



Sponsorship and Support Opportunities

The stem cell field is a rapidly moving area of basic biology that has considerable commercial and therapeutic implications. Within this larger domain, control of stem cell fate and the potential for reprogramming using defined factors or nuclear transfer are of intense interest in both the research and public communities, on an international scale. 2011 marks the 15th anniversary of “Dolly” the cloned sheep, and we propose to celebrate this landmark with a selection of prominent talks that will feature the fast-paced progress made in the areas of cell programming and reprogramming.

This meeting aims to bring together basic stem cell researchers and scientists from the pharmaceutical industry and smaller biotech companies. There is a significant impetus in both academic and industrial laboratories to move basic stem cell research findings toward clinical applications.

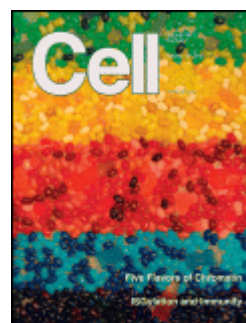
Session Topics:

- Physiology Pluripotent cell states and their regulation
- Reprogramming strategies and mechanisms
- Functional differentiation – directing stem cell fates
- Lineage reprogramming – bypassing pluripotency

This is a unique occasion for the stem cell community to meet and discuss the latest research and effectively network.

Don't miss this opportunity to promote your products and services in this rapidly developing field to pre-eminent scientific leaders and international delegates from the stem cell research community via our range of exhibition and sponsorship opportunities.

The Cell Press Symposia: Stem Cell Programming & Reprogramming 2011 is organised by Elsevier, *Cell* and *Cell Stem Cell*.





Symposium Organizers

Karen Carniol, *Cell*

Heather Fleming, *Cell Stem Cell*

Joanna Schaffhausen, *Trends in Pharmacological Sciences*

Deborah Sweet, *Cell Stem Cell*

Juan Carlos Izpisua Belmonte, *The Salk Institute and CRM Barcelona*

Invited Speakers (confirmed)

Juan Carlos Izpisua Belmonte (*academic co-organizer*), *Salk Institute, USA / CRM Barcelona, Spain*

Laurie Boyer, *Massachusetts Institute of Technology, USA*

Oliver Brustle, *University of Bonn, Germany*

Sheng Ding, *Scripps Research Institute, USA*

Kevin Eggan, *Harvard University, USA*

Fred Gage, *Salk Institute, USA*

Konrad Hochedlinger, *Massachusetts General Hospital, USA*

Rudolf Jaenisch, *Whitehead Institute, USA*

Christine Mummery, *Leiden University Medical Center, Netherlands*

Kathrin Plath, *UCLA, USA*

Hans Scholer, *Max Planck Institute for Molecular Biomedicine, Germany*

Austin Smith, *University of Cambridge, UK*

Deepak Srivastava, *Gladstone Institute, USA*

Fiona Watt, *CR-UK Cambridge Research Institute, UK*

Marius Wernig, *Stanford University, USA*

Kenneth Zaret, *University of Pennsylvania School of Medicine, USA*

Meeting format

- 2.5 days
- 5 oral sessions and 2 poster sessions
- Coffee breaks and lunch are provided for all delegates, keeping them on-site all day, and giving them time to explore the exhibitors' booths

Location: Sheraton Lisboa Hotel & Spa

Rua Latino Coelho, 1, 1069-025 Lisboa, Portugal

The modern and stylish Sheraton Lisboa Hotel & Spa is one of the most recognized icons in Lisboa, with a great location in one of the city's most prestigious business districts.



Why you should be part of Cell Symposia: Stem Cell Programming and Reprogramming

Cell Press has a prominent market position in the stem cell field. Our flagship journal *Cell*, has published a number of the most significant advances in this area, and our subject-dedicated journal, *Cell Stem Cell*, is one of the most widely-read primary research journals in the field, with very strong brand recognition among the researchers in the stem cell community. Illustrating this success, *Cell Stem Cell* currently has an impact factor of 23.5 despite being only 3 years old.

Cell Symposia - Stem Cell Programming & Reprogramming is specifically designed to target one of the highest-interest topics in the stem cell field. We will leverage our global network of life scientists in academia, business and government to generate a highly qualified audience from the stem cell research community. In line with other high-quality Cell Press initiatives, we expect demand for places at this two and a half day meeting to be high. **Cell Symposia - Stem Cell Programming & Reprogramming** will offer a focused networking opportunity for vendors to the stem cell research community, both on-site as well as before and after the meeting.

Sponsorship gives you an excellent opportunity to “get your company’s name out” to a scientific network of representatives and a prime opportunity to make impressions on decision makers.

Use your presence at Stem Cell Programming & Reprogramming 2011 to:

- launch new products and highlight existing ones
- spotlight key executives
- elevate your company profile in the stem cell research community
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- give maximum exposure for your company and increase brand awareness
- position your organization
- communicate your message to a highly qualified scientific community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market
- sell direct to international buyers.

Coffee breaks and lunch, drinks reception & buffet on Sunday night are provided for all delegates, keeping them on-site all day thus maximising the networking opportunities.

Please note: Sponsorship opportunities are limited and are available on a strictly first-come, first-served basis, so to ensure your presence at this event please contact us at your earliest opportunity. All sponsors will be acknowledged on the conference website (www.cell-symposia-stemcellprogramming-reprogramming.com/index.html), in the programme book and on various e-mail shots.

For further information on sponsorship opportunities please contact:

Matt Pedersen, *Business Development Manager*

Tel 617-397-2893 | Mobile 339-499-8144

E-mail: mpedersen@cell.com

www.cell-symposia-stemcellprogramming-reprogramming.com



Sponsorship and Support Opportunities

| EXHIBITION | |
|--|--|
| Literature display €850 | Your promotional materials will be displayed by the conference organizers on a dedicated literature display in the area where delegates will have their coffee breaks, lunch and poster viewing sessions. |
| Table Top Exhibition €1,100 | A high profile exclusive opportunity that provides maximum networking opportunities and the potential to sell directly to international buyers. Package includes: <ul style="list-style-type: none"> • 6ft table top exhibition stand • Listing of your company name and logo in the delegate manual • Listing of your logo and company name, short description and hyperlink to your company website on the conference website |
| NETWORKING | |
| Coffee Break €1,700 | A high profile networking sponsorship opportunity, interact with the delegates on an informal basis while ensuring your company benefits from the association with the coffee breaks of the conference. Package includes: <ul style="list-style-type: none"> • Sponsorship of one of the Conference refreshment breaks (see conference website) • Your company logo on available paraphernalia (eg napkins, doilies etc) • Your company logo on A1 sized foam-backed posters where the breaks will be taking place • Listing of your company name and logo in the programme booklet • Listing of your logo and company name, short description and link through to your company website on the conference website • Delegate bag insert |
| Lunch €5,700 | A high profile networking sponsorship opportunity, interact with the delegates on an informal basis while ensuring your company benefits from the association with the coffee breaks of the conference. Package includes: <ul style="list-style-type: none"> • Sponsorship of one of the Conference refreshment breaks (see conference website) • Your company logo on available paraphernalia (eg napkins, doilies etc) • Your company logo on A1 sized foam-backed posters where the breaks will be taking place • Listing of your company name and logo in the programme booklet • Listing of your logo and company name, short description and link through to your company website on the conference website • Delegate bag insert • 2 free delegate places per lunch sponsored |
| Drinks Reception €5,700 | A top-level networking sponsorship opportunity, interact with the delegates on an informal basis while ensuring your company benefits from the association with this social event. Package includes: <ul style="list-style-type: none"> • Sponsorship of the Conference Drinks Reception. • Your company logo on available paraphernalia (eg napkins, doilies etc). • Your company logo on A1 sized foam-backed posters where the reception will be taking place. • Listing of your company name and logo in the programme booklet. • Listing of your logo and company name, short description and link through to your company website on the conference website. • Opportunity to give a short address at the beginning of the reception. • Delegate bag insert. • 2 free delegate places per reception sponsored. |



Sponsorship and Support Opportunities (Continued)

| | |
|---|--|
| <p>“Meet the Speakers” Dinner €11,500</p> | <p>An unrivalled opportunity to have high profile branding at the main social event of the conference.</p> <ul style="list-style-type: none"> • Sponsorship of the Conference Dinner (see information on conference website) • Your company logo on available paraphernalia (e.g. napkins, doilies etc) • Your company logo on A1 sized foam-backed posters where the reception will be taking place • Listing of your company name and logo in the Abstract CD and Program • Listing of your logo and company name, short description and link through to your company website on the conference website • Delegate bag insert • An exhibition display • 3 free delegate places |
| <p>BRANDING AND VISIBILITY</p> | |
| <p>Delegate Bag Insert €1,150</p> | <p>Your promotional materials can be inserted into each delegate wallet given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate wallets, but are more appropriate for literature displays. Materials should be sent to the Conference Secretariat in time for insertion into the delegate bag - specific dates will be provided on application and quantities will be provided nearer the conference</p> |
| <p>Conference Lanyards €3,500</p> | <p>A high profile exclusive opportunity that provides the sponsor with visibility throughout the event. Package includes:</p> <ul style="list-style-type: none"> • Your company logo on the woven conference lanyard given to each delegate. • Listing of your company name and logo in the delegate manual. • Listing of your logo and company name, short description and link through to company website on the conference website |
| <p>Delegate Bags Multi-sponsor €3000; Exclusive €4,500</p> | <p>Your company logo together with the conference logo on the high quality conference bag given to each delegate, providing you with a high profile and long lasting presence.</p> <ul style="list-style-type: none"> • Listing of your company name and logo in the delegate manual. • Listing of your logo and company name, short description and hyperlink to your company website on the conference website. • 1 free delegate place x multi sponsor; 2 free delegates for exclusive |
| <p>USB stick with Conference Abstracts €3,800</p> | <p>Your company logo together with the conference logo on the USB memory sticks containing the conference abstracts given to each delegate, providing you with high profile and long lasting visibility.</p> <ul style="list-style-type: none"> • Logo alongside the conference branding on USB stick • Opportunity to place promotional materials on the USB stick and to have your company appear as the device name on the computer screen • Listing of your company name and logo in the delegate manual. • Listing of your logo and company name, short description and hyperlink to your company website on the conference website |



Sponsorship and Support Opportunities (Continued)

| | |
|---|---|
| <p>Award Winning Poster €5,000</p> | <p>Associate your company logo with the best poster presented at the conference.</p> <ul style="list-style-type: none"> • Listing of your company name and logo in the delegate manual. • Listing of your logo and company name, short description and hyperlink to your company website on the conference website. • 1 free delegate place |
| <p>Exclusive sponsorship of registration desk €3,800</p> | <p>Brand the registration desk with your company logo!</p> <ul style="list-style-type: none"> • Your company logo on signage and poster at the registration desk • Your promotional materials displayed at the desk • Listing of your company name and logo in the programme booklet. • Listing of your logo and company name, short description and link through to your company website on the conference website. • 1 free delegate place |
| <p>Pre- or post-event educational webinar – Contact us</p> | <p>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:</p> <ul style="list-style-type: none"> • Create your own custom environment and exclusive audience participation • Target registered delegates and many other professionals aligned with your business • Create complementary 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 <p>The webinar would be recorded with by leading experts in the field and posted onto the conference website, and would remain there from the moment it was posted until the end of meeting for anyone to download.</p> <p>In return for sponsorship your company logo, together with the conference logo, will be used in all the marketing related to both the webinar and on the conference website, and in addition your company would be verbally thanked and acknowledged as supporting the free access to the webinar in both the introduction and conclusion. The package also includes 1 free delegate place.</p> |



Sponsorship and Support Opportunities (Continued)

| | |
|---|---|
| <p>Virtual Conference – Contact us</p> | <p>Sponsor an Elsevier Virtual Conference and extend your marketing reach to international online delegates. Elsevier organized conferences host a virtual counterpart allowing event sponsors to extend their marketing reach beyond the physical delegate base and for months after the event.</p> <p>Selected conference presentations are captured in a high-quality webcast format which includes audio and synchronized slides. The virtual event is available, free of charge, to an extended delegate base for months after the live event.</p> <ul style="list-style-type: none"> • Achieve significant brand exposure: Your logo is included on event promotion and on the Virtual conference website alongside all webcast presentations. The logo will also appear on the conference website. • Generate a significant and relevant audience: Draw from the full depth and breadth of resources available to Elsevier. Promotion includes targeted web banners, print adverts, electronic mailings to relevant lists and more. • Capture qualified leads: Customised registration pages for the event guarantees that relevant audience information is captured • Reach an international audience: Virtual events attract a large international delegation highly receptive to products and services related to the conference topic. • Benefit from extended archiving: Presentations are online for several months after the event and referenced again and again by conference and online delegates and their colleagues. • The package also includes 1 free delegate place. |
| <p>Sponsor sessions – Contact us</p> | <p>A unique opportunity to associate your company logo with a selected conference's session in a topic related to your field of expertise. The package includes:</p> <ul style="list-style-type: none"> • Listing of your company logo at the opening and closing of the session and on on-site signage • Listing of your company name and logo in the programme booklet, next to the session listing • Listing of your logo and company name, short description and link through to company website on the conference website |



Sponsorship and Support Opportunities (Continued)

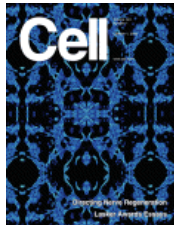
Advertising – Contact us (2011)



A possibility to advertise in one of the Cell journals: *Cell*, *Cell Metabolism* or *Developmental Cell*. Each journal has his own focus, for more information please contact your sales representative.

Cell Stem Cell covers the entire range of stem cell biology, from basic cellular and developmental mechanisms to therapeutic applications. It publishes primary research, reviews, and commentaries and also serves as a forum for issues of stem cell research policy and ethics. *Cell Stem Cell* is affiliated with the International Society for Stem Cell Research (ISSCR), the predominant international society focusing on stem cell biology.

The field of stem cell research has grown rapidly over the past few years, and is of strong interest to the academic community, industry and the general public. *Cell Stem Cell* provides a forum for high-quality stem cell research and a focal point for discussion of developments in all areas of this exciting and expanding area.



Cell – *Cell* is the premier journal of the life sciences, publishing the highest quality research across a broad range of disciplines. *Cell*'s distinctive narrative format provides authors with enough space to tell a full and complete story and creates a unique opportunity to promote interdisciplinary thinking across fields. The combination of editorial excellence and full-length presentation ensures the value of *Cell* both to its authors who know their work will be seen and appreciated by a broad readership and to its readers who can inform their own research with conceptual advances from other fields.



Developmental Cell - *Developmental Cell* publishes fundamental advances in the fields of cell and developmental biology, providing a unique resource for scientists characterizing the properties of individual cells and those taking a broader view of development. *Developmental Cell* also contains a wide range of reviews, commentaries, and analyses to complement the primary research papers.



ORDER FORM

1. YOUR DETAILS

Contact Name for Correspondence _____

Organization _____

Address _____

Post / Zip Code _____

Country _____

Tel _____

Fax _____

Email _____

2. ORDER DETAILS

| Please Tick | EXHIBITOR OPPORTUNITIES | |
|--------------------------|-------------------------|----------|
| <input type="checkbox"/> | Literature Display | @ €850 |
| <input type="checkbox"/> | Table top | @ €1,100 |

| Please Tick | SPONSORSHIP PACKAGES | |
|--------------------------|--|------------|
| <input type="checkbox"/> | Delegate bag insert | @ €1,150 |
| <input type="checkbox"/> | Coffee Break | @ €1,700 |
| <input type="checkbox"/> | Sponsorship of Delegate Bag (Multi-sponsor) | @ €3000 |
| <input type="checkbox"/> | Sponsorship of Conference Lanyards | @ €3,500 |
| <input type="checkbox"/> | USB Memory Sticks | @ €3,800 |
| <input type="checkbox"/> | Exclusive sponsorship of registration desk | @€3,800 |
| <input type="checkbox"/> | Sponsorship of Delegate Bag (Exclusive) | @€4,500 |
| <input type="checkbox"/> | Award Winning Poster | @€5,000 |
| <input type="checkbox"/> | Sponsorship of Drinks Reception (inc. 2 free delegate places) <i>Names of attending delegates for badge purposes:</i> | @ €5,700 |
| <input type="checkbox"/> | Sponsorship of Conference Lunch (inc. 2 free delegate places) <i>Names of attending delegates for badge purposes:</i> | @ €5,700 |
| <input type="checkbox"/> | Sponsorship of "Meet the speakers" Dinner | @ €11,500 |
| <input type="checkbox"/> | Pre- or post-event educational Webinar (inc. 1 free delegate place) <i>Name of attending delegate for badge purposes:</i> | Contact us |
| <input type="checkbox"/> | Virtual Conference (inc. 1 free delegate place) <i>Name of attending delegate for badge purposes:</i> | Contact us |
| <input type="checkbox"/> | Sponsor sessions | Contact us |
| <input type="checkbox"/> | Advertising | Contact us |



3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate.

TOTAL AMOUNT PAYABLE: € _____

Please charge my VISA / MasterCard / Amex (*delete as appropriate*)

Card number _____

Expiry Date Today's Date _____

Cardholder Name and Address (if different from above) _____

I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

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: _____

Today's Date: _____

5. RETURN TO:

Matt Pedersen, *Business Development Manager*

600 Technology Square, 5th Floor, Cambridge, MA 02139

Tel 617-397-2893 | Fax 617-661-7061 | Mobile 339-499-8144 | E-mail: mpedersen@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 alternations 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.