

BIO 2020 Opportunity-Specific Benefits Matrix

Opportunity	Maximum Number of Convention Access Registrations*	Sponsor Recognition	Access to the Sponsor Lounge Onsite	Opportunity to Display Promotional Materials
TARGET AUDIENCE				
BIO Board of Directors & Steering Committee Reception	2	✓	✓	
Celebrating Leaders Reception	4	✓	✓	
Country-Specific Receptions	2	✓	✓	
International Attendee Reception	2	✓	✓	✓
Investor & Business Development Reception	2	✓	✓	
Monday Welcome Reception	38	✓	✓	✓
Wednesday Evening Networking Reception	38	✓	✓	✓
Wine Pour	4	✓	✓	
THOUGHT LEADERSHIP				
BIO Patient Advocacy Pavilion	4	✓	✓	✓
Biotechnology Entrepreneurship Boot Camp	2	✓	✓	✓
Keynotes	28	✓	✓	✓
Start-Up Stadium	2	✓	✓	
Super Sessions	4	✓	✓	✓
Tracks	5	✓	✓	✓
PARTNERING & DEAL-MAKING				
Academic Campus	4	✓	✓	
BIO Business Forum Branding	8	✓	✓	✓
Buzz of BIO Contest	2	✓	✓	
Dedicated Partnering Suite - Standard	2	✓	✓	✓
Dedicated Partnering Suite - Medium	4	✓	✓	✓
Dedicated Partnering Suite - Large	8	✓	✓	✓
Dedicated Partnering Suite - Super	10	✓	✓	✓
Company Presentations	2	✓	✓	✓
Premier Digital Sponsorship	8	✓	✓	✓
BRANDING				
5K Fun Run/Walk for Health	4	✓	✓	
Attendee Bags	18	✓	✓	
Attendee Bag Inserts	2	✓	✓	
Chalk Art & Mobile Engagement	2	✓	✓	
Charging Stations	2	✓	✓	✓
Floor Markers	0			
Good Day BIO	8	✓	✓	
Headshot Lounge	2	✓	✓	
High-Visibility Signage	4	✓	✓	
Hotel Key Cards	4	✓	✓	
Lanyards	4	✓	✓	
Recharge Nap Pod	0			
Social Photo Booth	0			
VendPop & Social Engagement	0			
Volunteer Recognition Program	4	✓	✓	
Wi-Fi	4	✓	✓	
Yoga Studio	2	✓	✓	

* Total number of registrations is based on overall spend, membership status, etc.