



## Supporting Journals



Between the DNA blueprint and the protein machines it encodes lies a wealth of RNA molecules. These RNAs serve to increase genetic diversity, but as we have also come to appreciate, RNAs also serve a much richer function and can take on regulatory roles themselves. New methods that allow analysis at the single-cell and single-molecule levels have provided us with a greater ability to understand the significance of these functions with greater precision than before.

Join us in Berlin in 2019 for a symposium focused on the regulatory roles of RNAs. Topics will include generation of diversity through RNA-mediated processes, diversity among RNAs themselves through processes such as RNA editing, and analysis of gene expression at the single-cell level.

## Organizers

**Markus Landthaler**, Group Leader, Max Delbrück Center for Molecular Medicine, USA

**Gunter Meister**, Biochemistry Center Regensburg (BZR), Laboratory for RNA Biology, University of Regensburg, Germany

**Nicole Neuman**, Senior Editor, Reviews, *Molecular Cell*

**Ruth Zefoss**, Scientific Editor, Reviews, *Cell Reports*

[cell-symposia.com/rnas-2019](http://cell-symposia.com/rnas-2019)

[cell.com/symposia](http://cell.com/symposia)

# Sponsorship and Exhibition Information

The global network of scientists in academia, business, and government is being targeted to generate a highly qualified audience from the Cell Press community.

Our sponsors and exhibitors have the opportunity to network face-to-face with some of the leading names in the field and to build brand awareness and partnerships with international delegates.

## Use your presence to:

- Increase brand awareness via both onsite and pre-event exposure
- Enhance relationships with existing customers and meet new ones
- Generate sales leads and educate the market
- Demonstrate products or services and launch new products
- Seek international partners and form new alliances
- Elevate your company profile within the community
- Increase visibility in focused markets
- Communicate your message to a highly qualified scientific community

For further information on sponsorship and exhibition opportunities, please contact: [Jonathan Christison](#), *Commercial Business Development Manager*. Tel: +1 617 397 2893 | Email: [jchristison@cell.com](mailto:jchristison@cell.com)

## Exclusive Platinum Sponsor **\$30,000/€28,000**

- Company acknowledgement on all official symposium support signs, program, symposium website, and all marketing collateral
- Complimentary registration for 5 delegates
- Complimentary table top exhibition
- Special recognition on the symposium website and program book with your company logo
- A complimentary full page advertisement in the program booklet
- Recognized sponsor of the "Meet the Speakers Dinner"
  - This dinner is a "Hallmark" of Cell Symposia where attendees have the opportunity to network with each other and the speakers
  - Your company logo on available paraphernalia (e.g. napkins, doilies etc)
- Your company logo on A1-sized foam-backed posters at the dinner
- Recognized sponsor of lunch for the two full days of the symposium
  - Your company logo on available paraphernalia (e.g. napkins, doilies etc).
  - Your company logo on A1-sized foam-backed posters where the breakfasts will be taking place
- Logo on the symposium bags given to each attendee
- One literature insert in symposium bags
- Recognized provider of one Travel Award
  - Free registration to the meeting for one attendee (either Student or Postdoctoral level) selected by the organizers to present a short talk (15 min) in one of the plenary sessions
- The selected individual would receive 1 year subscription to the Cell Press journal of her/his choice.
- The selected individual would receive free accommodation at the meeting
- As the sponsor, your company would be recognized as follows:
  - Recognition in the program next to the award recipient
  - Recognition when the selected presenter is introduced
  - Option to provide additional financial support to the individual
- After the event, a "thank you" email to all attendees with company logo

## Gold Sponsor **\$17,500/€16,500**

- Company acknowledgement on all official symposium support signs, program, symposium website, and all marketing collateral
- Complimentary registration for 4 delegates
- Special recognition on the symposium website and program book with your company logo
- Complimentary table top exhibition
- Recognized sponsor of the symposium lanyards with your company logo on the lanyard
- Recognized sponsor of breakfast for both mornings of the symposium:
  - A continental "hotel" buffet breakfast for attendees prior to the start of each morning session
  - Your company logo on available paraphernalia (e.g. napkins, doilies etc).
  - Your company logo on A1-sized foam-backed posters where the breakfasts will be taking place.

## Silver Sponsor **\$6,750/€6,300**

- Company acknowledgement on all official symposium support signs, program, symposium website and, all marketing collateral
- Complimentary registration for 3 delegates
- Complimentary table top exhibition
- One set of promotional materials included in registration material
- Your logo on all delegate badges
- Special recognition on the symposium website and program book with your company logo
- Recognized sponsor of one of the refreshment breaks of the symposium:
  - Your company logo on available paraphernalia (e.g. napkins, doilies etc).
  - Your company logo on A1-sized foam-backed posters where the breakfasts will be taking place.

## Additional Sponsorship Opportunities

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the program booklet
- Listing of your logo and company name, short description and link through to your company website on the symposium website.

Specific benefits include:

### Branding and Visibility



#### DELEGATE BAG \$6,000/€5,600

Have your company logo on the highly valued delegate bag. Used long after the event, this will ensure long lasting visibility for your company.



#### LANYARDS \$4,590/€4,300

Your company logo on the woven symposium lanyard given to each delegate and worn throughout the symposium.



#### DELEGATE BAG INSERT \$1,500/€1,400

Your promotional material can be inserted into each delegate bag given to participants on site. This applies to light-weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.

*Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.*



#### MEMORY STICK \$5,000/€4,700

Your company logo on the symposium memory stick that will be inserted into each delegate bag and given to all delegates on site. The memory stick will have the symposium programme, all poster and oral abstracts and speaker biographies for the event. This will also contain a one-page advert from sponsors.

### Networking Opportunities



#### COFFEE BREAK \$2,500/€2,340

Sponsorship of one of the symposium refreshment breaks:

- Your company logo on available paraphernalia (e.g., napkins, doilies, etc.)
- Your company logo on A1-sized foam-backed posters where the breaks will be taking place
- Delegate bag insert



#### DRINKS RECEPTION \$7,500/€7,000

Opportunity to give a short address at the beginning of the reception:

- Your company logo on available paraphernalia (e.g., napkins, doilies, etc.)
- Your company logo on A1-sized foam-backed posters positioned around the reception area
- Delegate bag insert
- 2 free delegate places per reception sponsored



#### BREAKFAST SESSION \$7,500/€7,000

Sponsorship of one of the symposium breakfast:

- Your company logo on available paraphernalia (e.g., napkins, doilies, etc.)
- Your company logo on A1-sized foam-backed posters where the breakfast will be taking place
- Opportunity to give a short address at the beginning of the breakfast
- Delegate bag insert
- 2 free delegate places per breakfast sponsored



#### LUNCH SESSION \$7,500/€7,000

Sponsorship of one of the symposium lunches:

- Your company logo on available paraphernalia (e.g., napkins, doilies, etc.)
- Your company logo on A1-sized foam-backed posters where the lunch will be taking place
- Opportunity to give a short address at the beginning of the lunch
- Delegate bag insert
- 2 free delegate places per lunch sponsored



#### MEET THE SPEAKERS DINNER \$15,000/€14,200

An unrivalled opportunity to have high-profile branding at the main social event of the symposium.

- Your company logo on available paraphernalia (e.g., napkins, doilies, etc.)
- A table top exhibition display
- Your company logo on A1-sized foam-backed posters where the dinner will be taking place
- Opportunity to give a short address at the beginning of the dinner
- Delegate bag insert
- 2 free delegate places



#### TRAVEL AWARD \$5,000/€4,700

An unrivalled opportunity to have high-profile branding at the main social event of the symposium.

- Recognition on in the program next to the award recipient
- Recognition during the symposia
- Option to provide additional financial support to the recipient
- Free registration to the meeting
- 1 year subscription to journal of choice
- Free accommodation at the meeting

## Online Engagement



### SPONSORED WEBINAR POA

Elsevier webinars are live multimedia presentations that allow a presenter to truly engage and interact with a large scientific audience online. This an excellent opportunity to sponsor free access to a live or recorded webinar on a topic directly related to the meeting and benefit from marketing exposure before and during the event. This sponsorship will give you the possibility to:

- Create your own custom environment and exclusive audience participation
- Target registered delegates and many other professionals aligned with your business
- Create complimentary coverage of a key topic that fits with your product or market objectives
- Create maximum impact and increase your profile immediately before or after the event.

The webinar would be hosted on the symposium website and would remain there until the end of meeting for anyone to download. The package includes marketing, traffic, and campaign management as well as 1 free delegate place.

## Exhibition



### TABLE TOP \$2,250/€2,100

An exhibition will run alongside the symposium providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads, and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, short description, and link on the symposium website and programme booklet.

If you find that our offerings do not provide a perfect match for your marketing needs, let us know, and we will customise a sponsorship programme for you.

For further information on sponsorship and exhibition opportunities, please contact:

[Jonathan Christison](#), *Commercial Business Development Manager*  
Tel: +1 617 397 2893  
Email: [jchristison@cell.com](mailto:jchristison@cell.com)

## 1. YOUR DETAILS

TITLE (PROF. DR. MR. MS.) \_\_\_\_\_

FIRST NAME \_\_\_\_\_

SURNAME \_\_\_\_\_

JOB TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE/COUNTRY \_\_\_\_\_

POST/ZIP CODE \_\_\_\_\_

TEL \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

## 2. ORDER DETAILS

### EXHIBITOR OPPORTUNITIES

- EXCLUSIVE PLATINUM SPONSOR ..... **\$30,000/€28,000**
- GOLD SPONSOR ..... **\$17,500/€16,500**
- SILVER SPONSOR ..... **\$6,750/€6,300**
- TABLE TOP ..... **\$2,250/€2,100**

### NETWORKING OPPORTUNITIES

- DRINKS RECEPTION ..... **\$7,500/€7,000**
- COFFEE BREAK ..... **\$2,500/€2,340**
- BREAKFAST SESSION ..... **\$7,500/€7,000**
- LUNCH SESSION ..... **\$7,500/€7,000**
- 'MEET THE SPEAKERS' DINNER ..... **\$15,000/€14,200**
- TRAVEL AWARD ..... **\$5,000/€4,700**

### BRANDING & VISIBILITY

- DELEGATE BAG ..... **\$6,000/€5,600**
- LANYARDS ..... **\$4,590/€4,300**
- DELEGATE BAG INSERT ..... **\$1,500/€1,400**
- MEMORY CARD ..... **\$5,000/€4,700**

SPONSORED WEBINAR ..... **POA**

## 3. HOW TO PAY

PLEASE NOTE THAT ALL FIGURES ARE SUBJECT TO VAT AT THE PREVAILING RATE AND THE INVOICE WILL BE RAISED IN EUROS

TOTAL AMOUNT PAYABLE: \$/€ \_\_\_\_\_

I WILL ARRANGE A BANK TRANSFER TO ELSEVIER LTD, PLEASE SEND ME THE PAYMENT DETAILS

I WISH TO PAY BY CREDIT CARD  
(NOTE: THE SYMPOSIUM PROJECT LEAD WILL CONTACT YOU TO TAKE THE PAYMENT)

## 4. SIGN AND DATE THE FORM

I HAVE READ AND AGREE TO ABIDE BY THE PAYMENT AND CANCELLATION TERMS AS OUTLINED BELOW, AND I UNDERSTAND THAT THIS FORM CONFIRMS MY BOOKING. I ACCEPT THAT FROM NOW ON CHARGES WILL BE IMPOSED FOR CANCELLED BOOKINGS, AND THAT UP TO THE FULL FEE WILL BE PAYABLE:

SIGNATURE \_\_\_\_\_ DATE / / \_\_\_\_\_

## 5. RETURN FORM TO

Jonathan Christison,  
Commercial Business Development Manager  
Tel: +1 617 397 2893  
Email: jchristison@cell.com

### TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
  - The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance will need to be provided prior to the event.
- Price for up to 2 colour printing within logos