

IO360°

Immuno Oncology 360°

2025 Prospectus

Opportunities and Rates



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Why the IO360° Summit Portfolio?

Welcome to the Immuno Oncology 360° Summit media kit for 2025. IO360° is known for its audience, which spans the eco-system responsible for the development of Immuno-Oncology therapies. The conference attracts leading drug developers from both pharma and biotech, academic KOLs, life science investors, patient advocacy, technologists and services companies.

IO360° attracts the entire eco-system of drug developers because of its breadth of topics, which delivers the highest quality of content spanning the science and business communities that report on the latest data impacting immuno-oncology. IO360° features incredible keynotes and debates. Previous keynotes have included Dr Padmanee Sharma, MD Anderson Cancer Center, Dr Carl June, University of Pennsylvania, Dr Laura Esserman, University of California, San Francisco (UCSF), Dr Arie Belldegrun, Allogene, Dr Elizabeth Jaffee, Johns Hopkins University and Dr Jedd Wolchok, Memorial Sloan Kettering Cancer Center, amongst others.

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Plans and Vision

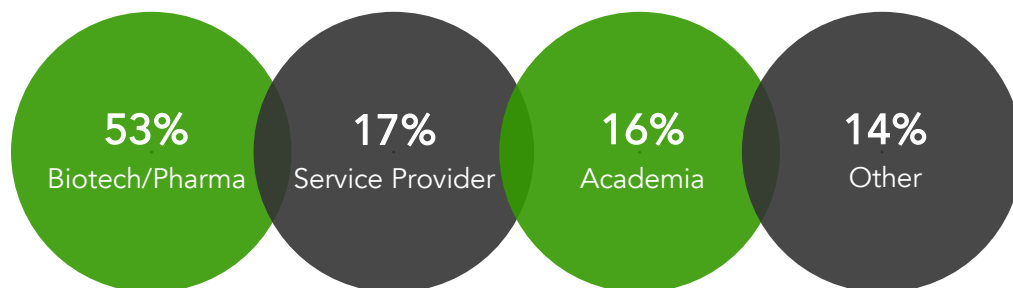
IO360° has expanded beyond the annual conference to include the Cell and Gene Therapy day. We have carefully executed growth into multi-channel offerings with the IO360° quarterly newsletter, customized and scheduled webinar series and podcasts.

The IO360° portfolio features a wide range of premium sponsorship solutions to help technology and services companies achieve their thought leadership, lead generation and branding goals. Our offerings all include a number of partnership branding and marketing benefits (see page 11 for details).

Market Reach

The IO360° database comprises more than **14K** contacts.

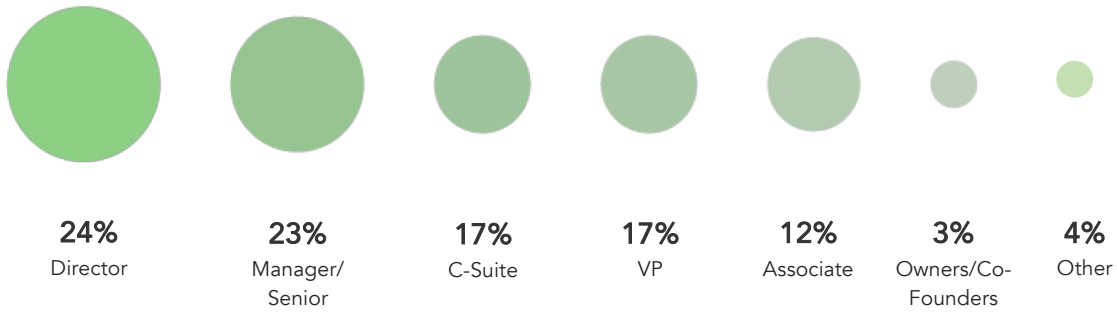
Business/Industry: Biotech



Country



Job Title



Cross Platform Reach

Create your own combination of channels, from one specific activity to a mix of choices to meet your goal



Conferences



Podcasts



Webinars

IO360° Conference

Lead Sponsor

Position your company as a principal voice in the Immuno Oncology community by having a strong presence on the IO360° Summit as the lead sponsor with extensive event benefits and exposure.



Thought Leadership

- Team member participation on the IO360° conference advisory board
- Featured session on the agenda
- Participation in a panel session on the agenda
- IO360° Editorial: Featured interview with an executive from your company
- IO360° Podcast hosted on multiple platforms including PharmaTalkRadio

Lead Generation

- Attendee list provided five days before the event for general networking

Marketing Services

- Customized materials created by our team to post on social media
- HTML emails for your company's use to promote your participation

Branding Services

Pre-event and IO360° website:

- Company logo prominently featured on the IO360° sponsor page
- 250-word company description on the IO360° sponsor page
- Company logo on select emails announcing and promoting IO360°

During the event:

- Featured commercial positioned at the start of the conference, up to 2 minutes
- Full-page ad in the official conference brochure, distributed to attendees
- Company logo on sponsor signs on site, with additional exclusive signage as Lead Sponsor
- 6'x3' table top exhibit stand

Post-event:

- Company description, logo and contact information featured in the IO360° event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

Attendee Passes

- Six all-access passes to attend in person, (four for your company, two for a Pharmaceutical Client), in addition to any speaker passes
- 20% discount on in-person passes
- Personal discount code to offer to your clients/prospects

Fee – \$40,000

Executive Sponsor

Promote your firm as a leader and partner of choice for BioPharm companies with prime-time agenda positions that allow more frequent opportunities to demonstrate your expertise.

Thought Leadership

- Featured talk on the agenda

Lead Generation

- Attendee list provided four days before the event for general networking

Marketing Services

- Customized materials created by our team to post on social media
- HTML emails for your company's use to promote your participation

Branding Services

Pre-event and IO360° website:

- Company logo prominently featured on signs at the conference
- 150-word company description on the IO360° sponsor page
- Company logo on select emails announcing and promoting IO360°

During the event:

- Full-page ad in the official conference brochure, distributed to attendees
- Company logo exclusively featured on Executive Sponsor signs the conference
- 6'x3' table top exhibit space

Post-event:

- Company description, logo and contact information featured in the IO360° event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

Attendee Passes

- Five all-access passes to attend in person, (three for your company, two for a pharmaceutical client in addition to any speaker passes)
- 20% discount on in-person passes
- Personal discount code to offer to your clients/prospects

Fee – \$25,000

Associate Sponsor

Feature your company's expertise in a particular area of Immuno Oncology.

Thought Leadership

- Opportunity for an executive to speak as part of a topic-driven panel on the agenda

Lead Generation

- Attendee list provided three days before the event for general networking

Branding

- 6'x3' tabletop exhibit stand

For additional branding, marketing and other benefits, see p.11.

Fee – \$15,000

Quick-Fire Sponsor

Showcase your company with a brief snapshot of your capabilities and/or services.

Thought Leadership

- Opportunity for an executive to speak for 10 mins in this program section

Lead Generation

- Attendee list provided three days before the event for general networking

Branding

- 6'x3' tabletop exhibit stand

For additional branding, marketing and other benefits, see p.11.

Fee – \$9,000

Exhibitor

Showcase your company during the event and network with fellow industry executives.

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests

During the event:

- 6'x3' table top exhibit stand
- Two all access passes to attend

Post-event:

- Company description, logo and contact information featured in the IO360° event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

For additional branding, marketing and other benefits, see p.11.

Fee – \$6,500

Networking and Branding Sponsorships

Enhance your company's exposure through hosting different areas and receiving additional branding on site.

- **IO360° Official Networking Reception:** Host the annual networking event. Welcome everyone to the event and have your logo included on all reception signs (**Fee** -\$12,500, includes one extra pass for your company)
- **Registration Sponsor:** Attendees will see your company logo first on all welcome and registration signs (**Fee** – \$12,500)
- **WiFi Sponsor:** Your logo on all table signs with WiFi information, as well as in the brochure (**Fee** - \$10,000)
- **Partnering Platform Sponsor:** Your logo seen every time an attendee logs on to request or accept a one-to one meeting, and on emails promoting the platform (**Fee** - \$7,000 w/o exhibit or attendees list, \$10,000 with exhibit)
- **Grand Opening Break Sponsor, Day One** (**Fee** - \$7,000 w/o exhibit, \$11,000 with exhibit)
- **Day Two PM Break/Day Three Am Break Sponsor** (**Fee** - \$5,000, w/o exhibit or attendee list \$10,000 with exhibit)
- **Lanyard Sponsor** – client must supply the lanyard in specified quantities and style (**Fee** - \$7,000 w/o exhibit or attendee list, \$11,000 with exhibit)
- **Exhibit Hall Charging Stations** (**Fee** - \$7,000 w/o exhibit or attendee list, \$11,000 with exhibit)
- **Official IO360° Bag**, co-branded with your company logo and the IO360° logo (**Fee** - \$5,000 w/o exhibit, \$10,000 with exhibit)
- **Pen Sponsor** – Your logo on pens placed on all general session tables at the conference – client must supply pens in specified quantities (**Fee** - \$5,000 w/o exhibit or attendee list, \$10,000 with exhibit)
- **Day Two or Three Lunch** – your company logo on all lunch signs at the conference (**Fee** - \$5,000 w/o exhibit, \$10,000 with exhibit)

Additional Branding Services

During the event:

- 6'x3' table top exhibit stand
- Company logo featured on Exhibitor signs at the conference

Post-event:

- Company description, logo and contact information featured in the IO360° event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

For additional branding, marketing and other benefits, see p.11.

Supporting Sponsor

Broaden your company's exposure through branding at the event the event, with additional exposure on the IO360° website and official brochure

Branding Services

Pre-event and IO360° website:

- Company logo and description on the IO360° sponsor page

During the event:

- Company logo featured on Sponsor signs during the conference

Post-event:

- Company description, logo and contact information featured in the IO360° event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

For additional branding, marketing and other benefits, see p.11

Fee – \$4,500

Sponsorship Plan Features

	Lead \$40,000	Executive \$25,000	Associate \$15,000	Quick Fire \$9,000	Branding \$5,000 - \$12,500	Exhibit \$6,500	Supporting \$4,500
Speaking Role	2	1	1	1			
Advisory board	✓						
Podcast	✓						
Commercial video	✓	✓					
Pre-Event Marketing	✓	✓	✓	✓	✓	✓	✓
Website branding	✓	✓	✓	✓	✓	✓	✓
Ad in the on-site book	Full page	Full page					
Branding in the on-site book	✓	✓	✓	✓	✓	✓	✓
Early access to the one-to-one partnering	✓	✓	✓	✓	✓	✓	
Attendee list	✓	✓	✓	✓	✓		
6'x3' Exhibit Stand	✓	✓	✓	✓	✓	✓	
Logo on in-person event signs	✓	✓	✓	✓	✓	✓	✓
Attendee passes	6	5	3	1	2	2	1
Discount code for extra passes	✓	✓	✓	✓	✓	✓	✓
Post-event review	✓	✓	✓	✓	✓	✓	✓
Post-Event Extended Branding and Exposure	✓	✓	✓	✓			

IO360° Webinars

IO360° webinars, whether **customized** or **branded**, help support and promote clinical innovation through timely topics, discussions and demos designed to reach your audience.



Customized Webinar

Thought Leadership and Process

- Planning and development call with our team to discuss topic, format, length, title, takeaways and call-to-action
- Fireside/interview chat, individual presentation, panel discussion or product demo formats identified
- Host/moderator services and speaker identification available based on format
- Eight-week production cycle; for time sensitive topics, shorter timeframes considered
- Pre-webinar prep call, with virtual platform tech support provided during the event
- Please note that the number of webinars is limited to ensure high quality production and marketing support

Lead Generation

- Webinar registration and participant list with email addresses

Marketing and Branding Services

Pre-webinar:

- Two-three week targeted email campaign with your branding
- Dedicated social media posts
- Customized graphics created to promote your participation
- Dedicated social media promotion
- Branding featured on the website
- Branding featured on introduction and closing slides

Post-webinar:

- Posted to our web page for six months
- Posted as a feature webinar for three weeks then archived on our website for future viewing
- Link to video recording for your use
- Featured in the monthly digital digest relative to the topic

Fee – \$7,500 - \$9,500

Branded Webinar

Position your company as an industry leader by branding a scheduled webinar on a topic that is important to your company in one of the following areas, as examples:

- Translational Science & Emerging Biomarkers
- Cell & Gene Therapy
- Assay Development
- Imaging
- BiSpecifics

Lead Generation

- Participant list with email addresses

Marketing and Branding Services

- Same as Customized Webinar

Fee – \$3,500 - \$4,500

IO360° Podcasts

Like our webinars, IO360° podcasts help support and promote research as a care option through timely topics, discussions and demos designed to reach a broad audience.



Customized Podcast

Highlight your industry insight with a customized podcast approx. 20-30 minutes in length produced in partnership with you based on a topic in your area of knowledge.

Thought Leadership and Process

- Planning and development call with our team to discuss topic, format, length, title, takeaways and call-to-action
- Fireside/interview chat, or conversational format decided
- Host/moderator services and speaker identification available based on format
- Eight-week production cycle; for time sensitive topics, shorter timeframes considered
- Pre-podcast prep call, with virtual platform tech support provided during the event

Marketing and Branding Services

- Branding featured on our website and podcast platform
- Branding featured on the podcast information page
- Podcast link provided for your use
- Posted to multiple platforms including “PharmaTalkRadio” channel on BligTalkRadio, Apple Podcasts, iTunes, Stitcher, CastBox, Overcast, Podbean, iHeart Radio, PodcastAddict, and more
- PharmaTalkRadio averages 738 listeners per podcast with the following breakdown: 60% US, 11% Asia [primarily China followed by Japan], 8% Europe, 20% Rest of World
- Posted as a feature webinar for three weeks then archived on our website for future viewing
- Featured in the monthly digest relative to the topic

Fee – \$3,500

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