



Synthesis: Integrated Science Symposium

Sponsorship Package - Synthesis 2025

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Who We Are

Each year, the Integrated Science Program (iSci) hosts an end of year conference known as *Synthesis*. The iSci program is a research-focused undergraduate program at McMaster University that pushes students to realize their full potential as academics and/or professionals through hands-on, problem-based learning highlighting the generation of academic content and science communication. The objective of the conference is to provide iSci students from all four years with a professional platform to present their research findings from the academic year, connect with academic and industry professionals, and engage in interdisciplinary workshops to enhance both their knowledgeable skillsets and promote career advancement. For *Synthesis 2025*, myself alongside a team of 20 students will work throughout the semester to conceptualize, organize, and host this year's conference at the beginning of April.

Mission, Vision & Values

Each year we aim to choose a theme to encompass growth and engagement, sparking new conversations within the field of science. The conference theme for this year is 'cultivate'. To best reflect the theme for this year, *Synthesis Cultivate* will work to offer iSci students an inclusive, impactful, and engaging week of learning, discussion, and networking. With this, we aim to cultivate both a sense of community and self, while nurturing and tending to important skills to help students grow, flourish, and self-actualize.

Our History

Synthesis is a unique academic symposium run entirely by students for students in the iSci program. Created in 2012, this symposium was designed to serve as an outlet for iSci students to showcase the work they complete in upper years, including individual projects and fourth-year theses, while communicating the importance of interdisciplinary research to the greater McMaster community. Since that time, *Synthesis* has continually grown, serving as an excellent means of highlighting the remarkable work done by iSci students. In addition, the symposium features several invited speakers from both within McMaster and other notable academic institutions.

Why Be a Sponsor?

I. Enhance conference experience

Scientific conferences offer several mediums in which students and professionals alike can participate in scientific discourse and cultivate community. Poster presentations are an integral aspect of conferences, with our poster sessions hosting around 75 student presenters. Historically we have found virtual poster sessions ineffective, leaving room for improvement. This year, we are hoping to switch our poster presentations back to in person. This change would allow for face-to-face discourse and better emulate a traditional poster session; however, requires additional funding. Our conference serves as a place where students can gain professional academic experience. By fostering scientific discourse, students can practice their soft skills and network with faculty members and potential research supervisors, ultimately enhancing how science is conducted at the undergraduate level.

II. Expand student connections

Originally, our conference was only a few days long, limiting the inclusion of speakers to only those from McMaster University. Through the recent growth of *Synthesis* to a seven-day event, we have been able to offer students a larger variety of content and networking opportunities. With your support, we can continue hosting multidisciplinary professionals to speak with our students about the climate of the job market, and pathways after undergraduate training. Additionally, we can strive to expand the diversity of workshops and seminars offered and provide students with more opportunities to develop their research and industry connections beyond the McMaster Community.

III. Brand exposure to the largest faculty at McMaster

In partnering with us, promotional material will be made accessible to members of the Faculty of Science, the largest faculty at McMaster University supporting over 8000 students. As a renowned research university, the opportunities for brand exposure to keen students, faculty members, and industry professionals can foster insightful conversations. Previous sponsors have used student workshops, talks, and small promotional videos to develop a strong presence within the academic community, showcasing their brand's commitment to education and innovation. By engaging directly with students and faculty through these initiatives, sponsors not only increase visibility but also build meaningful connections with future leaders in science and research.

Sponsorship Levels

Bronze - \$250

- Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- Brand exposure during opening and closing ceremonies via logo on slide deck, brand material, posters etc.
- Distribution of business cards, brochures, and other promotional content at select events

Silver - \$500

- Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- Brand exposure during opening and closing ceremonies via logo on slide deck, brand material, posters etc.
- Distribution of business cards, brochures, and other promotional content at select events
- Representative talk at opening or closing ceremonies giving a short promotional message
- One 1-hour workshop timeslot

Gold - \$700

- Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- Brand exposure during opening and closing ceremonies via logo on slide deck, brand material, posters etc.
- Distribution of business cards, brochures, and other promotional content at select events
- Representative talk at opening or closing ceremonies giving a short promotional message
- Two 1-hour workshop timeslots

Platinum - \$1000

- Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- Brand exposure during opening and closing ceremonies via logo on slide deck, brand material, posters etc.

- Distribution of business cards, brochures, and other promotional content at select events
- Representative talk at opening or closing ceremonies giving a short promotional message
- Two 1-hour workshop timeslots
- Keynote speaker slot during our in-person poster session with over 100 students presenting and be the sole sponsor of this event
- Company logo on all event merchandise (Lanyards, Jackets, Stickers, etc.)