For 2020, the BIO Patient and Health Advocacy Summit will transition to a two-day, virtual format. Now in its ninth year, the Summit brings together patient advocacy organizations, academia, regulators, biotechnology industry, and other stakeholders for two days of robust programming to discuss timely policy issues and share best practices. The Summit also provides invaluable networking opportunities to advance partnership among stakeholders in the healthcare ecosystem.

2019 SESSIONS

- Practices and Principles: Navigating the FDA
- Closing the Gap: Partnering to Invest in Areas of Unmet Need
- International Reference Pricing and the Impact on Patient Access and Future Innovation
- An Overview of Drug Pricing Proposals in Congress and the Administration
- Where Do We Go From Here?
- The Art of Storytelling
- Value Assessment Frameworks
**Champion Sponsor**

**Limited Availability**

- Recognition as a Champion Sponsor on event marketing communications, promotional materials and website
- Recognition as an elevated sponsor of the BIO Patient Advocacy Virtual Pavilion, which will feature several patient and health advocacy groups and venture philanthropy organizations
- Elevated recognition as a Champion Sponsor, including on digital signage in lobby of education platform and during the Networking Reception
- Ability to nominate up to (3) three patient and health advocacy groups to be highlighted within the Pavilion
- Opportunity to author one (1) blog post to be featured in BIOtechNOW
- Opportunity to host a Networking Roundtable Discussion
- Opportunity to be featured in a Sponsor Spotlight email
- Additional marketing and communications features across BIO platforms, promotions and social media

**Contribution:** $25,000

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**Ally Sponsor**

- Recognition as an Ally Sponsor on event marketing communications, promotional materials and website
- Recognition as an elevated sponsor of the BIO Patient Advocacy Virtual Pavilion, which will feature several patient and health advocacy groups and venture philanthropy organizations
- Increased recognition as an Ally Sponsor, including on digital signage in lobby of education platform and during the Networking Reception
- Ability to nominate (1) one patient and health advocacy group to be highlighted within the Pavilion
- Opportunity to be featured in a Sponsor Spotlight email
- Additional marketing and communications features across BIO platforms, promotions and social media

**Contribution:** $15,000

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**Advocate Sponsor**

- Recognition as an Advocate Sponsor on event marketing communications, promotional materials and website
- General recognition as an Advocate sponsor of the BIO Patient Advocacy Virtual Pavilion, which will feature several patient and health advocacy groups and venture philanthropy organizations
- Additional marketing and communications features across BIO platforms, promotions and social media

**Contribution:** $10,000

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For additional information or questions, please contact:

Ashley John, Director, Alliance Development, ajohn@bio.org
Amanda Pratter, Coordinator, Alliance Development, apratter@bio.org
Kimberly Spear, Managing Director, Sales & Sponsorship, sponsor@bio.org

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“The BIO PATIENT & HEALTH ADVOCACY SUMMIT is a very powerful intersection of pharma, biotech, and advocacy. The exchange of challenges, ideas, concerns, and opportunities at this BIO conferences is a very powerful force in refining the perspectives, thinking, and impacting future plans of those attending. The setting is modest in size allowing not just for superficial networking, rather there is time and space for in depth conversation and follow-up.”

Dean Suhr
President, MLD Foundation
### New! Digital Advertising Opportunities

#### Good Day BIO and Live Blog Advertiser

**Exclusive Opportunity!**

Feature your banner ads or sponsored content alongside the exciting news from the BIO Patient and Health Advocacy Digital Summit.

<table>
<thead>
<tr>
<th><strong>Email Impressions</strong></th>
<th>50k+ email subscribers and event attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Distribution</strong></td>
<td>Two emails sent during the Summit and ad featured alongside event Live Blog.</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Ad Space Deadline</strong></td>
<td>October 1</td>
</tr>
<tr>
<td><strong>Materials Due</strong></td>
<td>October 15</td>
</tr>
</tbody>
</table>
| **Specs**             | **Email Feature**: link; OR 180x130 with 25 words and a link.  
                        | **Live Blog Ad**: 758x90 (web) or 320x50 (mobile) |
| **Run Dates**         | **Email**: October 28 (Event Preview) and October 30 (Event Wrap-Up)  
                        | **Live Blog**: October 28-30        |

#### Event Announcement

Promote your company’s participation in the BIO Patient & Health Advocacy Summit with a sponsored event announcement.

<table>
<thead>
<tr>
<th><strong>Inventory</strong></th>
<th>One for month of October</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Run Dates</strong></td>
<td>October 1-31</td>
</tr>
<tr>
<td><strong>Materials Due</strong></td>
<td>September 24</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Distribution:**
- Over 3,000 impressions, includes bonus email distribution to targeted list of attendees and health advocacy leaders
- High visibility placement as “sticky” position 3 placement in “Announcements” section of the event website

**Ad Specs:**
- **Image**: 363x210
- **Title**: 60-60 characters
- **Paragraph Copy**: up to 500 words + URL
- **Email Ad**: 125x125 logo + 50 word company description
I AM BIO Podcast

Tell your company’s story in an exciting new format during the BIO Patient & Health Advocacy Digital Summit.

Benefits Include:

- Episode launched during the event and featured to 50K readers of Good Day BIO
- Featured in “Announcements” section of the event website
- Featured from Podcast homepage bio.org/podcast
- Dedicated pointer blog on bio.org/blog
- Episode available in I AM BIO podcast library year-round

Inventory

| Exclusive Opportunity

Investment

$10,000

Ad Specs

Your Company Logo as .png or .jpg

Opportunity Deadline

September 15

Run Dates

October 26 or November 2

Reach out to sponsor@bio.org for more information!