



The Cell Symposia series provides a unique opportunity for our clientele to interact with KOL's with substantial buying power throughout the varied scientific disciplines we cover. In response to the ongoing COVID-19 pandemic, Cell Press is converting select *Cell Symposia* into virtual events. These online-only events give our highly qualified audience the opportunity to interact with esteemed scientists in their field without having to travel or spend time away from the lab. We facilitate connections, spark new insights, and pave the way for cross-disciplinary collaborations with an engaging, highly interactive forum.

We're pleased to bring you our ***Overcoming Therapy Resistance in Cancer*** Virtual *Cell Symposium*. Resistance to therapy poses a major problem for the successful treatment of cancer, and there is a vast wealth of information emerging in the field of drug resistance to cancer. Today, newly-designed molecular therapies such as immunotherapy, together with improved clinical models and high-throughput screens, are providing an unprecedented understanding of how cancer cells evolve to resist treatment. This exciting and rapidly advancing field therefore demands an opportunity to gather and share key biological advances, as well as to provide a platform for discussion and scientific collaboration, building a path from basic science to translational medicine. This meeting will explore the mechanisms by which cancer cells resist therapy, examine ways to overcome resistance, and improve approaches to achieving personalized therapies. Leading experts will present experimental findings from preclinical and clinical studies and place a spotlight on key outstanding questions.

#### **PLATINUM SPONSOR: \$12,500**

- Virtual booth – Incorporates Company background photo and video, sales rep photos, direct and group chat with company, resources- documents, images, videos, external links. Attendee ability to request meeting with Company product reps and book meeting time ahead of Symposium.
- Name and affiliation data of ALL attendees provided to sponsor
- Company logo on registration page and Symposium site.
- Company logo on marketing emails
- Company logo on on-demand announcement email
- Company logo on poster session entrance
- Company logo on schedule and included in reminder emails.
- Acknowledgement in opening and closing statements.
- Company logo on Symposium NewsFeed page
- Sponsorship of ALL Interactive Sessions – Provides attendees opportunity to discuss big picture challenges, “what’s next?” in the field, etc. Includes sponsor logo on schedule and if applicable, holding slides in session
- Inclusion of coupon in virtual delegate bag
- Full contact details of ALL *Opt-in* attendees provided to sponsor for continued lead nurture and marketing.

#### **GOLD SPONSOR: \$8,000**

- Virtual booth – Incorporates Company background photo and video, sales rep photos, direct and group chat with company, resources- documents, images, videos, external links. Attendee ability to request meeting with Company product reps and book meeting time ahead of Symposium
- Name and affiliation of ALL attendees provided to sponsor
- Company logo on registration page and Symposium site.
- Company logo on marketing emails
- Company logo on schedule and included in reminder emails.
- Acknowledgement in opening and closing statements.
- Company logo on Symposium NewsFeed page
- Sponsorship of TWO Interactive Sessions – Provides attendees opportunity to discuss big picture challenges, “what’s next?” in the field, etc. Includes sponsor logo on schedule and if applicable, holding slides in session
- Inclusion of coupon in virtual delegate bag
- Full contact details of HALF of *Opt-in* attendees provided to sponsor for continued lead nurture and marketing.

#### **SILVER SPONSOR: \$5,000**

- Virtual booth – Incorporates Company background photo and video, sales rep photos, direct and group chat with company, resources- documents, images, videos, external links. Attendee ability to request meeting with Company product reps and book meeting time ahead of Symposia Express.
- Name and affiliation of ALL attendees provided to sponsor
- Company logo on registration page and Symposium site.
- Company logo on marketing emails and scheduling reminder emails.
- Company logo on Symposium NewsFeed page
- Acknowledgement in opening and closing statements.
- Sponsorship of ONE Interactive Session – Provides attendees opportunity to discuss big picture challenges, “what’s next?” in the field, etc. Includes sponsor logo on schedule and if applicable, holding slide in session
- Inclusion of coupon in virtual delegate bag
- Full contact details of ONE QUARTER of *Opt-in* attendees provided to sponsor for continued lead nurture and marketing.