



Investor
FORUM *DIGITAL*

OCTOBER 19-21, 2021

Company Visibility
OPPORTUNITIES

[BIO.ORG/BIF](https://bio.org/bif)

ACCELERATE DISCOVERY. AMPLIFY RETURNS.

Event Overview

BIO Investor Forum Digital is a premier international biotech investor conference providing opportunities to connect senior business development leaders, C-level executives, and investors to showcase emerging trends and cutting-edge therapies with an emphasis on venture-stage growth and emerging public companies.

As a proactive voice of science and for science, BIO supports industry-wide success and strives to present a broad and impartial view of investment opportunities.

Attendee Recap

The 2020 BIO Investor Forum Digital featured:



974
ATTENDEES



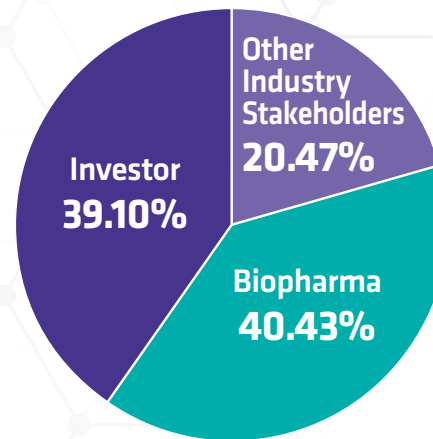
2,300
SCHEDULED
MEETINGS



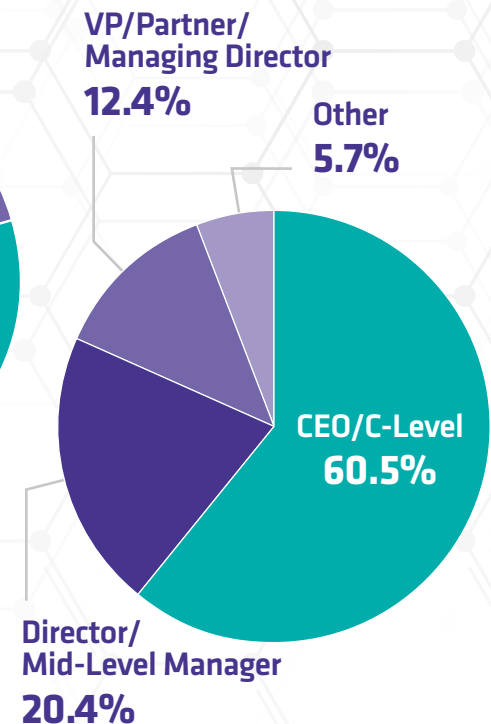
697
COMPANIES FROM
32
COUNTRIES

Companies

by Type








Management Level



Four Reimagined Ways to Drive Your Company Visibility

No matter your business goal— gaining brand exposure, building goodwill, or connecting and engaging with international audiences — BIO has an opportunity to meet your needs and budget.

Opportunities	<p>Thought Leadership</p> 	<p>BIO One-on-One Partnering</p> 	<p>Attendee Engagement & Branding</p> 	<p>Digital Advertising</p> 
Goal	Align your company story and executive voices with targeted education topics and elite thought leaders	Maximize your partnering capabilities and meet key partners in BIO One-on-One Partnering	Showcase your brand and interact with event attendees through targeted programs and offerings	Make an impact with high visibility digital ad campaigns that support lead generation and brand recognition
Visibility Focus	<ul style="list-style-type: none"> ● BIO Event Hub ● Email ● Website 	<ul style="list-style-type: none"> ● Partnering system ● Email ● Website 	<ul style="list-style-type: none"> ● BIO Event Hub ● Email ● Website 	<ul style="list-style-type: none"> ● Digital Advertising ● Website ● Blog



SPONSORSHIP **Opportunities**

Showcase Your Thought Leadership

Program Sponsor

Limited Availability..... Investment: \$17,500

Benefits include:

- One (1) guaranteed speaking opportunity in the official interactive program (to be determined based on program development)
 - Live text chat Q&A with session attendees and dedicated speaker support
 - Full program hosted on event hub for 30+ days for on-demand viewing by attendees
- Marketing and communications features across BIO platforms, promotions, and social media
- Dedicated BIO staff Customer Success Associate (CSA) to assist with the BIO One-on-One Partnering system
 - Opportunity to develop up to three (3) separate company profiles
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- Three (3) complimentary registrations

Company Presentations Sponsor

Exclusive Opportunity..... Investment: \$15,000

Benefits include:

- Prominent company branding in Company Presentations promotion
- Sponsor Recognition during interactive networking session and related promotions)
- Additional marketing and communications features across BIO platforms, promotions, and social media
- One (1) complimentary Company Presentation
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- Two (2) complimentary registrations

Did you know?

Last year's program included a dynamic session on SPACs and a fireside chat with globally acclaimed VC, Nisa Leung? Both highly-attended sessions were moderated by sponsors!

Showcase your thought leaders in 2021.





Maximize Your Partnering & Deal-Making

Partnering Power User Limited Opportunities Available	Basic – \$5,000	Premier – \$10,000
Access to BIO One-on-One Partnering	✓	✓
Complimentary Registrations	One (1)	Two (2)
Featured in Spotlight Email sent to up to 50,000 subscribers	Company Listing	Company Logo + Description
Sponsor Tag in Partnering System	✓	✓
Enhanced visibility in Partnering System and Partnering Company Directory on BIO Digital Website		✓
Dedicated BIO staff Customer Success Associate (CSA) to assist with the BIO One-on-One Partnering System		✓
Develop up to three (3) separate company profiles		✓
Increased capacity for outgoing meeting requests		✓
Complimentary on-demand Company Presentation		✓

BIO One-on-One Partnering Sponsor (Exclusive)	\$25,000
Prominent company branding in BIO One-on-One Partnering promotions and platform including: <ul style="list-style-type: none"> Marketing and communications features across event website, email, and social media Login and Home pages of partnering platform and webpage PDF exports of Company and Delegate schedules All Premier Partnering Power User Benefits One (1) additional complimentary registration 	✓

Access Your Target Audience

Attendee Gift Sponsor

BUZZ of BIO Contest Sponsor

Exclusive Opportunity..... Investment: \$17,500

Limited Availability..... Investment: \$7,500

Benefits include:

- Prominent company branding (co-branded with BIO) on unique gift to be direct mailed to select attendees
- Opportunity to personalize a short message to recipients or provide custom creative for a card to be included with gift
- Additional marketing and communications features across BIO platforms, promotions, and social media
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- Three (3) complimentary registrations

Benefits include:

- Prominent company branding in Buzz of BIO Contest promotion
- Additional marketing and communications features across BIO platforms, promotions, and social media
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- One (1) complimentary registration



Support your business development goals and initiatives with a host of virtual sponsorship and advertising opportunities. Contact us at sponsor@bio.org



Boost Your Brand Visibility

Social Media Sponsor

Exclusive Opportunity..... Investment: \$10,000

Benefits include:

- Prominent company branding on virtual social media wall to be displayed via the event hub and website during the event
- Opportunity for BIO to share your sponsored content before and during the event via @IAmBiotech Twitter (95K+ followers):
 - 2 posts pre event
 - 3 posts during the event (1 per day)
 - Content must adhere to editorial and advertising guidelines and BIO must approve and may modify content
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- One (1) complimentary registration

Events Highlights Sponsor

Exclusive Opportunity..... Investment: \$12,500

Benefits include:

- Sponsorship of Daily Highlights Email sent each morning of event to attendees
- Additional company branding on Live Blog Feed – a public destination for event highlights during the event
- Display banner ads or sponsored content within each email
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- Two (2) complimentary registrations

Registration Sponsor

Exclusive Opportunity..... Investment: \$17,500

Benefits include:

- Prominent company branding across event registration including:
 - BIO event registration webpage
 - BIO event registrations platform
 - Registration confirmation email
- Additional marketing and communications features across BIO platforms, promotions, and social media
- Access to BIO One-on-One Partnering
- Sponsor recognition on conference website, promotions, and platforms
- Up to three (3) complimentary registrations



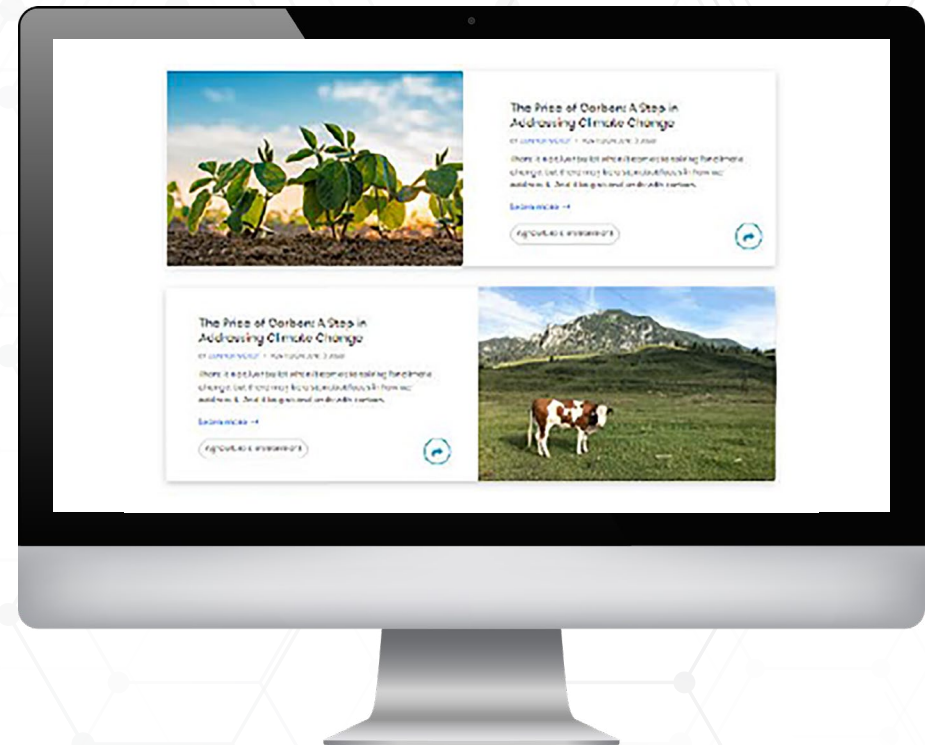
DIGITAL **Advertising**

BIO Blog Advertising

This opportunity **includes high-traffic advertising placements within the BIO Blog, BIotechNOW**, with guaranteed exposure to a global audience of biotech executives, global investors and business development professionals.

Estimated Impressions Up to 20,000 per month

Inventory	One exclusive opportunity per month year-round
Investment	\$7,500
Ad Specs	<p>Blog Advertising:</p> <ul style="list-style-type: none"> ● 250 x 250 ● 728 x 90 (web) ● 320 x 50 (mobile) ● +URL
Ad Space Deadline	15 days in advance of start date
Run Date	1st of each contracted month

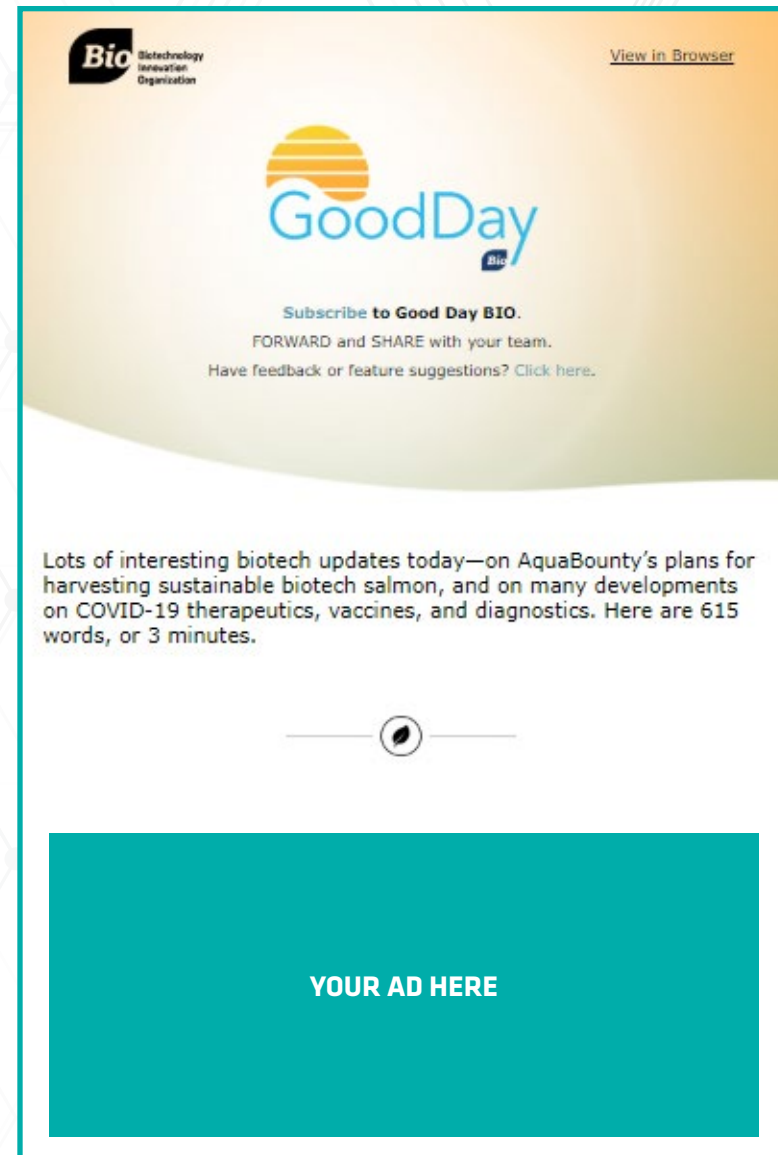


Good Day BIO Email Advertising

Display your sponsored content in BIO’s daily newsletter, Good Day BIO, during the days of the event.

Distribution.....Over 40,000 subscribers

Inventory	3 Opportunities
Investment	\$6,000 per newsletter
Ad Specs	Image size 560x220 and 240-character limit description and URL to link from image and text. Headline above featured ad to read “Sponsored Content by <i>Company Name</i> ”
Ad Space Deadline	15 days in advance of start date
Run Dates	October 19-21



Event Website Advertising

Reach a highly qualified audience of prospective attendees and biotech professionals from around the world.

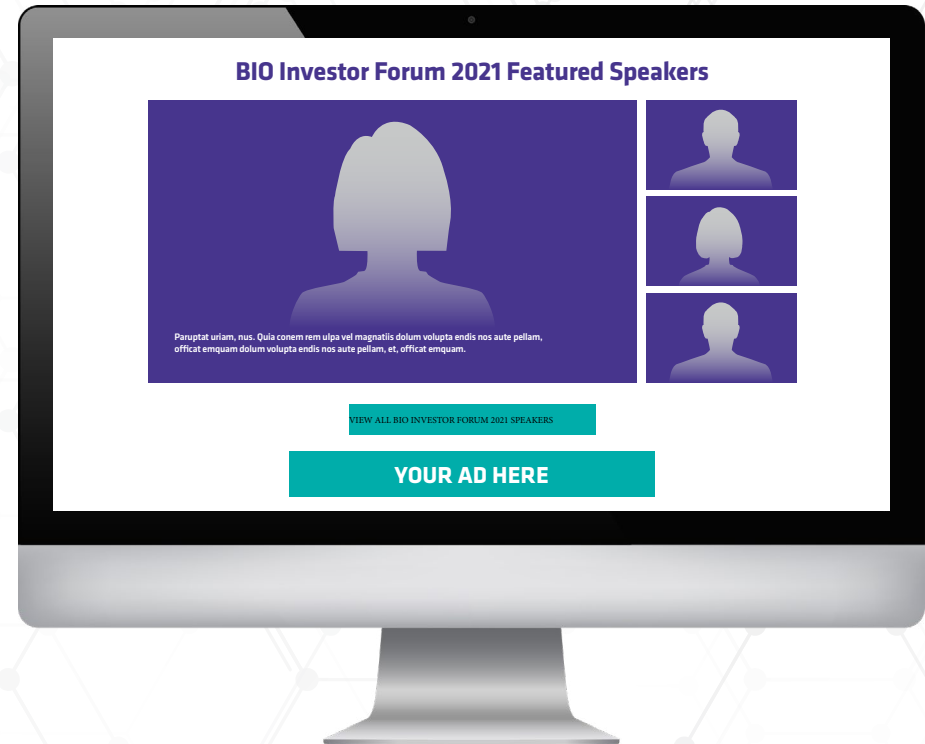
Estimated Impressions23,000 per month

**Impressions based on past year's average web traffic.*

Distribution on www.bio.org/BIF includes:

- **Banner ad will be featured on home page as well as top trafficked pages** including Event Overview, Announcements, and Partnering Attendees, which accounts for over 50% of event website traffic.

Inventory	Max two (2) per month August-October
Investment	\$3,000 per month
Ad Specs	Image Ad: <ul style="list-style-type: none"> ● 320 x 50 (mobile) ● 728 x 90 (web) ● + URL



Materials Due	15 days in advance of start date
Run Dates	1st of each contracted month

BIO Event Website Retargeting

Capitalize on our audience of life science business leaders, investors, analysts, academics and service providers by purchasing a retargeting package.

With this package, your ads will be re-targeted to users who visit pages on the BIO Investor Forum section of bio.org and will show on nearly any website that our audience visits such as cnn.com, espn.com, weather.com, and thousands of others.

Impressions **Guaranteed 10,000 delivered per month**

Distribution.....**Across the internet in available online advertising inventory**

Inventory	Investment
Max 2 per month August-December	\$2,000 per month
Ad Specs	

Standard Ad Sizes: Set of creative sizes that are accepted and available almost universally across the web. The minimum required to launch retargeting campaign.

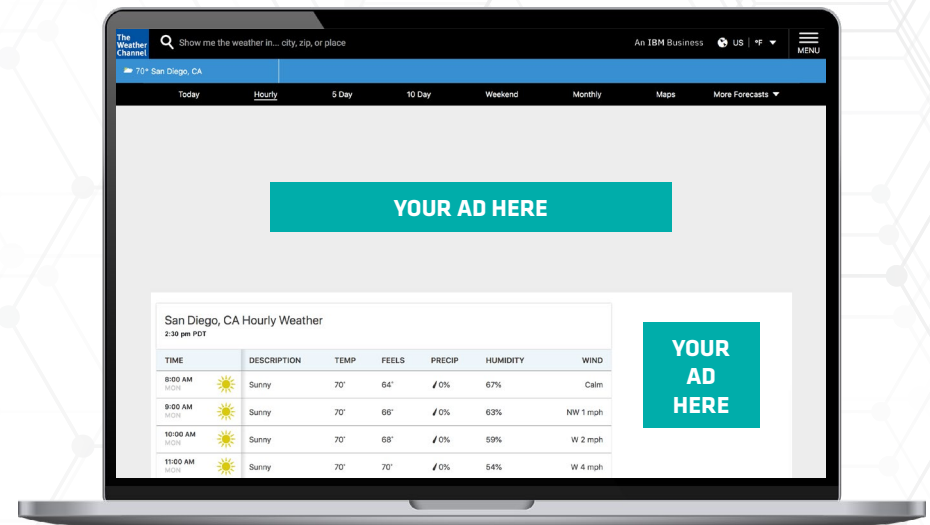
- 300 x 250 | 160 x 600 | 728 x 90 | 180 x 150

Mobile Ad Sizes: Appear upon mobile browsing.

- 320 x 100 | 320 x 50

Additional Sizes: Additional sizes that are gaining popularity, and as they're less frequently available, they make an impression when they're seen.

- 970 x 250 | 300 x 1050 | 300 x 600 | 970 x 90 | 320 x 250



Ad Space Deadline	15 days in advance of start date
Run Dates	1st of each contracted month

Dedicated Email Send

Promote your company and initiatives in a dedicated email to BIO's email list. Your content will be featured exclusively, with a small disclaimer that this is a sponsored message.

Distribution..... Up to 15,000+ subscribers and attendees

Inventory	Two (2)
Investment	\$10,000 per dedicated send
Email Specs	Ready to publish HTML; content must adhere to editorial and advertising guidelines and BIO must approve and may modify content.
Ad Space Deadline	September 24
Run Dates	October

A MESSAGE FROM ONE OF OUR SPONSORS:

YOUR AD HERE

Sponsored Event Announcement

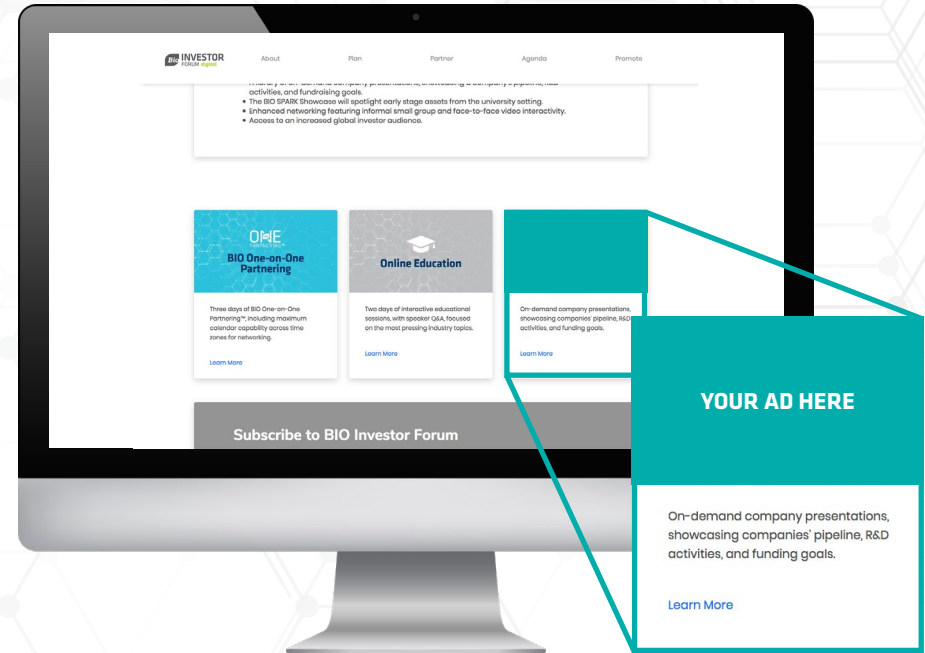
Promote your company’s participation as a BIO Investor Forum *Digital* sponsor, speaker, or presenter with a sponsored event announcement.

Estimated Impressions23,000 per month

**Impressions based on past year’s average web traffic.*

Distribution:

- **Website Visibility on Announcements Section of Home Page:** Displayed prominently on event home page with sponsored content “sticky” position 3 placement for the duration sold with positions 1 and 2 rotating with the latest event news.
- **Announcements Landing Page:** Full list of announcements. Linked from Announcements module, and menu. Announcements are sortable in 5 categories: Planning Tips, Partnering, Networking, Education. Sponsored content will remain “sticky” in position 3 for the duration sold.



Inventory	Exclusive: 1 per month August-October
Investment	\$2,000
Ad Specs	Image: 364 x 210px Title: 50-60 Characters Paragraph Copy: Up to 500 words + URL

Ad Space Deadline	15 days in advance of start date
Run Dates	1st of each contracted month

Spotlight Email Feature

This high-exposure, pre-event opportunity is a great way to spotlight your company in the weeks leading up to the event.

Distribution: The Company Spotlight email is sent to attendees and event content subscribers including: biopharma executives and business development professionals, investors, BIO Members and more!

Inventory	12
Investment	\$1,000
Ad Specs	130x130 logo + 300-character limit description + URL
Ad Space Deadline	15 days in advance of start date
Run Dates	Week of September 27



THREE DAY VIRTUAL EVENT
October 19-21, 2021

Discover New Business Opportunities at BIO Investor Forum Digital

BIO Investor Forum will take place October 19-21, 2021.
Now more than ever, we need to support biotech innovators, helping them find investors and strategic partners to advance their company to the next stage in their business life cycle.

COMPANY
LOGO

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COMPANY
LOGO

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COMPANY
LOGO

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I AM BIO Podcast Episode

Sponsor an episode of I am BIO Podcast – The only podcast at the intersection of biotechnology, politics, patients, and the planet. I am BIO Podcast is available on Apple Podcasts, Google Podcasts, Spotify, or your player of choice and reaches 443,900 annual promotional and listener audience.

Benefits Include:

- “Sponsored by” announcement at the beginning of the episode
- Opportunity to provide content for 30-second ad read by the host mid-podcast
- Sponsor recognition where podcast is promoted including:
 - Podcast episode description
 - Podcast homepage bio.org/podcast
 - Good Day BIO newsletter
 - I am Biotech social channels
 - Dedicated pointer blog on bio.org/blog
 - I AM BIO podcast library year-round





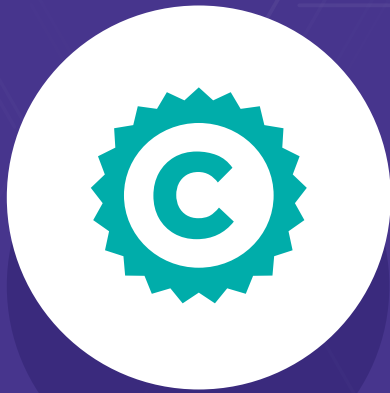
Episode 26: COVID & the Plastics Problem

Fear and misinformation about how the coronavirus is transmitted has led to dangerous backsliding in society's efforts to address plastic pollution. But we don't have to lose this battle to win the COVID war. A Georgia biotech is first to market with a green biopolymer material that looks and feels like plastic but dissolves in ocean water.

00:00 32:00

Inventory	Exclusive Opportunity
Investment	\$6,000
Ad Specs	75 Word Ad + Company Logo + URL
Ad Space Deadline	September 10
Run Date	October 11

New Customizable Sponsorship Opportunities *Coming Soon!*



Custom Branding &
Attendee Engagement



Interactive
Networking



Digital Advertising &
Creative Branding

Our team is always ready to support
your event engagement.

Contact sponsor@bio.org to get started!