HOLD

Living organs, deep-frozen then revived p. 1315

\$26 Million NSF Grant to Establish New Engineering Research Center: ATP-Bio



Forbes

nature biotechnology

The promise of organ and tissue preservation to transform medicine

Sebastian Giwa^{1-3,46}, Jedediah K Lewis^{1,46}, Luis Alvarez⁴⁻⁶, Robert Langer⁷, Alvin E Roth⁸, George M Church⁹, James F Markmann¹⁰, David H Sachs¹¹, Anil Chandraker^{12,13}, Jason A Wertheim^{14,15}, Martine Rothblatt¹⁶, Edward S Boyden¹⁷, Elling Eidbo¹⁸, W P Andrew Lee¹⁹, Bohdan Pomahac²⁰, Gerald Brandacher¹⁹, David M Weinstock²¹, Gloria Elliott²², David Nelson²³, Jason P Acker^{24,25}, Korkut Uygun²⁶, Boris Schmalz^{1,27}, Brad P Weegman^{1,2}, Alessandro Tocchio^{1,28}, Greg M Fahy²⁹, Kenneth B Storey³⁰, Boris Rubinsky³¹, John Bischof³², Janet A W Elliott^{24,33}, Teresa K Woodruff³⁴, G John Morris³⁵, Utkan Demirci^{28,36}, Kelvin G M Brockbank³⁷, Erik J Woods^{3,25,38}, Robert N Ben³⁹, John G Baust⁴⁰, Dayong Gao^{25,41}, Barry Fuller⁴², Yoed Rabin⁴³, David C Kravitz⁴⁴, Michael J Taylor^{2,43,45} & Mehmet Toner²⁶

FORBES > INNOVATION > AI

The Spring Of Cryobiology: One Enabling Technology That Will Help Build The New Industry Of The Future

Alex Zhavoronkov, PhD Contributor
Expert in AI for healthcare and longevity biotechnology

Sep 22, 2022, 04:50a

CNN health

Parents welcome twins from embryos frozen 30 years ago

By Jen Christensen and Nadia Kounang, CNN
7 minute read · Updated 9:18 AM EST, Mon November 21, 2022

AT THE SMITHSONIAN | AUGUST 30, 2023



Scientists Cryopreserve and Revive Coral Fragments in a World First for Conservation



To Protect Fruit Crops, Scientists Are Putting Them Into A Deep Freeze

June 14, 2017 · 10:40 AM ET

TECH

Cryobot: NASA shows off new concept probe for detecting extraterrestrial or 'alien' life

The Cryobot is designed as a cylindrical tunneling robot, that capable of heating up ice to drill through it, and access the liquid water oceans below the ice caps on the moons of Jupiter and Saturn. Once under water, it will then look for signs of life

FP Staff | December 06, 2023 17:01:28 IST

Summary

July 23-25, 2024

 **The Bethesdan Hotel**
8120 Wisconsin Ave.
Bethesda, MD 20814
United States

MEETING THEME **REMOVING BOUNDARIES:** **ENGINEERING CRYOBIOLOGY** **FOR LIFE AND SUSTAINABILITY**

Recent advances in cell-based medicine, immunotherapy, drug and vaccine discovery, food technology, environmental and species conservation, and outer space exploration, are calling for the development of ingenious cryobiological techniques to enable the eventual success of these cutting-edge technologies.

In this regard, engineering is an integral part of the field of cryobiology.

A few illustrations include, the development and creation of innovative cryo-devices and materials, new approaches to control ice formation, and novel strategies for improving cryopreservation and cryosurgery.

CRYO2024 aims to further the connection between **engineering** and **cryobiology** by providing an ideal forum for experts from academia, industry, and government, and non-profit to exchange the latest findings and forward-looking perspectives that will contribute to a better life on and sustainability for our planet.



Sponsorship

	DIAMOND \$10,000	PLATINUM \$8,000	GOLD \$6,000	SILVER \$4,000	BRONZE \$2,000
Complimentary Registration <i>also includes access to all virtual content</i>	4 in Person or Virtual	3 in Person or Virtual	2 in Person or Virtual	1 in Person or Virtual	50% Discount In Person or 1 Virtual
Advertisement in Program Book <i>*Premium Placement includes front and back inside covers and back cover.</i>	✓ Premium Placement*	Full Page	Full Page	Half Page	Half Page
Advertisement on Society for Cryobiology Website December 2023 -December 2024 [^] <i>^Twice yearly analytics available June and Dec.</i>	✓	✓	✓		
Advertisement 1 x Email Blast to SfC contact list and registered delegates (~1,000 contacts)	✓	✓			
Delegate data and contact information <i>delegates who have opted in only</i>	✓				

IN ADDITION TO THE BENEFITS ABOVE, ALL SPONSORS RECEIVE

- Logo and profile in the program book and on the CRYO2024.com website
- Commensurate logo display on meeting signage
- Invitation to attend sponsor breakfast with Society for Cryobiology leadership
- Download and display sponsor logo on your website and social media
- Opportunity to provide delegates with prize draws, discount codes, and free samples
- Certificate of Appreciation
- One 'Sponsor's Choice' item (see overleaf)

! The Society for Cryobiology is a 501(c)(3) non-profit organization.
Your sponsorship may be tax deductible. Please consult with your tax adviser.

➤ Sponsorship Cont.

Sponsor's Choice

Choose one item from any category up to and including your sponsor level, eg a Gold sponsor can choose from Bronze, Silver, or Gold items.

Diamond Only \$10,000

- Keynote or Plenary Session Sponsorship & 3 Minute Speech
- Poster Session Sponsorship

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- Lunch Sponsorship
- Parallel Scientific Session Sponsorship
- Lanyard Sponsorship*^

Gold+ \$6,000

- Coffee Break Sponsorship

Silver+ \$4,000

- Pen Sponsorship*^
- Notebook Sponsorship*^

Bronze+ \$2,000

- Delegate Bag Item*^
- Delegate Bag Insert*^
- 1 Complimentary Virtual Delegate Registration

**Item to be provided by sponsor at sponsor's cost.*

300 maximum quantity required. ^

Item and design to be approved by the organizing committee.



Advertising

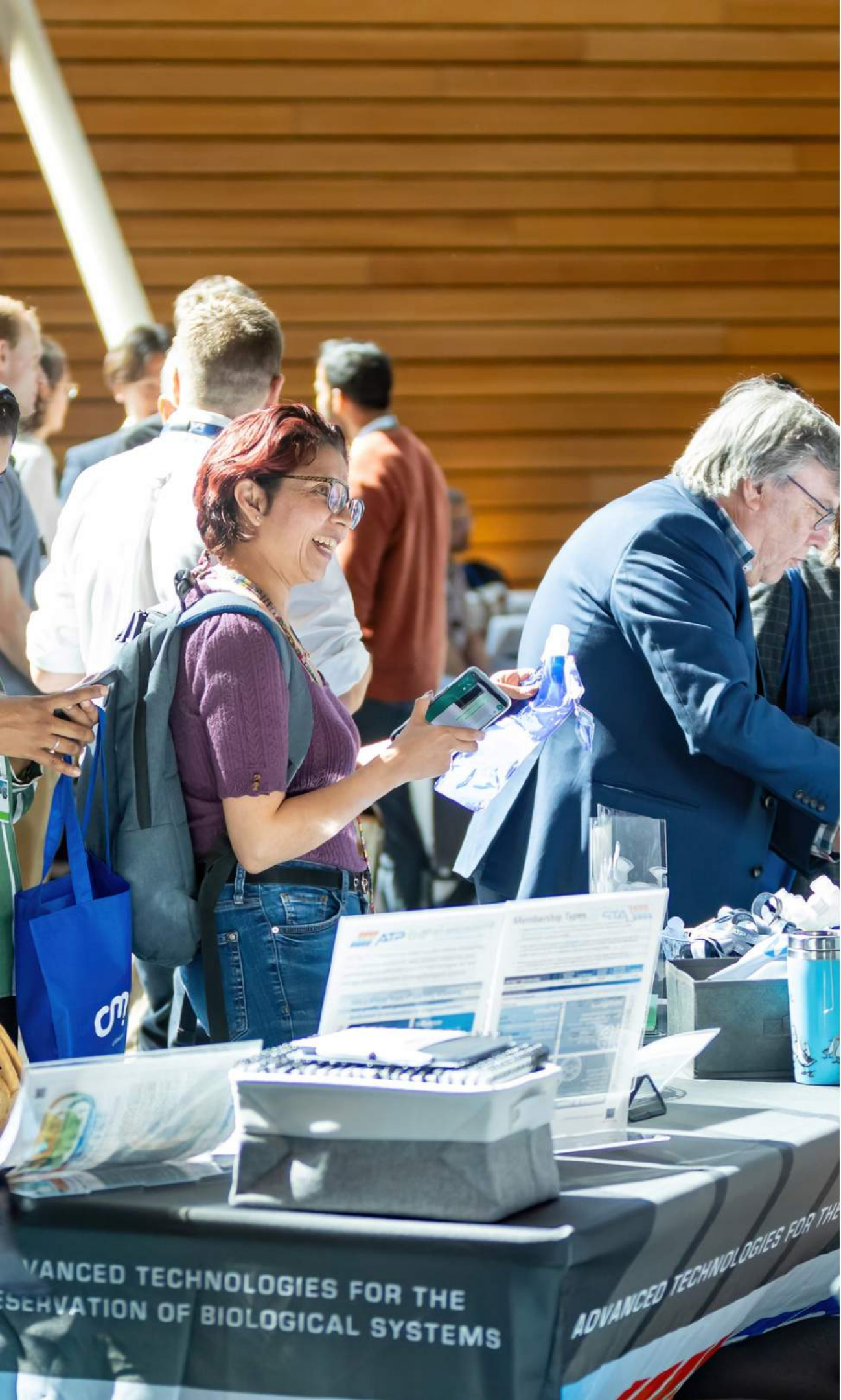
Included in your sponsorship package or available as a standalone product

PROGRAM ADVERTISEMENTS	INSIDE FRONT COVER*	INSIDE BACK COVER*	OUTSIDE BACK COVER*	INTERNAL FULL PAGE	INTERNAL HALF PAGE
	\$800	\$800	\$1,200	\$600	\$400
OTHER OPPORTUNITIES	PUSH NOTIFICATION	DELEGATE BAG INSERT A5/A4*^	DELEGATE BAG ITEM - PEN*^	DELEGATE BAG ITEM - NOTEBOOK*^	OTHER OPPORTUNITIES
	\$250	\$250/\$400	\$600	\$800	\$POA

HAVE AN IDEA BUT IT'S NOT LISTED? WE LOVE TO TAILOR ITEMS AND PACKAGES - JUST ASK!

**These advertising opportunities will only be available if not selected by a sponsor as a 'sponsor's choice' item.*

^Item to be provided by advertiser at advertiser's cost. Item and design to be approved by the organizing committee. 300 maximum quantity required.



Demographics



Research Interests

- 74% Fundamental Cryobiology
- 45% Biobanking/Biorespositories
- 40% Fertility Preservation
- 38% Cell and Tissue Preservation
- 40% Novel Tools & Tech.
- 36% Organ Preservation
- 29% Cell Therapy
- 16% Thermal Medicine
- 13% Plant Preservation



Sector

- 70% Academia
- 16% Industry
- 9% Government
- 5% Non-Profit



Age

- 48% 30 - 44 years
- 32% 18 - 29 years
- 20% 45 - 59 years
- 6% 60+ years



Geography

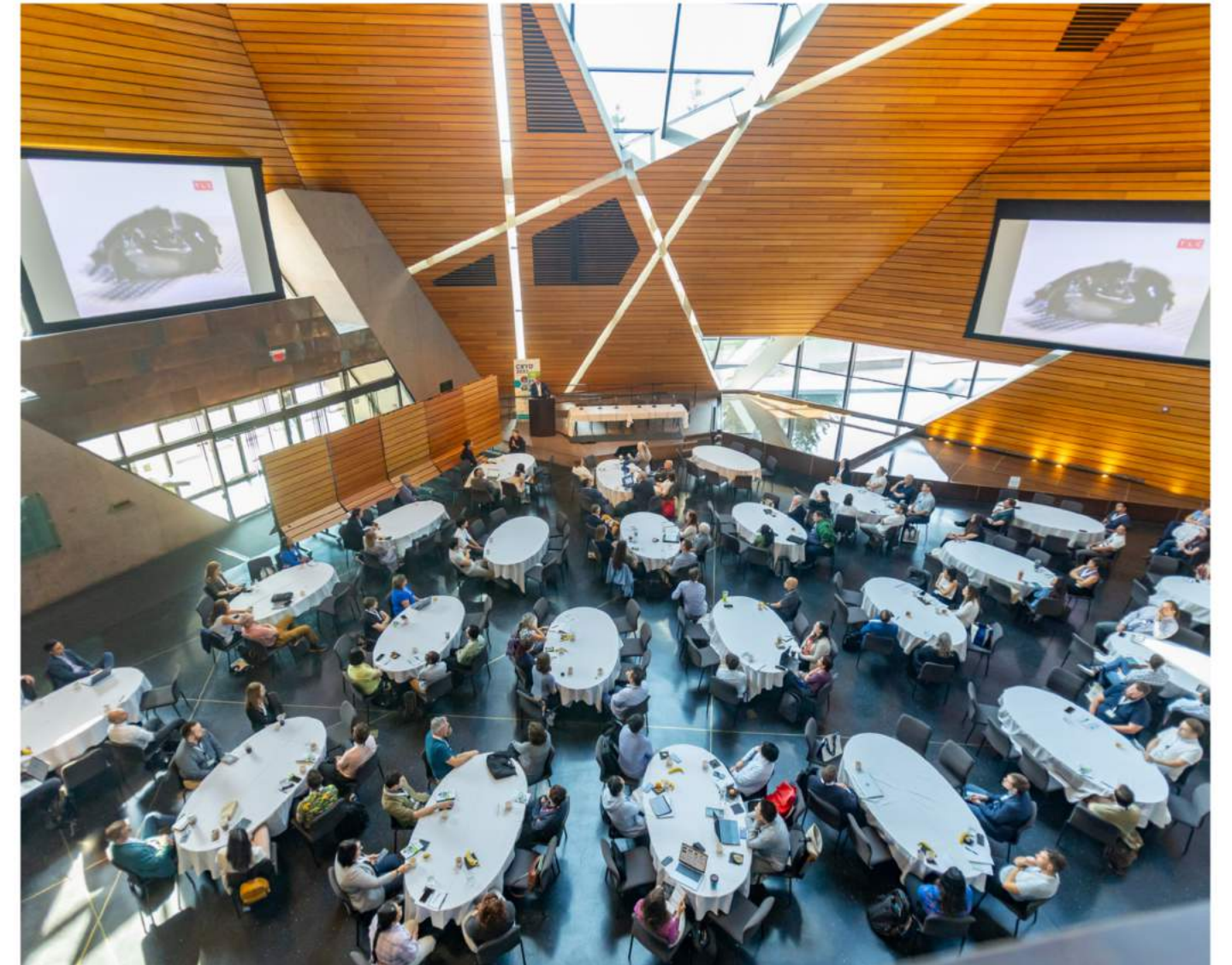
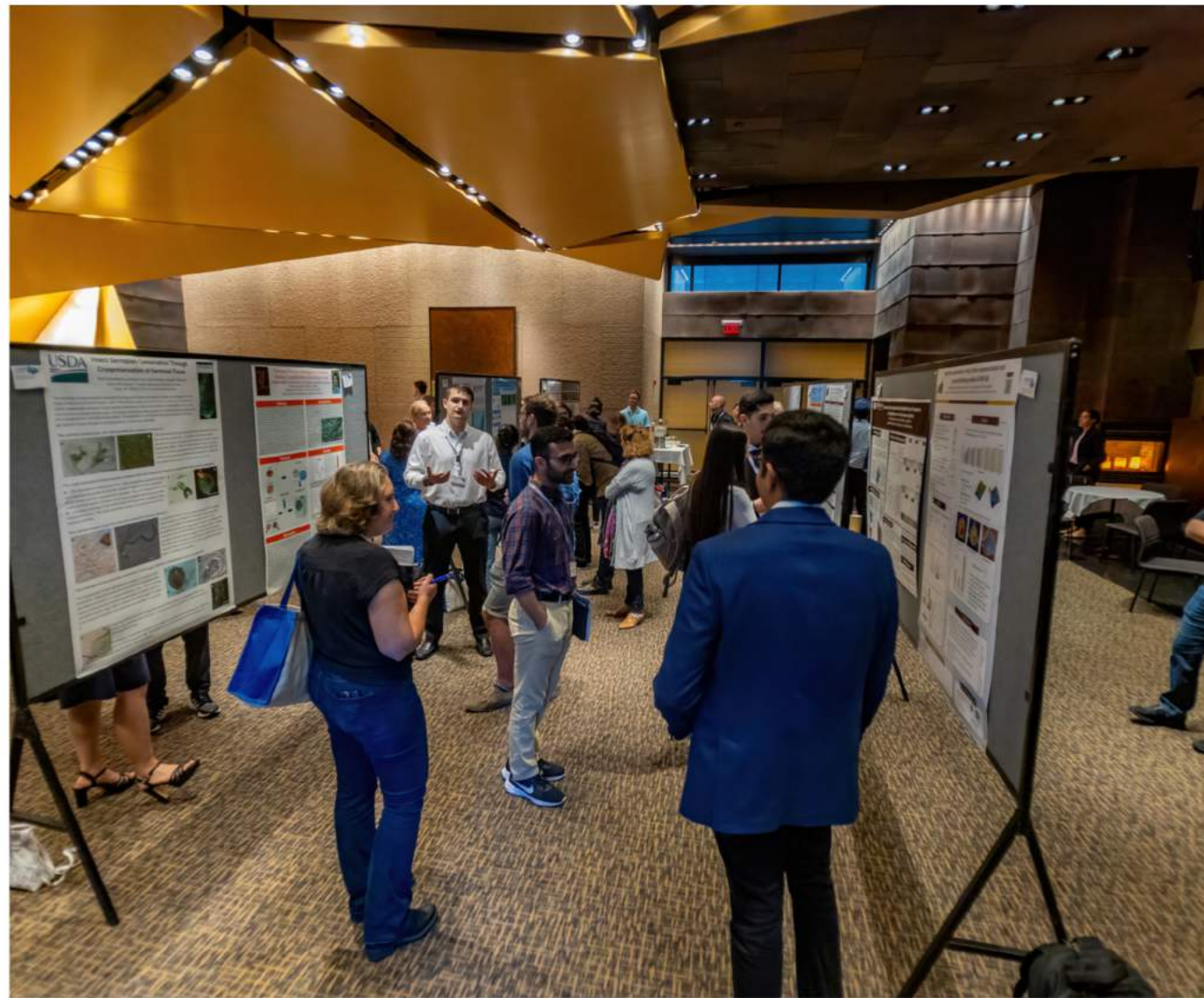
- 35+ Countries
- North America
- Europe
- Asia
- Middle East
- South America
- Africa
- Pacific



Attendance

- 225 - 250 In Person
- 200+ Virtual

CRYO2023 Highlights



Clockwise from top: 2023 CryoFellows Mary Hagedorn (Smithsonian Institution) & Allison Hubel (University of Minnesota); Plenary session in progress at the architecturally outstanding Mcnamara Alumni Center; Andy Shu (University of Washington) - 2023 Young Investigator Award Winner & Matt Powell-Palm (Texas A&M University) - 2023 Arthur Rowe Best Paper Award Winner; Fireside Chat with Society for Cryobiology Women CryoFellows hosted by Tim Tripp, featuring Mary Hagedorn, Janet Elliott, and Allison Hubel; CRYO2023 Poster Session.

➤ Contact Us

Secure your involvement with
CRY02024 today.



Nicole Evans
Executive Director
Society for Cryobiology
e: Nicole.Evans@societyforcryobiology.org

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