



**62ND ANNUAL MEETING OF THE
SOCIETY FOR CRYOBIOLOGY**

CRYO2025

Sponsorship and Exhibition Guide

CRYO2025.COM



CRYO2025 HANNOVER JULY 22-25

Recent Sponsors & Exhibitors

The Society for Cryobiology Annual Meeting is made possible through the generous support of a range of sectors including

- Industry
- Academia
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FISCHELL DEPARTMENT OF
BIOENGINEERING



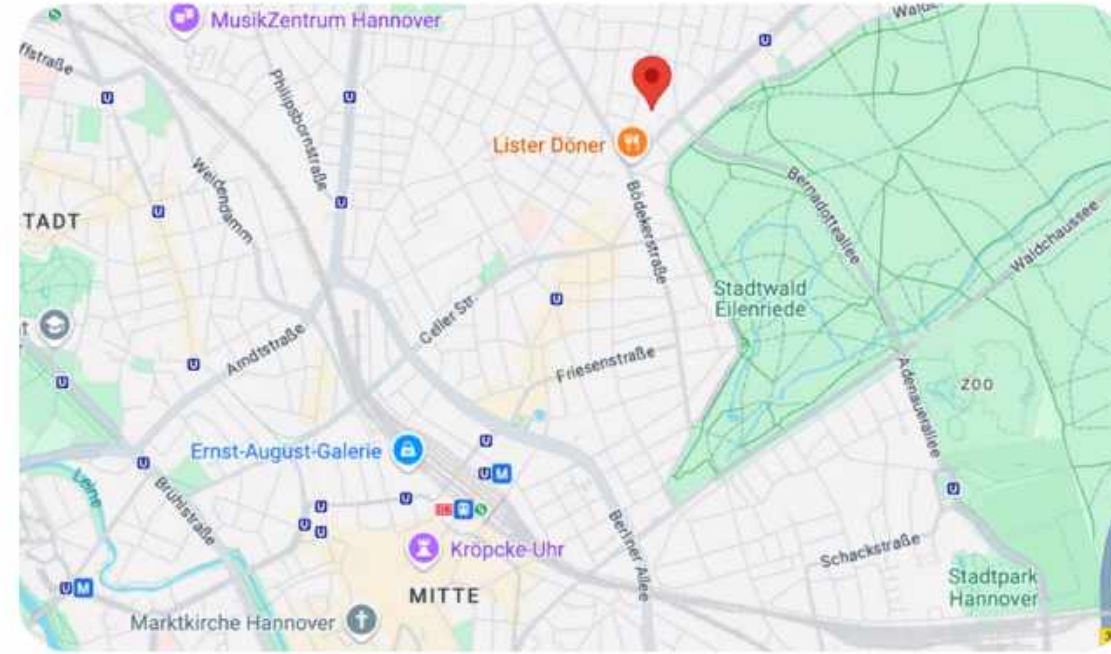
Summary

July 22-25, 2025

 **Novotel Hannover**
Podbielskistraße 21/23, 30163
Hannover, Germany

The Society for Cryobiology's annual meeting is the world's premier conference devoted to all aspects of low temperature biology and medicine, including both the fundamental science of ice formation and niche sub-disciplines within the field.

Featuring invited speakers from around the world, CRYO2025 has crafted a plenary-focussed program of broad thematic areas which will leverage the interdisciplinary nature of cryobiology to shed new light on existing problems.



Thematic areas include:

- Cooling & Warming Technologies
- Regenerative & Transfusion Medicine
- Cell & Gene Therapies
- Reproductive Medicine & Fertility Preservation
- Biophysical & Chemical Engineering
- Drying Technologies
- Complex Organs & Organisms
- Biobanking & Biodiversity Preservation
- Natural Adaptation to Stress in Extreme Environments



➤ 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
AAAS



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

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

Sponsorship

	DIAMOND \$12,000	PLATINUM \$10,000	GOLD \$8,000	SILVER \$6,000	BRONZE \$4,000	SUPPORTER \$2,000
Complimentary Registration <i>includes access to all virtual content</i>	5 in Person or Virtual	4 in Person or Virtual	3 in Person or Virtual	2 in Person or Virtual	1 in Person or Virtual	1 in Person or Virtual
Complimentary Exhibition or Exhibition Discount	Premium Placement	✓	✓	50% discount (\$1,250 value)	35% Discount (\$875 value)	20% Discount (\$500 value)
Advertisement in Program Book <i>*Premium Placement includes front and back inside covers and back cover.</i>	Premium Placement Full Page	Full Page	Full Page	Half Page	Half Page	Half Page
Advertisement on Society for Cryobiology Website January 2025 -December 2025 [^] <i>^Twice yearly analytics available June and Dec.</i>	✓	✓	✓			
Advertisement 1 x Email Blast to SfC contact list and registered delegates (~1,000 contacts)	✓	✓				
Registered Delegate Data (Data includes name, job title, company, and mailing address. Email address is not included)	✓					

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

Additional benefits overleaf.

➤ Sponsorship Cont.

In addition to the benefits listed on the previous page ALL sponsors also receive the following:

- Logo and profile in the program book, event app, and on the CRYO2025.com website
- Commensurate logo display on meeting signage
- Invitation to attend sponsor breakfast with Society for Cryobiology leadership
- The ability to message delegates through the event app
- Certificate of Appreciation

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.

SPONSOR'S CHOICE MENU

DIAMOND \$12,000

- Banquet Sponsorship (1 available)
- Plenary Session Sponsorship & 5 Minute Plenary Speech (3 avail.)
- Lunch Workshop or Symposium (3 available)
- Poster Session Sponsorship (1 available)

PLATINUM \$10,000

- Lunch Sponsorship (4 available)
- Lanyard Sponsorship* (1 available)

GOLD \$8,000

- Coffee Break Sponsorship (7 available)

SILVER \$6,000

- Pen Sponsorship*
- Notebook Sponsorship*

BRONZE \$4,000

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

**Item to be provided by advertiser at advertiser's expense. Item & design to be approved by the organizing committee. 300 maximum quantity required.*



EXHIBITION

300-350+
Expected delegates
across in-person &
virtual platforms

Exhibition Hours

July 21st or 22nd Exhibitor Set Up

22nd - 25th July, excluding 24th July

9:55 - 10:20 AM - Coffee Break

12:00 - 1:00 PM - Lunch

2:45 - 3:10 PM - Coffee Break

Thurs. 24th July

10:25 - 10:50 - Coffee Break

12:00 - 1:00 PM - Lunch

3:50 - 4:15 PM - Coffee Break

Fri. 25th July Exhibitor Pack Up from
1:00 PM (or earlier if required).

*Please note these times may
be subject to change.*



PLENARY ROOM

EXHIBITION &
COFFEE BREAKS

BREAKOUTS

POSTER HALL

For **\$2,500** Your Tabletop Exhibition includes

✓ Table and 2 chairs

✓ Company Name Signage

✓ Tablecloth

✓ 2 Staff Member Registrations

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 DON'T SEE IT 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 & Technologies
- 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
- 125+ Virtual

CRYO2024 Highlights



Clockwise from above: 2024 Poster Session; Dayong Gao Young Investigator Award Winner, Sylwia Judycka (left), Society for Cryobiology President, Allison Hubel (center), Arthur W. Rowe Best Paper Award Winner, Erik Woods (right); Student Travel Grant Winners pictured with Awards Committee chair, Estefania Paredes (far right); Keynote speaker Ruth Cheng from American Tissue Culture Collection (ATCC); Young Investigators Social Event - Tour of Washington DC Sights.

➤ Contact Us

Secure your involvement with
CRY02025 today.



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