4th Annual Symposium: RNA Science and Its Applications
Sponsorship Offerings and Expo

The RNA Institute hosts an annual symposium with the aim of bringing together leading minds in the scientific community who work with RNA in its various capacities. The potential promise of therapeutics and diagnostics creates a need for effective applications to investigate and measure RNA molecular events. Scientists search for platform technologies that are sensitive, robust and support the high throughput inherit for the development of tools, techniques, materials and methods necessary for RNA based research, and subsequent technology commercialization.

As such, The RNA Institute would like to invite you to become a sponsor of this year’s symposium. Included is a list of sponsorship packages outlining participation. An added bonus for the 4th Annual Symposium is the inclusion of an expo. As a sponsor you will be provided with a booth to showcase your innovative products and technologies.

The expo will be tied to the 4th Annual Symposium but it will run simultaneous to the symposium. The expo will also be open to the public allowing for a broader audience. Expo vendors will be given symposium registration as outlined in the different sponsorship packages.

Anticipated attendance at the 4th Annual Symposium is earmarked to be between 200 and 250 registered attendees. The publicity from the promotional efforts has the potential to reach each academic institution attendees hail; the local, national and international scientific communities; and corporate research centers. This exposure can increase exponentially as each sponsor also promotes its involvement. Symposium press kits will be provided to sponsors as well.

Sponsorship packages are available on a first come first serve basis except the general sponsorship level intended for expo vendors. Please note that full conference sponsorship is available but only if other sponsorship commitments have not been made at the time of inquiry.* (A full conference sponsorship pledge must be accompanied by contract execution within a time frame that does jeopardize additional sponsorship offers.)

Sponsorship contact: Leah Scott
Phone: 518-591-8814 or Email: lscott2@albany.edu
Sponsor a Speaker

Nobel Laureate Lecture ................................................................. $15,000
Number of Packets: 1
Who: Tom Steitz
Includes:
- Announcement made during speaker’s introduction who the sponsor is
- 5 minute presentation that may include a 1 minute video/commercial before keynote
- Full press release announcing sponsorship of the speaker
- Inclusion of company logos on information promoting the speaker’s participation
- Inclusion in all symposium materials and web-based promotions as sponsoring the Nobel Laureate
- 1 spot at a workshop of your choosing (the day before)
- 2 spots at the opening dinner for company representatives (the night before)
- 2 full conference registration for company representatives
- Inclusion in the expo with additional space for presentations, product demos, etc.
- Conference press kit to promote involvement

Howard Hughes Medical Institute Professor Lecture ..................................... $10,000
Number of packets: 1
Who: Melissa J. Moore
Includes:
- Announcement made during speaker’s introduction who the sponsor is
- 2 minute presentation or 30 second video/presentation before the keynote
- Full press release announcing sponsorship of the speaker
- Inclusion of company logos on information promoting the speaker’s participation
- Inclusion in all symposium materials and web-based promotions as sponsoring the Howard Hughes MIP
- 1 spot at the opening dinner for company representatives (the night before)
- 1 full conference registration for company representatives (includes lunch, breaks and reception)
- Inclusion in the expo with additional space for presentations, product demos, etc.
- Conference press kit to promote involvement

Keynote Speaker Lecture ........................................................................ $8,000
Number of Packets: 2
Who: Jeanne Lawrence, Maria Barna
- Announcement made during speaker’s introduction who the sponsor is
- Shared press release announcing sponsorship of the speaker
- Inclusion of company logos on information promoting the speaker’s participation
- Inclusion in all symposium materials and web-based promotions as sponsoring
- 1 spot at the opening dinner for company representatives (the night before)
- 1 full conference registration for company representatives (includes lunch, breaks and reception)
- Inclusion in the expo
- Conference press kit to promote involvement

Presenter Lecture ........................................................................................................................................$4,000
Number of Packets: 8
Who: TBD
Includes:
- Announcement made during speaker’s introduction who the sponsor is
- Shared press release announcing sponsorship of the speaker
- Inclusion of company logos on information promoting the speaker’s participation
- 1 full conference registration for company representatives (includes lunch, breaks and reception)
- Inclusion in the expo
- Conference press kit to promote involvement

General Sponsorship
Expo Booth ..................................................................................................................................................$2,000
Includes:
- 1 table (approx. 6x9 ft)
- 2 folding chairs
- Inclusion in the program book
- 2 full conference registrations (includes lunch, breaks and reception)
- Conference press kit to promote involvement

*Expo Booth Price if conference is fully funded. ......................................................................................$1,000

Sponsorship Add-Ons and Perks (must sponsor at one of the previous levels)

Advertisement in the symposium brochure
(Listed levels are for full color ads, black and white options available for $100 less than list-price for full color.)

- **Full page** (inside front cover) .......................................................... $1000
  (first come first serve)
- **Full page** (inside back cover) .......................................................... $800
  (first come first serve)
- **Full page** (toward the front) .......................................................... $600
- **Full page** (toward the back) .......................................................... $500
- **Half page** (towards the front) ....................................................... $400
- **Half page** (toward the back) ........................................................ $300
- Standard 3X3 ad (on advertisement pages) ........................................... $250

**Inclusion of company logo on conference bags** .................................. $500
- Full company logo included on the official conference bags (first come first serve)
  (Shared space with The RNA Institute logo)

**Inclusion of promotional materials in conference bags** ......................... $300
- Promotional brochures (8X11, 5-15 pages)
- Flyers (1 page, front and back)
- Product samples, take-aways, tchotchkes (6x3)
  (Must be lightweight and meet FAA regulations for those traveling)