

Bio Events

International Convention

June 3-6, 2024 • San Diego, CA

Sponsorship Exhibit & Digital Advertising Prospectus

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Opportunities, benefits, and pricing subject to change.

About the BIO International Convention

The BIO International Convention is the industry's largest partnering conference representing the full ecosystem of biotech with over 20,000 biotech industry leaders from across the globe – from the lab, clinical trials, manufacturing, business development, and marketing launch. The BIO International Convention features over 57,000 partnering meetings taking place over 4 days through our exclusive BIO One-on-One Partnering™ match-making platform.

Connect with decision makers and C-level & Upper management as a sponsor through networking, thought leadership, and branding sponsorships. Amplify your presence through exhibiting and digital advertising.



About the Biotechnology Innovation Organization

As the largest global non-profit biotechnology trade association representing startups to Fortune 500 companies, BIO is proud to host a portfolio of partnering conferences that not only unite and empower biotech innovators and their ecosystem to improve lives, but also offer a broad and unbiased venue to seek investment and BD&L opportunities.



2023 BIO Overview Stats

20,559 Registrants	**9,000+** Companies in Attendance	**88** Countries Represented
47 States, DC, + Puerto Rico	**1,400+** Exhibitors	**276** International + US Public Officials
20+ Networking Opportunities	**57,000+** Partnering Meetings	**49** Domestic + International Pavilions

Top International Delegations

1. South Korea
2. Canada
3. United Kingdom
4. Japan
5. Germany
6. France
7. China
8. Australia
9. Taiwan
10. Switzerland

Program Recap

- **140** Sessions
- **265** Company Presentations
- **700+** Speakers
- **25** Global Innovation Hubs
- **47** Startup Stadium Finalists

ONE PARTNERING™ Recap

- **57,000+** Scheduled Partnering Meetings
- **5,118** Partnering Companies
- **9,775** Partnering Delegates
- Scheduled meetings grew **30%** from 2022 and partnering activity has increased **66+%** in the past 6 years

Speakers

- **Keynote Speakers:**
  - **Katie Couric**, *Founder, Katie Couric Media*
  - **Robert M. Califf**, *United States Commissioner of Food and Drugs, FDA*

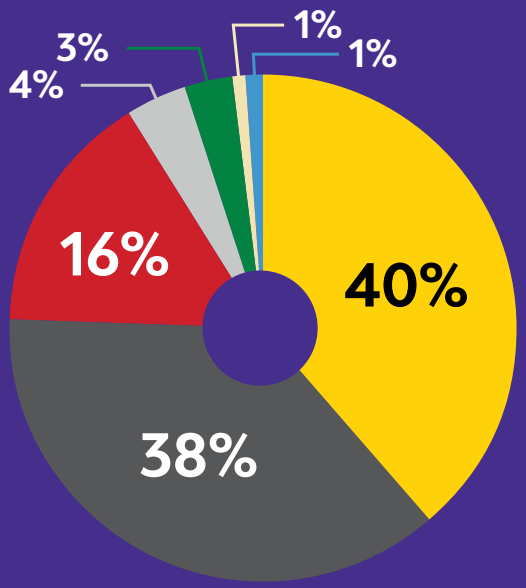
BIO 2023 Attendance Stats

66%
Purchase Decision Makers

45%
International Attendees

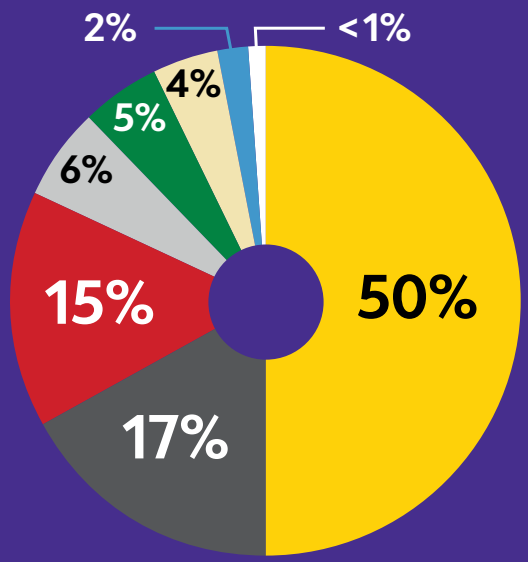
41%
First Time Attendees

Breakdown by Title



- C-Level Executives
- Director/Mid-Level Manager
- Vice President/General Manager/ Partner/Managing Director
- Student
- Coordinator/Administrative
- Educator/Faculty
- Public or Government Official/ Foreign Minister

Breakdown by Industry



- Drug
- Service
- Academic/Non-Profit
- Research Tools/Support
- Diagnostics/Device/Digital Health
- Investor
- Industrial/Environmental
- Agricultural

Company Size

Based on Number of Employees



Why Sponsor?

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. Investment in Partnering, Networking, Thought Leadership and Branding opportunities contribute to your sponsorship level. Digital Advertising and Exhibiting opportunities do not contribute to your sponsorship level. See page 7 for information on the various sponsorship levels.

Sponsorship Opportunities	BIO One-on-One Partnering™ System	Networking	Thought Leadership	Branding
Goal	Maximize your partnering capabilities and meet key partners through BIO One-on-One Partnering in the BIO Business Forum	Connect with and get your brand in front of specific attendee groups through BIO hosted receptions and specialized networking	Align your company story and executive voices with targeted education topics and elite thought leaders	Showcase your brand and interact with event attendees through targeted offerings
Amplification Opportunities	**Digital Advertising:** Connect with BIO members and other industry professionals though BIO's owned digital channels including email, newsletter, and social. Digital Advertising opportunities are only available as add-ons for BIO event exhibitors and sponsors.		**Exhibiting:** Exhibiting at the BIO International Convention enables you to build your brand and initiate face to face conversations. Exhibiting does not require sponsorship and you may add exhibit space to any sponsorship. See page 30 for more details.	

What BIO Sponsors Can Expect

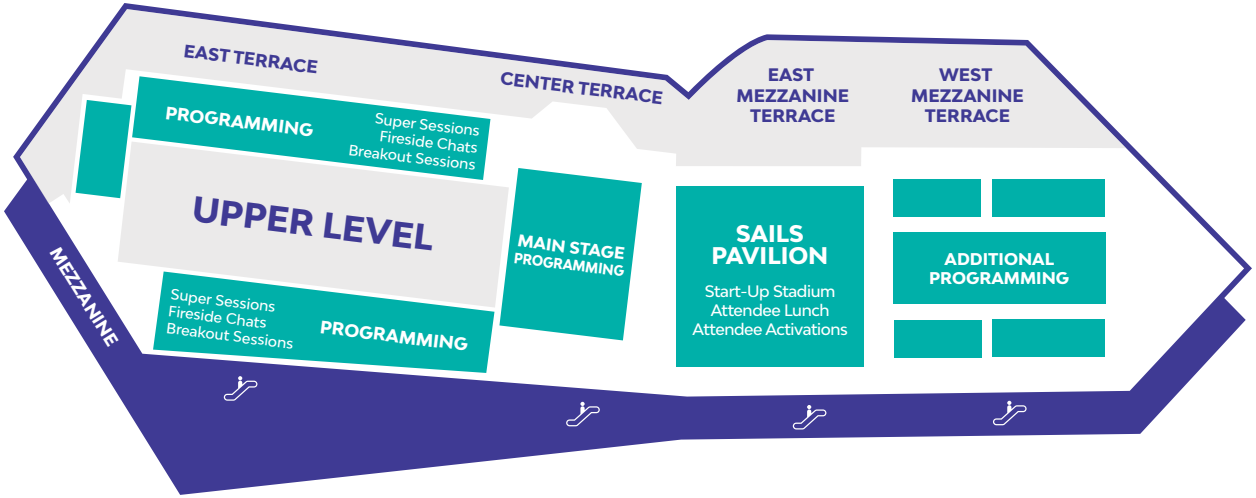
Build a package that serves your business goals. Your overall sponsorship spend will set your sponsor level and include the relevant benefits below. Double Helix and Helix sponsors receive additional benefits based on their high-level partnership. All sponsors additionally receive a post-event analytics report.

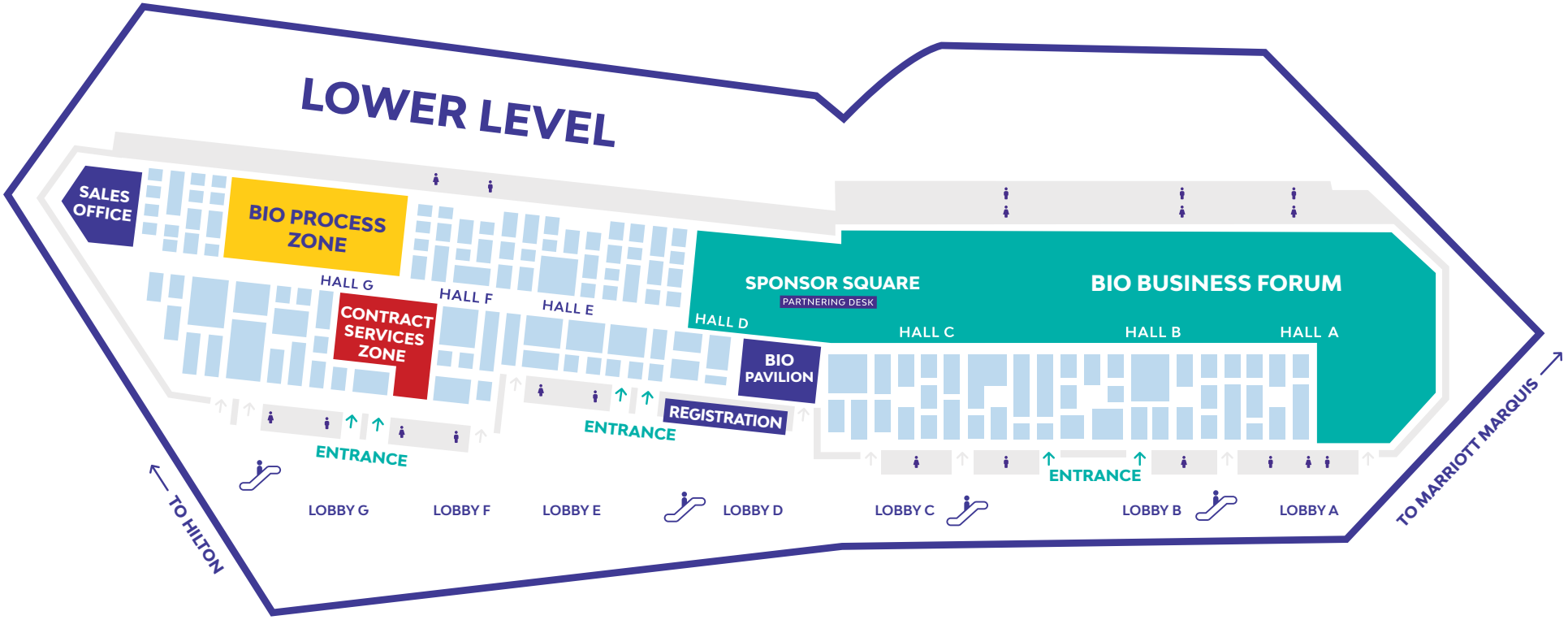
Sponsor Level	Conference	Champion	Premier	Helix	Double Helix
Sponsorship Investment	$25,000 - $49,999	$50,000 - $99,999	$100,000 - $299,999	$300,000 - $399,999	$400,000 and up
Recognition in Select Event Promotion at Your Sponsor Level	✓	✓	✓	✓	✓
BIO One-on-One Partnering™ System	✓	✓	✓	✓	✓
Access to Sponsor Lounge	✓	✓	✓	✓	✓
Complimentary General Access Registrations BIO Member | Non-Member	2 | 1	4 | 2	8 | 4	24 | 12	32 | 16
Special Rate for Additional Paid Premier Access and General Access Registrations			✓	✓	✓
Early Access to Book Housing				✓	✓
Invitations to Celebrating Leaders Reception				✓	✓
Logo Recognition on Event Website and Pre-Event Attendee Promotions				✓	✓

Investment in Partnering, Networking, Thought Leadership and Branding opportunities contribute to your sponsorship level. BIO reserves the right and sole discretion to decline sponsorship from an organization.

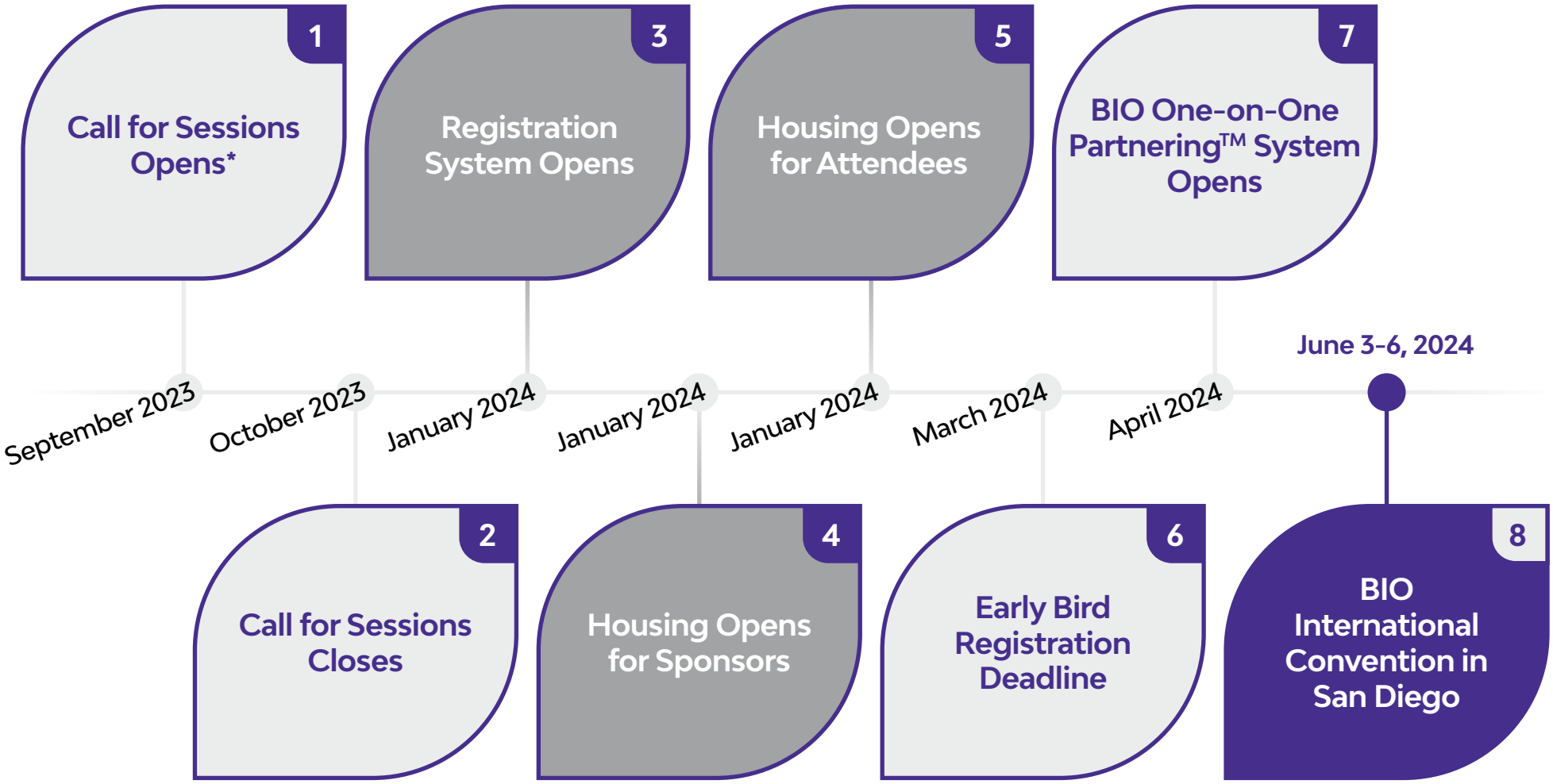
San Diego Convention Center Map

Map as of July 2023. Subject to change without notice. **Click here** view the current Exhibit Hall floorplan.





BIO 2024 Timeline



*Contact **program@bio.org** for more information on the Call for Sessions.

Dates subject to change without notice.



Sponsorship:

BIO One-on-One Partnering™

ONE ON ONE PARTNERING™

The BIO One-on-One Partnering™ System generated 57,000+ meetings in four days at BIO 2023. The grid below can help you explore the various ways to gain access to the BIO One-on-One Partnering system for your company and drive business development. Contact **sponsor@bio.org** if you would like to secure a dedicated Business Forum Suite.

	1	2	3
Ways to Access the Parenting System at BIO 2024	**SPONSORSHIP** **Secure a Business Forum Suite** Business Forum Suite options start on the next page	**EXHIBIT BOOTH WITH EXHIBIT BOOTH PARTNERING** **Add on Exhibit Booth Partnering Accounts for your Exhibit**	**ATTENDEE** **Register as a Premier Access attendee**
	Sponsored Business Forum Suites in semi-private meeting rooms off the exhibit floor.	Available as an add-on for registered exhibitors to utilize the BIO One-on-One Partnering system and have their meetings scheduled at their booth. See page 30 for more details.	An individual registration type that allows registrant access to the BIO One-on-One Partnering System and other event aspects as an attendee.
Meeting Access Point(s)	Dedicated Sponsor Suite in the BIO Business Forum & BIO Business Forum area *In some cases meetings may be in an Exhibit Booth if the meeting is scheduled with an Exhibit Booth Partnering company.	Meeting Points in the Exhibit Booth	BIO Business Forum *In some cases meetings may be in an Exhibit Booth if the meeting is scheduled with an Exhibit Booth Partnering company.
Registration Type Required	Premier Access (Sponsorship packages include 1+ Premier Access registrations)	Exhibitor Booth Partnering is available for purchase to exhibitors that are independent or for pavilion organizers. Exhibitor Partnering Accounts must be purchased and then assigned.	Premier Access
Number of Company Profiles	Up to 3	1	1
Number of Meeting Invitations Per Profile	150	150	150
Dedicated Customer Success Associate support for profile set up and scheduling assistance	Included	Not Available	Not Available
Investment	2024 Investment: $31,500+	2024 Investment: $950	2024 Investment: Starting at $2,600
How to secure	Contact your BIO Sales Account Manager or **sponsor@bio.org**	Once your organization is a confirmed exhibitor, purchase and then assign Exhibitor Partnering Accounts through your Exhibitor Dashboard in MapYourShow. Contact **exhibit@bio.org** with questions.	Register though the main BIO registration portal.

BIO One-on-One Partnering™ System Sponsorships

BIO Business Forum Dedicated Partnering Suites

Maximize your time in the BIO Business Forum and with dedicated space to host your meetings scheduled through the BIO One-on-One Partnering System.

All Business Forum Packages include:

- A dedicated Customer Success Associate to provide assistance with the BIO One-on-One Partnering system and priority scheduling
- Recognition as a BIO Business Forum sponsor





Standard Suite

Multiple Opportunities **$31,500**

- 6'6" x 8'2" suite (2 x 2.5 m) - fits up to 4 people
- The Standard Suite will be set with 1 table and 4 chairs. BIO will also provide a trashcan, suite number sign, one electrical drop with a power strip, and sponsor logo sign
- BIO members receive 2 registration conversions to Premier Access and non-members receive 1 registration conversion to Premier Access.

Medium Suite

Multiple Opportunities **$57,500**

- 10' x 13'1" suite (3 x 4 m) - fits 6-8 people
- The Medium Suite will be set with 1 table and 6 chairs. BIO will also provide a trashcan, suite number sign, one electrical drop with a power strip, and sponsor logo sign
- BIO members receive 4 registration conversions to Premier Access and non-members receive 2 registration conversions to Premier Access.

BIO Business Forum Suite package inclusions are noted in the descriptions. Additional amenities such as A/V, catering, and customized furnishings can be ordered directly with BIO's approved vendors.



Large Suite

Multiple Opportunities **$105,000**

- 19'10" x 19'10" suite (6 x 6 m) in a prime area of the BIO Business Forum Sponsor Court
- The Large Suite will be set with 1 table and 6 chairs, and 1 laptop and printer. BIO will provide electrical and internet for the complimentary laptop and printer. BIO will also provide a trashcan, suite number sign and sponsor logo sign
- 1 complimentary Company Presentation
- BIO members receive 8 registration conversions to Premier Access and non-members receive 4 registration conversions to Premier Access.



Super Suite

Multiple Opportunities **$126,000**

- 19'10" x 28'2" suite (6 x 8.5 m) in a prime area of the BIO Business Forum Sponsor Court
- The Super Suite will be set with 1 table, 6 chairs, and 1 laptop and printer. BIO will provide electrical and internet for the complimentary laptop and printer. BIO will also provide a trashcan, suite number sign and sponsor logo sign
- 1 complimentary Company Presentation
- BIO members receive 8 registration conversions to Premier Access and non-members receive 4 registration conversions to Premier Access.

Examples in photos may include additional customizations beyond the standard packages. BIO Business Forum Suite package inclusions are noted in the descriptions. Additional amenities such as A/V, catering, and customized furnishings can be ordered directly with BIO's approved vendors.

Add-on Packages for Large and Super Suite Sponsors

Package A – Addition of Standard Suites

- Addition of 2 standard suites to any large or super suite package
  - 1 additional Premier Access registration

$31,500

Package B – Customized Suite Branding

- Large Suite Wrap
  - Sponsor can brand 1 exterior wall of their suite. Sponsor to provide BIO with artwork and BIO will handle printing and installation
  - 1 additional Premier Access registration

$10,500

- Super Suite Wrap
  - Sponsor can brand 2 exterior walls of their suite. Sponsor to provide BIO with artwork and BIO will handle printing and installation
  - 1 additional Premier Access registration

$21,000

Contact BIO for examples of customized suite branding.

BIO One-on-One Partnering™ System Sponsor

Exclusive **$105,000**

Your company will receive recognition in BIO One-on-One Partnering and select marketing materials as the system's sponsor. BIO's One-on-One Partnering allows attendees to find potential business partners and request meetings through our easy-to-use online system. In 2023, the BIO One-on-One Partnering scheduled 57,000+ meetings for 9,700+ delegates at the BIO International Convention. This sponsorship is ideal for a company looking for prominent branding in front of the senior biotech executives, business development leaders, and investors from premier firms participating in partnering.

Benefits include:

- Prime visibility on the BIO One-on-One Partnering home page
- Sponsor logo in various places associated with BIO One-on-One Partnering
- Recognition as a BIO Business Forum sponsor
- 1 complimentary Company Presentation
- BIO members receive 8 registration conversions to Premier Access and non-members receive 4 registration conversions to Premier Access.

This package is for overall sponsorship of the BIO One-on-One Partnering System. Individual attendees can access the BIO Partnering System.
See page 11 for more information.



Business Forum Hospitality Sponsor

Exclusive **$65,000**

Multiple **$25,000**

Get your brand in front of attendees participating in the BIO Business Forum. Coffee stations are a high-traffic area and refreshments are an attendee priority in between productive partnering meetings.

Benefits include:

- Prominent branding at the BIO Business Forum coffee stations
- Recognition as a BIO Business Forum sponsor
- For an exclusive sponsorship, BIO members receive 6 registration conversions to Premier Access and non-members receive 4 registration conversions to Premier Access. For a Co-Sponsorship, BIO members receive 2 registration conversions to Premier Access and non-members receive 1 registration conversion to Premier Access.





Sponsorship: Networking

Networking

BIO Board of Directors & Steering Committee Reception

3 Opportunities **$50,000**

Take advantage of this elite, invitation-only reception to market your corporate message to a premier audience, including the BIO Board of Directors, BIO International Convention Steering Committee members, top industry leaders, and special guests.

Benefits include:

- Recognition on invitations and signage at reception
- 5 reception invitations for Sponsor's staff and guests



Celebrating Leaders Reception

3 Opportunities **$50,000**

Get your brand in front of industry leaders. This invitation-only reception honors and recognizes CEOs, public officials and dignitaries, and patient & health advocacy organizations.

Benefits include:

- Recognition on invitations and signage at reception
- 5 reception invitations for Sponsor's staff and guests



International Receptions

Multiple Opportunities Per Reception **$27,500**

Receive global engagement with targeted international delegations attending the convention.

Benefits include:

- Recognition on invitations and signage at reception
- 3 reception invitations for Sponsor's staff and guests



BIO Pride Reception

COMMUNITY ENGAGEMENT OPPORTUNITY

Multiple Opportunities **$27,500**

The BIO Pride Reception, held at the BIO International Convention during Pride Month, celebrates members of the LGBTQIA+ biotech community with the support of its allies. Sponsors receive logo recognition and RSVP spots for this popular reception.

Benefits Include:

- Recognition on invitations and signage at reception
- 3 reception invitations for Sponsor's staff and guests



BIO Equity & Inclusion Reception

COMMUNITY ENGAGEMENT OPPORTUNITY

Multiple **$25,000**

Support this dedicated reception at the BIO International Convention for leaders in the industry committed to advancing diversity, equity, and inclusion in the biotech ecosystem.

- High-visibility signage and recognition at reception
- Opportunity to display promotional materials and provide giveaways at event
- 3 guaranteed RSVP spots for Sponsor's staff



Monday Welcome Reception

Exclusive **$400,000**

Multiple Opportunities **$100,000**

Enhance your company brand with this high-energy, high-profile reception welcoming thousands of attendees to the BIO International Convention. This event is guaranteed to leave a lasting impression.

Benefits include:

- High-visibility signage and recognition at reception
- Opportunity to display promotional materials and provide giveaways at event
- Exclusive: 20 reception invitations for Sponsor's staff and guests; Multiple: 10 reception invitations for Sponsor's staff and guests



Wednesday Party

Exclusive **$400,000**

Multiple Opportunities **$100,000**

Gain prominent branding exposure in front of BIO attendees at this celebratory reception. Traditionally held at an off-site venue, thousands of attendees network, enjoy refreshments, and live music.

Benefits include:

- High-visibility signage and recognition at reception
- Exclusive: 20 reception invitations for Sponsor's staff and guests; Multiple: 10 reception invitations for Sponsor's staff and guests



Closing Happy Hour

Multiple Opportunities **$27,500**

Host this toast to a successful week of business development held onsite at the Convention near the close of the event. Network and hear from peers about the highlights of the week and look ahead to BIO 2025 in Boston!

- High-visibility signage and recognition at reception



Sponsorship: Thought Leadership

Programming



Main Stage Programming

Limited Opportunities **$300,000**

See your company story and brand featured alongside top-name speakers during these exhilarating and thought-provoking keynotes. Past guest speakers have included Katie Couric, Robin Roberts, David Cameron, Will Smith, Tom Brokaw, Hillary Rodham Clinton, Richard Branson, Tony Blair, Bill Clinton, George W. Bush, Dr. Anthony Fauci, Sanjay Gupta, Laura Deming, and Venus Williams.

Benefits include:

- Speaking opportunity for your company CEO (3-minute max)
- Opportunity for 3-minute corporate video
- VIP early access to Keynotes to secure prime seating

Note: BIO maintains control over program and speakers and reserves the right to determine session format and schedule

Super Sessions

Limited Opportunities **$85,000**

Inspire the biotech industry with a compelling discussion on the most critical topics in our industry. Biopharma and key industry stakeholders alike take advantage of the opportunity for brand exposure in front of targeted audiences.

Benefits include:

- Opportunity to work with BIO to develop Super Session topic and invite speakers
- Recognition on signage and in-room presentation screen and marketing materials promoting the super sessions
- Opportunity to display promotional materials in room

Sessions

Limited Opportunities **$50,000**

Work with BIO to develop a session that amplifies your company's leadership in your area of focus.

Focus areas:

- Diversity, Equity and Inclusion
- Brain Health
- Business Development & Finance
- Cell and Gene Therapy & Genome Editing
- Clinical Trials Innovations
- Diagnostics & Personalized Medicine
- Digital Health
- Emerging Opportunities in Global Markets
- Infectious Disease & Vaccines
- Intellectual Property
- Next Generation Biotherapeutics
- Oncology
- Orphan & Rare Diseases
- Patient Advocacy
- Regulatory Innovation
- Translational Research
- Value, Patient Access & Reimbursement

Interested in a different topic? Contact BIO for additional information.

Benefits include:

- Opportunity to form a session based on program development
- Recognition on signage and in-room presentation screen and in marketing materials
- Opportunity to display promotional materials in room

Industry Partnerships & Specialized Programs

Academic Campus

Exclusive **$50,000**

Align your company with the academic and research institutions participating in the BIO Business Forum. The Academic Campus will include a section of partnering suites dedicated to this important group of attendees to meet with prospective partners from industry.

Benefits include:

- Logo recognition in onsite signage including designated Academic Campus partnering booth sign
- BIO members receive 4 registration conversions to Premier Access and non-members receive 2 registration conversions to Premier Access

I am BIO Podcast Studio

Exclusive **$25,000**

The creators of the popular I am BIO podcast invite attendees to experience a podcast recording. Audio engineers and producers walk participants through the experience at the I am BIO Podcast Studio located in the BIO Pavilion. Guests sit down and record a conversation about their role in advancing biotechnology. Portions of interviews are broadcast on the Convention app and shared with guests for their own social media platforms.

Benefits include:

- 48 audiograms featuring sponsor logo published to the Event Mobile App
- Sponsor logo placement on the I am BIO Podcast Studio
- Exclusive sponsor tag on promotional post for I am BIO studio on BIO's social channels. (Reach approximately 200,000+)
- Guaranteed up to 3 interview slots in the recording schedule. These will be the only recordings posted on BIO social channels

Note: BIO maintains control over program and speakers and reserves the right to determine session format and schedule

Company Presentations

Co-Sponsorship; 2 Opportunities **$25,000**

Get strategic, onsite visibility in the Company Presentation Rooms where hundreds of partnering companies will pitch their biotech innovations to licensing and business development representatives, venture capital firms, and other potential investors.

Benefits include:

- Recognition on signage and in-room presentation screens, on the company presentation schedule grid, in marketing materials and online
- Opportunity to place company materials outside the company presentation rooms
- Opportunity to nominate and introduce presenting companies in the company presentation rooms (script provided by BIO). Nominations are subject to BIO's review and approval





Start-Up Stadium

5 Opportunities **$30,000**

The Start-Up Stadium provides start-up companies the opportunity to engage key members of the investment community, venture philanthropy groups, and BIO attendees. A panel of investor judges will provide live feedback on start-up pitches for an exciting and interactive experience.

Corporate sponsorships are available, as well as the opportunity to nominate and provide scholarships for companies to attend and participate.

Benefits include:

- Prominent company branding on the Start-Up Stadium structure, and in select marketing materials promoting the Start-Up Stadium
- Opportunity to nominate up to 3 companies to present at the Stadium (exact number TBD and work with BIO to ensure companies meet qualifications)
- Opportunity to introduce the companies at the Stadium (exact number TBD)

APAC Summit

Multiple **$30,000**

This specialized program within the BIO International Convention highlights the cross-border opportunities and exciting biomedical innovation from Asia through panel discussions and a showcase of company presentations.

Benefits include:

- Opportunity to work with BIO to develop a session topic and invite speakers
- Recognition on signage and in-room presentation screen
- Opportunity to display promotional materials in room
- Recognition on select marketing materials promoting the APAC Summit as a "APAC Summit Sponsor"

Enhance your presence through sponsorship of an International Reception.
See page 16 for International Reception information.

Specialized Program: How to Become a Biotech or Medtech Entrepreneur

Exclusive **$25,000**

This intensive 2-day pre-Convention program walks you through the necessary steps and gives you the skills to transform technology and invention into a viable company. This course addresses a broad range of issues faced by entrepreneurs from the managerial, scientific and academic communities. Attendees will develop the insight and energy required for entrepreneurial success as they learn about the essentials of strategic project selection and management, expeditious and cost-effective management, stakeholder requirements, and how to oversee the components of the commercialization process.

Benefits include:

- Opportunity for speaking role subject to BIO's approval
- Recognition on signage and in-room presentation screen and selected marketing materials
- Opportunity to display promotional materials in the room



BIO Patient Advocacy Pavilion

Multiple Opportunities **$60,000**

The BIO Patient Advocacy Pavilion is the hub for patient advocacy groups, venture philanthropy organizations, and industry partners to connect. The Pavilion also provides visibility and a connection to patient advocacy groups participating in the BIO International Convention. Feature your brand at the BIO Patient Advocacy Pavilion, where Patient Advocacy investors and companies connect via BIO's One-on-One Partnering System, ample space for meet-ups and a digital directory of the patient advocates onsite. Your sponsorship enables patient advocates to engage and collaborate at BIO Convention.

Benefits include:

- Recognition as a corporate sponsor of the BIO Patient Advocacy Pavilion
- Opportunity to nominate 2-3 patient advocacy organizations to participate (subject to BIO's review)
- Dedicated Customer Success Associate to assist Patient Advocacy Investors with meeting requests and priority scheduling
- Opportunity to place non-promotional corporate information and materials within the BIO Patient Advocacy Pavilion



BIO Patient Advocacy Breakfast

Multiple Opportunities **$25,000**

This invitation-only reception is for patient advocates and Alliance Development Committee Members attending the BIO International Convention.

Benefits include:

- Sponsor recognition on reception invitations, select communications, and onsite at the breakfast
- 4 breakfast invitations for additional sponsor staff

BIO Film Festival

Multiple Opportunities **$25,000**

BIO will screen a series of short films during a two-day program amplifying the patient voice and highlighting biotechnology's role in addressing unmet medical needs.

Benefits include:

- Recognition as a corporate sponsor of the BIO Film Festival on select pre-event marketing collateral and on-site signage

Sponsorship of the Celebrating Leaders Reception (page 16) and formation of a dedicated Super Session or Session (Page 20) are other ways to engage with Patient Advocacy Groups at BIO.

Specialized Programs: Community Engagement Opportunities

BIO is committed to serving the biotech industry through many facets, including specialized programs for Community Engagement at the BIO International Convention. Student Day and the BIO Gives Back Initiative are past examples of these engagements. As your organization plans for 2024, these sponsorships will likely start at $25,000 for a co-sponsorship.







Sponsorship: Branding

Branding





Attendee Bags

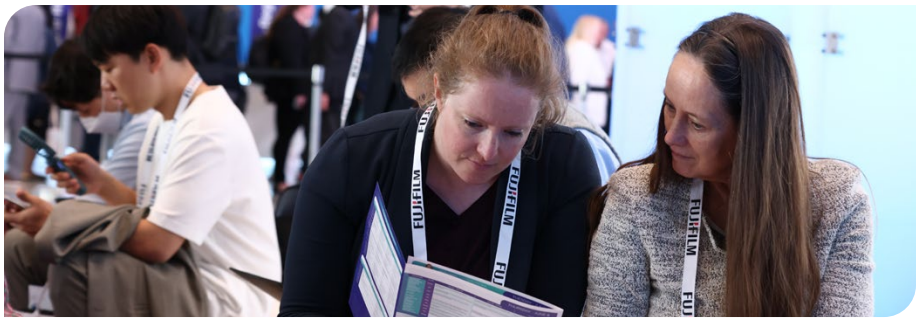
Exclusive **$235,000**

This is an exceptional corporate promotional opportunity, as the sponsor logo is strategically placed on convention bags given to attendees. The sponsorship yields maximum corporate visibility for the entire convention and beyond, as most registrants continue to use the bags after the event.

Lanyards

Exclusive **$80,000**

Receive tremendous visibility throughout the entire Convention! Each attendee name badge comes with a lanyard that will feature the sponsor's logo and the BIO logo. Approximately 14,000+ will be produced.



Onsite Guide

Exclusive **$30,000**

The exclusive Onsite Guide sponsor will be featured across this succinct guide to the event, which will showcase the BIO Exhibition map, program highlights, and more! This will be the primary print piece for BIO 2024 attendees. Benefits may also include a full page ad inside the Onsite Guide and logo inclusion on the front cover.

Charging Lounges

Multiple Opportunities ..... **$50,000+**

During the busy days of the Convention, attendees will need a place to relax, catch up on email, and power up their devices. Secure prominent brand visibility as a sponsor of a Charging Lounge, located in a high-traffic area accessible to attendees.

Wi-Fi

Exclusive **$50,000**

The exclusive Wi-Fi Sponsor will have prominent branding alongside Wi-Fi login details on the back of all BIO attendee registration badges and throughout the Convention Center.

Attendee Activations & Brand Immersion

Multiple Opportunities ..... **Contact BIO**

Immerse attendees in your brand and drive lead generation with a customized activation.

A sample of opportunities include:

- Yoga Studio
- Headshot Lounge
- Photo Mosaic Wall
- Chalk Art
- Branded Water Cooler
- 5K Fun Run
- Hotel Keycards

Additional customizable options are available. Contact BIO to share your ideas, goals, and objectives for an attendee activation.

San Diego City-Wide Branding and Out of Home Advertising

Multiple Opportunities ..... **Contact BIO**

Expand your reach beyond Convention attendees. Engage with attendees as they arrive in San Diego and move throughout the city during the week of the BIO International Convention.

A sample of opportunities include:

- Airport Signage
- Streetlight Banners & Street Level Displays
- Branded Rideshare
- Pedicabs
- Mobile Billboards
- Building Wallscapes and Illumination

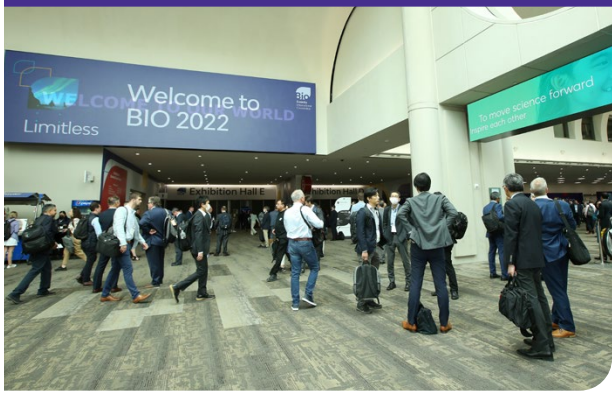
EMC Outdoor & Events is BIO's official partner for city-wide marketing during the International Convention. Sponsors and exhibitors who wish to advertise outside of the San Diego Convention Center proper or at the host city airport are encouraged to use the services of EMC Outdoor & Events, which may include but is not limited to airport advertising, wall spaces, transit advertising, billboards, taxi, and van wraps. Advertising materials are subject to BIO's review and approval.



High Visibility Signage Opportunities at the San Diego Convention Center

Get prime visibility in front of thousands of thought leaders at the San Diego Convention Center. The full inventory will be released in Fall 2023! The preliminary signage inventory can be explored through a digital catalogue called Envision. Contact BIO sales at **sponsor@bio.org** for more information.

Digital Signage



Stair Clings



Banners



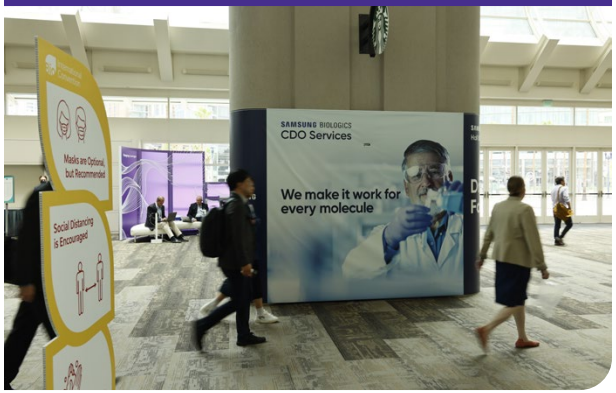
Wall Clings



Escalator Cling



Column Wraps





Amplification Opportunity: Exhibit

Exhibit

Exhibiting does not require sponsorship and you may add exhibit space to any sponsorship.

Exhibit Space

BIO International Convention is the world's largest biotech conference. Exhibit space allows you firsthand access to establish your company through branding and initiating face to face conversations.

Exhibit Space Rates:

- $46/square foot for BIO Members
- $50/square foot for non-BIO Members
- $500/per Open Corner

**Minimum of 100 square feet*

Booth Package

A 10 x 10 Exhibit Space includes:

- 5 Exhibit Booth Staff registrations per 100 square feet of exhibit space allowing access to the Exhibit Hall for setup, dismantle, and show hours.
- BIO Members gain access to 1 complimentary General Access registration per 100 square feet. Limit of 4.
- Company listing on the BIO International Convention website
- Complimentary Social Toolkit
- 8' backwall drape, 3' side-rail drape, and 1 booth ID sign (*does not apply to island booths*)



Exhibitor Booth Partnering

BIO One-on-One Partnering is the most efficient way to do business in the biotech and pharma industry. Our system makes it easy to identify and request meetings with potential partners. Exhibitors may choose to purchase access to the BIO One-on-One Partnering system to facilitate more face-to-face meetings within their booth space.

Partnering Pricing:

Exhibit Partnering Accounts may be purchased for the prices listed below.
2 partnering accounts are allowed per 100 sq ft of exhibit space.

- BIO Member: $750
- Non-Member: $950

BIO Exhibition Hours*

Monday, June 3	12:00 pm - 6:00 pm
Tuesday, June 4	10:00 am - 5:00 pm
Wednesday, June 5	10:00 am - 6:00 pm
Thursday, June 6	10:00 am - 4:30 pm

**All hours are subject to change*



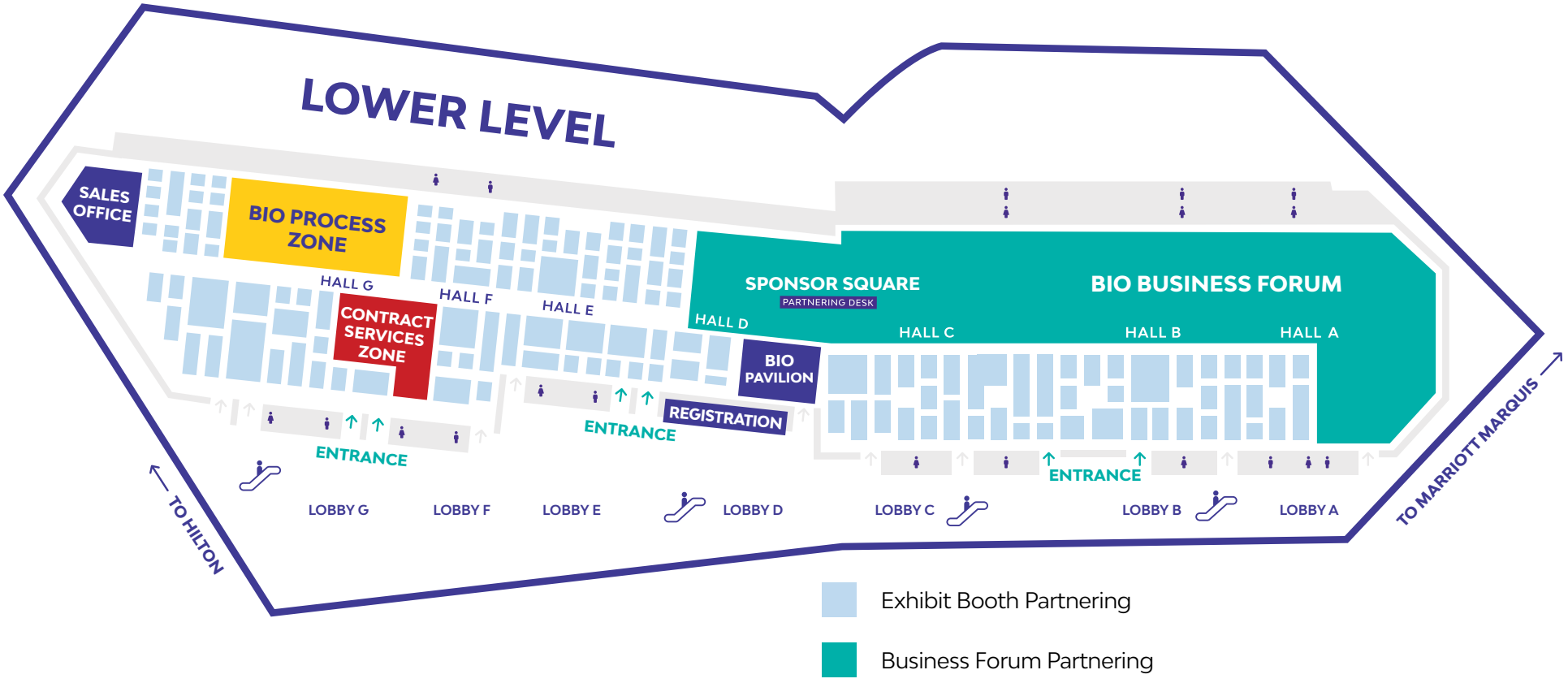
Exhibit Booth Partnering

ONE ON ONE PARTNERING™

There are two ways to access partnering at the BIO International Convention:

1. Business Forum Partnering and **2.** Exhibit Booth Partnering

Both types of partnering use the same BIO One-on-One Partnering™ system, which allows all partnering participants to schedule meetings in the same system.





Amplification Opportunity: Digital Advertising

Digital Advertising opportunities are available as add-ons for 2024 BIO International Convention sponsors and exhibitors.

Event App Advertisements

The BIO International Convention app, which is separate from the BIO One-on-One Partnering™ System app, will provide important program, exhibit, and networking information to delegates. This can provide a company with high visibility and elevate event engagement.

Estimated Distribution ..... **6,000+ Convention attendees**

Event App

The BIO International Convention app, which is separate from the BIO One-on-One Partnering™ System app, will provide important program, exhibit, and networking information to delegates. Sponsoring the Event App provides high visibility and elevates event engagement.

Investment for Exclusive Sponsorship **$50,000**

Benefits include:*

Get your brand in front of BIO attendees pre-event to the final day of the BIO International Convention with the exclusive sponsorship of the Event App.

- Home Feed Pinned Post – Logo featured on the pinned post in home feed
- 4 ads for the Home Feed – To be posted as sponsored content. One ad, which can be a static image or video ad will be posted daily for the four days of the Convention. Creative and copy to be provided by sponsor.*
- Logo recognition on select on-site collateral promoting the Event App such as signage and the on-site guide.
- Featured promotion in BIO owned social channel posts (200,000+ followers) and print promotional pieces.
- 1 additional complimentary Premier Access registration or 2 additional complimentary General Access registrations. Sponsor to select option during contracting.

**Event App visibility options subject to change.*

Event App Home Feed Ad

Work with BIO to craft a plan to get your advertisement featured on the home feed on specific days of the event with this visibility-driven opportunity. An Event App Home Feed Ad is a great way to broadcast information about your exhibit booth.

Inventory: 5 per day over the course of 4 days Monday – Thursday

Investment ..... **$2,000 per ad**

- Static image or video ad that will be featured in the home feed of the app posted as sponsored content. Creative and copy provided by sponsor.*
- Placement on a first-come first served basis; limit of one ad per day per company.

2023 Event App Stats

- 34% attendee adoption rate
- 69% average user interactivity with home feed
- 7,335 users

Participation commitment for Event App Home Feed Ads due no later than May 3, 2024. Material due date is May 15, 2024. Late materials will not be accepted.

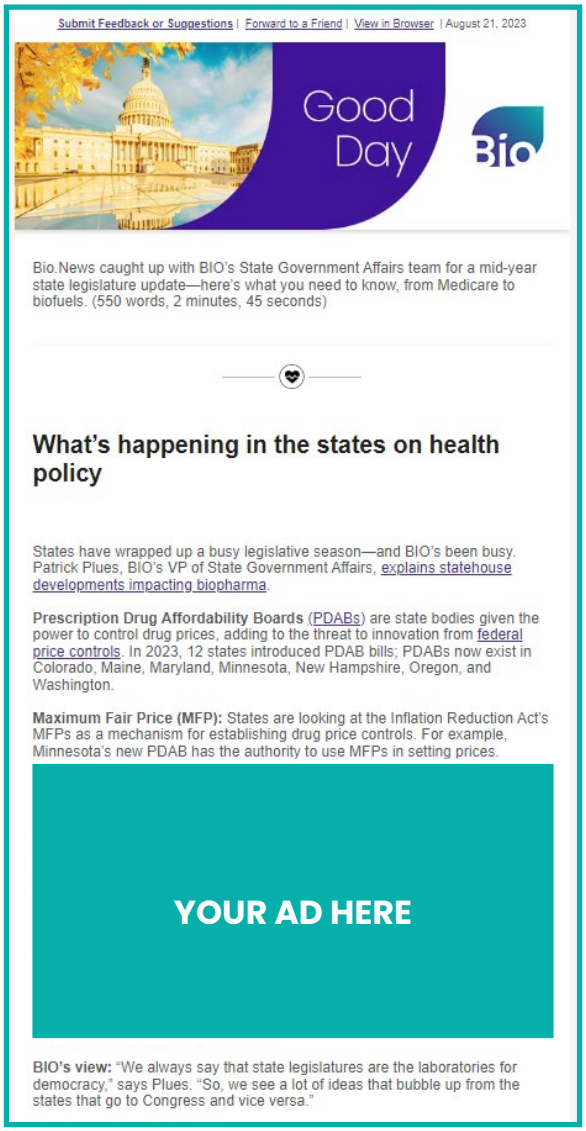
**Sponsor must adhere to submission deadlines for all creative. BIO reserves the right not to post content that does not adhere to the organization's editorial guidelines.*

Good Day BIO Email Advertising

Delivered every weekday, Good Day BIO succinctly covers the intersection of biotech news, policy, and politics. With an average 27% open rate, your ad will be noticed by engaged industry insiders.

Distribution ..... **40,000+ subscribers**

Inventory	2 per week
Investment	1 newsletter insertion - $6,000 3 newsletter insertions - $9,000 5 newsletter insertions - $10,000
Ad Specs	Image size 275x180 and 240-character limit description inclusive of URL to link from image and text. Headline above featured ad to read "Sponsored Content by *Company Name*"
Ad Space Deadline	15 days in advance of start date. Late materials will not be accepted.
Run Dates	Year-Round



Good Day BIO Live

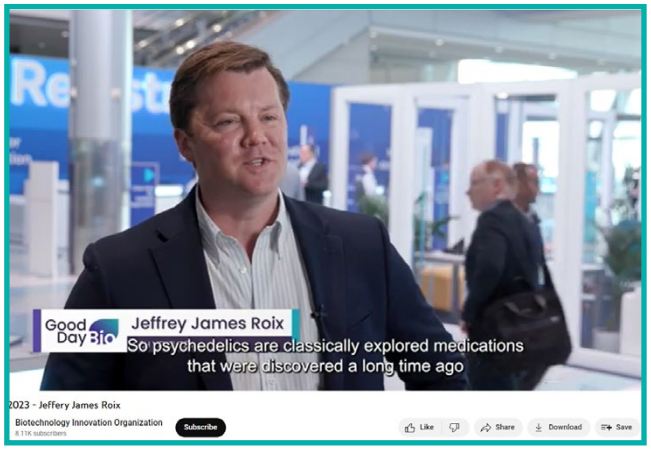
"Good Day BIO LIVE" is a series of videos distributed on BIO's social channels during and after the BIO International Convention featuring news and exclusive interviews from the Convention floor and session rooms. Rerunning throughout the day on social media and BIO's media site, Bio.News, these videos let viewers "pop in" to the event and catch up on all the news and headlines. View the 2023 Good Day BIO Live videos **here**.

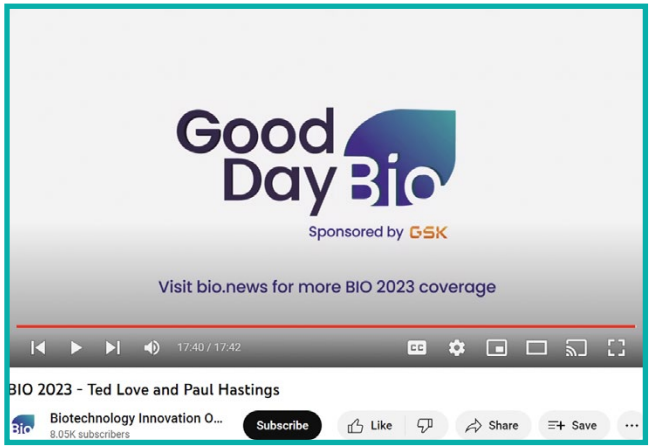
Distribution

Good Day BIO Live videos are distributed on Twitter, LinkedIn, Instagram, and the BIO Event App. They are also featured in BIO's daily newsletter, Good Day BIO, and in coverage on Bio.News. GDB Live videos reach an overall audience of about 250,000 people across all channels. Social impact continues throughout the month of June and July.

Benefits include:

- Good Day BIO Live video featuring the sponsor's executive filmed onsite
- Sponsor to be tagged or mentioned in sponsor's featured video description
- BIO can provide a copy of the sponsor's featured video to use in owned campaigns and promotion
- BIO LIVE will be distributed on BIO's owned media channels including bio.news, Good Day BIO newsletter, Twitter, Facebook, LinkedIn and YouTube.





Inventory	1 – Exclusive
Investment	$50,000
Content Specs	Will be provided by BIO
Content Deadline	Logo due spring of 2024 Filmed onsite
Run Dates	Released during and after the Convention

Event Website Advertising

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

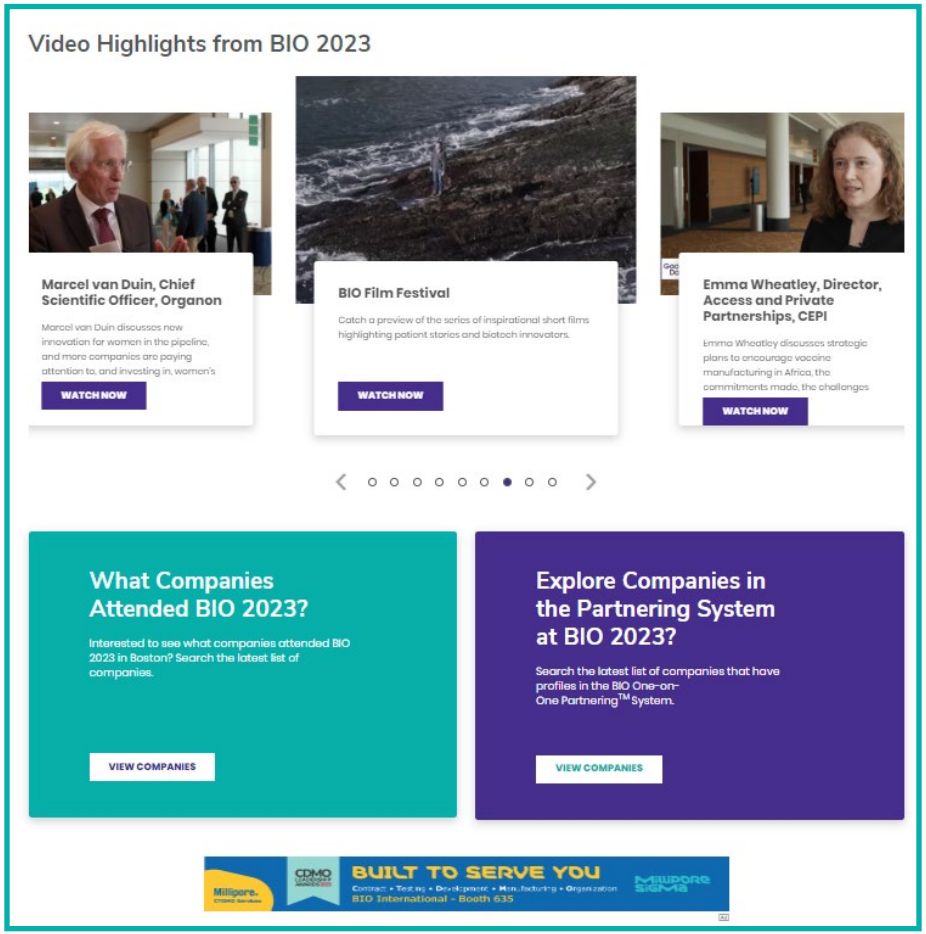
Estimated Impressions ..... **600,000 between March-June**

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

Distribution on bio.org/convention includes:

- Your creative will be featured on the homepage as well as across main navigation pages.

Inventory	4 per month March-June
Investment	$5,000 per month
Ad Specs	■ 320 x 50 (mobile) ■ 728 x 90 (web) ■ + URL
Materials Due	15 days in advance of start date. Late materials will not be accepted.
Run Dates	1st of each contracted month



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 2024 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 100,000 delivered per month**

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

Inventory	Investment
3 per month March-July	$7,500 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.

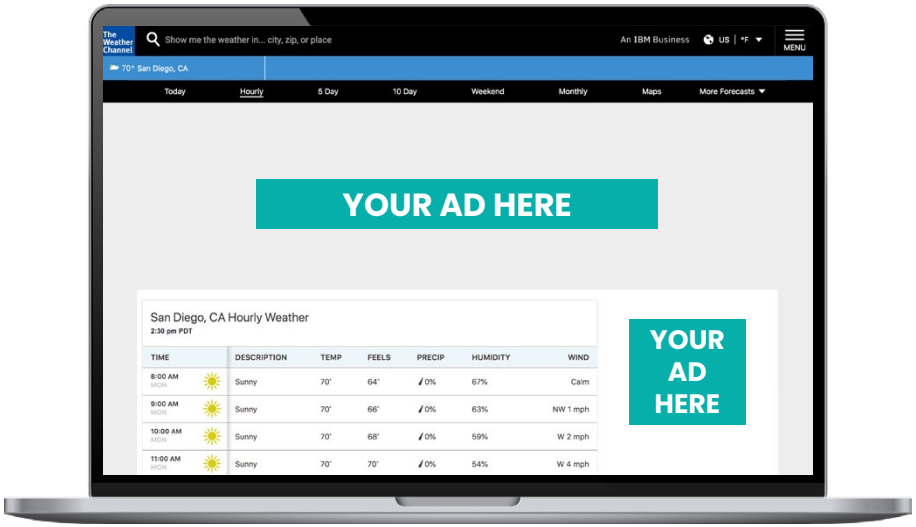
- 300 x 250 | 160 x 600 | 728 x 90 | 180 x 150

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



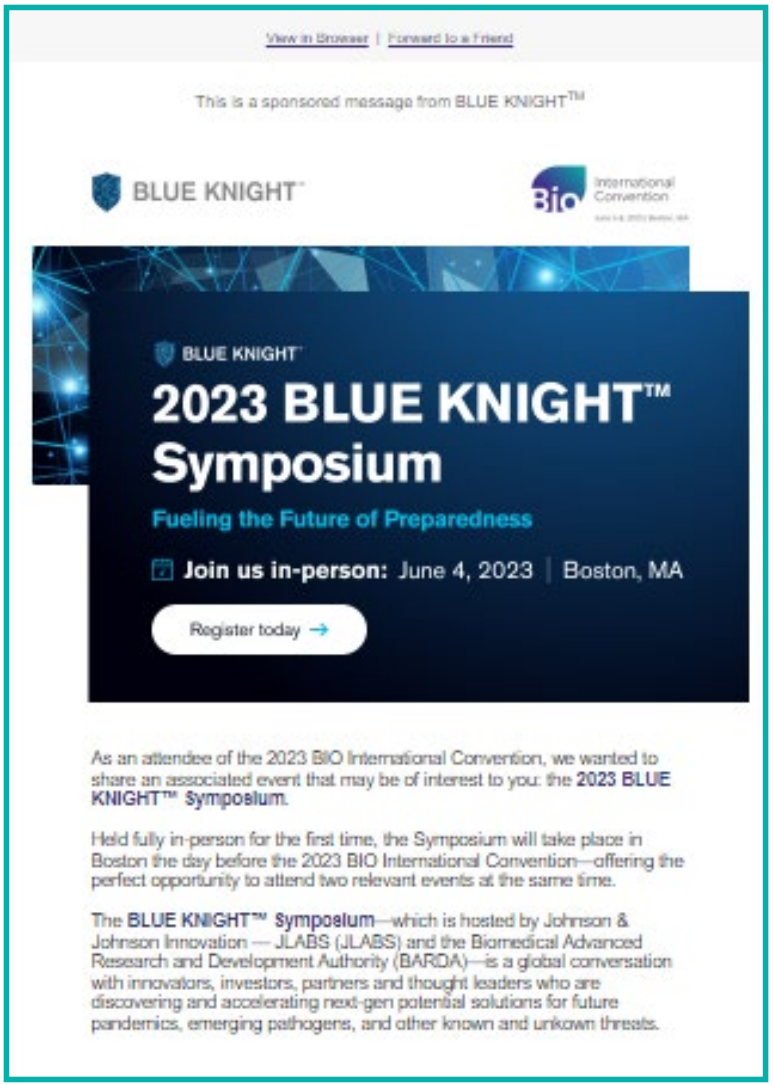
Ad Space Deadline	15 days in advance of start date. Late materials will not be accepted.
Run Dates	1st of each contracted month

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 80,000+ subscribers and attendees**

Inventory	2 per month
Investment	$30,000 per dedicated send
Email Specs	Ready to publish HTML file with code. Additional specifications for the HTML will be provided by BIO; content must adhere to editorial and advertising guidelines and BIO must approve and may modify content. A specific month for the email send can be requested and BIO will determine the deployment date.
Email Content Deadline	15 days in advance of start date
Run Dates	Multiple Year-Round



I am BIO Podcast Episode

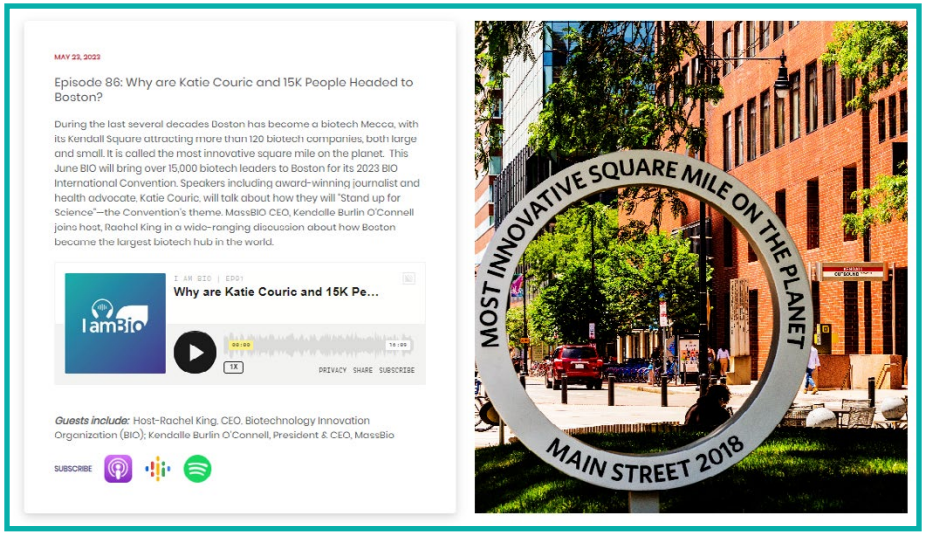
Sponsor an episode of I am BIO Podcast – Powerful stories of biotechnology breakthroughs, the people they help, and the global problems they solve. I am BIO Podcast is available on Apple Podcasts, Google Podcasts, Spotify, or your player of choice and reaches 443,900 annual promotional and listener audience.

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

Inventory	Exclusive Opportunity
Investment	$6,000
Ad Specs	75 Word Ad + Company Logo + URL
Ad Space Deadline	30 days in advance of start date
Run Date	Multiple leading up to the BIO International Convention



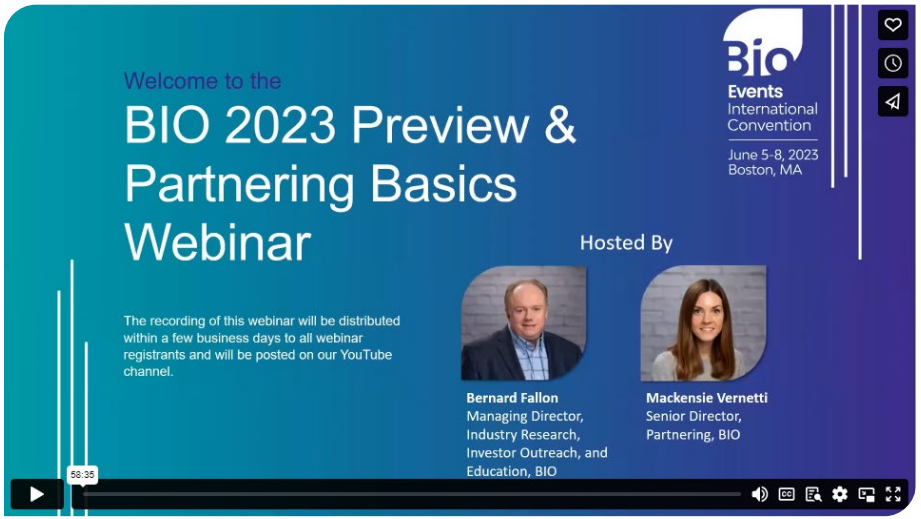


Webinar

Opportunity to work with BIO to hold a bespoke webinar that amplifies your company's leadership in your area of focus. BIO provides a turnkey option for webinar marketing, platform, and logistics. The sponsor can work with BIO to develop the webinar topic, provide the moderator, and invite speakers in alignment with BIO's editorial guidelines.

Distribution ..... **50,000 biotech executives, investors, and BD&L professionals across BIO's platforms**

Inventory	1 per month
Investment	$17,500
Production Timeline	Webiner title, abstract, and speakers confirmed one month from live webinar.
Run Date	Determined in conjunction with BIO





International Convention

June 3-6, 2024 San Diego, CA

Our team is always ready to support your event engagement.

sponsor@bio.org