



# NIH, NIGMS Sixth Biennial National IDeA Symposium of Biomedical Research Excellence (NISBRE)

JUNE 26–28, 2016 | WARDMAN PARK MARRIOTT | WASHINGTON, DC

## ABOUT THE SYMPOSIUM

The 6th Biennial National IDeA Symposium of Biomedical Research Excellence (NISBRE) is a national scientific meeting that showcases the scientific and training accomplishments of the IDeA program.

**The symposium brings together over 600 biomedical research faculty, post docs, university administrators and NIH officials to network and participate in high-level scientific presentations, all designed to promote best practices on biomedical research science and training.**

The agenda includes keynote presentations in varied areas of scientific investigation, poster presentations of IDeA scientists, discussion forums and workshops.





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*The symposium will bring together, in one location, attendees from geographically diverse regions.*

## About the IDeA Program

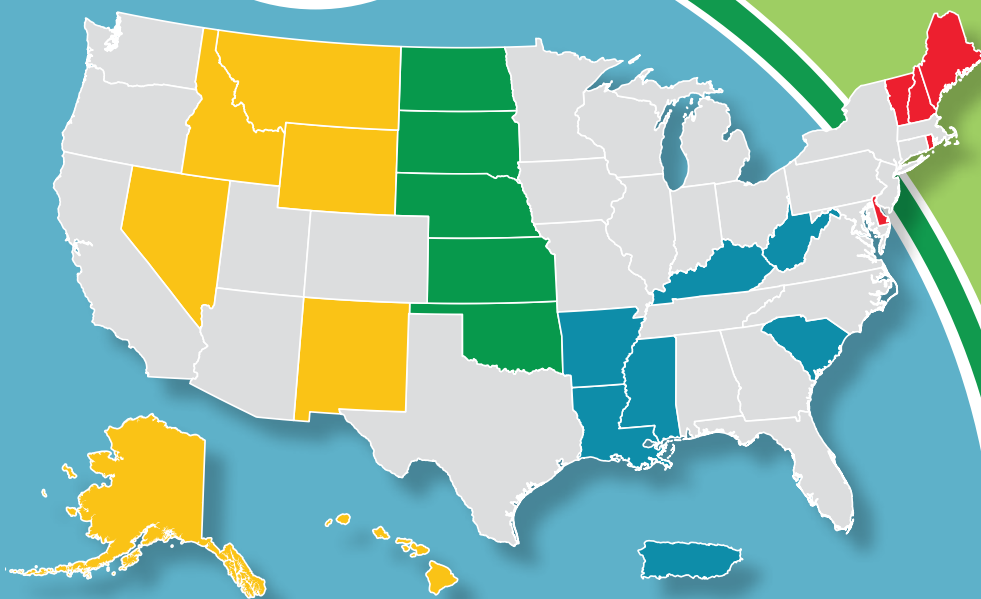
The IDeA Program develops scientific centers of excellence and trains biomedical scientists in 23 states and Puerto Rico.

The IDeA program has three main components:

**Centers of Biomedical Research Excellence (COBRE)** augment and strengthen institutional biomedical research capabilities through support of a multidisciplinary center led by a peer-reviewed, NIH-funded investigator with expertise central to the theme of the grant proposal.

**IDeA Networks of Biomedical Research Excellence (INBRE)** enhance biomedical research capacity, expand and strengthen the research capabilities of biomedical faculty, and provide access to biomedical resources for promising undergraduate students throughout the eligible states.

**IDeA Program Infrastructure for Clinical and Translational Research (IDeA-CTR)** initiative encourages applications from IDeA states to develop infrastructure and capacity to conduct clinical and translational research on diseases that affect medically underserved populations and/or diseases prevalent in IDeA states.



### ELIGIBLE REGIONAL IDeA STATES

Regions: ● Western, ● Central, ● Southeastern, ● Northeastern



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## Unique Benefits of Sponsoring the 2016 NISBRE Symposium

This is your invitation to meet and network with some of the country's top biomedical researchers. The symposium will provide a limited number of sponsors tremendous access to attendee decision makers who are actively involved in biomedical research across 23 states and Puerto Rico.

Match your company's marketing initiatives with the needs of those attending:

*There is arguably no better way to reach decision makers from this large, diverse geographic area.*



### Research presentations will be made in the following categories:

- Bioengineering
- Cancer
- Cardiovascular
- Core Facility
- Health Behaviors
- Health Disparities
- Immunology
- Integrative Medicine
- Neuroscience
- Omics

### Among the many science specialties represented will be the following:

- Biochemistry
- Cancer Research
- Cell Biology
- Molecular Biology
- Neuroscience
- Immunology
- Genetics

### Attendees stated areas of interest include:

- Antibodies
- Animal Model
- Cell Culture
- Micro RNA
- Electrophoresis
- ELISA
- Next Gen Sequencing
- PCR
- QPCR/RTPCR
- Western Blot
- Protein Expression

### Attendees stated interest in the following services:

- Cloning and Custom Vectors
- Cell Line and Assay Development
- DNA sequencing
- In-vivo Research
- Computer Software and Hardware
- Biomechanics

### Attendees stated interest in the following:

- Equipment and Supplies
- Cell Counting
- Gel Imaging
- Microscopes
- Microscopy Products
- Freezers
- Incubators

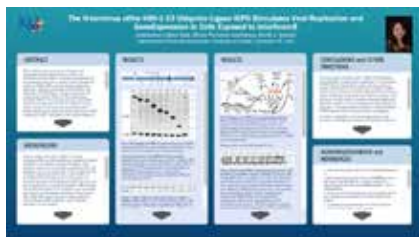




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## EDUCATION SPONSORSHIPS



### Digital Presentation Sponsorships (10 available) \$6,000

An interactive branding opportunity with great potential for targeting specific areas of research and study. Content will be arranged on monitors spread across 10 islands, each with 6 displays. Sponsor branding includes prominent exposure on the home screens of each monitor and signage at each island. All content will remain on the website for 12 months following the symposium.

### Conference Content Sponsor (1 available) \$9,500

*This is a lasting brand building opportunity.* The content of the entire symposium will be provided to each attendee on a sponsor logoed thumb drive. The sponsor will also have the exclusive opportunity to place educational content on the drive.

### Scientific Session Sponsorships (8 available) \$5000

A strategic opportunity to align your organization's core competencies with the symposium's most thought provoking sessions. The sponsor will have the opportunity to introduce the session and offer brief remarks as well as provide attendees materials on their organization. Session content will feature the following:

Cancer | Immunology | Neuroscience  
Cardiovascular | Integrative Medicine  
Genetics and Omics | Bioengineering



For more sponsorship information contact:  
Sean Handerhan at  
seanh@marketingatnow.com  
or 703-731-1907

## EVENT SPONSORSHIPS

### Opening Reception Sponsorship (1 available) \$9,500

Get your name in front of attendees at this kick-off event when symposium attendees will meet and mingle over drinks and light hors d'oeuvres. An executive from the sponsor is permitted to provide welcoming remarks as well as the opportunity to provide materials to attendees of the event.

### Breakfast Sponsorships (2 available) \$5,000

Kick off each day's activities by sponsoring the attendee breakfasts. The sponsor will receive logo signage and the opportunity to provide materials to attendees of the breakfast.

### Boxed Lunch Sponsorships (2 available) \$6,500

An excellent branding opportunity, each attendee will enjoy reading about the sponsor's contributions to the industry via the materials provided as part of each boxed lunch.

### Refreshment Break Sponsorships (4 available) \$4,500

An excellent value to associate your brand with the many breaks that will take place throughout the symposium. Signage will provide attribution of your support by way of your company logo.



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## PRODUCT & LOCATION SPONSORSHIPS

### Symposium Tote Bag Sponsorship (1 available) **\$7,500**

Align your brand and message with the 600+ attendees via the official NISBRE tote bag. Sponsorship also includes a complimentary tote bag insert – a \$1500 value.

### Symposium Tote Bag Insert **\$1,500**

Get your message in the hands of each attendee.

### Symposium Lanyard Sponsorship (1 available) **\$5,000**

It's around everyone's neck for the entire three day symposium and can feature your company name and/or logo. It's simple, highly visible and very effective.

### Earbud Sponsorship (1 available) **\$5,000**

To complement the newest poster technology and to provide ongoing post-symposium brand exposure. All attendees will be provided with logoed earbuds to listen to the education content presented as part of the digital presentations

### Name Badge Sponsorship (1 available) **\$5,000**

Excellent brand recognition awaits as the sponsor's name and logo will appear right in each and every name badge.

### Welcome Registration Area Sponsorship (1 available) **\$10,000**

All attendees will pass through this area throughout the symposium. The sponsor is permitted to set up their own "welcome area" in nearby space. It's a great way to establish contacts and rapport with attendees.



### Lobby Level Wraps (1 available) **\$7,500**

Exclusive eye catching branding opportunity in the heart of the hotel lobby.



### Elevator Wraps (3 available) **\$4,000**

Full branding on one set of the elevator doors in the convention area of the hotel.



### Atrium Level Sponsorships (4 available) **\$4,000**

High visibility signage in the central lobby of the meeting area.

For more sponsorship information contact:  
Sean Handerhan at [seanh@marketingatnow.com](mailto:seanh@marketingatnow.com)  
or 703-731-1907

neuroscience  
**cardiovascular**  
immunology **cancer**  
genetics **bioengineering**  
& **omics** integrative  
medicine

