

2025 Attendee Activations

In Partnership with 3D Media Group



Sponsored Attendee Activations at BIO 2025

Attendee activations at BIO 2025 create a memorable guest experience designed to immerse attendees in your brand and message.

Sponsor an immersive experience to increase your brand awareness and generate high foot traffic and lead collection in a **100% turnkey** solution.

BIO partners with 3D Media to offer these guest experiences at the BIO International Convention:

HEADSHOT  UNGE

YOGA  STUDIO

BOSTON  HISTORY TOUR
Trolley Ride, Coffee & Scones

LEGO MINIFIG  BUILD

CUSTOM T-SHIRT  PRINT STUDIO

ARCADE  CHALLENGE

HEADSHOT L UNGE



Headshot Lounge
Estimated 4,000+ Attendees Served
Estimated 86,042 Brand Impressions

HEADSHOT L UNGE

Engage with the 4,000+ BIO attendees who visit the Headshot Lounge. Headshot Lounge is "brand immersion" at its best. Each guest spends about 15 minutes in the Headshot Lounge.

Branded photos are printed on the spot and a digital copy is emailed to each participating attendee with BIO sponsor branding.

This sponsorship also includes the turnkey opportunity for a sponsor to conduct survey collection.

Printed Photo Mementos - For immediate gratification, branded photos are printed on the spot and hand delivered to each guest with BIO and sponsor branding.

Mobile Engagement & Lead Generation

Headshot Lounge includes custom mobile site for engagement and survey collection, perfect for sponsor communications. Mobile engagement delivers leads, facilitates real time show site meetings and brand messaging.

Make it Social – An email kiosk enables attendees to immediately upload their photo to their social media accounts and email a digital copy to themselves. These social media activities are branded with BIO and sponsor branding.

This Activation Includes

- Logo placement on BIO Headshot Lounge signage
- Branded print headshot photo (4"W X 6"H) with sponsor logo
- Branded email & digital photo for each attendee with sponsor mention
- Staffing: 1 manager, 2 brand ambassadors, 2 stylists, and 1 photographer
- Self-serve beauty bar
- Photo email & social share software
- Sponsor survey collection
- Post event ROI report
- BIO sponsor benefits at your overall investment level

Investment | \$40,000



4



HEADSHOT L UNGE

Headshot Lounge - By The Numbers

Sponsor ROI & Ad Impressions (All estimated)

Guests Served

- 4,566 - Guests served
- 31,952 - Minutes of in booth immersion (4,566 X 7 minutes)

Show Site Advertising Impressions

- 950 - Face-to-face guest conversations
- 4,566 - Hand delivered headshot prints
- 60,000 - On-site brand impressions (20,000 attendees X 3)
- 4,566 - Survey station ad views

Lead Generation

- 4,566 - Unique surveys captured
- 22,500+ - Sponsor survey questions answered (4,566 x 5)

Digital Ad Impressions

- 4,566 - Branded emails sent
- 6,840 - Sponsored URLs viewed
- 4,566 - Branded email stations viewed

Total Sponsorship Impressions

- 86,042 - Total (onsite branding, mobile site, reg., emails)



YOGA STUDIO Start The Day Off Right



Yoga Studio

Estimated 300+ Attendees Served

Estimated 22,800 Ad Impressions

YOGA STUDIO Start The Day Off Right

Yoga Studio is a one (1)-hour yoga class for three (3) days of the Convention designed to teach a series of poses to de-stress and clear your mind through relaxation techniques for the everyday person. This sponsorship includes pre-event branded promotional emails, a custom guest registration site and email reminders.

Attendees will be greeted at the entrance of the Yoga Studio by a brand ambassador, who will check in guests. Signage with the sponsor logo will greet yoga guests.

This Activation Includes

- 1) Yoga Studio features 3 1-hour classes (Tuesday, Wednesday & Thursday Mornings) for up to 100 people. 300+ estimated attendees served
- 2) Branded pre-event email invitation & registration drive
- 3) Branded Yoga Studio registration confirmation email
- 4) Signage – 3 32”X 94” Yoga Studio signs with sponsor logo included, 132”X 94” sign with sponsor messaging
- 5) Staffing: 1 Event Manager and 1 Yoga instructor
- 6) Sponsor survey collection
- 7) Post event ROI report
- 8) BIO sponsor benefits at your overall investment level

Investment | \$25,000

© 2017-2024 3D Media Group



Yoga Studio Sponsorship - By The Numbers

Sponsor ROI & Ad Impressions (All estimated)

Guests Served

- 300 - Guests served
- 27,000 - Minutes of guest engagement (300 X 90 minutes)

Show Site Advertising Impressions

- 20,000 - On-site brand impressions (20,000 attendees X 1)

Lead Generation

- 500 - Unique surveys captured
- 2,500 - Sponsor survey questions answered (500 x 5)

Digital Ad Performance

- 500 – Branded emails sent
- 2,000 – Event registration site page views
- 300 – Branded event reminder emails

Total Ad Impressions

- 22,800 – Total (banner, mobile, mobile reg., emails)





Boston History Tour

Estimated 60 Attendees Served

Estimated 22,800 Ad Impressions

Join us for the Boston History Tour at BIO 2025! Enjoy an open-air trolley ride through the city's iconic landmarks with live commentary from an expert docent. After the 1-hour tour, guests will be greeted by a curbside coffee service and light breakfast bites.

This sponsorship offers a powerful branding and advertising opportunity, reaching a targeted guest list of BIO 2025 attendees. You'll benefit from exclusive networking, a speaking opportunity to highlight your brand, and unparalleled visibility throughout the immersive 1.5-hour event. (1 hour tour and 30 minutes of networking) From branded trolleys to personalized guest interactions, this is the perfect platform to make a lasting impression on your audience. This is a targeted invitation only event. Guests will be picked up and dropped off at BIO's major host hotel.

This Activation Includes

- 1) Branded pre-event email invitation & registration drive
- 2) Branded Boston History Tour registration confirmation email and reminders
- 3) 2 Branded trolleys (30 guests per trolley)
- 4) 2 Scripted history docents; 1 for each trolley
- 5) 2 Brand ambassadors
- 6) Morning beverage service - curbside coffee, tea, and scones- after the tour
- 7) Sponsor survey collection
- 8) Post event ROI report
- 9) BIO sponsor benefits at your overall investment level

Investment | \$30,000



Boston History Tour Sponsorship - By The Numbers

Sponsor ROI & Ad Impressions (estimated)

Guests Served

- 60 - Guests served
- 5,400 - Minutes of guest engagement (60 X 90 minutes)

Lead Generation

- 120 - Unique surveys captured during the registration process
- 600 - Sponsor survey questions answered (60 x 5)

Digital Ad Performance

- 500 – Branded emails sent
- 2,000 – Event registration site page views
- 300 – Branded event reminder emails

Total Ad Impressions

- 3,520 – Total (banner, mobile, mobile reg., emails)



LEGO MINIFIG BUILD



Branded Sticker & Carrying Bag

Lego Minifig Build

Estimated 2,000+ Attendees Served

Estimated 68,000 Ad Impressions

LEGO MINIFIG BUILD

We are never too old to play. The Lego Minifig Build allows guests to craft their own custom Lego figures, encouraging them to follow their creative bliss while participating in a hands-on activity they'll never forget.

13

Lego Immersive Experience – Every Lego Minifig activation is designed and branded for your conference theme and company, including decorations, Lego sets and mini figures.

Creativity – This unique program offers guests a memorable break from typical conference activities and revisit their childhood.

Make-It Take-It – Not only will this provide a fun and engaging experience, but attendees will also leave with a personalized keepsake.

This Activation Includes

- 1) Logo placement on Lego Minifig Build signage
- 2) Logo Minifig build to run 2 days of the BIO Convention with the projection of serving 1,000 attendees a day
- 3) Attendees can build Minifigs including torsos, legs, heads, head decorations & hand accessories
- 4) Staffing: 4 staff including a manager, brand ambassador, and support staff
- 5) 2" diameter banded sticker with sponsor logo and take away carrying bag
- 6) Assembly bins branded with the sponsor logo
- 7) Attendee engagement activities- sign up page, survey, confirmation email branded with sponsor logo
- 8) Post event ROI report
- 9) BIO sponsor benefits at your overall investment level

Investment | \$45,000

Lego Minifig Build Sponsorship - By The Numbers

Sponsor ROI & Ad Impressions (estimated)

Guests Served

- 2,000 - Guests served
- 14,000 - Minutes of guest engagement (2,000 X 7 minutes)

Show Site Advertising Impressions

- 60,000 - On-site brand impressions (20,000 attendees X 3)

Lead Generation

- 2,000 - Unique surveys captured
- 10,000 - Sponsor survey questions answered (2,000 x 5)

Digital Ad Performance

- 2,000 – Branded emails sent
- 9,000 Mobile page views

Total Lego Wall Sponsorship Ad Impressions

- 68,000 – Total (signage, mobile, emails)

CUSTOM T-SHIRT  PRINT STUDIO Express Yourself - Live T-Shirt Printing



T - Shirt Studio

1,000 Attendees Served

95,367 Ad Impressions

CUSTOM T-SHIRT PRINT STUDIO

Print t-shirts live and watch as attendees line up for their complimentary, personalized t-shirt. Attendees select their design, shirt color and size. In minutes, guest shirts are printed and hand delivered, still warm from production. Crowds gather in amazement as these personal shirts are printed in real time.

Brand Immersion – Immerse your clients in your brand. Each prospect spends approximately 10 minutes at this promotion. Your brand, your banner and this engaging experience will envelope your clients. Your message will be heard and remembered.

Real Time Emails & Meeting Connections – Each guest that fills out a survey will be sent a custom sponsor email in real-time. This email is designed to generate sales meeting at your event and provide instant information to client and prospects.

This Activation Includes

- 1) Logo placement on T-Shirt Studio signage
- 2) T-Shirt Studio to run 2 days of the BIO Convention with the projection of serving 1,000 attendees a day
- 3) T-shirts branded on the front & back with messaging/design
- 4) Messaging/design to be provided by sponsor according to vendor specs and must be approved by Show Management
- 5) 2 shirt colors select from
- 6) Staffing: 4 Brand ambassadors/production assistants
- 7) Mobile engagement & survey collection
- 8) Post event ROI report
- 9) BIO sponsor benefits at your overall investment level

Investment | \$45,000



16

CUSTOM T-SHIRT  **PRINT STUDIO** Express Yourself - Live T-Shirt Printing

Sample graphics. Graphics to be determined by sponsor with approval by show management.



Your Logo Here

Back 1



Your Logo Here

Back 2



Your Logo Here

Back 3

Custom T-Shirt Print Studio - By The Numbers

Sponsor ROI & Ad Impressions (estimated)

Guests Served

- 1,000 - Guests served
- 7,000 - Minutes of in booth immersion (1,000 X 7 minutes)

Show Site Advertising Impressions

- 1,000 – Branded t-shirts hand delivered
- 60,000 - On-site brand impressions (20,000 attendees X 3)

Lead Generation

- 1,000 - Unique surveys captured
- 4,000 - Sponsor survey questions answered (1,000 x 4)

Digital Ad Impressions

- 1,000 – Branded emails sent
- 4,000 - Mobile page views

Total Custom T-Shirt Print Studio Sponsorship Impressions

- 95,367 – Total (booth banner, mobile, mobile reg., emails)



Bio International Convention
June 16-19, 2025 | Boston

T-Shirt Print Studio

Create Your Own Custom Annual Meeting T-shirt

STEP 1
Select your design.

<p>Gene editing: Ctrl+Z for DNA</p> <p><small>International Convention</small></p> <p>Your Logo Here</p>	<p>RNA Because DNA Needs a good messenger</p> <p><small>International Convention</small></p> <p>Your Logo Here</p>	<p>Atoms make up everything; Molecules are the real stars</p> <p><small>International Convention</small></p> <p>Your Logo Here</p>
---	---	--

WITH GENEROUS SUPPORT FROM
Your Logo Here



Arcade Challenge

Estimated 3,000+ Attendees Served
Estimated 65,000 Ad Impressions

ARCADE CHALLENGE

Game Play & Contest Fun

Give BIO attendees a fun and entertaining gaming experience. Arcade Challenge allows guests to play time honored games and compete for daily prizes. Top performers are listed on a digital leaderboard for all to see and bragging rights. Multiple arcade titles are available including Pac-Man, pinball, NASCAR and more.

Contest Fun - A digital leaderboard displays real time contest results. Watch a crowds gather to discover their standing in the daily contest. Daily prizes are given to game top finishers and the overall days best score.

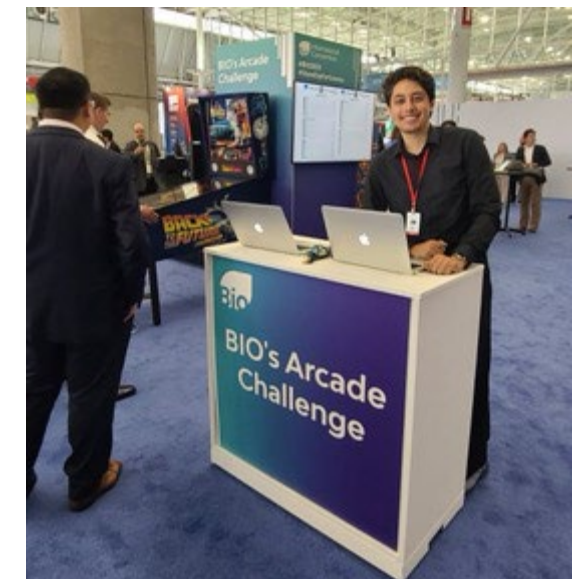
Sales Survey & Data Capture – Arcade contest is an exciting and entertaining way to collect sales intelligence. To gain access to play, all event guests are required to answer qualifying sales questions. During the event, each survey respondent will be sent a follow-up sales email with sponsor branding.

Brand Immersion – Logo inclusion on signage. Participants spend about 10 minutes at this promotion.

This Activation Includes

- 1) 3 Arcade Game titles
- 2) Logo placement on activation signage
- 3) Contest management – daily game prizes & overall daily winner
- 4) Leaderboard displaying real time contest results
- 5) 2 brand ambassadors
- 6) Mobile engagement & survey collection
- 7) Post event ROI report
- 8) BIO sponsor benefits at your overall investment level

Investment | \$40,000



20

ARCADE CHALLENGE **Game Play & Contest Fun**

Arcade Challenge Sponsorship - By The Numbers

Sponsor ROI & Ad Impressions (estimated)

Guests Served

- 3,000 - Guests served
- 30,000 - Minutes of in booth immersion (3,000 X 10 minutes)

Show Site Advertising Impressions

- 60,000 - On-site brand impressions (20,000 attendees X 3)

Lead Generation

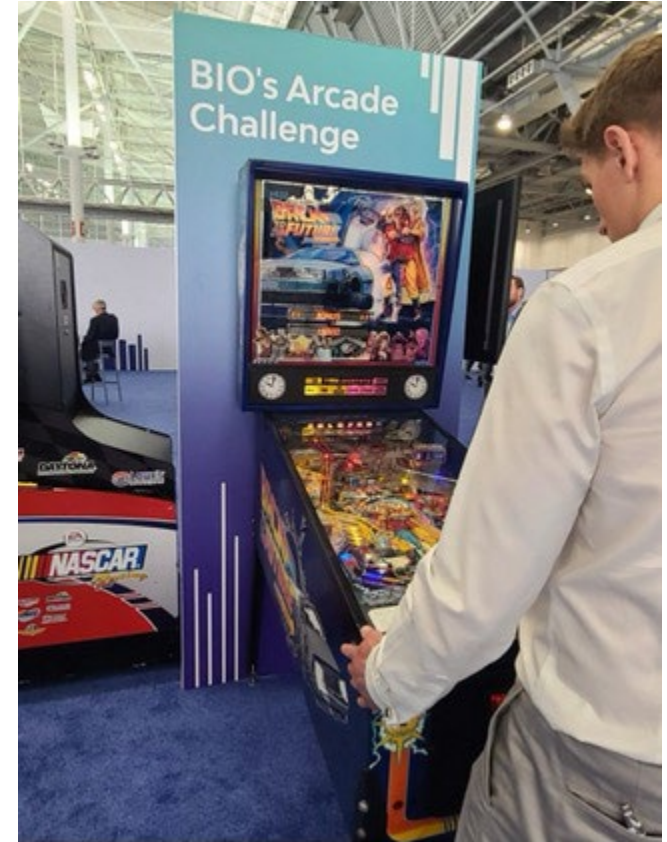
- 3,000 - Unique surveys captured
- 12,000 - Sponsor survey questions answered (3,000 x 4)

Digital Impressions

- 3,000 – Branded emails sent
- 3,000 - URL page view

Total Impressions

- 65,000 – Total (banner, branded emails & URLs)



21