



2026 Sponsorship & Exhibit Look Book

JUNE
22  25
2026
SAN DIEGO, CA

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About the BIO International Convention

At BIO 2026, we are not just showcasing breakthroughs; we are building bridges between the boldest innovators and the strategic partners who can bring these solutions to life. As a BIO sponsor, you're not merely supporting an event—you are demonstrating a commitment to transformational change that impacts us all.



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 events 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.

Overview of BIO 2025 in Boston

Top International Delegations

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

21,600
Registrants

43%
International Attendees

73
Countries Represented

50
States
Plus DC & Puerto Rico

1,650+
Exhibitors

150
International + US
Public Officials

20+
Networking
Opportunities

66,308
Partnering Meetings

65
Domestic & International
Pavilions

Partnering Recap

- **5,535** Partnering Companies
- **10,780** Partnering Delegates
- Scheduled meetings grew **8%** from 2024

Program Recap

- **170+** Sessions
- **15** Super Sessions and Fireside Chats
- **243** Company Presentations
- **Main Stage Speakers:**
George W. Bush, Martin A. Makary MD, MPH, Michael Strahan
- **1,100+** Speakers
- **800+** attendees at new Storytelling Stage

Sponsor Benefits Matrix

Build a package that serves your business goals. Your overall sponsorship spend* will set your sponsor level and include the relevant benefits below.

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 Materials	✓	✓	✓	✓	✓
Access to Sponsor Lounge <i>Casual seating and ability to schedule up to 3 meetings a day</i>	✓	✓	✓	✓	✓
Sponsor Tag in BIO Partnering™ System <i>For companies with delegates who have a Premier Access Registration</i>	✓	✓	✓	✓	✓
Complimentary General Access Registrations** <i>BIO Member Non-Member</i>	2 1	4 2	8 4	24 12	32 16
Invitations to the Biotech Leaders & Champions Reception				1	2
Logo Recognition on Event Website and Pre-Event Attendee Emails				✓	✓
Early Access to Book Housing					✓

*Investment in Partnering, Networking, Thought Leadership, Branding, and Digital Advertising opportunities contribute to your sponsorship level.

Investment in City Wide Branding secured through BIO's partner EMC Outdoor qualifies a company for sponsorship benefits.

**Based on BIO membership status at the time of sponsorship contract signature. BIO Partnering™ sponsors not receive General Access registrations in packages and the Premier Access registrations they receive are noted in the Partnering section.

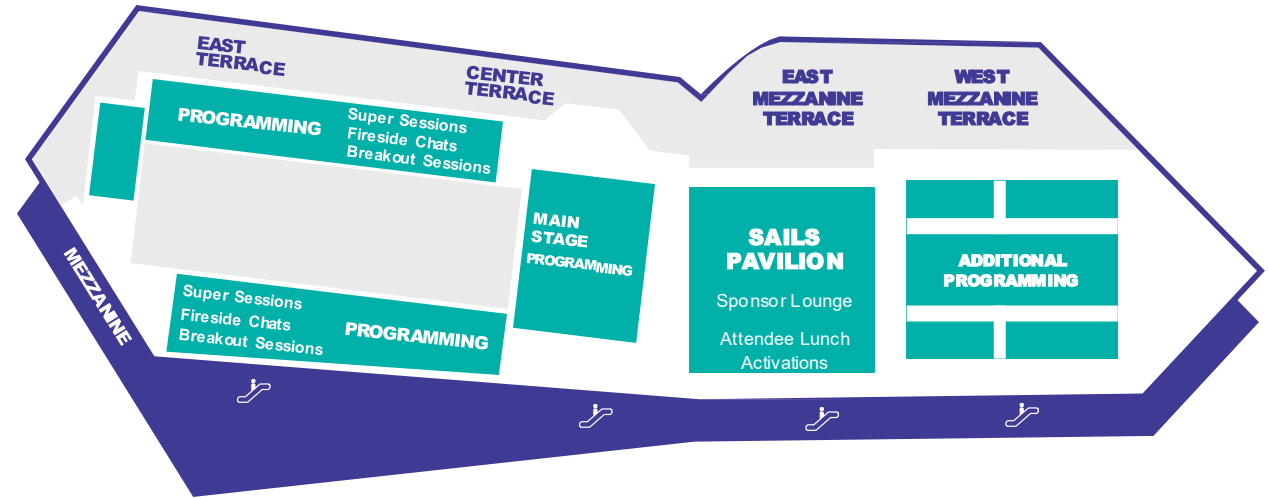
Double Helix and Helix sponsors receive additional benefits. Inquire with your Account Manager to learn more.

BIO reserves the right and sole discretion to decline sponsorship from an organization.

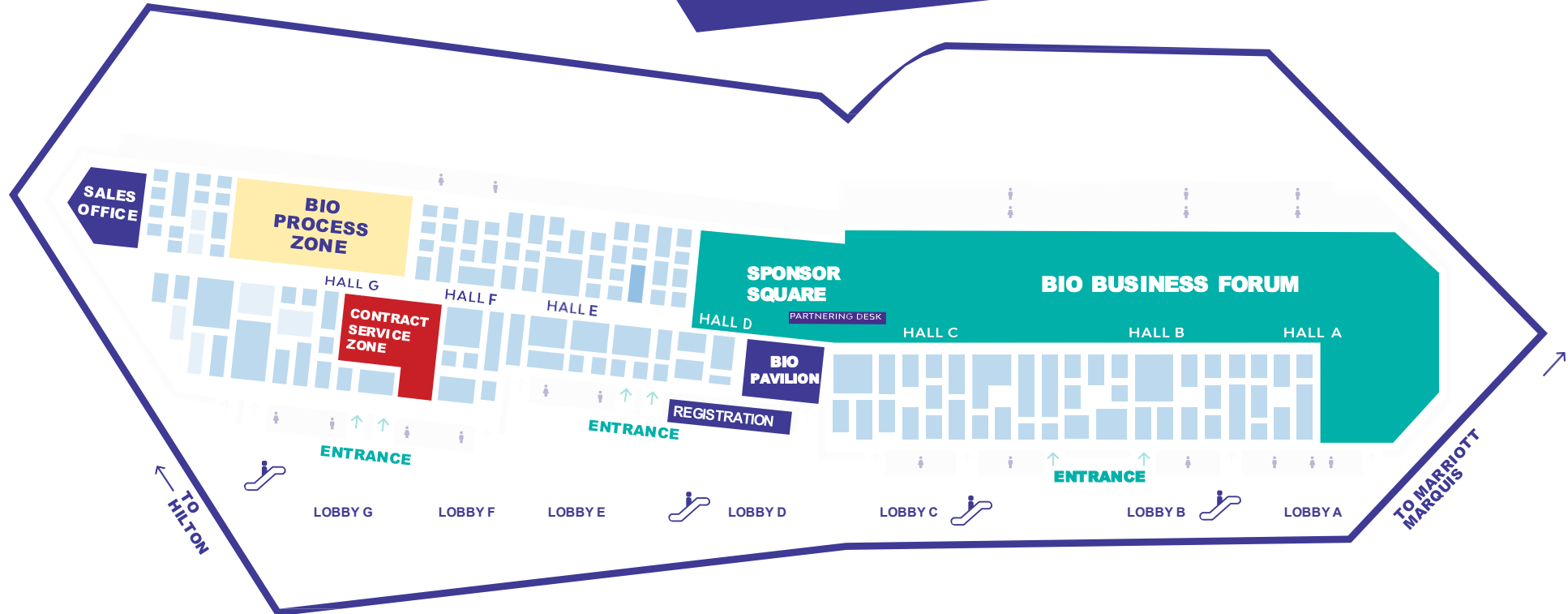
San Diego Convention Center Map

2024 map displayed. All conference elements subject to change for 2026.

UPPER LEVEL

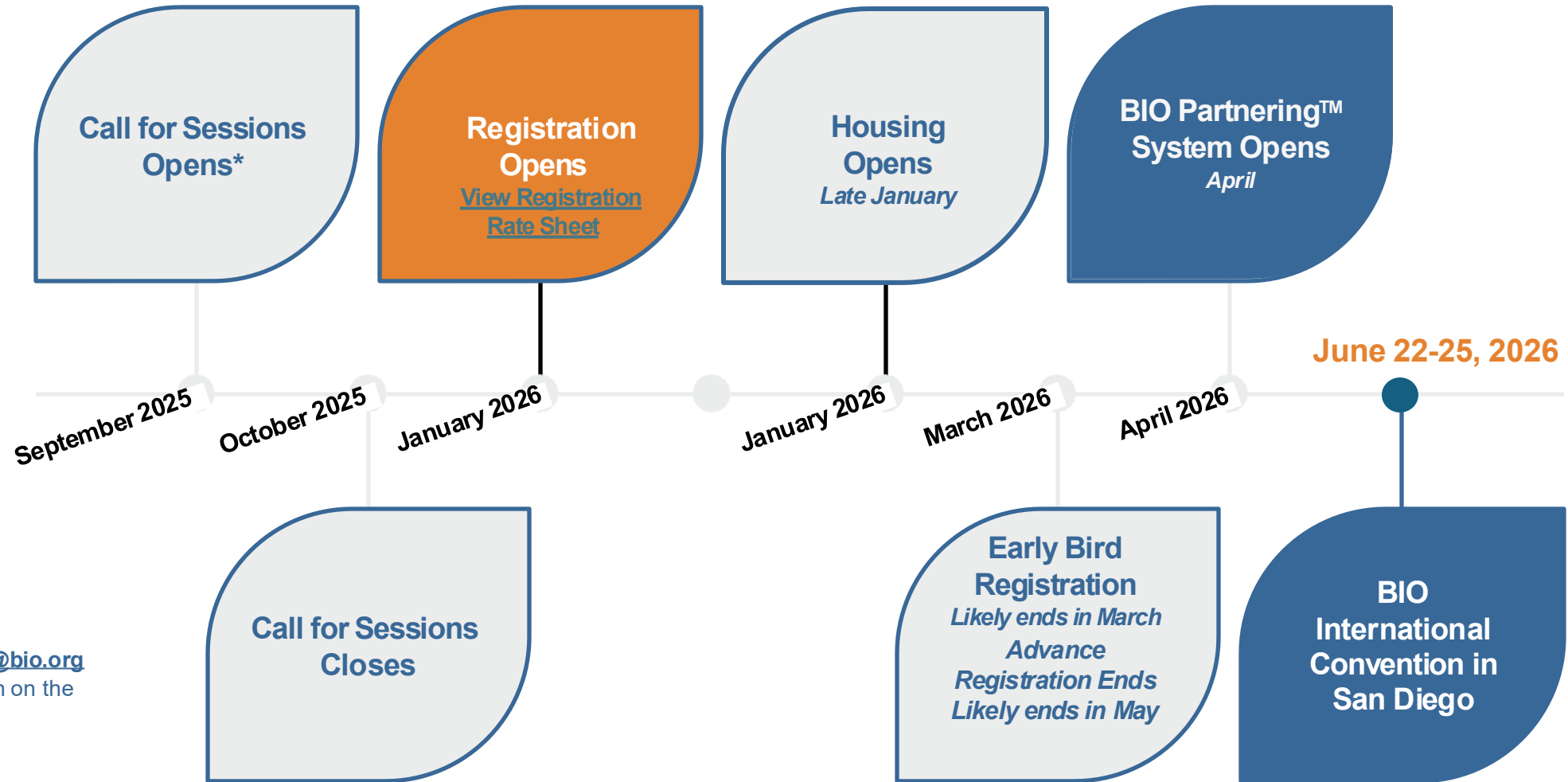


LOWER LEVEL



[Click here to view the 2026 Exhibition floorplan](#)

BIO 2026 Timeline



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

Dates subject to change without notice

The grid below can help you explore the various ways to gain access to the BIO Partnering™ system for your company and drive business development. Contact sponsor@bio.org if you would like to secure a dedicated Business Forum Suite.

Ways to Access the Partnering System	SPONSORSHIP Secure a Business Forum Suite (Business Forum Suite options start on page 10)	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 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 Partnering System and other event aspects as an attendee.
Meeting Access Points	Dedicated Sponsor Suite in the BIO Business Forum & BIO Business Forum area*	Meeting Points in the Exhibit Booth	BIO Business Forum*
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	Please inquire	1	1
Number of Meeting Invitations Per Profile	Please inquire	150	150
Dedicated Customer Success Associate	Included	Not Available	Not Available
Investment	Estimated Investment: \$36,000+	Estimated Investment: \$750+	Estimated \$3,050+
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. Contact exhibit@bio.org with questions.	Register though the main BIO registration portal.

*In some cases meetings may be in an Exhibit Booth if the meeting is scheduled with an Exhibit Booth Partnering company.

Sponsorship:

BIO PARTNERING™

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 Partnering™ System.



Standard Suite

Multiple Opportunities

\$36,000

- Reserved Standard Suite measuring 6'6" x 8'2" (2 x 2.5 m) and fitting up to 4 people
- Dedicated Customer Success Associate to provide assistance with the BIO Partnering™ system and priority scheduling
- Recognition as a BIO Business Forum sponsor
- Standard Suite will be set with 1 table and 4 chairs. BIO will also provide a trashcan, an electrical drop with a power strip, suite number sign, and sponsor logo sign
- BIO members receive 2 Premier Access registrations and BIO non-members receive 1 Premier Access registrations for this Business Forum package in place of the General Access registrations noted in the Benefits Matrix

Medium Suite

Multiple Opportunities

\$62,000

- Reserved Medium Suite measuring 10' x 13'1" suite (3 x 4 m) and fitting 6-8 people
- Dedicated Customer Success Associate to provide assistance with the BIO Partnering™ system and priority scheduling
- Recognition as a BIO Business Forum sponsor
- Medium Suite will be set with 1 table and 6 chairs. BIO will also provide a trashcan, an electrical drop with a power strip, suite number sign, and sponsor logo sign.
- BIO members receive 4 Premier Access registrations and BIO non-members receive 2 Premier Access registrations for this Business Forum package in place of the General Access registrations noted in the Benefits Matrix

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 from BIO's approved vendors.



Large Suite

Multiple Opportunities

\$115,000

- Reserved Large Suite measuring 19'10" x 19'10" (6 x 6 m) located in a prime area of the BIO Business Forum Sponsor Court
- Dedicated Customer Success Associate to provide assistance with the BIO Partnering system and priority scheduling
- The Large Suite will be set with 1 table and 6 chairs, and 1 laptop and printer with electrical and internet. BIO will also provide a trashcan, suite number sign and sponsor logo sign
- 1 complimentary Company Presentation
- BIO members receive 8 Premier Access registrations and BIO non-members receive 4 Premier Access registrations for this Business Forum package in place of the General Access registrations noted in the Benefits Matrix

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 Package for Large Suite Sponsors

Customized Suite Branding

Large Suite Wrap on 1 Exterior Wall (Front)	\$13,000
Large Suite Wrap on 2 Exterior Walls (Font and Side)	\$26,000
Limited Opportunities	

1 additional Premier Access registration for Large and Super suite sponsors who invest \$26,000+ in exterior suite branding



Super Suite

Multiple Opportunities

\$140,000

- Reserved Super Suite measuring 19'10" x 28'2" suite (6 x 8.5 m) located in a prime area of the BIO Business Forum Sponsor Court
- Dedicated Customer Success Associate to provide assistance with the BIO Partnering system and priority scheduling
- The Super Suite will be set with 1 table, 6 chairs, and 1 laptop and printer electrical and internet. BIO will also provide a trashcan, suite number sign and sponsor logo sign
- 1 complimentary Company Presentation
- BIO members receive 8 Premier Access registrations and BIO non-members receive 4 Premier Access registrations for this Business Forum package in place of the General Access registrations noted in the Benefits Matrix

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 Package for Super Suite Sponsors

Customized Suite Branding

- Super Suite Wrap on 1 Exterior Wall (Front): \$19,000
- Super Suite Wrap on 2 Exterior Walls (Front and Side): \$32,000
- Super Suite Wrap Additional Side Wall*: \$13,000

*Limited opportunities and additional fees may apply if wall is over 6 meters

1 additional Premier Access registration for Large and Super suite sponsors who invest \$26,000+ in exterior suite branding



BIO Partnering™ System Sponsor

Exclusive

\$95,000

Your company will receive recognition in BIO Partnering™ system and select marketing materials as the system's sponsor. In 2025, 61,500+ meetings at the BIO International Convention were scheduled via the system. 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 Partnering™ system home page and BIO Partnering mobile app
- Sponsor logo on signage and self-help terminals within the Business Forum
- Recognition as a BIO Business Forum sponsor
- BIO members receive 4 registration conversions to Premier Access and non-members receive 2 registration conversions to Premier Access

The BIO Partnering mobile app is separate from the BIO Event mobile. This package is for overall sponsorship of the BIO Partnering System.



Business Forum Hospitality Sponsor

Multiple Opportunities

\$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
- BIO members receive 2 registration conversions to Premier Access and non-members receive 1 registration conversion to Premier Access.

Sponsorship: Networking



Community
Engagement

BIO Pride Reception

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.

Benefits Include:

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



Community
Engagement

BIO Community and Culture Brunch

Multiple Opportunities

\$27,500

Support this dedicated reception at the BIO International Convention for leaders in the industry committed to fostering a globally competitive industry by strengthening the biotechnology workforce and improving health outcomes for all.

Benefits Include:

- High-visibility signage and recognition at reception
- 3 guaranteed RSVP spots for Sponsor's staff



International Receptions

Multiple Opportunities

\$30,000

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



CSBA and ICBA Reception

2 Opportunities

\$25,000

The CSBA & ICBA Reception is an exclusive event for executives from the Council of State Bioscience Associations and International Council of Bioscience Associations invited by BIO.

Benefits include:

- Recognition on invitations and signage at reception as a Co-Sponsor
- 2 reception invitations for Sponsor's staff and guests



Biotech Leaders & Champions Reception

2 Opportunities

\$50,000

This exclusive reception, tailored toward senior leaders, C-level biotech executives, policymakers, and patient advocacy leaders provides a unique networking opportunity for attendees to exchange and explore innovative collaborations.

Benefits include:

- Recognition on invitations and signage at reception as a Co-Sponsor
- 2 reception invitations for Sponsor's staff and guests

BIO Board of Directors & Steering Committee Reception

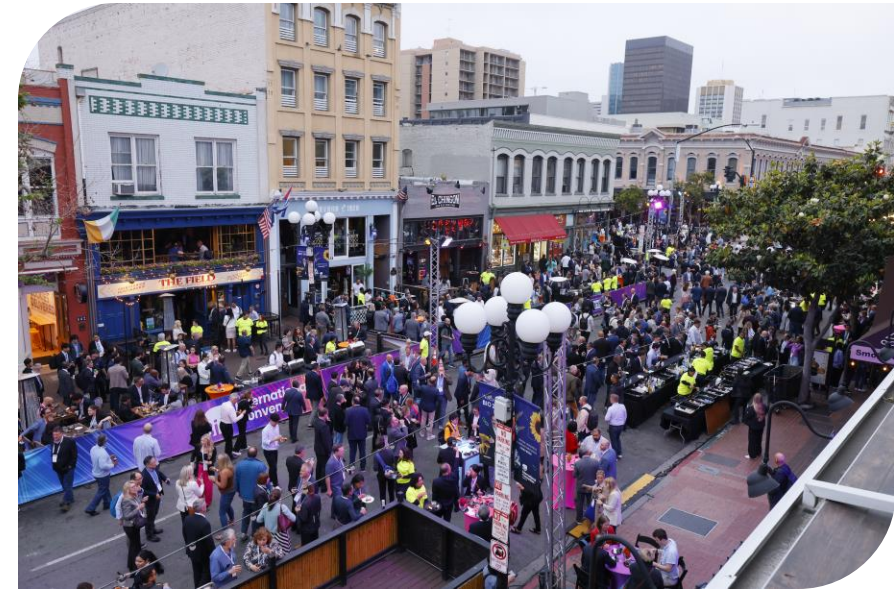
3 Opportunities

\$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 as a Co-Sponsor
- 5 reception invitations for Sponsor's staff and guests



Wednesday Party

Multiple Opportunities

\$85,000

Make your brand the life of the party during this high-energy reception.

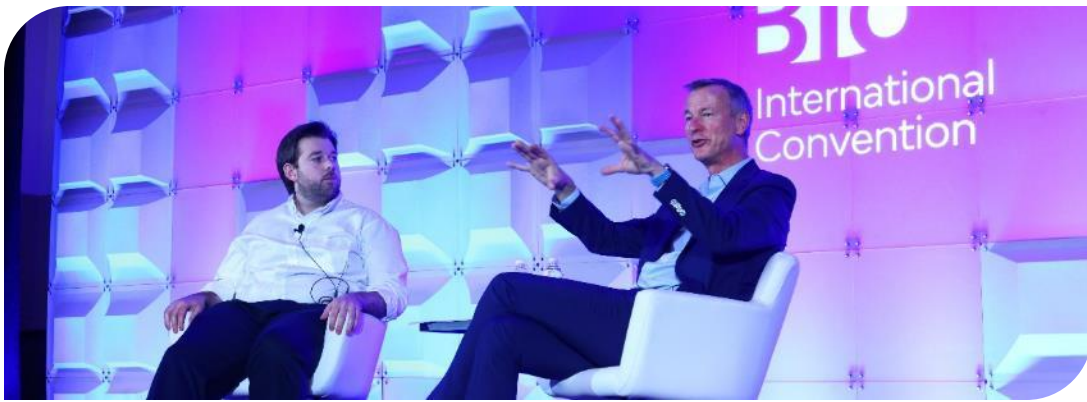
Benefits include:

- 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



Sponsorship:

Thought Leadership



Super Sessions

Limited Opportunities

\$85,000

Inspire the biotech industry with a compelling 75-minute 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, in-room presentation screen, and session page on event website
- Prime schedule time slots during peak audience availability



Sessions

Limited Opportunities

\$50,000

Work with BIO to develop a 60-minute session that amplifies your company's leadership in your area of focus.

Focus areas:

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

Benefits include:

- Opportunity to form a session based on program development
- Recognition on signage, in-room presentation screen, and session page on event website

Webinar

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 and recruitment, 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. Investment in a Webinar January through May 2026 can contribute to your BIO International Convention sponsorship level.

Distribution to 50,000 biotech executives, investors, and BD&L professionals across BIO's platforms
Average # of registrants: 200-350

Inventory	1 in April 1 in May 1 in June
Investment	\$17,500
Production Timeline	Webinar title, abstract, and speakers confirmed one month from live webinar.
Run Date	Determined in conjunction with BIO

Path to IND for Biologics: From DNA to First-in-Human in 9 Months

June 10, 2025

Speakers: Dr. Elena Gontarz

Join Thermo Fisher Scientific for an exclusive webinar introducing a transformative approach to biologics development and clinical scale-up. Our Path to IND for Biologics method accelerates the journey from DNA to IND/IMP submission and first-in-human clinical trials in as few...

[LEARN MORE](#)



Sponsorship:

**Industry Partnerships and
Specialized Programs**



BIO Patient Advocacy Pavilion

Co-Sponsorship; Multiple Opportunities **\$50,000**

The BIO Patient Advocacy Pavilion serves as a vital hub at the BIO International Convention, fostering connections between patient advocacy groups, venture philanthropy organizations, and industry partners. It provides excellent visibility and fosters collaboration, highlighting the important connection between industry partners and patient organizations. Feature your brand prominently at the Pavilion, where patient advocacy groups, investors, and companies connect through BIO Partnering and dedicated meeting spaces. Your sponsorship supports meaningful engagement and collaboration.

Benefits include:

- Recognition as a corporate sponsor of the BIO Patient Advocacy Pavilion
- Dedicated Customer Success Associate to assist Patient Advocacy Investors with meeting requests and priority scheduling

BIO Patient Advocacy Breakfast

Co-Sponsorship; Multiple Opportunities **\$25,000**

This invitation-only reception, hosted by BIO's Board Patient Advocacy Committee, brings the patient advocacy community, biotech leaders, BIO executive leadership and patient advocacy professionals together for meaningful discussions and collaboration.

Benefits include:

- Sponsor recognition on reception invitations, select communications, and onsite at the breakfast

Sponsorship of a dedicated Super Session or Session are other ways to engage with Patient Advocacy Groups at BIO.



Start-Up Stadium

Co-Sponsorship; 4 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:

- Logo 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, collaborating with BIO to ensure companies meet qualifications
- Opportunity to introduce the companies at the Stadium. Exact number TBD in collaboration with BIO.



Storytelling Stage

Co-Sponsorship; 2 Opportunities

\$25,000

The Storytelling Stage is where patients, patient advocates and industry leaders will share crucial patient perspectives, highlighting the importance of biotechnology and research in improving patient outcomes. The Stage will host live speakers throughout the day as well as impactful films from the Disorder Channel and the BBC. Located in a highly visible location within the Exhibition, the Storytelling Stage will run from Tuesday – Thursday and will be open to all attendees.

Benefits include:

- Recognition as co-sponsor of the Storytelling Stage on pre-event marketing and onsite signage



Community
Engagement

Student Program

Co-Sponsorship; 2 Opportunities

\$25,000

Join BIO in hosting the next generation of biotech innovators with programming and networking focused on building connections and the future biotech workforce.

Benefits include:

- Guaranteed speaking opportunity on the program (to be determined based on program development)
- Logo recognition on onsite signage for the Student Program and Student Program Reception
- Recognition on select marketing materials promotion the Student Program as a "Student Program Sponsor"



Community
Engagement

Academic Campus

Co-Sponsorship; 2 Opportunities

\$25,000

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 on onsite signage for the Academic Campus
- Recognition as a BIO Business Forum sponsor
- BIO members receive 4 Premier Access registrations and BIO non-members receive 2 Premier Access registrations for this package in place of the General Access registrations noted in the Benefits Matrix on page 4.



Company Presentation Program

Co-Sponsorship; 2 Opportunities

\$25,000

Get strategic, onsite visibility in the Company Presentation Program rooms where hundreds of partnering companies will pitch their biotech innovations to licensing and business development representatives, venture capital firms and 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 nominate up to 4 of companies to present. Nominations are subject to BIO's review and approval
- Opportunity to introduce presenting companies in the company presentation rooms (script provided by BIO).



Professional Development Program

Co-Sponsorship; 2 Opportunities

\$25,000

Get strategic, onsite visibility in the Professional Development Program where hundreds of biotech professionals come to Convention early for training in business development, entrepreneurship and more.

Benefits include:

- Recognition on signage, onsite presentation screens, and in relevant marketing materials
- Opportunity to make remarks at Professional Development Program reception or during one specific course. Session in which remarks can be made are mutually agreed upon for BIO and Sponsor
- Logo recognition pre- and post-event for website branding at bio.org/courses as a supporter of Professional Development Courses at BIO 2026
- Logo recognition at the Professional Development Program Reception

Sponsorship: Branding

Main Stage: Featured Program

Exclusive

\$150,000

Receive unparalleled brand exposure by sponsoring a featured Main Stage program. The featured program will be the most prominent programmatic element taking place on BIO's Main Stage. It may be a keynote speaker, panel discussion, or TED style talk- to be determined based on BIO's program development. This sponsorship is an ideal blend of thought leadership and branding for maximum visibility in front of the BIO International Convention audience.

Benefits include:

- Opportunity to deliver up to 2 minutes of remarks from a member of your executive team during the day's featured Main Stage program.
- Opportunity to show a 1-minute corporate video at the start of the day's featured Main Stage program
- Extensive branding:
 - Logo recognition on emails announcing the featured program on the Main Stage to an estimated 60,000+ industry executives
 - Logo recognition on Main Stage program webpage with an estimated 900,000+ impressions between April-June
 - Spotlight on the convention center's digital signage network the day of your sponsored featured Main Stage program sponsorship. Estimated 40,000+ impressions
 - Logo recognition on walk-in screens on the Main Stage during the 30 minutes prior to the kickoff of the featured program. Estimated 3,000+ impressions.
 - VIP early access to secure prime seating on the day of your sponsored featured Main Stage program



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

Main Stage: Featured Program sponsorship opportunity subject to change. Please inquire with your Account Manager for more information.



Attendee Bags

Exclusive

\$150,000

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

\$100,000

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.

Hotel Keycards

Exclusive

\$85,000

Your prospects can carry around your sales message for the entire convention. As event guests arrive at select designated host hotels, they will be handed a customized hotel key card. Promote your special event, booth number, and brand.



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.



Event Map

Exclusive

\$25,000

The exclusive Event Map sponsor will be featured on the back cover of the printed map, which showcases the BIO Exhibition and Convention Center floorplan. This will be the primary print piece for BIO 2026 attendees and is an effective tool for your brand message. [Click here to view an example.](#)

BIO Gives Back Initiative

Multiple Opportunities

\$25,000

This unique engagement provides BIO attendees the opportunity to support underserved communities through daily activations at the BIO International Convention. Examples of past activations include making STEM kits and assembling hygiene kits for donations to the local communities. Showcase your company's commitment to corporate responsibility with this turnkey sponsorship.

Benefits include:

- Logo recognition in select promotional materials and on signage in the activation area



Headshot Lounge

Exclusive

\$40,000

With a projected 4,000+ attendees engaging with the Headshot Lounge, this activation typically held on the BIO Exhibition show floor, is a turnkey logo placement option. Branded photos are printed on the spot and a digital copy is emailed to each participating attendee with BIO and sponsor branding.

Benefits Include

- Logo recognition in select promotional materials and on signage in the activation area



Yoga

Exclusive \$25,000

BIO attendees will have the chance to stretch and get ready for the days ahead during morning yoga. Yoga classes are typically offered two mornings of BIO. The sponsor will receive logo placement on pre-event materials and on-site signage.

Benefits include:

- Logo recognition in select promotional materials and on signage in the activation area



5K Run & Walk

Exclusive \$80,000

A San Diego tradition, the BIO 5K brings together BIO attendee runners and walkers for a morning race. This turnkey sponsorship provides the sponsor the ability to splash their branding across the race's promotional materials and select on-site signage.

Benefits include:

- Logo recognition in select promotional materials and on signage in the activation area





Charging Lounge

Multiple Opportunities

\$25,000+

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. Sponsorship includes company logo placement on BIO branded structure and opportunity to place a QR code on a table cling or table top sign.



Focus Pod

Multiple Opportunities

\$25,000+

These workstations will be a place for attendees to catch up on work in a focused, semi-private environment. Each pod will contain two sections, each with a table and a chair. Sponsorship includes ability to brand the exterior of the Focus Pod with sponsoring company's graphics.

1 Focus Pod: \$25,000+ or 2+ Focus Pods: \$20,000+ each



Transportation

Position your brand in front of BIO attendees in the BIO provided shuttles taking attendees from the BIO hotel room blocks to the SDCC. In 2024 (San Diego), daytime ridership was a total of 27,885 attendees. Advertisements to be displayed on buses Monday through Thursday on shuttle buses running from hotels to the SDCC. Sponsor logo placement on transportation-related signage like hotel lobby signs, city-shuttle loading signs, convention center shuttle loading signs, official transportation schedule, QR stands, and shuttle route identification signage.

Bus Interior Windows

Exclusive

\$45,000

- 8 20" w X 12" h, interior window banners installed on 8 interior bus windows, facing seated passengers.
- Sponsor can provide 1 color ad design. Exact design specs to be shared later.

Bus Exterior Window Tiles

Exclusive

\$75,000

- 3 4'w X 2'h, window tiles installed on 3 exterior passenger side bus windows.
- Advertisements to be displayed on buses Monday through Thursday on shuttle buses running from hotels to the SDCC.

OR

Transportation Sponsorship

Exclusive

\$100,000

- Exclusive sponsorship of the Interior Window Banners and Exterior Window Tiles
- Exterior Branding: 3 4'w X 2'h, window tiles installed on 3 exterior passenger side bus windows. Sponsor can provide 2 sets of designs.
- Interior Branding: 8 20" w X 12" h, interior window banners installed on 8 interior bus windows, facing seated passengers. Sponsor can provide 2 sets of designs.

Signage at the SDCC

View the full inventory of signage options and additional details [here](#).

MORE INFO >



Escalator Graphics
\$27,000+



Banners
\$8,000+



Column Wraps
\$8,000+



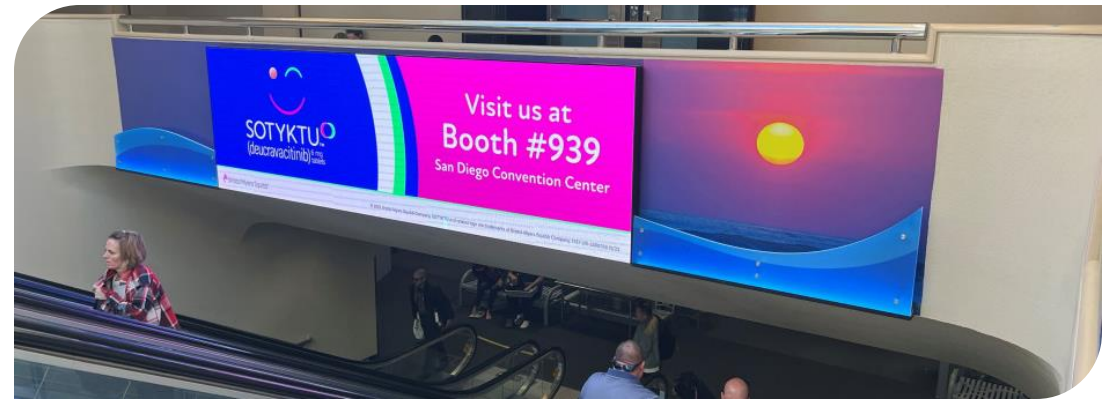
Wall Decals
\$12,000+



Business Forum Wall Signs
\$18,000+



Digital Signage
\$10,000+



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.

EMC Outdoor & Events is BIO's official partner for select city-wide marketing products during the International Convention.

Sponsors and exhibitors who wish to advertise outside of the San Diego Exhibition and Convention Center proper are rewarded with sponsorship benefits when they use our official partner, EMC Outdoor & Events. Advertising materials are subject to BIO's review and approval.



Arrivals Media// \$8,000+

- Airport Digital Display Network
- Airport Tension Fabric Displays

Perimeter Media// \$10,000+

- Gaslamp Quarter Digital Information Screen
- Streetlamp Banners
- Backlist Kiosks
- Barricade Banners
- Hotel Wallsapes

San Diego Mobile Media & Engaging Media// \$15,000+

- Digital & Printed Mobile Billboards
- Pedicabs
- Uber in App Advertising
- Wrapped Rideshare
- Rideshare Projections
- Sailboat Advertising

Sponsorship:

Digital Advertising

BIO Event App

The **new** BIO International Convention app (separate from the BIO Partnering™ system app) provides important program, exhibit, and event information to delegates.

As the Event App sponsor, you'll have exclusive placement on the splash page when a user launches the app. This sponsorship puts your brand in front of approximately 7,000+ BIO attendees pre-event to the final day of the BIO International Convention.

Exclusive Sponsorship

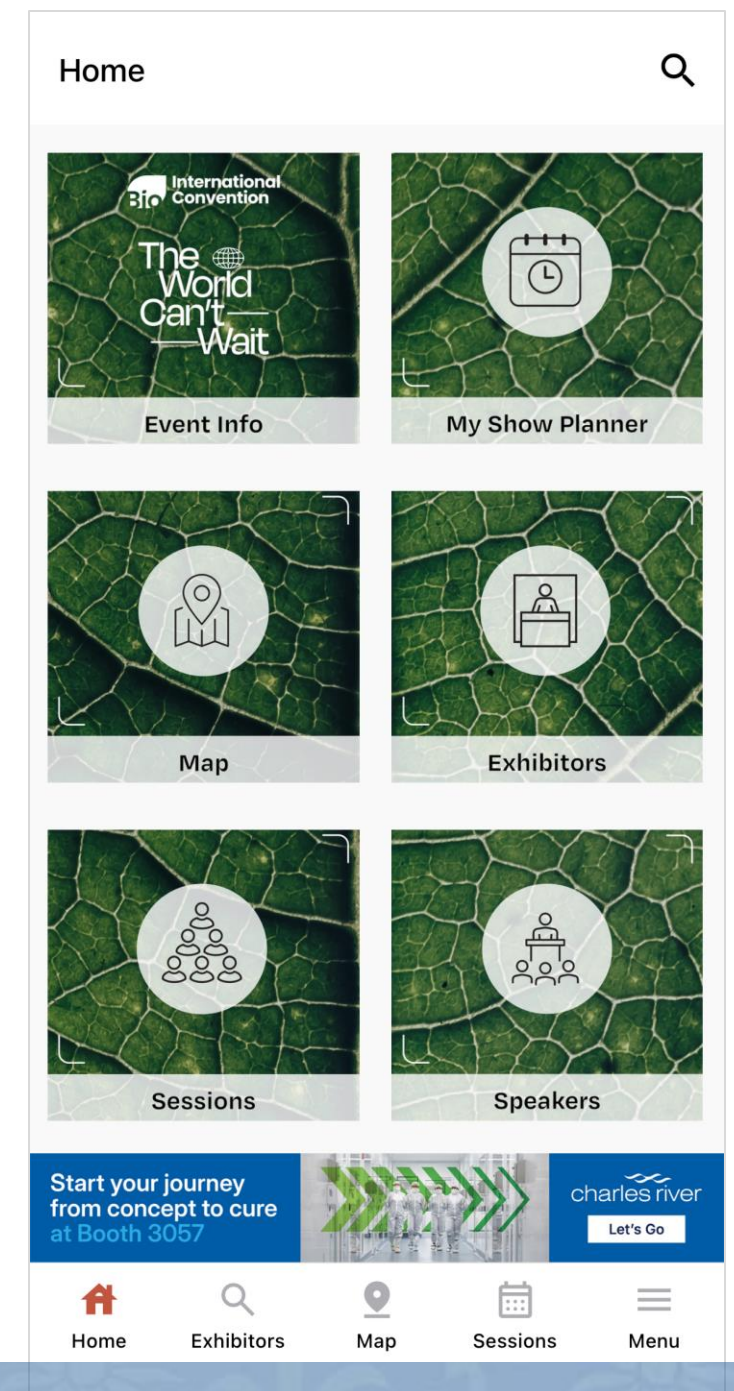
\$30,000

Benefits include:*

- Splash page advertisement (exclusive). Approximate views: 40k
- 1 static banner ad which appears in rotation on the main sections of the event app, including the home page, session search, exhibitor and floor plan search
- Sponsor will be listed as a “featured exhibitor” in the exhibitor list
- Logo recognition on pre-event attendee promotions, such as emails and website specific to mobile app
- 1 additional complimentary Premier Access registration or 2 additional complimentary General Access registrations. Sponsor to select option during contracting.

App image and layout subject to change. Specifications for banner ad and splash page ad will be sent to the sponsor upon contracting. Assets that do not conform to these specs will not run until corrected by the sponsor. BIO reserves the right to review ads for content and request edits if the BIO brand name or logo are used.

Creative due date: May 2, 2026. Late materials will not be accepted.



Event App Ad

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

Investment \$2,000 per ad

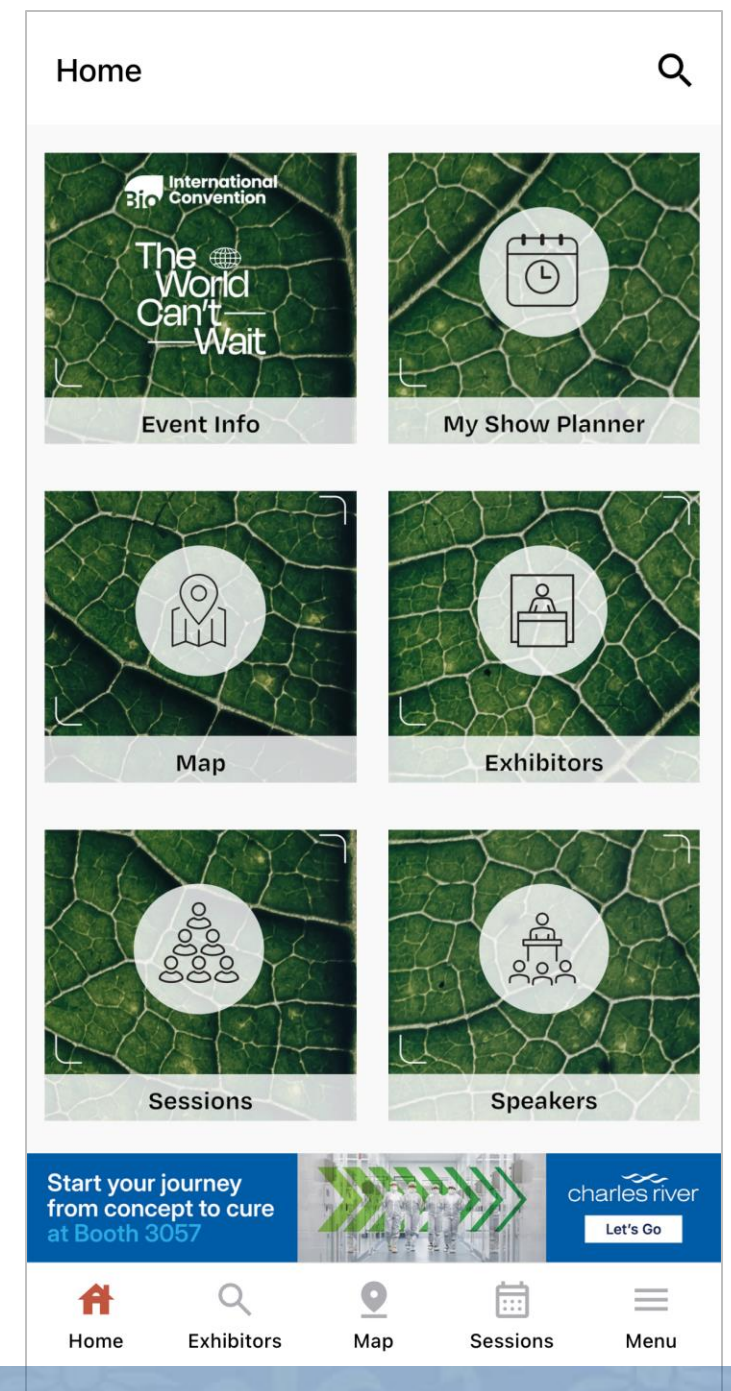
Inventory: 5 per day over the course of 4 days (Monday – Thursday) between 9 AM Eastern and 6 PM Eastern.

Benefits include:*

- 1 static banner ad which appears in rotation on the main sections of the event app, including the home page, session search, exhibitor and floor plan search

App image and layout subject to change. Specifications for banner ad will be sent to the sponsor upon contracting. Assets that do not conform to these specs will not run until corrected by the sponsor. BIO reserves the right to review ads for content and request edits if the BIO brand name or logo are used.

Creative due date: May 2, 2026. Late materials will not be accepted.



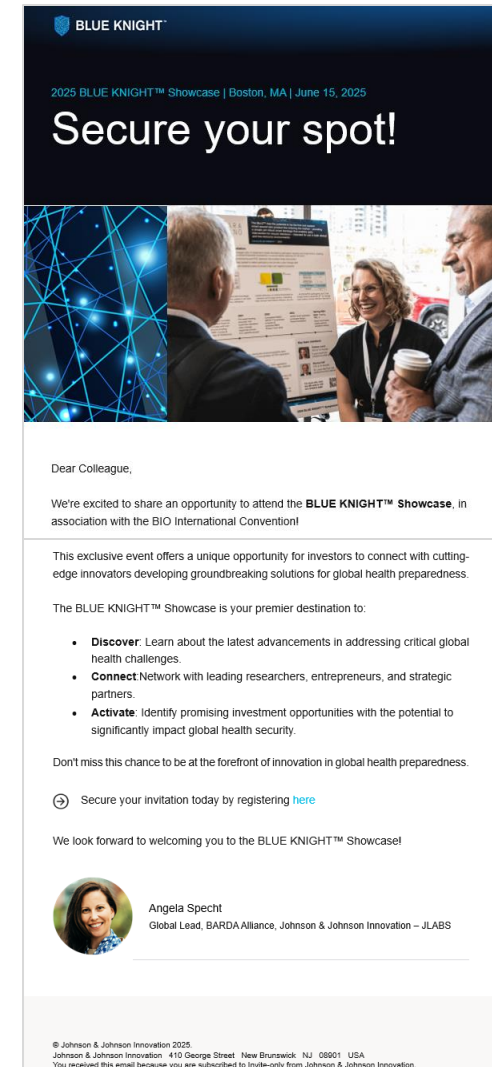
Dedicated Email Send

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 75,000 subscribers and attendees

Inventory	2 per month
Investment	\$30,000 per dedicated send
Email Specs	<ul style="list-style-type: none">• Ready to publish HTML file with code. Please do not use Microsoft Word to create your HTML file.• Subject line for the email send. <p>Please note: BIO reserves the right to review and approve/modify content prior to deployment.</p> <p>A specific month for the email send can be requested and BIO will determine the deployment date.</p>
Email Content Deadline	15 days in advance of start date
Run Dates	Multiple Year-Round



The image shows a screenshot of an email invitation. At the top, it says "BLUE KNIGHT" with a logo. Below that, it says "2025 BLUE KNIGHT™ Showcase | Boston, MA | June 15, 2025". The main headline is "Secure your spot!". There is a photo of three people in a professional setting. Below the photo, the text reads: "Dear Colleague, We're excited to share an opportunity to attend the BLUE KNIGHT™ Showcase, in association with the BIO International Convention". It then describes the event as an exclusive opportunity for investors to connect with cutting-edge innovators. A list of benefits follows: "Discover: Learn about the latest advancements in addressing critical global health challenges.", "Connect: Network with leading researchers, entrepreneurs, and strategic partners.", and "Activate: Identify promising investment opportunities with the potential to significantly impact global health security." It ends with a call to action: "Secure your invitation today by registering here" and a signature from Angela Specht, Global Lead, BARDA Alliance, Johnson & Johnson Innovation - JLABS.


Attendee Email Banner Ad

This high-exposure, pre-event opportunity is a great way to spotlight your company in the weeks leading up to the event. Your banner ad will appear in one of the pre-event attendee acquisition emails at the base of the content.

Distribution

Up to 60,000+ prospective attendees & registrants

Inventory	1 per email
Investment	\$6,500
Ad Specs	600 px x 200 px banner ad (static JPG or PNG; no HTML 5)
Ad Space Deadline	15 days in advance of the send date
Run Dates	Emails are sent once per week from late March to mid-May



The BIO One-on-One Partnering System is now open.

Dear

Start sending your meeting requests! The BIO One-on-One Partnering™ System is now open for the 2024 BIO International Convention. Be sure to [register now for a Premier Access registration pass](#), which includes Partnering.

Whether you're introducing your company to an in-licensor, investor or buyer, or you're updating them on your latest data, asset, platform or product/service, biopharma deal-making is a numbers game: **the more companies you meet, the higher the chance of securing your next win.**




Large pharmas and investors each schedule hundreds of meetings, so [register now](#) and send your requests. Detailed profiles and advanced search filters in the system help you pinpoint your ideal partners. **With an average attendee rating of "Very Satisfied", there is no better ROI on a business development activity than partnering at BIO.**

[Register Now](#)




600 PX X 200 PX BANNER


Static JPG or PNG
No URL

DOUBLE HELIX SPONSORS

HELIX SPONSORS



[VIEW ALL SPONSORS](#)

Event Website Ad

Reach a highly qualified audience of prospective attendees and biotech professionals from around the world. This opportunity gives you incredible brand exposure to the #1 resource used by prospective attendees.

Estimated Impressions **900,000 between April-June**

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

Distribution on convention.bio.org:

- Ad featured on the homepage as well as heavily-visited pages Event Info, Schedule-at-a-Glance, and Registration

Inventory	4 advertisers in rotation
Investment	\$5,000 for all 3 months
Ad Specs	<ul style="list-style-type: none">• Static 728 x 90 px .PNG or .JPG• .GIF or HTML 5 not accepted.• + URL
Materials Due	15 days in advance of start date. Late materials will not be accepted.
Run Dates	April 1 through June 30



Total impressions are an estimate based on 2025 data. Ad may run longer than June 30 to guarantee 900,00 impressions.


Creative due date: March 24, 2026 to begin running on April 1. Ads received after March 24, 2026 will begin running 5 business days after receipt of approved creative. Ad must be non-animated. Assets that do not conform to these specs will not run until corrected by the sponsor. BIO reserves the right to review ads for content and request edits if the BIO brand name or logo are used.

Bio.News Email Ad

Display your sponsored content in BIO's newsletter, Bio.News, in the weeks leading up to the event.

Estimated Distribution: 30,000+ subscribers

Inventory	1 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"
Deadlines	Ad space reservation due 30 days in advance of start date. Ad materials due 15 days in advance of start date.
Run Dates	Year-Round



Sponsored Content by Company Name

YOUR AD HERE

Breaking News: FDA Commissioner to keynote BIO International Convention

Dr. Robert Califf, Commissioner of the U.S. Food and Drug Administration (FDA), [will be the keynote speaker on Day 3 of the 2023 BIO International Convention in Boston](#)—here's the scoop.

Why Dr. Califf? Dr. Califf has weathered a pandemic, attacks on the accelerated approval pathway, and an infant formula shortage. He's made fighting misinformation a top priority, citing its spread as a contributing factor to a drop in life expectancy in the U.S.

What they're saying: "Scientific facts and data are at the heart of what we do in the biotech industry," said BIO CEO Rachel King. "We are so pleased that Dr. Califf is joining us, as we Stand Up For Science and fight back against distortions and half-truths that can spread like wildfire in the age of social media."

The details: Dr. Califf will join BIO CEO Rachel King in a wide-ranging interview on Wednesday, June 7, at the BIO International Convention in Boston—[click here for details and registration](#).

Get ready: Dr. Califf joined a recent episode of the I am BIO Podcast, in which he talked about the problem with misinformation—[listen here](#).

EXHIBIT

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:

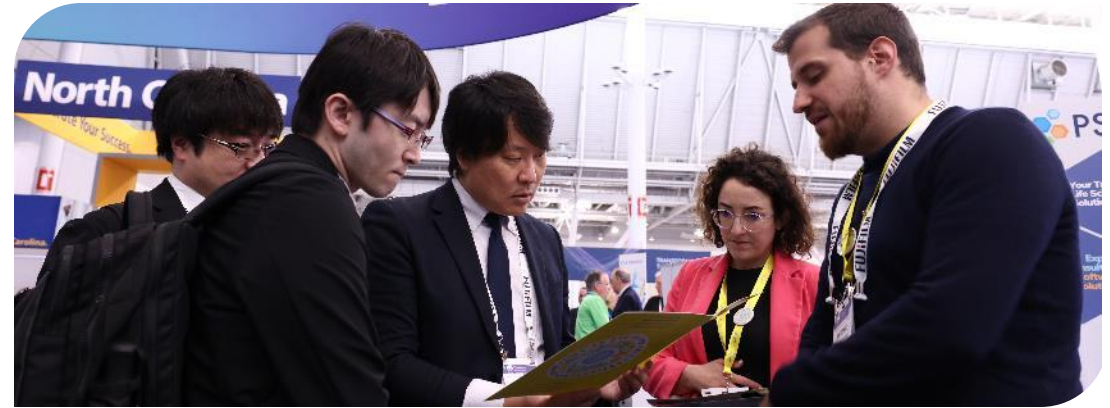
- \$50 per square foot for BIO members
- \$52 per square foot for Pavilions
- \$54 per square foot for non- BIO members

Booth Package: 10 x 10 Exhibit Space

- 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
- 8' backwall drape, 3' side-rail drape, and 1 booth ID sign (does not apply to island booths)

[Click here to view the 2026 Exhibition floorplan](#)

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



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.

Exhibitor Booth Partnering Pricing:

2 partnering accounts 100 square feet of exhibit space may be purchased.

BIO Member: \$750 per account
Non-Member: \$950 per account
Pavilion: \$800 per account
2026 pricing subject to change



**Our team is always ready to support your
event engagement. Contact us today.**

sponsor@bio.org