

# INNOVATIVE THERAPIES DAYS 2025

BIO CLUSTER - BESANÇON

OCTOBER 09<sup>TH</sup> - 10<sup>TH</sup>, 2025

KURSAAL - BESANÇON, FRANCE

# EXHIBITION FOLDER

Meet well-known speakers, expose your new technologies, 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 immune cells, cell therapies and derivatives such as secretome).

## Scientific organisation



## Organizer





## IN-DEPTH CONFERENCES

The Innovative Therapies Days are a translational congress which aims to exchange about clinical data and feedback from clinical transfer : regulation, production, drug administration, financing, market access, supply chain, etc. We make our best to ensure that you learn a lot with a cross-disciplinary view of innovative therapies !

For this 5<sup>TH</sup> edition, the topics will focus on CAR cells, other cell therapies and derivatives (e.g. EV, secretome).

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 about technology and service providers specializing in these innovative therapies.

It will be held on October 09<sup>th</sup> & 10<sup>th</sup>, 2025, 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.



## POSTER SESSION & NETWORKING RECEPTIONS

Two evenings are proposed to encourage networking :

**The Poster Session** : October 8, a welcome evening featuring a poster session open to applications. Topics will focus on innovative therapies, from R&D to clinical trials and industrialization.

**The gala dinner** on 09/10 is organised in the heart of the Exhibitors' Village in a warm setting to enjoy a delicious diner with speakers, sponsors, organizers and attendees.

## B2B MEETINGS

Several B2B networking sessions are organized during the event: after the lunches, and at the beginning or end of the day, depending on the program, to maximize your networking opportunities.

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.



Standard booth\*

Silver

Gold

Platinum

PMT member :	1 700 € HT			
Others companies :	2 000 € HT	3 600 € HT	5 500 € HT	8 000 € 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
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## 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) only Gold Booth			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 1<sup>st</sup> and 31<sup>th</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 2026 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...).



## 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 (2 «Platinum», 4 «Gold», 17 «Silver», 11 «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: € 8000, € 5500, € 3600, € 2000 and € 1700 for standard formula for PMT member. 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", one month before 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 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>, 2025. 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>, 2025, 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 09<sup>th</sup> and 10<sup>th</sup>, 2025 from 8:00 to 17:00.

#### EXHIBITOR BOOTH

*Platinum (14m<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 14m<sup>2</sup>, 9m<sup>2</sup> and 6m<sup>2</sup>: 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>, 2025.

- 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>, 2025.

### 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.** Additionnal 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.

## GENERAL CONDITIONS OF SALE (2/2)

### 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.

#### 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 09<sup>th</sup>, 7:30 am to 5 pm on October 10<sup>st</sup>, 2025).

#### TRANSMISSION OF THE PARTICIPATING STRUCTURES' LIST

**25.** The list will be provided to you on September 10<sup>th</sup>, 2025 and October 2<sup>nd</sup>, 2025.

**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 as soon as the contract is signed so that it can be included in our communication materials.

**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 1<sup>st</sup>, 2025, 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>, 2025, 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>, 2025.

#### 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 2026 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>, 2025.

#### 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>, 2025. 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>, 2025.

**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>, 2025. 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. »

## 2024 SPONSORS



## YOUR CONTACTS

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

Anthony NOLOT-DI GREGORIO  
PMT  
a.nolot@pmt-innovation.com  
03 81 40 47 56

## 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: .....

### INVOICE ADDRESS (IF DIFFERENT FROM COMPANY NAME)

Business name : .....  
Address: .....  
ZIP code: ..... City: .....  
Contact : .....  
Function : .....  
Email. : ..... Phone: .....

### 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 :

.....  
.....