

### Corporate Sponsorship

#### **SHORT COURSE OVERVIEW**

Preservation of Cellular Therapies is a professional short course founded in 2003 to provide practical training for individuals involved in the preservation of cellular therapies. The course is associated with the Biopreservation Core Resource (BioCoR) at the University of Minnesota. The short course will be held virtually from May 18-19, 2021 and potentially in person on the University of Minnesota East Bank campus in Minneapolis, MN based on the COVID-19 situation in May. We are looking for corporate partners who are interested in taking advantage of this high-visibility opportunity to reach individuals involved in preservation.

#### Course Participants

This professional short course provides a unique opportunity for your company to reach individuals involved in cellular therapy and regenerative medicine. Traditionally, participants in the course have come principally from North America (approx. 80%). Recently, foreign participants became a significant portion of the class with participants coming from Europe (Spain, Portugal, Norway, France, Germany), Asia (China, India, Japan, Malaysia, New Zealand, Australia), and South Africa. We are anticipating at least 50 participants this year.

A significant fraction of course participants are from cell therapy companies and cell therapy labs in academic centers. For example, participants in previous offerings were responsible for developing cell therapy laboratories North America, Europe and Asia. These individuals are eager to learn the products and services available to support preservation and they have purchasing authority. We also have participants from the federal government and non-profit organizations. In addition, there are companies and academic cell therapy laboratories that use this short course for employee training. Previous exhibitors have found the course to be an excellent business opportunity.

Financial sponsorships provided by our corporate partners are used to support preservation research and education at the University of Minnesota.

### Summary of Opportunities

Outlined below are the various ways in which you provide product information to participants in the course. More information on the short course can be found on our website ([biocor.dl8.umn.edu/pct](http://biocor.dl8.umn.edu/pct)). Please feel free to contact the course director, Allison Hubel via email ([biocor@umn.edu](mailto:biocor@umn.edu)) or telephone (612.626.4451).

#### ***Executive (\$2,500, two opportunities)***

- Lunch speaking spot
- Informational flyer in course binder
- List of course participants
- Reduced price on short course registration (20% discount for one registration)
- Acknowledgment on conference printings, announcements, and website

#### ***Supporting (\$1,000)***

- Informational flyer in course binder
- List of course participants
- Reduced price on short course registration (20% discount for one registration)
- Acknowledgment on conference printings, announcements, and website

*Please note that all prices are listed in USD.*

### Sponsorship Application Form

Sponsor Name: \_\_\_\_\_  
*(As you wish it to appear on printed materials)*

Contact name: \_\_\_\_\_

Title \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Company Website: \_\_\_\_\_

**SPONSORSHIP LEVEL**     Executive (\$2,500)     Supporting (\$1,000)

#### Acceptance of Application

Upon receipt of your sponsorship application, the University of Minnesota will send an invoice to the billing address and/or contact email provided.

#### Cancellation Policy

Cancellations must be received in writing (email, mail, or fax) prior to May 1, 2021.  
All sponsorships are non-refundable.

#### *Applicant Signature Agreeing To All Terms and Conditions Outlined In This Prospectus*

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Please Print Name

*Completed Application Forms can be submitted via any of the following:*

By Email: [biocor@umn.edu](mailto:biocor@umn.edu)  
By Fax: 612.625.6069

By USPS: Allison Hubel  
Department of  
Mechanical Engineering

University of Minnesota  
111 Church St. SE  
Minneapolis, MN 55455