

2024 Sponsorship & Digital Advertising Prospectus

BIO Partnering @JPM Week

San Francisco Marriott Marquis & Virtual



Partnering
@JPM Week

January 8-12
San Francisco, CA



Event Overview

BIO Partnering @JPM Week

Partnering for the life science industry kicks off in January at JPM Week. BIO Partnering @JPM Week gives participants access to the renowned BIO One-on-One Partnering™ system -- helping them to efficiently coordinate and facilitate meetings either in-person or virtually.

Meetings scheduled through the BIO One-on-One Partnering system will take place:

- + At BIO's meeting locations in the San Francisco Marriott Marquis*
- + Your own in-person meeting space in San Francisco
- + BIO-provided Zoom links
- + Your own video call links

** Meeting space is first-come, first-served and exclusive to meetings scheduled through the BIO One-on-One Partnering system.*

2023 Delegate Recap

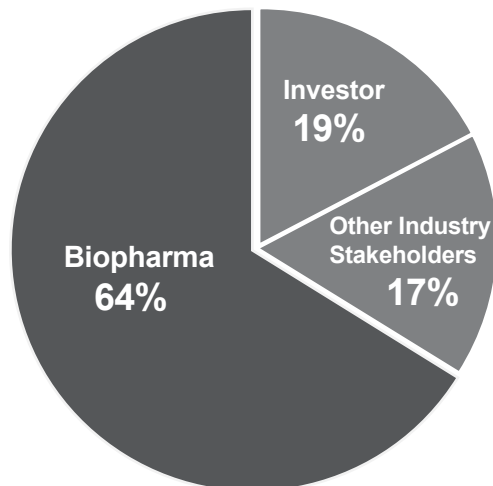


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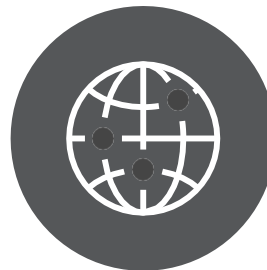
Delegates

2,054 Delegates in 2019

2023 Companies



2023 Partnering Recap



1,800

Companies



5,740

Scheduled Meetings



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Four Meeting Options During BIO Partnering @ JPM Week

	Monday, January 8	Tuesday, January 9	Wednesday, January 10	Thursday, January 11	Friday, January 12
In-Person: BIO's meeting space at the San Francisco location, the Marriott Marquis	✓	✓	✓	✓	
In-Person: Your own in-person meeting space in San Francisco	✓	✓	✓	✓	✓
Virtual: BIO-provided Zoom links	✓	✓	✓	✓	✓
Virtual: Your own video call link	✓	✓	✓	✓	✓



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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. See page 5 for information on the various sponsorship levels.

Opportunities	Sponsorship: Partnering  Powered by BIO	Sponsorship: Branding 	Digital Advertising 
Goal	Maximize your partnering capabilities and meet key partners and investors in BIO One-on-One Partnering	Showcase your brand and interact with event attendees through targeted programs and offerings	Make an impact with high visibility digital ad campaigns that support lead generation and brand recognition
Options	<ul style="list-style-type: none"> + Basic Partnering Power User + Premier Partnering Power User – Includes Suite + BIO One-on-One Partnering System Sponsor 	<ul style="list-style-type: none"> + Registration System Sponsor + Hospitality Sponsor + Charging Stations + Wi-Fi 	<ul style="list-style-type: none"> + Event App + Good Day BIO Email Advertising + Event Website Advertising + Event Website Retargeting + Dedicated Email Send + I am BIO Podcast

What BIO Sponsors Can Expect

BIO Partnering @JPM Week 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 spend. Contact sponsor@bio.org to get started!

Sponsorship Level	Conference	Premier
Sponsorship Investment	\$8,000-\$19,999	\$20,000+
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



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Sponsorship Opportunities



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Sponsorship: Partnering

Maximize your time in San Francisco

Sponsorship Opportunities

Partnering Power User Limited Opportunities Available	Basic \$12,000	Premier \$20,000
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	Premier level recognition
Meeting duration options of 30 and 60 minutes	✓	✓
Dedicated BIO staff Customer Success Associate (CSA) to assist with the Partnering system	✓	✓
Dedicated Partnering Suite (See full package information and an example on the next page)		✓
Develop up to 3 separate company profiles		✓
Increased capacity for outgoing meeting requests		✓
Complimentary suite wrap		✓

BIO One-on-One Partnering System Sponsor with Dedicated Partnering Suite (Exclusive)	\$25,000
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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 :

- + 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



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Secure a Dedicated Partnering Suite

With the Partnering Power User Package

Located in a ballroom at the San Francisco Marriott Marquis amongst the tables where 5,000+ one-to-one meetings will take place. Dedicated Partnering Suites are available as a private meeting space option. The suite can be used to schedule meetings using BIO One-to-One Partnering or sponsors coordinate their own meetings in the suite. **BIO currently has an inventory of 5 Partnering Power User Dedicated Suite packages available. They are available on a first come, first served basis.**

Premier Partnering Power User Package: Dedicated Suite \$20,000

- + Dedicated Partnering Suite: Lockable 3m x 4m Sponsor Suite build-out with a Suite Wrap
 - + Outside the Suite: A suite wrap and a check-in table with 1 chair
 - + Inside the Suite: A round table with 6 chairs, 1 Wastebasket, Electrical drop
- + Enhanced visibility in the Partnering system
- + Meeting duration options of 30 and 60 minutes
- + Dedicated Customer Success Associate (CSA) to assist with BIO One-on-One Partnering
- + Ability to develop up to 3 separate company profiles
- + Increased capacity for outgoing meeting requests
- + Sponsor recognition in event promotion as a Conference sponsor
- + 2 complimentary registrations



Sponsorship: Branding

Boost Brand Visibility

Registration System Sponsor

Investment **\$13,000**

- + Prominent company branding across event registration process including:
 - + BIO event registration webpage
 - + BIO event registrations platform
 - + Registration confirmation email



Hospitality Sponsor

Investment **\$8,000**

- + Prominent company branding at the hospitality stations providing all-day coffee service to attendees

Charging Stations

Investment **\$8,000**

- + Logo exposure on charging stations available to attendees for powering up their devices during the busy days of JPM week.

Wi-Fi Sponsor

Investment **\$8,000**

- + Prominent company branding on Wi-Fi related materials

Digital Advertising Opportunities



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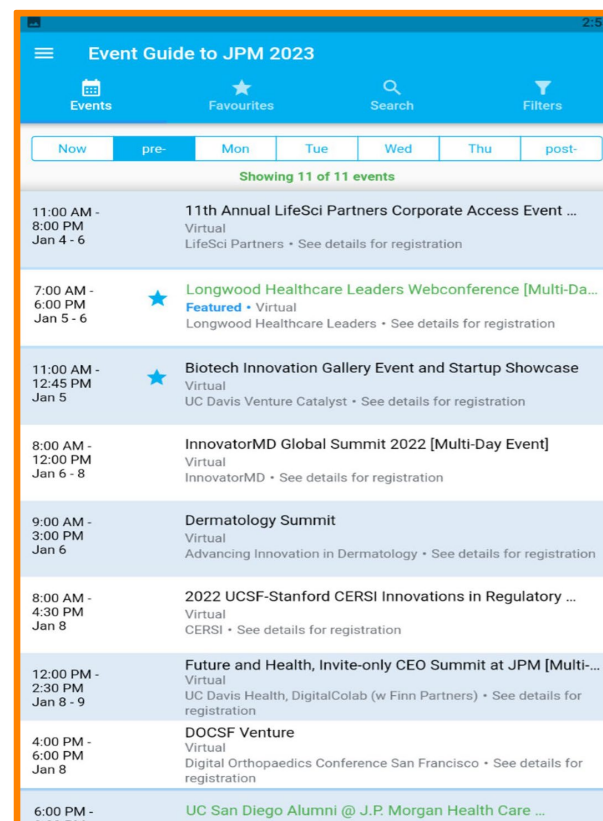
Event App: Guide to JPM '24

The Guide to JPM '24 will provide a curated list of networking opportunities during JPM week through a free mobile app developed in partnership with Novateur Ventures. By advertising in the Guide to JPM '24, your company can receive extensive branding recognition in the Guide to JPM '24 associated promotional materials. It is the perfect opportunity to promote a networking event during JPM week.

Inventory	3
Investment	\$15,000

Benefits

- + Feature in at least 2 emails to audience of 80,000+ subscribers and attendees promoting the Guide to JPM '24 .
- + Splash page advertisement in the Guide to JPM '24. Estimated 3,000 event app downloads.
- + Specs: Minimum 900x1800 or 1080x1920. Larger size within a similar aspect ratio ok. Full HD in an upright format.
- + Opportunity to feature your networking event in the Guide to JPM '24.
- + Sponsor recognition on the Guide to JPM '24 Networking Brief webinar in early to mid-December. 30 second ad spot read out by webinar host where sponsor can promote their BD objectives and/or JPM week activities.




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.

[Submit Feedback or Suggestions](#) | [Forward to a Friend](#) | [View in Browser](#) | August 21, 2023



Bio.News caught up with BIO's State Government Affairs team for a mid-year state legislature update—here's what you need to know, from Medicare to biofuels. (550 words, 2 minutes, 45 seconds)

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What's happening in the states on health policy

States have wrapped up a busy legislative season—and BIO's been busy. Patrick Plues, BIO's VP of State Government Affairs, [explains statehouse developments impacting biopharma](#).

Prescription Drug Affordability Boards (PDABs) are state bodies given the power to control drug prices, adding to the threat to innovation from [federal price controls](#). In 2023, 12 states introduced PDAB bills; PDABs now exist in Colorado, Maine, Maryland, Minnesota, New Hampshire, Oregon, and Washington.

Maximum Fair Price (MFP): States are looking at the Inflation Reduction Act's MFPs as a mechanism for establishing drug price controls. For example, Minnesota's new PDAB has the authority to use MFPs in setting prices.

Medicaid access to innovative therapies: BIO is working with states to develop innovative Medicare payment models for new treatments with high upfront costs but lower downstream costs. Minnesota, Ohio, and Texas passed or considered legislation enabling revolutionary therapies that cure disease.

340B: Stepping in to fix a federal program meant to assist underserved communities, [states are forcing 340B mandates](#) on manufacturers and pharmacy benefit managers.

Consumer data privacy: Bills to ensure data privacy may accidentally impact the ability of biotech researchers to analyze research based on patient data, including clinical trials and genetic tests.

Vaccines: States are reacting to vaccine hesitancy with dangerous and misinformed legislation. More positive legislation addresses vaccine requirements to improve public health.

BIO's view: "We always say that state legislatures are the laboratories for democracy," says Plues. "So, we see a lot of ideas that bubble up from the states that go to Congress and vice versa."

Digital Advertising Opportunities



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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 bio.org/JPM.

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 layout for Bio Events Partnering @JPM. At the top, there is a navigation bar with a search icon and a 'PRE-REGISTER NOW' button. The main content area features a large image of a man in a suit talking to another person, with the headline 'We're gearing up for BIO Partnering @JPM Week 2024!' and a sub-headline 'Pre-registration for the event is now open!'. Below this is a 'VIEW 2023 PARTNERING COMPANIES' button. A blue banner for an 'UPCOMING WEBINAR' on Nov 9, 2023, at 1:00 PM ET is also visible, with a 'REGISTER NOW FOR THIS FREE WEBINAR' button. A large orange box labeled '728x 90' indicates the ad size. At the bottom, there are two 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 that BIO and the BIO One-on-One Partnering system are not affiliated with J.P. Morgan.

Digital Advertising Opportunities



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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 JPM section of bio.org and will show on nearly any website that our audience visits such as cnn.com, espn.com, weather.com, and thousands of others.

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

DistributionAcross the internet in available online advertising inventory

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

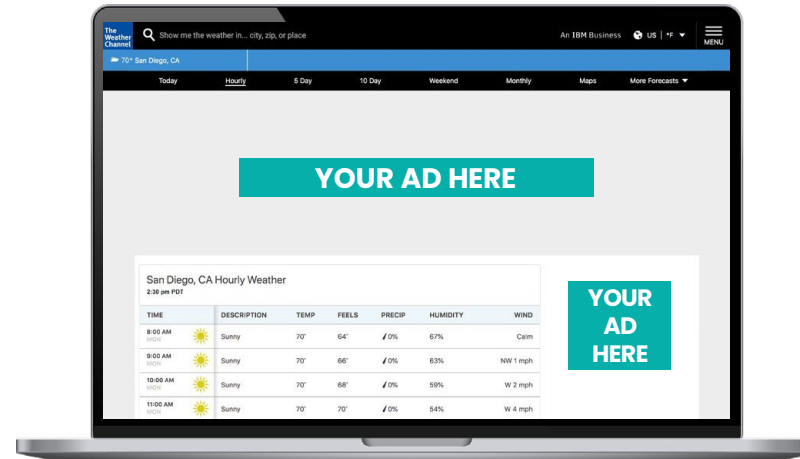
Ad Specs

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

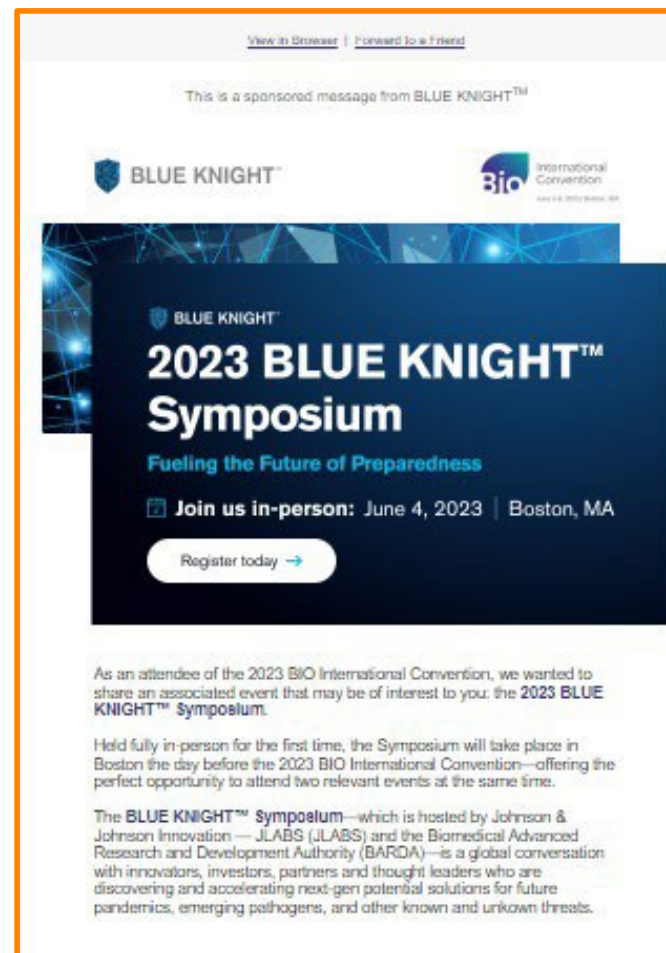


Dedicated Email Send

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.



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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

Episode 62: "Nothing to Lose": Patients Fight to Be Heard

Today we have two powerful stories. Each one is as different as the disease that it's about. Yet there is a common thread: patients want and need to be heard.

Speakers: Amber Freed, SI CRAI Connect, Melodie Blackwell, COCCI

Benefits

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

Episode 06: Why are Katie Couric and 15K People Huddled to Boston?

During the last several decades Boston has become a biotech Mecca, with its Kendall Square attracting more than 120 biotech companies, both large and small. It is called the most innovative square mile on the planet. This June BIO will bring over 15,000 biotech leaders to Boston for its 2023 BIO International Convention. Speakers including award-winning journalist and health innovator Katie Couric will take a special hour they will "Stand up for Science"—the Convention's theme. Melissa CFA, Kevinella & John O'Connell join host, Rachel King in a wide-ranging discussion about how Boston became the largest biotech hub in the world.

Guests include: Host-Rachel King, CEO, biotechnology innovation organization (BIO); Kencille Bullin O'Connell, President & CEO, MassBio



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Our team is always ready to support your event engagement.

Please contact our Sponsorship Team at sponsor@bio.org for more information.



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