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Re: RiboWest Conference 2012 at University of Lethbridge

October 9, 2011

To whom it may concern,

As members of the organizing committee for the RiboWest Conference, we would like to use this opportunity to ask for your support of the 8th Annual RiboWest Conference to take place at the University of Lethbridge from June 10th – 13th 2012. Based on our experience from the 2008 and 2010 conference in Lethbridge, we expect more than 100 researchers from 35 different labs in western Canada and northwestern USA.

We are very pleased to announce that the high-profile RNA investigator, Dr. Marina Rodnina from the Max-Planck Institute in Göttingen, Germany, has agreed to be our keynote speaker in 2012. In addition, we are looking forward to have Dr. Wolfgang Wintermeyer, Max-Planck Institute, Göttingen, Germany, as well as Dr. Raymund Wellinger, Université de Sherbrooke, QC, as invited speakers.

The Annual RiboWest Conference has been successfully established 7 years ago, and is alternating between the University of Lethbridge, Alberta and the University of Northern British Columbia in Prince George, BC. Over the last years, the RiboWest Conference has continuously grown and attracted more and more investigators. The RNA researchers like this meeting as it allows exchanging scientific achievements, building new networks, establishing collaborations, developing joint grant applications, and sharing equipment in joint research projects. Thus, we are fostering collaborative, inter-disciplinary research in biochemistry, biophysics, molecular biology, cell biology and theoretical chemistry. With the central location in southern Alberta, we have participants from Universities in British Columbia, Alberta, Saskatchewan, Manitoba as well as the northwestern states of the USA such as Montana. In addition, many researchers from the local, federal research institutes also join the RiboWest Conference.

The RiboWest Conference will take place as a 2.5 day event including a keynote lecture, several sessions with oral presentations, two poster sessions, a social event, a career workshop and a discussion on strategies in RNA research. Most important for you, we will provide the opportunity for sponsoring companies to show their products and to get into close contact with the participants. In the last years, several companies (including GE Healthcare, BioRad, IDT, Medicorp, BioLynx, Fisher Scientific, Sarstedt and Wiley) have used this opportunity and supported the RiboWest Conference.

At RiboWest 2012, we will have several ways for corporate sponsors to participate. You can choose between the traditional format of informational presentations, direct sponsoring of students, speakers or conference highlights such as sessions and the dinner and method presentations either in a lecture or as a “hands-on” lab session. Information about the logistics and costs for the different formats are provided below.

Informational Presentations

All meeting sponsors will have their company logos featured on all meeting flyers, posters, web sites, etc., in addition to being listed on the sponsor’s page on our webpage. The table below describes the additional benefits of each level of support:

LEVEL	COST	BENEFIT
Gold	\$750	Includes information table during poster sessions, coffee breaks and conference registration for one company representative.
Platinum	\$995	Includes information table during poster sessions; coffee breaks, and conference registration for two company representatives; 100% larger company logo display (as compared to Gold sponsorship) on Program, Abstract book, and meeting slides, as well as on the RiboWest web site.
Session Sponsor	\$2,500	Session listed as, e.g., XYZ Genomics Session (where XYZ is the company name) in all materials; company name will be displayed on Program and Abstract book, on a slide at the start of the session, and during questions between talks; during the session, a company “method seminar” of 30 min can be presented; includes conference registration fees for two company representatives, meals and accommodation on UofL campus for the two company representatives.
Meeting Sponsor	\$10,000	Meeting listed as XYZ RiboWest Conference (where XYZ is the company name) in all conference materials; company name will be displayed on all promotional materials and on a slide at each session; includes conference registration for three company representatives, meals and accommodation on UofL campus for the three company representatives.

Note: The Gold and Platinum sponsorship levels do not include the cost of accommodation at the conference for company representatives. All sponsor’s representatives are welcome to attend the scientific sessions (including poster sessions).

Other opportunities for sponsorship include:

- *Keynote Speaker*: \$ 2,000 to support transportation and accommodation of Dr. Marina Rodnina who will be announced as XYZ keynote speaker on all promotional material
- *Student Travel Awards*: \$250 per award, awarded to applicants based on scientific excellence, announced as XYZ travel award
- *Poster Prizes*: \$150 per award, announced as XYZ poster prize
- *Keynote Banquet* on July 13th: \$1500, announced as XYZ Banquet in Program
- *Welcome Reception* on July 11th: \$750, announced as XYZ Reception in Program

Method Presentations

For the RiboWest Conference 2012, we are offering two different ways of Method Presentations. As in previous years, vendors may give a 45 minute presentation on methods used in the life sciences at a cost of \$500. This presentation can be combined with a subsequent coffee break called XYZ Meet & Greet at a cost of \$300. Alternatively, we can provide a 100 m² teaching laboratory for a four-hour laboratory demonstration on June 12th 2012. This time will overlap with one poster session and a two hour break for the conference participants so that everybody has the opportunity to attend your demonstration. We believe that many participants will like to actually try out your products (reagents or equipment). This will provide valuable training for the participants and for the vendors an unparalleled opportunity to let many potential customers see the products in operation. The cost for participating in the laboratory demonstrations is \$500 per demonstration. Vendors are expected to arrange for shipping and set-up of their products.

We would very much appreciate if you would participate and support the 8th Annual RiboWest Conference at the University of Lethbridge! Thank you very much for your time and consideration. Please, do not hesitate to contact us such that we can provide you with more information about the exciting RiboWest Conference to be held at the University of Lethbridge in June 2012.

Sincerely,



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