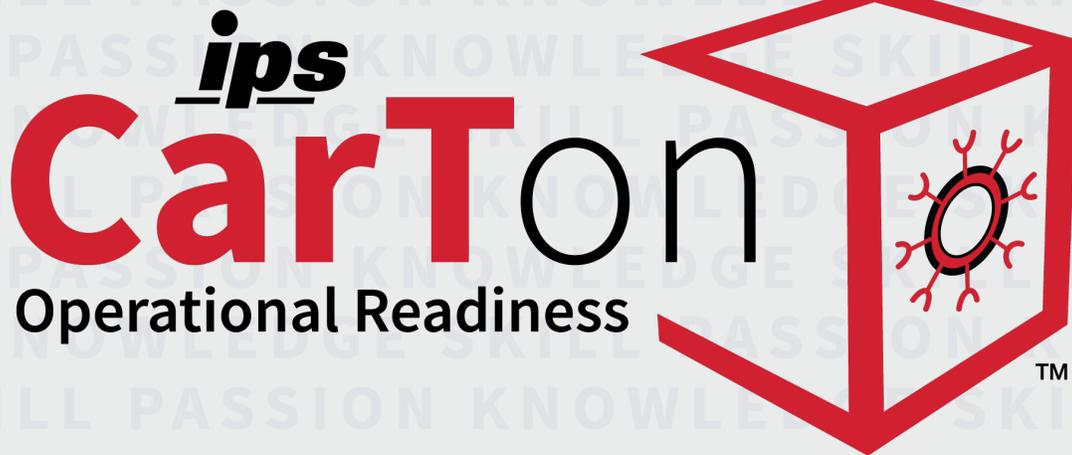


Zweig Marketing Excellence Award



Advertising Promotional Campaign Entry *(Digital and Print Mixed)*

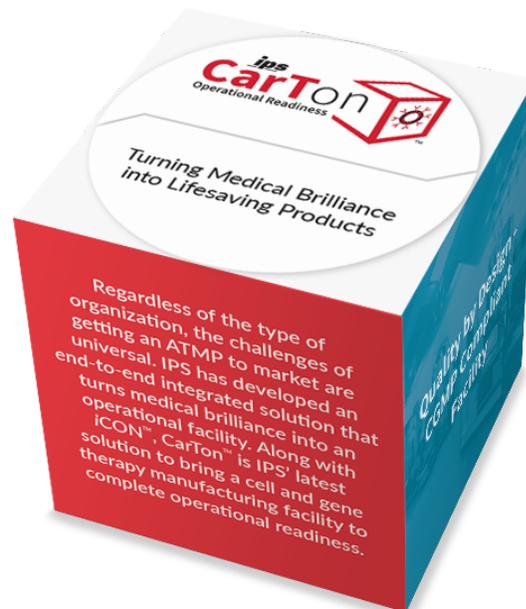
June-2020

Submitted by:
IPS-Integrated Project Services, LLC

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Representation Image



ips CarTon
Operational Readiness

Discover the Future of Operational Readiness for Cell and Gene Therapy

CarTon™ - The End-to-End Compliance Solution

DISCOVERY STAGE | TUESDAY, OCTOBER 29 • 10:35AM - 10:55AM

What is CarTon™?

CarTon is the end-to-end integrated compliance solution that turns medical brilliance into an operational facility. Along with iCON™, CarTon is IPS' latest solution to bring an ATMP manufacturing facility to complete operational readiness.

IPS CarTon™ Presenters

	Vince Cebular Sr. VP Compliance IPS-Integrated Project Services, LLC	
	Mike Westerman Sr. Director, CQV Operations IPS-Integrated Project Services, LLC	



Production Schedule

Item	Description	Weeks Out	Date
Event			Tuesday, October 29, 2019
Maze Cube			
	Source vendor	8	Friday, September 6, 2019
	Order	6	Friday, September 20, 2019
	Approve vendor proof	5	Tuesday, September 24, 2019
	Delivery receipt	3	Tuesday, October 8, 2019
Cube Carton			
	Source vendor	7	Tuesday, September 10, 2019
	Internal artwork approval	5	Tuesday, September 24, 2019
	Order	5	Thursday, September 26, 2019
	Approve vendor proof	5	Friday, September 27, 2019
	Delivery receipt (including maze cube fulfillment)	4	Tuesday, October 1, 2019
	Shipping to show	2	Tuesday, October 15, 2019
Display			
	Source vendor	7	Sunday, September 8, 2019
	Select product	7	Tuesday, September 10, 2019
	Internal artwork approval	5	Monday, September 23, 2019
	Order	5	Tuesday, September 24, 2019
	Approve vendor proof	5	Friday, September 27, 2019
	Delivery receipt	4	Tuesday, October 1, 2019
	Shipping to show	2	Tuesday, October 15, 2019
Presentation			
	Initial Content	3	Friday, October 11, 2019
	Development/PPT Due	2	Tuesday, October 15, 2019
Signage			
	Internal artwork approval	3	Monday, October 7, 2019
	Due to printer	3	Tuesday, October 8, 2019
	Delivery receipt	3	Friday, October 11, 2019
	Shipping to show	2	Tuesday, October 15, 2019

Social Media Schedule

Post Date	Weeks Out	Post Subject
Tuesday, October 15, 2019	2	SM: CarTon Teaser #1 [Teasing the product]
Tuesday, October 22, 2019	1	SM: CarTon Teaser Reminder #2 [Teasing the Product]
Wednesday, October 23, 2019	1	Speakers Eblast: (including Carton) (post eblast or speaker page)
Thursday, October 24, 2019	1	SM: CarTon Teaser Reminder #3
Monday, October 28, 2019	0	SM: CarTon Presentation Tomorrow [needs disclaimer]
Tuesday, October 29, 2019	0	SM: Link to information about CarTon becomes live on website [build out website page by Oct. 8]
Tuesday, October 29, 2019	0	SM: Media Announcement about CarTon [10:45 PDT]

Marketing Creative Brief



1. Company Message

Primary: By working on technically complex projects that span across geographic regions, industry sectors, and facility types, IPS has built an unmatched global regulatory understanding that allows us to provide our clients with effective and efficient regulatory decision making.

Secondary: IPS is a global leader in developing innovative business solutions for the biotechnology and pharmaceutical industries. Through operational expertise and industry-leading knowledge, skill and passion, IPS provides consulting, architecture, engineering, construction management, and compliance services that allow clients to create and manufacture life-impacting products around the world. Headquartered in Blue Bell, Pennsylvania-USA, IPS is one of the fastest-growing companies servicing the life sciences industry with nearly 1,400 professionals in the United States, Canada, Brazil, the United Kingdom, Ireland, Switzerland, Singapore, China, and India.

2. Product Description and Messaging

Branding and Launch of CarTon: A complete operational readiness solution complete in one box.

Where speed to market is critical for saving lives, our solution simplifies the complex maze of activities required to bring a new cell and gene therapy facility to a fully operational state. CarTon contains the entire process life cycle, including facility and process requirements, standardized protocol templates, QMS/SOP development, training, and other necessities for CGMP manufacturing in a global market.

The CarTon includes quality by design CGMP facility and compliance; commissioning, qualification & validation; and operational readiness/quality management systems and services.

With the combination of IPS' core services, ICON, and CarTon, cell and gene therapy companies have a complete turn-key solution to get their medical brilliance to awaiting patients. ICON, the IPS and G-CON collaboration, provides for the most flexible and rapidly deployable facility platform, meeting the modular and mobile demands of the industry. The broad range of technical capabilities, along with prefabricated cleanroom PODs, provides a true turnkey solution to biopharmaceutical manufacturers and CMO companies with needs for production agility and capacity flexing. CarTon takes the ICON solution one-step further to a fully operational, integrated facility or as an independent operational readiness solution on any project.

3. Campaign Objective

Knowledge, Skill & Passion

Consulting | Architecture | Engineering | Project Controls | Construction Management | Compliance

Marketing Creative Brief



To promote and announce the launch of IPS' new product, CarTon, and bring market awareness to our new services resulting in new projects.

4. Target Audience Profile

Company Type: Cell and gene companies that need a CGMP compliant facility quickly.

Services Needed: Quality by design CGMP facility and compliance; commissioning, qualification & validation; and operational readiness/quality management systems and services.

Job Title: Branding and launch of IPS CarTon™ – Operational Readiness

5. Voice

Style: Formal and Professional; focus on the urgency of getting products to market quickly because "Time is Lives."

6. Competitive Landscape

IPS is first to market with an off-the-shelf operational readiness package such as this.

(additional information redacted for confidentiality)

7. Deliverables

The initial unveiling will take place on the Discovery Stage at the 2019 Annual Meeting & Expo in Las Vegas on October 29, 2019.

- Social Media – a total of 8 posts
 - Teaser social media posts, including a short video, will be communicated on LinkedIn and Twitter for 3 weeks leading up to the event
 - Day-of posts
- E-blast about show and presenters 4 weeks before the show
- Promotional Materials and Graphics
 - CarTon logo
 - CarTon 24x36 poster
 - 8.5x11 Speakers at Show Handout
 - Research and purchase giveaway
 - Create giveaway box message
- Announcement Promotion after the Presentation
 - Write Media Release
 - Promote via Eblast
 - Media Landing Page
 - CarTon Landing Page
- Post-show lead follow-up
 - BD contact presentation attendees
 - Enter leads into CRM

Knowledge, Skill & Passion

Consulting | Architecture | Engineering | Project Controls | Construction Management | Compliance

Marketing Creative Brief



IPS will leverage the utilization of their in-house marketing team to create branding assets and collateral, messaging, and communication.

8. Budget

Estimate:

The total cost of the launch, including the presentation event and promotional items, should be under \$5,000.00.

Actual Cost:

\$2,700.00 – Premium Presentation Slot Sponsorship

\$392 – Branded cube giveaway

\$765.15 – printing and wrapping cube

\$94.78 – Display stand

\$80.00 – Signage

Total: \$4,031.93

Knowledge, Skill & Passion

Consulting | Architecture | Engineering | Project Controls | Construction Management | Compliance



1-color for promo

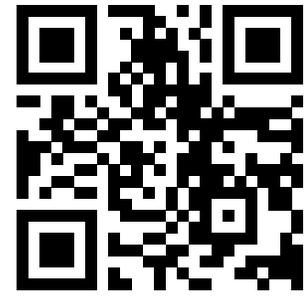


Teaser video posts

We're unboxing something new for you at the **ISPE Annual Meeting**.
You won't want to miss the big reveal.

We're unboxing something new.

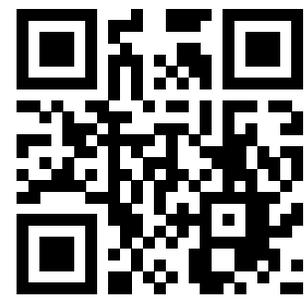
#ISPEAM19



Join **Vince Cebular** and **Michael Westerman** at the 2019 **ISPE Annual Meeting** Discovery Stage on the show floor for the launch of IPS' end-to-end compliance solution to bring medical brilliance to operational readiness. No educational pass is required to see the presentation.

ips **ISPE Annual Meeting Discovery Stage**
October 29, 10:35 a.m.

This ISPE Discovery Stage demonstration is a promotional activity and not approved for continuing education credit. The content of this demonstration and all rights reserved by presenters are those of the presenter and are not of ISPE.



Next week on the **ISPE** Annual Meeting Discovery Stage, **Vince Cebular** and **Michael Westerman** unveil our latest customized compliance solution for new cell and gene therapy facilities. Join them as they show how you can bring medical brilliance to operational readiness. Focus on your research, we'll do the rest. **#ISPEAM19**

**Focus on your research,
we'll do the rest.
Learn more at the ISPE
Discovery Stage.**

ips

October 29, 10:35AM | Las Vegas

with Michael Westerman and 1 other

THE CONTENT OF THIS DEMONSTRATION AND OPINIONS EXPRESSED BY PRESENTERS ARE THOSE OF THE PRESENTER AND ARE NOT OF ISPE.

IPS is revealing our latest solution at the ISPE Annual Meeting Discovery Stage tomorrow during the morning networking break! Learn how we can take your medical brilliance all the way to operational readiness.

**Your solution for
operational readiness.
Learn more at the ISPE
Discovery Stage.**

ips

October 29, 10:35AM | Las Vegas

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Day-of posting

Vince Cebular and Michael Westerman's presentation on the discovery stage is starting soon. Head over there to get a front row seat for the big unveiling! Catch Vince and Mike after the presentation at our booth, #304. #ISPEAM19



Show posting

We're ready for the announcement on the Discovery Stage at Annual Meeting. Hurry, it's starting shortly. #ISPEAM19



Official announcement



ips IPS-Integrated Project Services, LLC
19,883 followers

JUST ANNOUNCED: CarTon™ – your end-to-end compliance solution for cell & gene therapy operational readiness. Learn more about CarTon and read the release here: <https://lnkd.in/eCNwnp3>

ips
CarTon
Operational Readiness



Learn more at www.ipsdb.com

IPS Launches CarTon™ – the End-to-End Compliance Solution
ipsdb.com

Meet the IPS Experts at the 2019 ISPE Annual Meeting
27-30 October | Las Vegas, Nevada

Education

CAR-T Projects: Planning, Execution & Challenges

28 October 2019 | 4:00 p.m. - 5:30 p.m.
Location: Neopolitan Ballroom III-IV

Presented by Aaron Weinstein, Sr. Director, Validation

CAR-T is a growing technology that represents the next wave in targeted therapies for cancer and other diseases. CAR-T manufacturing comes with some interesting challenges that carry over into the planning and execution when implementing projects that include facility, equipment and process aspects.

Discovery Stage Presentation

Discover the Future of Operational Readiness for Cell and Gene Therapy
CarTon™ - The End-to-End Compliance Solution

Presented by Vince Cebular, Sr. VP, Compliance
Mike Westerman, Sr. Director, CQV Operations

29 October 2019 | 10:35 a.m. - 10:55 a.m. during the morning networking break
Location: ISPE Discovery Stage

Regardless of the type of organization, the challenges of getting an ATMP to market are universal. IPS has developed an end-to-end integrated solution that turns medical brilliance into an operational facility. Along with iCON™, CarTon™ is IPS' latest solution to bring an ATMP manufacturing facility to complete operational readiness.

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Poster Presentation

Ergonomics of Continuous OSD Manufacturing Systems

This poster reviews how continuous OSD systems are set up differently than most traditional facilities, and how this creates new ergonomic concerns. It reviews some general ways to address those concerns, and brings some examples from existing commercial manufacturing facilities. This poster will help guide preemptive and integral safety design of new commercial continuous OSD rigs.

Presented by Lorna Gordon, Sr. Process Engineer

28 October 2019 | 10:00 a.m. - 11:00 a.m.
Location: Milano Foyer

Visit our booth during the show!

We're looking forward to seeing you at the 2019 ISPE Annual Meeting!

Show promotion e-blast that included CarTon messaging

Note: Second e-blast shown in media release section

Discovery Stage Presentation

Discover the Future of Operational Readiness for Cell and Gene Therapy
CarTon™ - The End-to-End Compliance Solution

Presented by Vince Cebular, Sr. VP, Compliance
Mike Westerman, Sr. Director, CQV Operations

29 October 2019 | 10:35 a.m. - 10:55 a.m. during the morning networking break
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36" x 24" poster on easel - displayed at booth and at presentation stage



Discover the Future of Operational Readiness for Cell and Gene Therapy

CarTon™ - The End-to-End Compliance Solution

DISCOVERY STAGE | TUESDAY, OCTOBER 29 • 10:35AM - 10:55AM

What is CarTon™?

CarTon is the end-to-end integrated compliance solution that turns medical brilliance into an operational facility. Along with iCON™, CarTon is IPS' latest solution to bring an ATMP manufacturing facility to complete operational readiness.

IPS CarTon™ Presenters



Vince Cebular

Sr. VP Compliance
IPS-Integrated Project Services, LLC



Mike Westerman

Sr. Director, CQV Operations
IPS-Integrated Project Services, LLC

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8.5" x 11" booth table-top display and handout



Meet the Speakers



EDUCATION

CAR-T Projects: Planning, Execution & Challenges

October 28, 2019 | 4:00 p.m. - 5:30 p.m.

PRESENTED BY: **Aaron Weinstein, Sr. Director, Validation**

CAR-T is a growing technology that represents the next wave in targeted therapies for cancer and other diseases. CAR-T manufacturing comes with some interesting challenges that carry over into the planning and execution when implementing projects that include facility, equipment and process aspects.

DISCOVERY STAGE

Discover the Future of Operational Readiness for Cell and Gene Therapy

CarTon™ - The End-to-End Compliance Solution

October 29, 2019 | 10:35 a.m. - 10:55 a.m.

PRESENTED BY:

Vince Cebular, Sr. VP, Compliance

Mike Westerman, Sr. Director, CQV Operations

Regardless of the type of organization, the challenges of getting an ATMP to market are universal. IPS has developed an end-to-end integrated solution that turns medical brilliance into an operational facility. Along with iCON™, CarTon™ is IPS' latest solution to bring an ATMP manufacturing facility to complete operational readiness.



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POSTER PRESENTATION

Ergonomics of Continuous OSD Manufacturing Systems

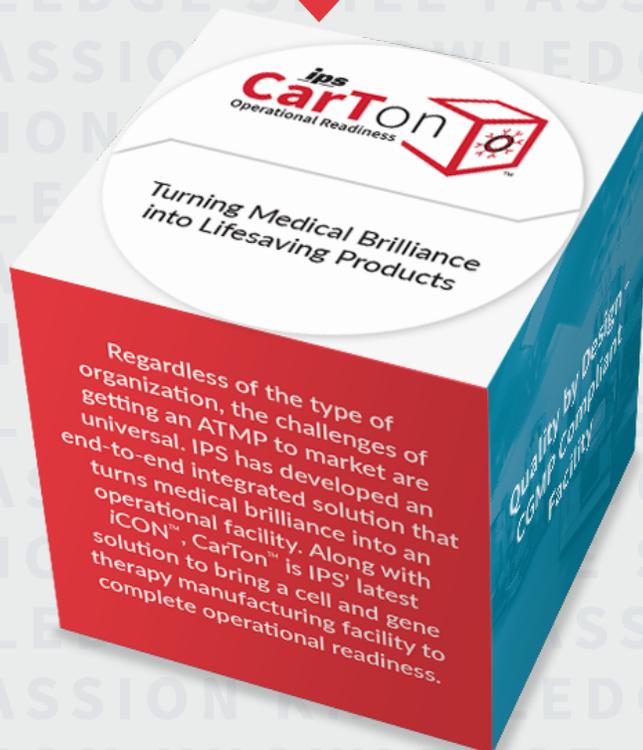
PRESENTED BY: **Lonna Gordon, Sr. Process Engineer**

This poster reviews how continuous OSD systems are set up differently than most traditional facilities, and how this creates new ergonomic concerns. It reviews some general ways to address those concerns, and brings some examples from existing commercial manufacturing facilities. This poster will help guide preemptive and integral safety design of new commercial continuous OSD rigs.

Promotional Giveaway



Branded maze cube giveaway chosen to reinforce CarTon messaging of “navigating a complex maze of activities”



Promotional Giveaway



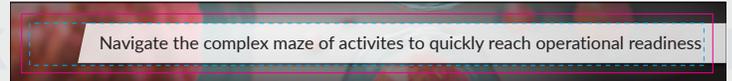
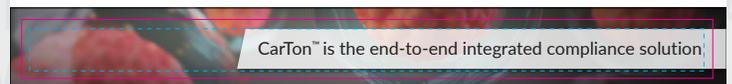
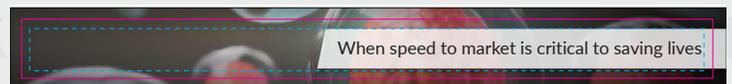
Messaging on giveaway



Giveaway Display



Custom fixture designed and printed to display giveaways



Select presentation slides

Discover the Future of Operational Readiness for Cell and Gene Therapy

IPS CarTon™ – The End-to-End Compliance Solution

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Consulting | Architecture | Engineering | Project Controls | Construction Management | Compliance

Turning Medical Brilliance into Lifesaving Products

What We Do

Enable our clients to create and manufacture lifesaving products around the world.

19 Offices in 9 Countries and Growing

Over 1,300 Experienced Professionals

Global Regulatory Knowledge

Internationally Known SMEs

Our Purpose

Through global reach and industry-leading knowledge, skill and passion, IPS is able to provide the consulting, architecture, engineering, construction management, regulatory, and operational expertise that allow its clients to create and manufacture life impacting and lifesaving products around the world.

IPS Provides a Complete Turnkey Solution – Vial to Vial

An Industry Leader in Technical Consulting, Engineering, Procurement, Construction Management, CQV, & CGMP Compliance for the ATMP Industry

A Turnkey Facility Solution for Cell & Gene Therapy Manufacturing

A Complete Operational Readiness Solution Complete in One Box – The CarTon™

Commissioning, Qualification & Validation

- Standardized Templates & Integrated Approach
- Engineering Turnover Packages / Document Control
- Start-up / Construction QA
- Commissioning
- Facilities, Systems and Equipment Qualification
- Airflow Visualization Studies
- Environmental Monitoring Performance Qualification
- Media Fills / Aseptic Process Simulations
- Computer System Validation and Data Integrity
- Process and Cleaning Validation
- Sterilization Validation
- QC / Analytical Methods Transfer and Validation

Contact the Presenters

Visit us at booth #304 to learn more.

Vince Cebular
SVQ Compliance
vcebular@ipsdb.com
610-828-4090, ext. 1251

Mike Westerman
Sr. Director, CQV Operations
mwesterman@ipsdb.com
610-828-4090, ext. 1143

Pick up your CarTon™ here or at our booth.

www.ipsdb.com

Media announcement e-blast

BREAKING NEWS



Media Announcement

IPS officially announces CarTon™ -
the end-to-end compliance solution
for cell and gene therapy



Turning Medical Brilliance
into Lifesaving Products

Where speed to market is critical for saving lives, the CarTon solution simplifies the complex maze of activities required to bring a new cell and gene therapy facility to a fully operational state. CarTon contains the entire process life cycle including facility and process requirements, standardized protocol templates, QMS/SOP development, training, and other necessities for CGMP manufacturing in a global market.

Along with iCON™, CarTon is IPS' latest solution to bring a cell and gene therapy manufacturing facility to complete operational readiness. Learn more on our website.

[View Full Media Announcement](#)



News Announcement



IPS Launches CarTon™ – the End-to-End Compliance Solution

- The Future of Operational Readiness for Cell and Gene Therapy -

Blue Bell, Pennsylvania, October 29, 2019 – IPS-Integrated Project Services, LLC, a leading provider of consulting, architecture, engineering, construction management, and CGMP compliance services, announces the launch of CarTon™, an end-to-end integrated operational readiness compliance solution for cell and gene therapy facilities.

Where speed to market is critical for saving lives, CarTon simplifies the complex maze of activities required to bring a new cell and gene therapy facility to a fully operational state. This end-to-end compliance solution contains the entire process life cycle including facility and process requirements, standardized protocol templates, QMS/SOP development, training, and other necessities for CGMP manufacturing in a global market.

IPS has a depth of subject matter expertise and is uniquely positioned to support the cell and gene therapy industry. CarTon compliments the robust offering of services including compliant facility design, engineering, traditional and modular construction, and all aspects of commissioning, qualification, and validation. With CarTon, cell and gene therapy companies achieve Quality by Design CGMP facility, compliance through commissioning, qualification & validation, and operational readiness - quality management systems documents and services all under one company.

The combination of IPS' core services provides cell and gene therapy companies a complete turn-key solution to get their medical brilliance to awaiting patients. With their modular facility platform, iCON™, the IPS and G-CON Manufacturing collaboration, providing the most flexible and rapidly deployable facility to meet the modular and mobile demands of the industry, CarTon takes the iCON solution one-step further to a fully operational, integrated solution or as an independent operational readiness solution on any project.

"With hundreds of cell and gene therapies in clinical trials, we are excited to launch this new, all in one box, end-to-end compliance solution to support operational readiness for cell and gene companies," stated Vince Cebular, SVP, Compliance. "We created CarTon because *time is lives*."

To learn more, visit our website <https://ipsdb.com/expertise/services/carton>.

About IPS-Integrated Project Services, LLC

Media announcement webpage

News

IPS Launches CarTon™ – the End-to-End Compliance Solution

Oct 29, 2019



- The Future of Operational Readiness for Cell and Gene Therapy -

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To learn more, visit our webpage for [CarTon](#).

About IPS-Integrated Project Services, LLC

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CONTACT:

Dept. of Marketing and Communications +1.484.344.9234

Related Experts



Vince Cebular
Sr. Compliance Consultant/Sr. VP Compliance



Michael Westerman
Sr. Director, CQV Operations

[View All Experts](#)

Related Expertise

 Commissioning, Qualification & Validation <ul style="list-style-type: none">CarTonCGMP AuditsCommissioningCore C&Q ServicesCQV Program Development	 Consulting <ul style="list-style-type: none">CGMP Compliance	 EPCMV
 Biotechnology & Biomanufacturing <ul style="list-style-type: none">Cell & Gene Therapies	ICON	 Research & Development

Content on CarTon landing page



1

Services > Commissioning, Qualification & Validation



CarTon



Operational Readiness

Now, under one roof, cell and gene companies are able to get everything they need to quickly create a cGMP compliant facility. Facility design, traditional or modular construction, it's all included in CarTon.

The Need for CarTon

Time is Lives

Where speed to market is critical for saving lives, our solution simplifies the complex maze of activities required to bring a new cell and gene therapy facility to a fully operational state. CarTon contains the entire process life cycle including facility and process requirements, standardized protocol templates, OMS/SOP development, training, and other necessities for cGMP manufacturing in a global market.

- See or Novel Process and Technology
- Regulatory Experience is Limited
- Research Start-Up, and Health Care Institutions with no Manufacturing Experience
- The Facility is Ready But Operations are Not
- No Existing cGMP
- Often Requires Manual and Open Source Processing

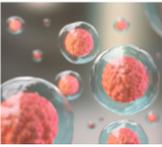
2

Industry and Regulatory Challenges

The CarTon includes quality by design cGMP facility and compliance, commissioning, qualification & validation, and operational readiness/quality management systems and services.



Commissioning, Qualification & Validation



- Standardized Templates & Integrated Approach
- Engineering Turnover Packages and Document Control
- Start-up and Construction QA
- Commissioning
- Facilities, Systems and Equipment Qualification
- Airflow Visualization Studies
- Environmental Monitoring Performance Qualification
- Media Fills and Aseptic Process Simulations
- Computer System Validation and Data Integrity
- Process and Cleaning Validation
- Sterilization Validation
- QC and Analytical Methods Transfer and Validation

3

Quality by Design cGMP Facility and Compliance



- Manufacturing and Contamination Control Strategy
- Product Definition (CQAs) / Process Design (CPPs)
- User Requirements
- cGMP Facility Design Reviews / DQ
- Quality and Regulatory Approval Strategy
- Risk Assessments (ICH Q9)
- Validation Strategy (VMP)
- Life Cycle Documentation Requirements

Manufacturing Readiness & Quality Management Systems



- Program & Project Management
- Quality Management System (QMS) Development
- Tech Transfer / Scale-up
- Pre-Approval Inspection Readiness
- cGMP / Internal Audit Program
- Materials and Information Management Systems (ERP/LIMS)
- Supplier Audits / Vendor Management / Quality Agreements
- Operation and Maintenance SOPs
- Recruiting / Staffing / Training
- Calibration / PM Program Development
- Cleaning / Disinfection / EM Strategy
- Continuous Improvement Program

4

IPS Provides a Complete Turnkey Solution - Vial to Vial

With the combination of IPS' core services, iCON, and CarTon, cell and gene therapy companies have a complete turn-key solution to get their medical brilliance to awaiting patients, iCON, the IPS and G-CON collaboration, provides for the most flexible and rapidly deployable facility platform, meeting the modular and mobile demands of the industry. The broad range of technical capabilities along with prefabricated cleanroom PODs provides a true turnkey solution to biopharmaceutical manufacturers and CMO companies with needs for production agility and capacity flexing. CarTon takes the iCON solution one-step further to a fully operational, integrated facility or as an independent operational readiness solution on any project.



An industry leader in technical consulting, engineering, procurement, construction management, CQV, & cGMP compliance for the ATMP industry. | A turnkey facility solution for cell & gene therapy manufacturing. | A complete operational readiness solution complete in one box - The CarTon.

Related Happenings At IPS

Event - Attending

2020 ISPE Annual Meeting & Expo
November 01, 2020 | Philadelphia, PA

The 2020 ISPE Annual Meeting & Expo will feature a comprehensive education program providing attendees with technical sessions on the latest developments in: Supply Chain, Operations & Packaging Facilities & Eq

Insights

CarTon Announcement at the ISPE Annual Meeting
November 25, 2019

View the entire CarTon announcement on the Discovery Stage during the 2019 ISPE Annual Meeting & Expo in Las Vegas.

News

IPS Launches CarTon™ – the End-to-End Compliance Solution
October 29, 2019

- The Future of Operational Readiness for Cell and Gene Therapy - Blue Bell, Pennsylvania, October 29, 2019 - IPS-Integrated Project Services, LLC, a leading provider of consulting, architecture, engineering, construction man

[View All News](#) | [View All Insights](#) | [View All Events](#)

Discovery Stage presentation at the 2019 ISPE Annual Meeting

