

## *Industry Benefits of Sponsorship*

One of our primary goals is to make the annual Summer Symposium in Molecular Biology available to everyone, including students and postdoctoral fellows, who in the past, comprised over 75% of the attendees. To accomplish this, registration fees are kept at a nominal level. This results in very limited income toward covering the substantial costs associated with a quality Symposium. Therefore, external sponsorship is crucial in order for this Symposium series to recur each year. Sponsors and their level of sponsorship are acknowledged as follows:

### **Platinum - \$4,001 and above**

- A banner/poster prominently displayed outside of the auditorium where the sessions will take place. **(to be provided by the sponsor)**
- A table placed in the Noontime Lounge of the HUB Robeson Center where refreshments will be served throughout the Symposium, to display promotional material.
- A table placed in Alumni Hall of the HUB Robeson Center during the (2) poster sessions that are scheduled for July 31<sup>st</sup> and August 1<sup>st</sup>, to display promotional material.
- A table placed at the Symposium's welcome reception, scheduled for July 30<sup>th</sup>, to display promotional materials.
- Inclusion of your company logo on a PowerPoint shown between each symposium session.
- Prominent listing in the Symposium's electronic proceedings book, with the highest sponsorship level identified.
- The opportunity for a brochure, or other marketing materials, to be distributed to all Symposium participants as they check in for the event. **(materials provided by the sponsor)**
- Highlighted listing as a sponsor on appreciation posters displayed throughout the Symposium.
- Three (3) complimentary meeting registrations for the Symposium.
- Acknowledgement as a Platinum sponsor in social media promotion of the events.
- Inclusion of the company logo on the Symposium website.

### **Gold - \$2,001 - \$4,000**

- A table placed in Alumni Hall of the HUB Robeson Center during the (2) poster sessions that are scheduled for July 31<sup>st</sup> and August 1<sup>st</sup>, to display promotional material.
- Inclusion of the company logo on a PowerPoint shown between each symposium session.
- A special listing in the Symposium's electronic proceedings book, with sponsorship level identified.
- The opportunity for a brochure, or other marketing materials, to be distributed to all Symposium participants as they check in for the event. **(materials provided by the sponsor)**
- Highlighted listing as a sponsor on appreciation posters displayed throughout the Symposium.
- Two (2) complimentary meeting registrations for the Symposium.
- Acknowledgement as a Gold level sponsor in all social media promotion of the events.
- Inclusion of the company logo on the Symposium website.

### **Silver - \$1,000 - \$2,000**

- Listing in the Symposium's electronic proceedings book, with sponsorship level identified.
- The opportunity for a brochure, or other marketing materials, to be distributed to all Symposium participants as they check in for the event. **(materials provided by the sponsor)**
- Listing as a sponsor on appreciation posters displayed throughout the Symposium.
- One (1) complimentary meeting registration for the Symposium.
- Inclusion of the company logo on the Symposium website.

**Sponsorship of a refreshment breaks:** During the Symposium sessions are available, with prominent advertisement.

- \$500 for each refreshment break (9 available throughout the Symposium)
- Also included, listing in the Symposium's electronic proceedings book, with sponsorship level identified, and inclusion of the company logo on the Symposium and Workshop websites.

**Thank you for considering sponsorship!**

**For Questions or Financial Arrangements, call 814-863-1918 or email [symposium@psu.edu](mailto:symposium@psu.edu).**