



### Influenza meeting summary

With a global influenza pandemic currently underway and yet another flu seasonal upon us, influenza virus is on the minds of many. With each passing pandemic and season, new insights are gained about the biology of the virus, the host immune response, and the ability of the virus to overcome species barriers and host-immune defenses. The broader goal of every influenza researcher is to extrapolate these basic insights for better control of disease and to develop better vaccines and anti-virals. This meeting aims to facilitate the larger goal of influenza research by bringing together scientists studying the virus and its host at a basic level, those studying the current H1N1 pandemic, as well as disease and clinical manifestations of seasonal influenza, and scientists actively working to develop better vaccines and therapeutics in an industrial setting.

This meeting aims to bring basic scientists, clinicians, epidemiologists and applied biotechnology and pharmaceutical researchers together to build a translational bridge between basic influenza research and the development of drugs, vaccines and diagnostics for the flu.

### Symposia Organizers

**Peter Palese**, *Mount Sinai School of Medicine, New York, NY, USA*  
**Adolfo Garcia-Sastre**, *Mount Sinai School of Medicine, New York, NY, USA*  
**Lakshmi Goyal**, *Editor, Cell Host & Microbe*  
**Julie Stacey**, *Senior Editor, Immunity*

### Initial Speaker List

*Keynote speaker:* **Peter Doherty**, *The University of Melbourne, Australia*  
**Hans Dieter Klenk**, *Philipps-Universität Marburg, Germany*  
**Megan Shaw**, *Mount Sinai School of Medicine, New York, NY*  
**Terrence Tumpey**, *Centers for Disease Control & Prevention, Atlanta, GA*  
**Yoshihiro Kawaoka**, *University of Wisconsin - Madison and The University of Tokyo, Japan*  
**Jonathan McCullers**, *St. Jude Children's Research Hospital, Memphis, TN*  
**David Woodland**, *Trudeau Institute, Saranac Lake, NY*  
**Akiko Iwasaki**, *Yale School of Medicine, New Haven, CT*  
**Kanta Subbarao**, *National Institute of Allergy and Infectious Diseases, NIH, Bethesda, MD*  
**Ron Germain**, *National Institute of Allergy and Infectious Diseases, NIH, Bethesda, MD*  
**Rafi Ahmed**, *Emory University School of Medicine, Atlanta, GA*  
**Frederick G Hayden**, *The Wellcome Trust, London and University of Virginia, Charlottesville, VA*  
**Makoto Yamashita**, *Biological Research Laboratories IV, Daiichi Sankyo Co. Ltd., Tokyo, Japan*  
**Peter Palese**, *Mount Sinai School of Medicine, New York, NY*  
**Adolfo Garcia-Sastre**, *Mount Sinai School of Medicine, New York, NY*

For the complete meeting details, visit:

<http://www.cell-symposia-influenza.com/>



## Why you should be part of *Cell Influenza: Translating basic insights*

Elsevier's extensive global network of life scientists in academia, business and government is being targeted to generate a highly qualified audience from the influenza research community. In line with other high quality Cell Press research tools, we expect demand for places at this two and a half day meeting to be high.

*Cell Influenza: translating basic insights* offers a focused networking opportunity for vendors to the influenza research community, both on site as well as before and after the meeting.

### On site

- \* A dedicated exhibition adjacent to the meeting sessions
- \* Sponsorship of delegate bags, lanyards and coffee breaks
- \* Live from show podcast
- \* Delegate bag insert and literature table

### Pre event

- \* Advertising targeted to specialized audiences for leading journals
- \* Educational webinar targeting influenza research professionals in advance of the meeting
- \* Logos on all promotional materials and conference website

### Post event

- \* Advertising targeted to specialized audiences for leading journals
- \* Educational webinar targeting influenza research professionals after the meeting

Opportunity	Cost	Deadline
Exhibition table top	\$1,500	November 1 <sup>st</sup>
Delegate bag sponsorship	\$5,000	October 1 <sup>st</sup>
Lanyard sponsorship	\$3,500	October 1 <sup>st</sup>
Coffee break sponsorship	\$2,500	September 1 <sup>st</sup>
Live from show podcast	\$15,000	November 1 <sup>st</sup>
Delegate bag insert	\$895	November 1 <sup>st</sup>
Literature table placement*	\$895	November 15 <sup>th</sup> *if shipped directly
Cybercafe	\$10,000	November 1 <sup>st</sup>
Supplement/ Digital article collection	starting at \$15000	Contact your sales representative
Pre event educational webinar	\$25,000	Contact your sales representative
Post event educational webinar	\$20,000	Contact your sales representative
Advertising	Contact your sales representative	Contact your sales representative

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**Key meeting facts and contacts**

**Location: Washington Marriott, downtown Washington, DC**

1221 22nd Street NW  
Washington, District Of Columbia 20037 USA

Ideally located steps away from historic Georgetown, Dupont Circle, Foggy Bottom, and DC's central business district, this Georgetown hotel's close proximity to the national monuments, Smithsonian museums, and historic landmarks make the Washington Marriott the perfect choice for guests traveling on business or leisure.

**Meeting format**

2 ½ 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.

**For sponsorship or exhibiting opportunities, please contact:**

**USA**

**New England**

Vikki Macomber  
508-928-1255  
[v.macomber@elsevier.com](mailto:v.macomber@elsevier.com)

**Mid West & South East**

Inez Hererro Redman  
585-678-4395  
[i.herrero@elsevier.com](mailto:i.herrero@elsevier.com)

**California**

Elizabeth Loennborn  
970-300-2557  
[E.Loennborn@elsevier.com](mailto:E.Loennborn@elsevier.com)

**North/South West**

Lori Young  
646-370-6312  
[L.Young@elsevier.com](mailto:L.Young@elsevier.com)

**Europe**

James Kenney  
+ 44 20 7424 4216  
[j.kenney@elsevier.com](mailto:j.kenney@elsevier.com)

**Global pharma business development**

Pablo Labbe  
+ 31 20 485 2059  
[p.labbe@elsevier.com](mailto:p.labbe@elsevier.com)

**Asia**

Wendy Xie  
+86 10 8520 8827  
[w.xie@elsevier.com](mailto:w.xie@elsevier.com)



### Related Advertising Opportunities

**Cell Host & Microbe** - provides a forum for the exchange of ideas and concepts between scientists studying the microbe with those studying the host immune and cell biological response upon colonization or infection by a microbe. The journal publishes on a wide range of topics related to microbes (which includes bacteria, fungi, parasites and viruses), from molecular and cellular biology to translational studies with particular emphasis on the interface between the microbe and its host (vertebrate, invertebrate or plant).

**Immunity** - As one of the highest impact journals in its field, *Immunity* provides a prestigious forum for the discussion of various topics across the domain of immunology. Subjects encompass all aspects of the immune system, focusing on fundamental principles and mechanistic insight for the molecular and cellular immunology of infectious and autoimmune diseases, allergy, transplantation, and cancer.

**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.



**Lancet Infectious disease** (IF 13.1)  
**Current Opinion in Immunology** (IF 10.4)  
**Advances in Immunology** (IF 8.6)  
**Molecular Aspects of Medicine** (IF 7.3)  
**Drug Discovery Today** (IF 6.6)  
**Advances in Parasitology**

**Current Opinion in Cell Biology** (IF 12.5)  
**Trends in Immunology** (IF 9.9)  
**Current Opinion in Microbiology** (IF 7.4)  
**Drug Resistance Updates** (IF 7.2)  
**Trends in Microbiology** (IF 6.1)

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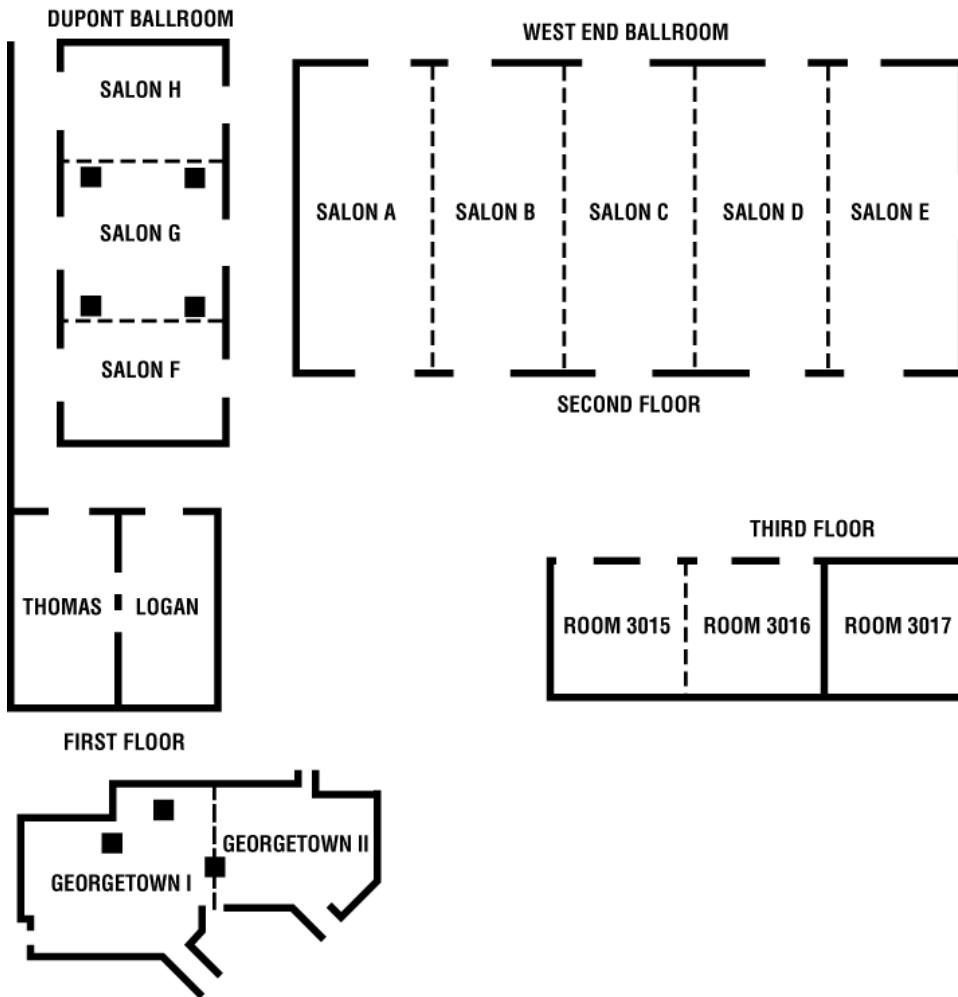


Exhibition space details



Washington Marriott Hotel  
1221 22<sup>nd</sup> Street NW  
Washington DC

Salon A will be used for Posters and Exhibitions; Salons B, C, D and E for our main conference room; the Dupont Ballroom (Salons F, G and H) will be used for lunch and refreshments.



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