



2024 Sponsorship & Digital Advertising Prospectus

BIO CEO & Investor Conference
New York Marriott Marquis



Events

CEO & Investor
Conference

February 26-27, 2024
New York, NY

Event Overview

BIO CEO & Investor Conference

The BIO CEO & Investor Conference is one of the largest investor conferences focused on established and emerging publicly traded and select private biotech companies. Each year the BIO CEO & Investor Conference provides a neutral forum where institutional investors, industry analysts, and senior biotechnology executives have the opportunity to shape the future investment landscape of the biotechnology industry. Our renowned BIO One on One Partnering™ system—available throughout the event— facilitates efficient meeting scheduling between these busy decision makers.

2023 Attendee & Partnering Stats



1,000+
Attendees

441
Investor
Delegates

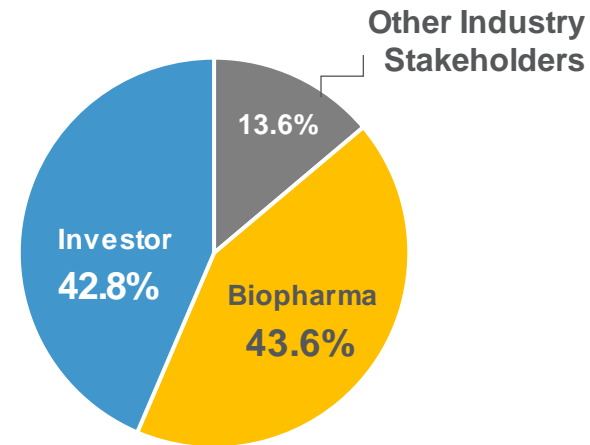


2,474
Scheduled
Meetings



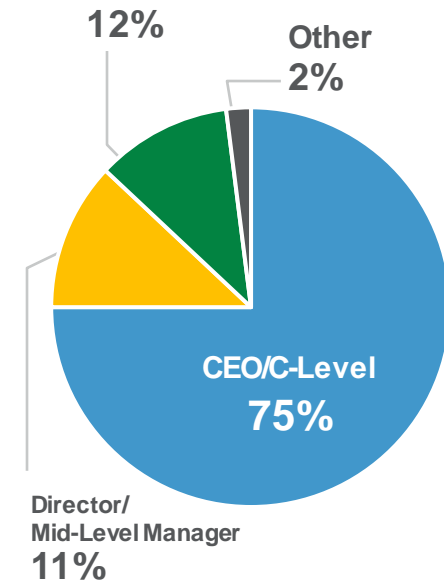
712
Companies
from
28
Countries

Attendee Company Type







Attendee Management Level

VP/Partner/Managing Director



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 & Branding Opportunities contribute to your sponsorship level.

Sponsorship Opportunities	BIO One-on-One Partnering  <small>Powered by BIO</small>	Networking 	Thought Leadership 	Branding 
Goal	Maximize your partnering capabilities in BIO One-on-One Partnering	Connect with and get your brand in front of specific attendee groups through BIO hosted receptions	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 Opportunity	<p>Digital Advertising: Connect with the BIO community year-round through digital advertising on our communication channels including social, bio.org, Bio.News, and email.. Digital Advertising opportunities are only available as add-ons for BIO event sponsors.</p>			

What BIO Sponsors Can Expect

The BIO CEO & Investor Conference offers targeted opportunities to maximize your business development potential with biotech executives and investors. Your overall sponsorship spend will set your sponsor level and include the relevant benefits below. Digital Advertising is not included in the sponsorship investment. Contact sponsor@bio.org to get started!

Sponsorship Level	Conference	Premier*	Supporting Bank
Sponsorship Investment	\$7,500-\$19,999	\$20,000+	\$25,000+
Access to BIO One-on-One Partnering	✓	✓	✓
Sponsor Recognition in Event Promotion	✓	✓	✓
Sponsor Tag in BIO One-on-One Partnering	✓	✓	✓
Complimentary Registrations Included	1	2	3

About the Supporting Bank Sponsorship

The Supporting Bank sponsorship enables banks to access the BIO CEO & Investor Conference's audience of established and emerging publicly traded and select private biotech companies. Supporting Bank sponsors can customize a package with multiple sponsorship options (Example: Premier Partnering Power User + Program Sponsor + Branding, etc.) to achieve specific goals. The combination of sponsorship investment must be \$25,000+ to receive recognition at the Supporting Bank tier.

*Premier level of sponsorship is the top level of sponsorship for non-bank sponsors



CEO means
opportunity

Sponsorship Opportunities

Sponsorship: Partnering

Sponsorship Opportunities

Partnering Power User Limited Opportunities Available	Basic \$10,000	Premier \$17,500
Complimentary registration(s)	See <i>What BIO Sponsors Can Expect</i>	See <i>What BIO Sponsors Can Expect</i>
Recognition as a Sponsor and enhanced visibility in the Partnering System	Conference level recognition	Conference level recognition
Dedicated BIO staff Customer Success Associate (CSA) to assist with the Partnering system	✓	✓
Dedicated Partnering Suite	✓	✓
Develop up to 3 separate company profiles		✓
Increased capacity for outgoing meeting requests		✓

BIO One-on-One Partnering System Sponsor (Exclusive)	\$25,000
<p>Gain prominent company branding in BIO One-on-one Partnering and across associated promotion PLUS all benefits of the Premier Partnering Power User opportunity, including a dedicated partnering suite as the BIO One-on-One Partnering system sponsor. Logo promotion includes :</p> <ul style="list-style-type: none"> • Login and Home pages of the BIO One-on-One Partnering platform and on event website • PDF exports of Company and Delegate schedules and administrative messaging • On-site signage and branding 	

Sponsorship: Networking

Welcome Reception

Exclusive \$ 15,000

- Prominent company branding in reception promotion and during reception
- 5 reception tickets for non-conference attendees to join and network with attendees

Closing Happy Hour

Exclusive \$12,500

- Prominent company branding in reception promotion and during reception
- 2 tickets for non-conference attendees to join and network with attendees



Sponsorship: Thought Leadership

Premier Program Sponsor

Multiple Opportunities **\$25,000**

- 1 guaranteed speaking opportunity on the program (to be determined based on program development)
- A dedicated partnering suite plus elevated BIO One-on-One Partnering capabilities and support.

Company Presentations Sponsor

Exclusive **\$15,000**

Position your company as a champion of innovation and ideal partner in growth by sponsoring the Company Presentations. At last year's event, 125+ companies pitched their pipelines, R&D activities, and future fundraising goals.

- Prominent company branding across Company
- Presentations promotion and messages to presenters
- Opportunity to provide ready to publish HTML to be sent to all presenters. Your content will be featured exclusively, with a small disclaimer that this is a sponsored message
- 1 complimentary Company Presentation

Program Sponsor

Multiple Opportunities **\$17,500**

- 1 guaranteed speaking opportunity on the program (to be determined based on program development)



Sponsorship: Branding

Partnering Lounge Sponsor

Exclusive \$12,500

- Company branding in Partnering Lounge, located on the main partnering floor (Coffee service and comfortable furniture provided by BIO)
- Ability to display promotional materials within the Partnering Lounge

Registration System Sponsor

Investment \$17,500

- Company branding across event registration process including:
 - BIO event registration webpage
 - BIO event registration platform
 - Registration confirmation email

Wi-Fi Sponsor

Investment \$12,500

- Company branding on Wi-Fi related materials

Hotel Keycards

Exclusive \$15,000

- Increase your visibility with the ability to brand the front side of the hotel keycard distributed to all conference guests and BIO Board Members staying at the Marriott Marquis.

Lanyard Sponsor

Exclusive \$17,500

- Logo placement on lanyards to be distributed to all conference attendees

Attendee Gift

Exclusive \$17,500

- Prominent company branding (co-branded with BIO) on unique gift for attendees
- Opportunity to personalize a short message or provide custom creative for a card to be included with gift

Hospitality Sponsor

Exclusive \$15,000

- Company branding throughout breakfast, lunch and refreshment breaks





CEO means
opportunity

Digital Advertising Opportunities

Event App & Event App Advertisements

The BIO CEO & Investor Conference app, which is separate from the BIO One-on-One Partnering™ System app, provides important schedule and session information to delegates. This can provide a company with high visibility and elevate event engagement.

Estimated Distribution..... 1,000+ attendees

Event App

Investment for Exclusive Sponsorship \$20,000

Benefits include:*

Get your brand in front of attendees pre-event through the BIO CEO & Investor Conference with the exclusive sponsorship of the Event App.

- Home Feed pinned post
- 4 ads for the Home Feed. Creative and copy to be provided by sponsor.
- Logo recognition on select on-site collateral promoting the Event App
- Featured promotion in BIO owned social channel posts (200,000+ followers) and print promotional pieces.

*Event App visibility options subject to change.

Event App 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 to attendees about your company and initiatives.

Inventory: 5 per day over the course of 2 days

Investment..... \$1,500 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.

BIO Sample Event App Stats from the 2023 BIO CEO & Investor Conference

- 23% attendee adoption rate
- Average visit duration: 10 minutes
- 14.7 visits per participant

Participation commitment for Event App Home Feed Ads due no later than January 10, 2024. Material due date is January 15, 2024. Late materials will not be accepted.

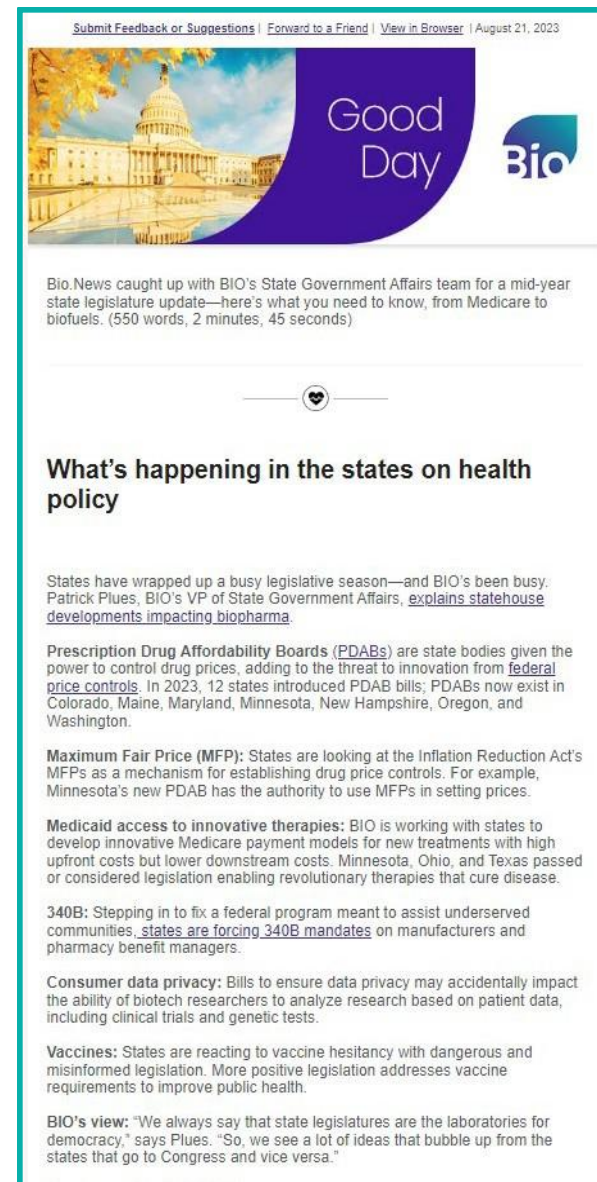
**Sponsor must adhere to submission deadlines for all creative. BIO reserves the right not to post content that does not adhere to the organization’s editorial guidelines.*

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. Insertion dates TBD based on inventory.



Digital Advertising Opportunities

Event Website Advertising

Reach a highly qualified audience of prospective attendees and biotech professionals from around the world. Sponsor ads run on the event home page and main navigation pages of the [CEO website](#)

Estimated Impressions10,000 per month
Impressions based on past year's average web traffic.

Inventory	4 per month December-February
Investment	\$3,000 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

The screenshot shows the website for the BIO CEO & Investor Conference. At the top, there is a navigation bar with links for ABOUT, PROGRAM, PARTNER, HOTEL AND VENUE, and SPONSOR. Below the navigation is a hero image featuring several women in professional attire. The main content area includes a headline: "The BIO CEO & Investor Conference is the premier event connecting executive leaders from established and emerging biotech companies with the investment community." This is followed by a paragraph describing the event as one of the largest investor conferences where institutional investors, industry analysts, and senior biotechnology executives have the opportunity to shape the future investment landscape of the biotechnology industry. Below this is another paragraph about "Request meetings with potential partners with BIO One-on-One Partnering™, hear the latest innovations in biotech during Company Presentations, and hear from thought-leaders during sessions on therapeutic advancements, market outlook, and policy priorities." A prominent blue button reads "REGISTER NOW FOR THIS FREE WEBINAR". Below this is a large orange placeholder for a "728x 90" ad. At the bottom, there are two subscription boxes: "Subscribe for Updates" with an "ADD ME TO THE MAILING LIST" button, and "Your Guide to JPM Week" with a "LEARN MORE" button. A disclaimer at the bottom states: "Disclaimer: BIO and the BIO One-on-One Partnering system are not affiliated with J.P. Morgan, the J.P. Morgan Healthcare Conferences, or any JPM Week events unless otherwise specified." The footer contains logos for BIO Events, BIO International Convention, and BIO Biotechnology.

Digital Advertising Opportunities

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. Deployment dates TBD based on inventory.



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 CEO and Investor Conference website and will show on nearly any website that our audience visits such as cnn.com, espn.com, weather.com, and thousands of others.

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

DistributionAcross the internet in available online advertising inventory

Inventory	Investment
2 per month December - February	\$2,000 per month

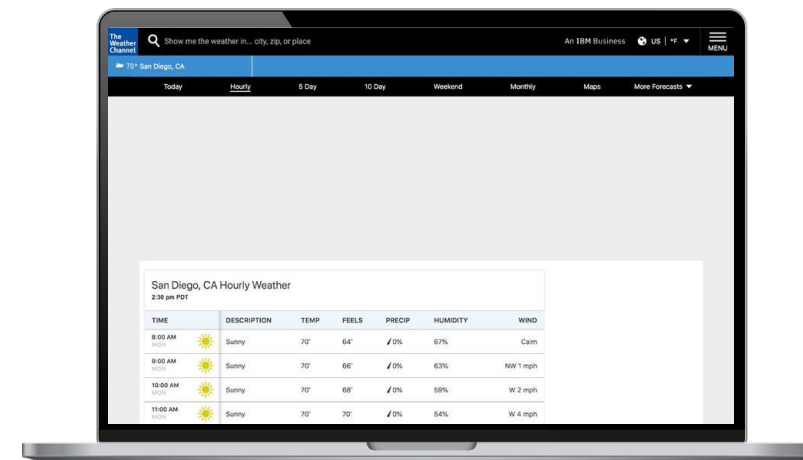
Ad Specs

Standard Ad Sizes: Set of creative sizes that are accepted and available almost universally across the web. The minimum required to launch retargeting campaign. 300 x 250 | 160 x 600 | 728 x 90 | 180 x 150

Mobile Ad Sizes: Appear upon mobile browsing. 320 x 100 | 320 x 50

Additional Sizes: Additional sizes that are gaining popularity, and as they're less frequently available, they make an impression when they're seen. 970 x 250 | 300 x 1050 | 300 x 600 | 970 x 90 | 320 x 250

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



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.

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

- “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

