CYTO

JUNE 5-9, 2027
HELSINKI, FINLAND



2027

EXHIBITOR & SPONSORSHIP PROSPECTUS

40TH CONGRESS FOR THE INTERNATIONAL SOCIETY FOR ADVANCEMENT OF CYTOMETRY

www.cytoconference.org

ISAC
INTERNATIONAL SOCIETY FOR ADVANCEMENT OF CYTOMETRY

Dear Industry Partners,

We are excited to invite you to participate in CYTO 2027, the 40th Congress of the International Society for Advancement of Cytometry (ISAC), to be held June 5–9, 2027, in Helsinki, Finland.

As the premier global conference dedicated to single-cell analysis and cytometry, CYTO 2027 will bring together leading scientists, innovators, clinicians, and decision-makers working across flow cytometry, imaging, cellular analysis, diagnostics, therapeutics, and translational research. The theme of the conference—Cells Under Midnight Sun—captures both the unique setting of Helsinki and our scientific vision: exploring cellular systems in greater depth, with a particular focus on the cellular microenvironment, cell–cell interactions, and the translation of cytometry technologies from discovery to clinical and real-world applications.

Why Exhibit or Sponsor at CYTO 2027?

- **Connect with Key Decision-Makers:** Engage with a highly targeted international audience of researchers, clinicians, engineers, technology leaders, and industry professionals shaping the future of cytometry and single-cell science.
- **Showcase Your Innovations:** Present your latest technologies, platforms, reagents, software, and solutions to experts actively looking for new approaches to understand complex cellular systems and translate them into research, diagnostic, and therapeutic applications.
- **Highlight the Translational Potential of Cytometry:** CYTO 2027 will place particular emphasis on how flow cytometry and related technologies can move beyond basic cellular characterization to address microenvironmental complexity, disease biology, patient stratification, biomarker discovery, and clinical translation.
- **Maximize Your Visibility:** Benefit from a dynamic exhibit environment designed to encourage interaction and discovery, including:
  - Optimized traffic flow and opportunities for meaningful engagement between sessions
  - Networking events and food functions within the exhibit area
  - Opportunities for sponsored sessions, product showcases, demonstrations, and dedicated scientific or technical presentations
  - Branding opportunities throughout the conference venue and digital channels
- **Expand Your Global Reach:** CYTO brings together a diverse international community from academia, clinical research, biotechnology, diagnostics, and the pharmaceutical industry, providing a unique opportunity to build partnerships and strengthen your presence in the global cytometry ecosystem.

A Unique Setting for Science, Innovation & Networking

Helsinki offers an inspiring setting for CYTO 2027. As a leading Nordic hub for life sciences, healthcare, technology, and innovation, the city provides an ideal environment for connecting scientific discovery with clinical and commercial opportunities. In early June, Helsinki's exceptionally long days and the atmosphere of the midnight sun will provide a memorable backdrop for scientific exchange, collaboration, and networking.

A Conference Focused on What Comes Next

CYTO 2027 builds on the evolution of cytometry toward a more integrated understanding of cells within their biological context. As the field moves increasingly toward multiparametric analysis, spatial and functional characterization, cellular interactions, and translational applications, industry plays a critical role in enabling these advances.

We are committed to creating an exhibitor and sponsor experience that delivers meaningful engagement and measurable value. Through continued dialogue with our industry partners and the cytometry community, we are developing opportunities that will help companies connect with the right audiences, demonstrate the impact of their technologies, and contribute to the scientific conversation.

Join Us Under the Midnight Sun

We warmly invite you to explore the sponsorship and exhibitor opportunities detailed in the attached prospectus and to join the international cytometry community in Helsinki for CYTO 2027.

If you have questions or would like to discuss how your organization can participate, please contact:
CYTO 2027 Exhibit Management
Kris Herlitz | +1 845-243-2906 | kris@herlitz.com

Let's partner to make CYTO 2027 the place to be for innovation, collaboration, and growth in cytometry. We look forward to welcoming you to Helsinki, Finland in June 2027!



Raluca Niesner, PhD
Program Chair



Sara De Biasi, PhD
Program Co-Chair

PLEASE CLICK HERE TO SUBMIT YOUR APPLICATION ONLINE!

CYTO 2026 ATTENDEE DEMOGRAPHICS

1380 TOTAL REGISTRATIONS

804 ATTENDEES

576 EXHIBITORS

GEOGRAPHIC LOCATION

1056	US AND CANADA
324	INTERNATIONAL

1030	US
51	UK
41	GERMANY
12	FRANCE
8	SWITZERLAND
14	NETHERLANDS
12	ITALY
14	AUSTRALIA
13	BELGIUM
30	CHINA
26	CANADA

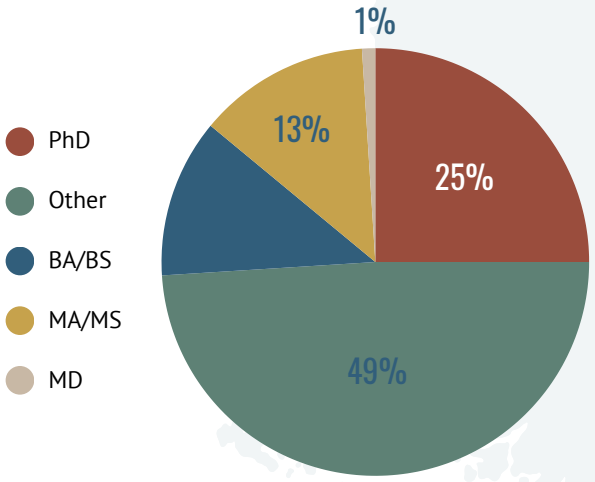
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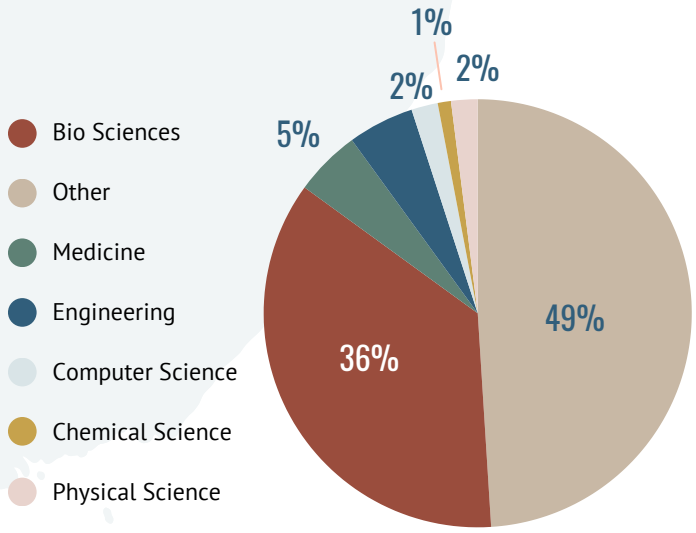
17
WORKSHOPS ACCEPTED
24 Submitted

311
SCIENTIFIC ABSTRACTS
Poster & Oral
ACCEPTED
320 Submitted

20
COMMERCIAL TUTORIALS PRESENTED

ATTENDEE CLASSIFICATIONS





CONTACT KRIS HERLITZ AT 845-243-2906 OR KRIS@HERLITZ.COM

RESERVE A BOOTH

BENEFITS OF EXHIBITING AT CYTO 2027

- 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.

EXHIBIT SPACE FEES

- **Booth size 3m x 3m** - $3,900
- **Corner Booth** - $4,100
- **Shell Scheme Booth** - $5,700 per 3m x 3m
- **Island Booth** – minimum 6m x 6m size and a 6m height limit - $4,400

All prices are in US Dollars and are based on 3m x 3m spaces. First-time exhibitors receive a 20% discount on their booth space.

All non-shell scheme booths are subject to the 25.5% Finnish VAT tax (for non-EU companies) which will be added to your booth fee upon assignment.

CLICK TO RESERVE YOUR BOOTH

EXHIBITORS RECEIVE

Booth rental can be a basic booth of just the empty space itself or a shell scheme at an additional cost. Both types of space include :

- 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 3m x 3m booth space. Additional exhibitor badges will be $250 each.
- Listing on the Congress website (Interactive Floor Plan) recognizing your company as a 2027 exhibitor.
- Company listing in the online Congress Mobile App with a 50-word description of your products and services.
- **Shell Sheme Booth includes:**

1. Expo carpet, stock colours
2. Shells scheme partition aluminium frame, white partition
3. Fascia on open sides
4. 1-3 pc Fascia text or logo
5. 3 pcs Arm-spotlight led 21w (needs electricity outlet, not included)
6. 1 pc K23 Council table size 120 x 70 x 75 cm
7. 2 pcs K24U Chair with armrests, black
8. 1 pc Wastebasket (does not include emptying)

PLEASE CLICK HERE TO SUBMIT YOUR APPLICATION ONLINE!

RESERVE A BOOTH

SPACE ASSIGNMENTS

- The early deadline for booth assignment based on priority points is February 1, 2027. Applications submitted online via the Exhibitor Portal before February 1, 2027 will be assigned booths based on accumulated priority points (see below for priority point system). Exhibitors may designate their preference for location. Every effort will be made to accommodate your preferred choices, but it cannot be guaranteed.

- Accumulated points determine space selection order for the Congress. Companies receive one point per 3m x 3m 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.

- All booths will be assigned by February 19, 2027. Upon booth assignment, you will be sent an invoice for FULL payment of your rental. Payment can be made by credit card directly online. Checks drawn on US banks and bank wires are accepted and due at the time of invoice. Be sure to add any applicable bank wire/processing fees with your booth payment. FULL payment of booth space is required by February 19, 2027. Any booths not paid for in full by this date will be released and available for booking on a first come first served basis.

- Starting February 20, 2027, the online booth application system will be open to exhibitors on a first come first serve basis, based on booth availability.

- FULL payment is due at the time of application.

- **Please Note:** Allocated exhibit booths, sponsorships, advertising, commercial tutorials will be released and available to others for booking if FULL PAYMENT is not received on time.

RESERVE YOUR BOOTH HERE!

PLEASE CLICK HERE TO SUBMIT YOUR APPLICATION ONLINE!

FLOOR PLAN & DATES

SHOW DATES AND HOURS

Exhibit Set-Up

Friday, June 4	8:00am – 7:00pm
Saturday, June 5	8:00am – 7:00pm
Sunday, June 6	8:00am – 2:00pm

Exhibits must be show-ready by 2:00pm on Sunday, June 6, 2027.

*Early Move-In Requests, if able to be accommodated at all, will need to be handled directly with the official general contractor Helsinki Expo and Convention Centre - eMessukeskus. Special material handling fees will apply.

Sunday, June 6th

Commercial Tutorials	12:00pm – 1:00pm
Exhibit Open and Welcome Reception	5:00pm – 7:00pm

Monday, June 7th

Exhibits Open	10:00am – 7:00pm
Commercial Tutorials	12:00pm – 1:00pm
Poster Session/Happy Hour	5:00pm – 7:00pm

Tuesday, June 8th

Exhibits Open	10:00am–7:00pm
Commercial Tutorials	12:00pm– 1:00pm
Poster Session/Happy Hour	5:00pm – 7:00pm

Wednesday, June 9th

Exhibits Open	10:00am –2:00pm
Commercial Tutorials	12:00pm – 1:00pm

EXHIBITOR DISMANTLE

Wednesday, June 9th

Exhibitor Dismantle and Move-out	2:00pm – 10:00pm

Thursday, June 10th

Exhibitor Move-out	8:00am – 12:00pm

KEY DATES & DEADLINES

February 1, 2027

Assignment of booth space based on priority points.

February 19, 2027

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

February 20, 2027

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

March 5, 2027

Deadline to apply for a Commercial Tutorial.

March 2027

Service kit available online.

CONTACT US:

Kris Herlitz

Exhibit & Sponsorship Sales

845-243-2906

kris@herlitz.com

Mailing Address:

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

CLICK TO VIEW CURRENT FLOOR PLAN

QUESTIONS? CONTACT KRIS HERLITZ AT 845-243-2906 OR KRIS@HERLITZ.COM

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 an Ultimate Sponsorship!** Your support helps the rising stars and game changers of tomorrow attend the largest and most influential congress on Cytometry.

ULTIMATE - $35,000

6 Priority Points (Unlimited Sponsors)

BENEFITS INCLUDE:

- Funds assist Students and SRL Junior Staff travel to CYTO
- One Commercial Tutorial
- One 3m x 3m basic booth space
- Access to Sponsor/VIP lounge on expo floor
- Added to the mobile app gamification
- Banner Ad with company link to your website on CYTO marketing E-blasts
- Company banner with link to company website on attendee registration and all registration confirmations
- Four (4) full attendee registrations
- Six (6) VIP tickets to the President's Reception and Closing Reception
- One Ad on the mobile app
- Recognition at Awards Ceremony
- Recognition on CYTO 2027 website
- Full-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

PREMIUM - $17,500

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) VIP tickets to the President's Reception and Closing Reception
- Recognition at opening social
- Access to Sponsor/VIP lounge on expo floor
- Added to the mobile app gamification
- Recognition on CYTO 2027 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 (one-time use)
- Sponsor ribbon for all booth staff

DELUXE - $10,000

2 Priority Points (Unlimited Sponsors)

BENEFITS INCLUDE:

- Recognition at happy hour
- Two (2) VIP tickets to the President's Reception and Closing Reception
- Quarter-page ad in online program
- Complimentary CYTO pre- or post-attendance (one-time use)
- Added to the mobile app gamification
- Recognition on CYTO 2027 website
- "Thank you" with logo in printed materials and on-site signs
- Sponsor ribbon for all booth staff

ESSENTIAL - $7,500

1 Priority Point (Unlimited Sponsors)

BENEFITS INCLUDE:

- One (1) VIP ticket to the President's Reception and Closing Reception
- Recognition at refreshment breaks
- Recognition on CYTO 2027 website
- "Thank you" with logo in printed materials and on-site signs
- Added to the mobile app gamification
- Company logo on website
- Sponsor ribbon for all booth staff

PLEASE CLICK HERE TO SUBMIT YOUR APPLICATION ONLINE!

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
Full-page $1,500
Half-page $750
Quarter-page $750

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.

COMMERCIAL TUTORIALS

$3,950 (Per Session)

Recording (audio and visual) Available - Contact Us for Pricing and Availability

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, June 6	**12:00pm – 1:00pm**
Monday, June 7	**12:00pm – 1:00pm**
Tuesday, June 8	**12:00pm – 1:00pm**
Wednesday, June 9	**12:00pm – 1:00pm**

Boxed lunches are not provided but we encourage you to order for attendees. No outside F&B or catering is permitted by the convention center.

BANNER AD WITH LINK TO COMPANY WEBSITE 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.

QUESTIONS? CONTACT KRIS HERLITZ AT 845-243-2906 OR KRIS@HERLITZ.COM

MARKETING & PROMOTIONAL OPPORTUNITIES

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 company banner with a direct link to your corporate website will be featured on the mobile app home screen. Sponsor signage included.

EVENT SPONSORSHIP

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

- CYTO Innovation Technology Showcase
- SRL Networking Forum
- CYTO Women

BENEFITS INCLUDE:

- Company recognition on event signage outside of session room
- Verbal recognition during applicable event
- Company/logo acknowledgment on walk-in slides during applicable event
- Recognition in conference Program listing

EVENT FLOOR DECALS

1 Priority Point—$5,000 (Limit 2)
Lead attendees' step by step from the Exhibit Hall Entrance to your booth! These floor clings are the "breadcrumbs" that all attendees can use to find their way to your booth all show long!

ATTENDEE BADGE LANYARDS

2 Priority Points—$7,500 (Exclusive)
Your company logo will be printed on the lanyard and alternate with the show logo.

RECEPTIONS

Welcome Reception - 2 Priority Points - $5,000 (Exclusive)

Monday Poster Session/Happy Hour - 2 Priority Points - $4,500 (Exclusive)

Tuesday Poster Session/Happy Hour - 2 Priority Points - $4,500 (Exclusive)

Sponsor will be recognized on Event Signage as well as in a Program/Agenda listing.

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.

CONFERENCE FLOOR DECALS

1 Priority Point - $5,000 (Limit 2)
Located in the Helsinki Expo and Convention Centre Registration and Exhibit Hall Lobby area, these decals hold your branding and messaging and are a great way to get in front of the registrants.

DIGITAL SIGNAGE

See pricing and options on the Sponsorship Gallery
Choose from the Large Lobby screen as well as the screens located inside and outside of the exhibit hall entrances.

PLEASE CLICK HERE TO SUBMIT YOUR APPLICATION ONLINE!

MARKETING & PROMOTIONAL OPPORTUNITIES CONT'D

CHARGING STATIONS

1 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 Helsinki Expo and Convention Centre and Exhibit Hall.

HOTEL KEY CARD SLEEVES

1 Priority Point—$3,000 (Exclusive)
Insert your brand into the hands of every CYTO 2027 attendee staying at the Holiday Inn Helsenki-Expo headquarters hotel. Sponsor information will appear on our attendees' room key sleeves.

EXHIBITOR MEETING ROOMS

3m x 6m 1 Priority Point - $5,000 (Only 5 Available)
User Groups, Face to Face Meetings, Peer to Peer Demos…you decide. We have one size option to rent private (3m x 6m) exhibitor meeting rooms where you can meet with CYTO attendees in a private setting while maintaining the convenience of remaining on the CYTO 2027 Exhibit Floor.

Wi-Fi

2 Priority Points - $7,500 (Exclusive)
Basic Wi-Fi will be available in the Exhibit Hall and all General Sessions; all CYTO attendees will have access to the network, and your company will have custom naming of the Wi-Fi password. You will also be thanked on meeting signage.

PRINT EXHIBITOR LOCATOR BOARD SPONSORSHIP

$3,500 (Exclusive)
Place your company logo on the large printed, 2-sided floor plan placed strategically at the front of the Exhibit Hall, directing attendees as to the overall layout of the booths.

MOBILE APP GAMIFICATION

$500 (Each)
This is a popular game created to incentivize attendees to visit your booth and scan a QR code to gather points to win prizes. More information regarding participation will be found on the conference website in February.

OVERHEAD SIGNAGE

See pricing and options on the Sponsorship Gallery.
Provide marquee value for your brand with these large overhead banners placed in the Registration and Exhibit Hall entrance lobby area of the Helsinki Expo and Convention Centre, as well as inside the Exhibit Hall - not to be missed!

AISLE SIGN SPONSORHIP

2 Priority Point—$10,000 (Exclusive)
Put your branding in every aisle! Your company name and branding will be placed on all 18 aisle floor clings (9 aisles, 2 clings in each)!
*Design/color scheme subject to ISAC approval based on show branding.

OTHER OPPORTUNITIES that present themselves will be added to the **Sponsorship Gallery** in the **Exhibitor Console** – we will keep you posted!

2023 to 2026 EXHIBITING COMPANIES

10x Genomics Inc.

AAT Bioquest, Inc.

Acoerela

AcouSort AB

Agilent Technologies

Amphasys AG

APE Angewandte Physik- und Elektronik GmbH

Apogee Flow Systems

Applied Cytometry

Bangs Laboratories

Beckman Coulter Life Sciences

Becton Dickinson

Beijing Challen Biotechnology Co.,Ltd

bioBUBBLE, Inc.

BioLegend from Revvity

Bio-Rad Laboratories

Bio-Techne Spatial

Biotium, Inc.

BlueCatBio GmbH

Canopy Biosciences

Caprico Biotechnologies, Inc.

Cell Microsystems

Cellarcus Biosciences

CellCarta

Cellenion

CellScope

CellSorter Company for Innovations

Cellular Highways

Cerba Research

Champions Oncology

Changchun New Industries Optoelectronics Tech. Co., Ltd

Chengdu Illumaxbio Technology Co.,LTD

Chroma Technology

Coherent

Coluxa Inc

Core Quantum Technologies

Countstar

Curiox Biosystems

Cytek Biosciences, Inc.

Cytoart

Cytolytics GmbH

CytoRecovery, Inc.

Dakewe Biotech

Deepcell

Do Bio (A brand of Blacktrace Holdings)

Dotmatics, Inc.

eCyte

Edmund Optics

Elabscience Bionovation Inc.

ELDEX CORPORATION

Eurofins Clinical Trial Solutions

EXBIO Praha, a.s.

Fairy Lifesciences Company

FlowMetric

FluoroFinder

FOCtek Photonics,Inc.

Glass Expansion GmbH

Hamamatsu Corporation

Hellma USA

HiPatho

Hitronics Technologies Inc.

Hudson Robotics

ICON

Idea Elan

ImageCyte - UBC

Immudex

IMMUNOSTEP S.L.

Inivai Australia Pty Ltd

Ionic Cytometry Solutions, LLC

IQVIA Laboratories

Iridian Spectral Technologies

ISAC Lounge

KCAS Bio

Kinetic River Corp.

KYOCERA SOC Corporation

LASE Innovation

LASOS Lasertechnik GmbH

Leinco Technologies

LevitasBio

2023 to 2026 EXHIBITING COMPANIES

Lunaphore Technologies

MABTECH

menovex Photonics Technology (Suzhou) Co., Ltd.

Metafora Biosystems

Metrdy

Miftek Corporation

Miltenyi Biotec B.V. & Co. KG

Modulight

NanoCellect Biomedical, Inc

NanoFCM Inc.

Nodexus Inc

Nu Instruments

On-chip Biotechnologies USA

OptoSigma

Osela Inc.

OZETTE

Parhelia Biosciences

Parse Biosciences

Particle Metrix, Inc.

Partillion Bioscience

Pavilion Integration Corporation

Performance Motion Devices

Phantom High Speed Cameras

Phase Three Product Development

PolyAn GmbH

Proteintech

RareCyte Inc.

Rarity Bioscience

RayBiotech

Samplix ApS

Sartorius

SCIDENTIFY

Slingshot Biosciences

Sony Biotechnology Inc.

Spectradyne, LLC

Spherotech, Inc.

Standard BioTools

STEMCELL Technologies Inc.

STRATEC Consumables GmbH

Stratedigm, Inc.

Stratocore

Streck

SurgeCare

Surplus Solutions

Suzhou Vdo Biotech Co.,Ltd

Syntec Group

Sysmex America

Teledyne Photometrics

Tercen Data Analytics Ltd.

terraFlow

The Lee Company

Thermo Fisher Scientific

ThinkCyte

TissueGnostics

Union Biometrica, Inc.

Vision Research

Waters Biosciences, Formerly BD Biosciences

WORK-FLOW

Yokogawa

Yokogawa Fluid Imaging Technologies

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THANK
YOU!
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JUNE 5-9, 2027 | HELSINKI, FINLAND
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