

BIOPHARM AMERICA™

SEPTEMBER 28-29, 2022 | BOSTON, USA,
OCTOBER 4-5, 2022 | VIRTUAL

SPONSORSHIP & SHOWCASE OPPORTUNITIES

Produced by

EBD
GROUP

Part of

**Biotech Week
Boston**

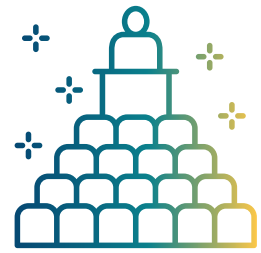
BioPharm America is where dynamic life science leaders partner to drive the future of drug development



800+
DELEGATES FROM
31 COUNTRIES



1,600+
PARTNERING
MEETINGS



10
PROGRAM
SESSIONS

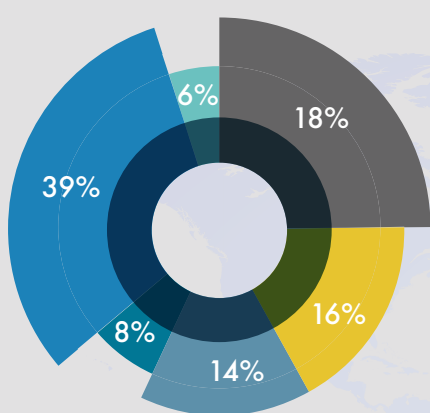


10
IN-PERSON
COMPANY
PRESENTATIONS



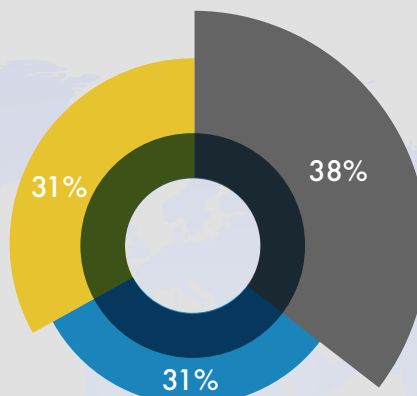
800+
LICENSING
OPPORTUNITIES

Connect and engage with a wide range of business leaders, including senior executives of leading biotech companies, business development teams from pharmaceutical companies and other industry experts:



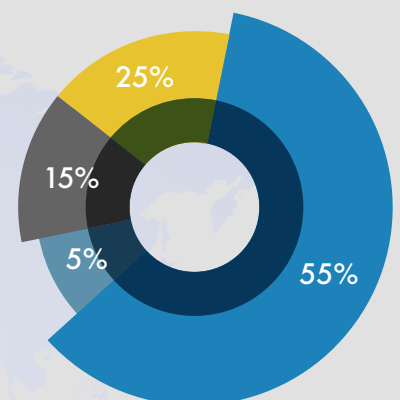
INDUSTRY

- BIOTECH
- PHARMA
- FINANCE
- BIOTECH R&D (CRM, CMO)
- PROFESSIONAL SERVICES (Consulting, Law)
- PUBLIC/NON-PROFIT ORGANIZATIONS/INSTITUTES



POSITION

- TOP MANAGEMENT (CEO, CSO, CFO, President, Managing Director)
- SENIOR MANAGEMENT (Director, VP)
- MIDDLE MANAGEMENT/OTHER



REGION

- NORTH AMERICA
- EUROPE
- ASIA
- REST OF WORLD

SPONSORSHIP PACKAGES

BIOPHARM AMERICA™

Create the sponsorship package that best fits your needs!

See example packages below:

	SILVER		GOLD		PLATINUM	
Pre-event marketing	✓	✓	✓	✓	✓	✓
Sponsor promotion during event	✓	✓	✓	✓	✓	✓
Speaking opportunity	✓	✓	✓	—	✓	—
Sponsor showcase	—	—	—	—	✓	—
Digest Mail banner ad	—	✓	—	✓	—	✓
partneringONE Ad	—	—	✓	—	✓	✓
Customized Session	—	—	—	✓	—	✓
PRICE IN USD	10,000	13,500	15,000	17,000	20,000	22,000



CUSTOMIZE YOUR SPONSORSHIP

Package in table are just examples and can be customized to your needs.

Contact us for an individual package that meets your business objectives!

ENGAGEMENT OPPORTUNITIES

Enrich your participation and maximize your success with our offerings in the following categories:



THOUGHT LEADERSHIP



NETWORKING EVENTS



SHOWCASING & MESSAGING



HIGH IMPACT BRANDING



PRE-/POST-EVENT AMPLIFICATION



THOUGHT LEADERSHIP

Take advantage of the opportunity to become a part of the BioPharm America program by positioning your company as a thought leader in the industry.

CUSTOMIZED SESSION

Position your company as a thought leader within the biopharma industry and amplify your business relationships. Your **30-minute program slot** will be pre-recorded and published as part of BioPharm America. Topic to be agreed with EBD Group. Additional options for pre or post event workshops available

PRICE: USD 8,500

SPEAKING OPPORTUNITY

Looking to bring your expert into the spotlight? Achieve this with a speaking opportunity on a panel discussion or workshop within the official BioPharm America program. Panels address therapeutic areas or business development topics

PRICE: USD 5,000

EXPERT FIRESIDE CHAT

Interested in highlighting a special deal, your work in a certain therapeutic area, or a specific executive? This ideal format allows you to choose your own topic for a **20-minute interview-style chat** conducted by an experienced interviewer. This pre-recorded interview will be made available on demand in the weeks before the event, increasing your exposure.

PRICE: USD 5,000

COLLABORATION CLOSE-UP

A perfect opportunity to focus on partnerships. Bring together two sides of a collaboration, partnership or deal to highlight your collaborative approach in a **20-30-minute moderated discussion**. The session will be pre-recorded and released on demand to registered attendees in the weeks before the event for additional exposure.

PRICE: USD 5,000

VIDEO INTERVIEW

Put your expert in the spotlight for a 3-5-minutes professionally-produced video interview recorded before the event.

Your interview will be professionally-edited with final approval before posting (up to one-week turnaround on video file). Sponsorship includes full distribution rights for use within your ongoing campaigns and corporate website.

PRICE: USD 4,000



THOUGHT
LEADERSHIP

CONTACT US TO DISCUSS YOUR IDEAS!

sponsor@ebdgroup.com



NETWORKING EVENTS

Take advantage of the opportunity to become a part of the BioPharm America program by positioning your company as a thought leader in the industry.

EXERCISE CLASSES

Be the sponsor of one of our 'Exercise Classes' whether that's for a yoga session, a spinning or running group. Engage with a group of people you may not have met before, but with whom you share the same fitness interests.

BREAK'N BREATHE SPONSOR

Get additional visibility by sponsoring our online Break 'n Breathe sessions of 20-minutes each. Sponsor logo will be featured in the official conference agenda, conference guide, as well as during the session

PRICE: USD 3,500



STRAVA ACTIVITY CLUB SPONSOR

Sponsor the "Let's get out of that chair Strava Club initiative" to receive additional visibility and support a good cause at the same time. Your company name and logo will be featured on the club banner within the content hub in partneringONE, on the Strava banner as well as in selected conference announcements. Sponsors can choose to donate to a charitable organization either with a fixed amount, per member or activity in the group.

PRICE: USD 3,500



NETWORKING
EVENTS

CONTACT US TO DISCUSS YOUR IDEAS!

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SHOWCASING & MESSAGING

Put your company in the spotlight by showcasing your brand at BioPharm America.

DIGEST E-MAILS

WEEKLY OR DAILY DIGEST E-MAIL

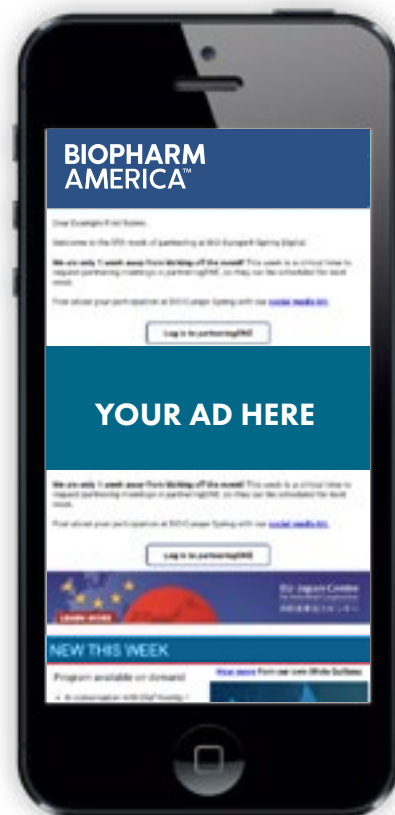
Place your banner ad in one weekly digest e-mail or one of the four daily digest e-mails. The e-mails are promoted to a qualified audience in the life science industry. 70% of recipients are director level or higher.

The digests will feature program highlights, as well as live networking events or further live sessions.

AUDIENCE WEEKLY: +12,000

AUDIENCE DAILY: CONFERENCE PARTICIPANTS

PRICE: USD 3,500



SOCIAL MEDIA AMPLIFICATION

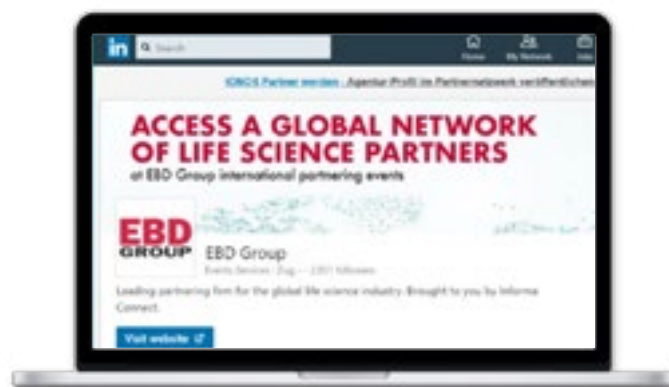
Want to get additional promotion and more focused attention for your program or networking session at BioPharm America?

We will create and push out two LinkedIn posts and one tweet on twitter.

TIME OF EXPOSURE:

Prior to or during conference

PRICE: USD 3,500



SHOWCASING &
MESSAGING

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SHOWCASING & MESSAGING

Put your company in the spotlight by showcasing your brand at BioPharm America.

COMPANY SHOWCASE

ALL IN ONE PLACE

partneringONE®'s search function and results page is where the most traffic is generated during the digital conference. Use this traffic and enhance your visibility and company profile by booking a company showcase directly in partneringONE.

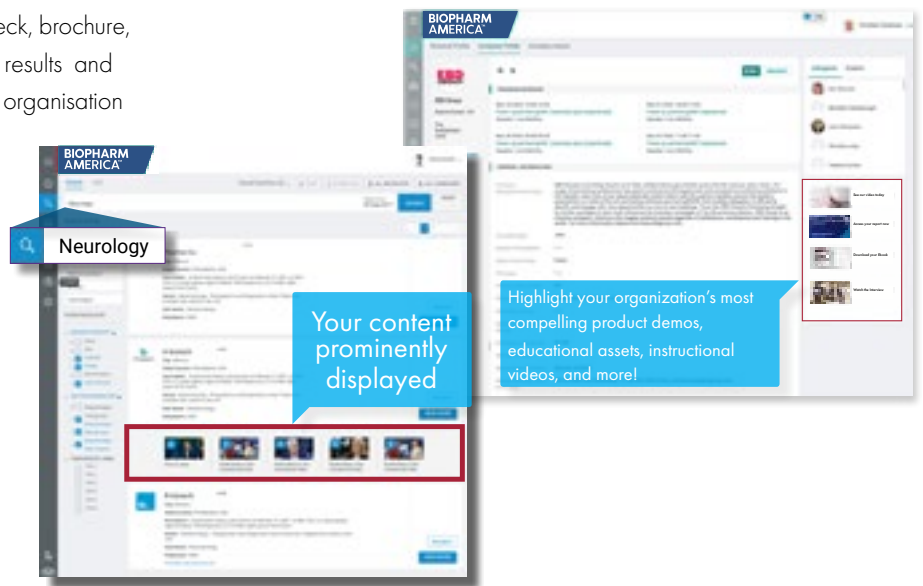
ENHANCED VISIBILITY

You can include a video (interviews, demos, etc.), slide deck, brochure, whitepaper etc. previewed to attendees within the search results and when they visit your profile. Utilize keywords to align your organisation with topical audience searches in partneringONE.

Your showcase content will be highlighted in associated participants' search results.

PRICE: USD 3,600*

*9 partneringONE keyword included, conference registration must be purchased separately



SPONSOR SHOWCASE

EVEN MORE VISIBILITY!

As a sponsor, include an advanced company showcase in your package. You will receive the following number of keywords:

- 25 partneringONE search keywords (Silver Sponsorship)
- 25 partneringONE search keywords (Gold Sponsorship)
- 49 partneringONE search keywords (Platinum Sponsorship)

More keywords will get you additional visibility in topical search results in partneringONE.

PRICE: USD 5,000

Sponsor Benefit

SHOWCASING &
MESSAGING

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SHOWCASING & MESSAGING

Put your company in the spotlight by showcasing your brand at BioPharm America.

SPONSOR SPOTLIGHT

Put your company in the spotlight with your own content on the official conference website!

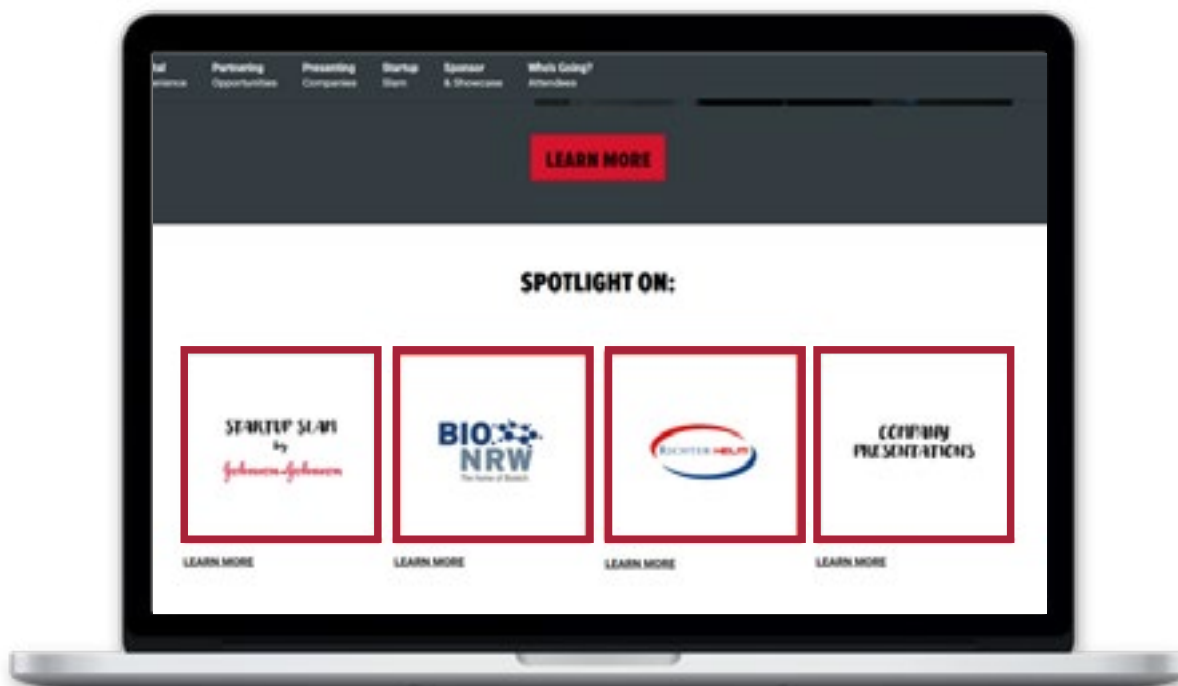
Your logo will be featured prominently on the HOME page for one out of four weeks prior to the conference, as well as during the conference, and linked to a sub-page where your content will be placed.

DURATION:

One week out of four weeks prior to the conference and the week of the conference

PRICE: USD 5,000

Sponsor Benefit



SHOWCASING &
MESSAGING

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HIGH-IMPACT BRANDING

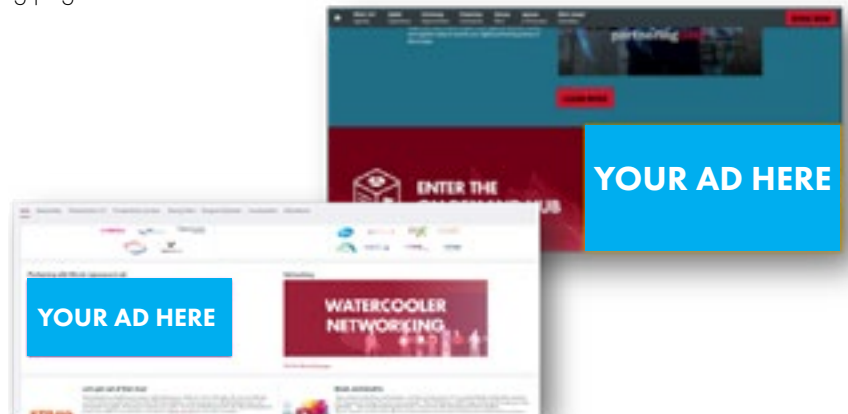
Put your company in the spotlight by showcasing your brand at BioPharm America.

BANNER AD COMBO

Gain extra exposure in a high traffic environment. Your ad will be displayed on the event website and the partneringONE content hub for four weeks prior to the conference plus during the conference.

Include a CTA link to drive traffic to your assets/news/landing page.

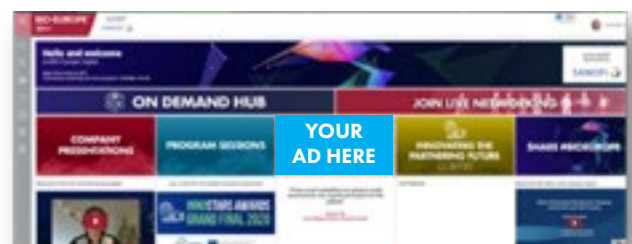
PRICE: USD 10,000



partneringONE® AD

Gain extra visibility on the HOME of partneringONE. Your ad will be featured on the most visited page of the platform for one week and linked to your partneringONE profile or a landing page of your choice. Choose either one of the four weeks prior to the conference or the conference week.

PRICE: USD 5,000



HIGH IMPACT
BRANDING

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HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BioPharm America.

NAME BADGE SPONSORSHIP

Each BioPharm America attendee name badge (expected number over 800 delegates) displays the sponsor's logo.

Prominent corporate visibility for the entire conference is guaranteed

USD 12,500

LANYARD SPONSORSHIP

Each BioPharm America attendee will receive a lanyard with the sponsor's logo. This will be worn with the name badge by all attendees for the entire conference. Lanyards need to be provided by the sponsor.

USD 12,500



CHARGING STATION SPONSORSHIP

Nothing is more important than being "juiced up" these days. Your corporate branding will be prominently placed on numerous charging stations used by attendees to recharge their electronic devices like phones and laptops.

USD 10,000



HIGH IMPACT
BRANDING

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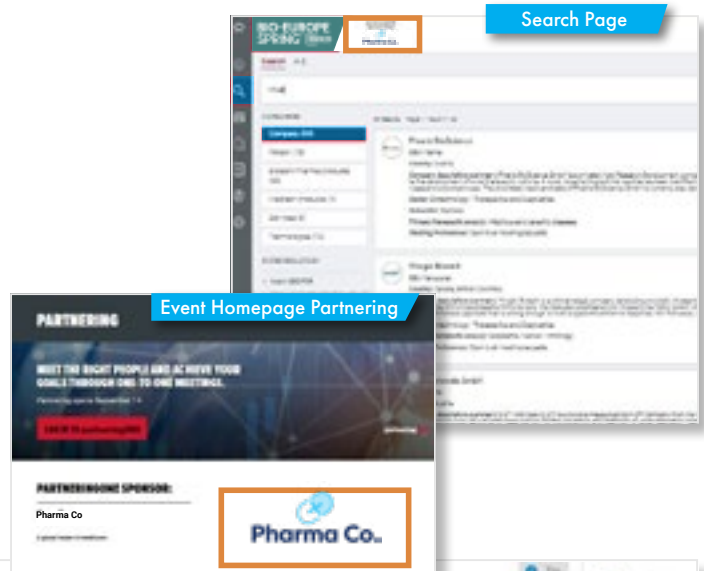
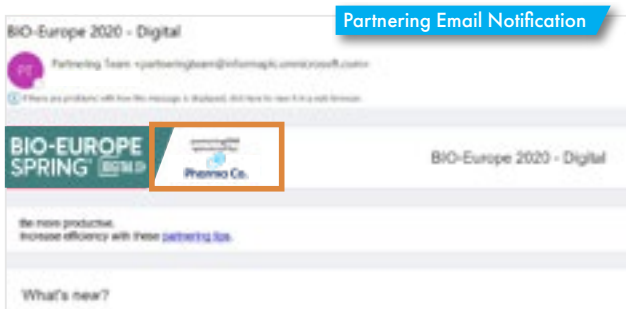
HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BioPharm America.

partneringONE® SPONSOR

Put your company in the spotlight! Your logo will have high visibility in a persistent banner on every partneringONE page – as well as on partnering e-mail digests (e.g., 'partnering now open'), instant notifications, and mobile pages.

PRICING UPON REQUEST



HIGH IMPACT
BRANDING

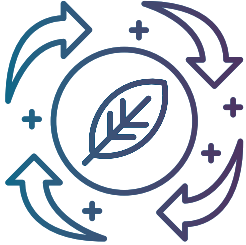
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HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BioPharm America.



Climate change is having serious effects on communities and businesses across the world.

We at EBD Group believe that sustainability is more important than ever. In order to further contribute to a positive change, we are offering sponsorships which allow you to actively contribute to a greener and more sustainable event in our industry.

Here is how you can take action!

RENEWABLE ENERGY SPONSORSHIP

USD 10,000

Make a positive contribution and become a Sponsor of the green electricity used at the conference and support renewable power supply!

This sponsorship gives you the opportunity to associate your brand with a green image and the protection of our environment. Stand out by linking your company name to sustainable energy and responsibility for our planet.

Sponsorship includes on-site and digital signage promotion.

WATER REFILL STATION SPONSORSHIP

USD 8,000

Water is vital! To feel good and to be healthy, it is essential to keep the body well hydrated.

Water allows better thinking, decision making and optimal functioning of the entire body system. Become a Sponsor and create a healthy image of your business by providing fresh water to the attendees. Associate your brand with the key benefits of water.

Sponsorship includes on-site and digital signage promotion.

RECHARGE BIKE SPONSORSHIP

USD 8,000

Become a sponsor of the Recharging Bike Project!

Life is movement! Conference participants get the opportunity to exercise while networking with a co-biker, having fun, and at the same time supporting a green project. Delegates may charge their mobile devices while riding a bike. By exercising and biking, attendees experience their own power to create electricity. Present your company as being eco-friendly and open to new healthy and fun ideas.

Sponsorship includes branding rights of the bikes, on-site and digital signage promotion.



**HIGH IMPACT
BRANDING**

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PRE-/POST-EVENT AMPLIFICATION

Extend your reach beyond the duration of the event with these offerings.

ATTENDEE TARGETING

Promote your new product or development to your target audience.

Reach qualified decision makers in our database who match your custom criteria. On thousands of trusted sites across the web, your ads is displayed multiple times, ONLY to persons who fit your targeted profile. Banner-safe websites include CNN, CBS, ESPN, TripAdvisor, LinkedIn, etc.

PRICE: USD 3,000 / month



RESULTS ARE 5x THAT OF STATIC WEB BANNERS!

1. Segment our database according to your target audience, by geo, by company, by job title
2. Send us your ads (don't forget to include a link!)
3. Your ads are displayed to your target audience

ATTENDEE TARGETING PACKAGES

BASIC PACKAGE	<ul style="list-style-type: none">• 30,000 impressions across the web• Duration approx. 1 month	USD 2,700
DELUXE: BASIC & LINKEDIN	<ul style="list-style-type: none">• 30,000 impressions across the web• 10,000 impressions on LinkedIn	USD 3,200
ADDITIONAL IMPRESSIONS	<ul style="list-style-type: none">• Additional 10,000 impressions across the web	USD 850

PRE-/POST-EVENT
AMPLIFICATION

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PRE-/POST-EVENT AMPLIFICATION

Extend your reach beyond the duration of the event with these offerings.

CONTENT SYNDICATION

Hand over your most compelling educational content asset (i.e. whitepaper, e-book, case study, video, podcast) and let us promote it to your targeted audience – as a result you'll enjoy highly qualified leads.

PRICE: USD 4,500

CUSTOM WEBINAR

Engage prospects with a turnkey web event that includes project management, pre-recording, hosting, promotion, and GDPR-compliant leads.

- Topic of your preference
- 60-minutes presentation (including 15-minutes Q&A)
- Qualified leads from all registered session attendees
- Webinar concierge support
- Promotion via email, newsletter, social, and banner ads
- MP4 Video file with full distribution rights
- Hosting on ON24 platform for 6 months

PRICE: USD 16,000



PRE-/POST-EVENT
AMPLIFICATION

CONTACT US TO DISCUSS YOUR IDEAS!

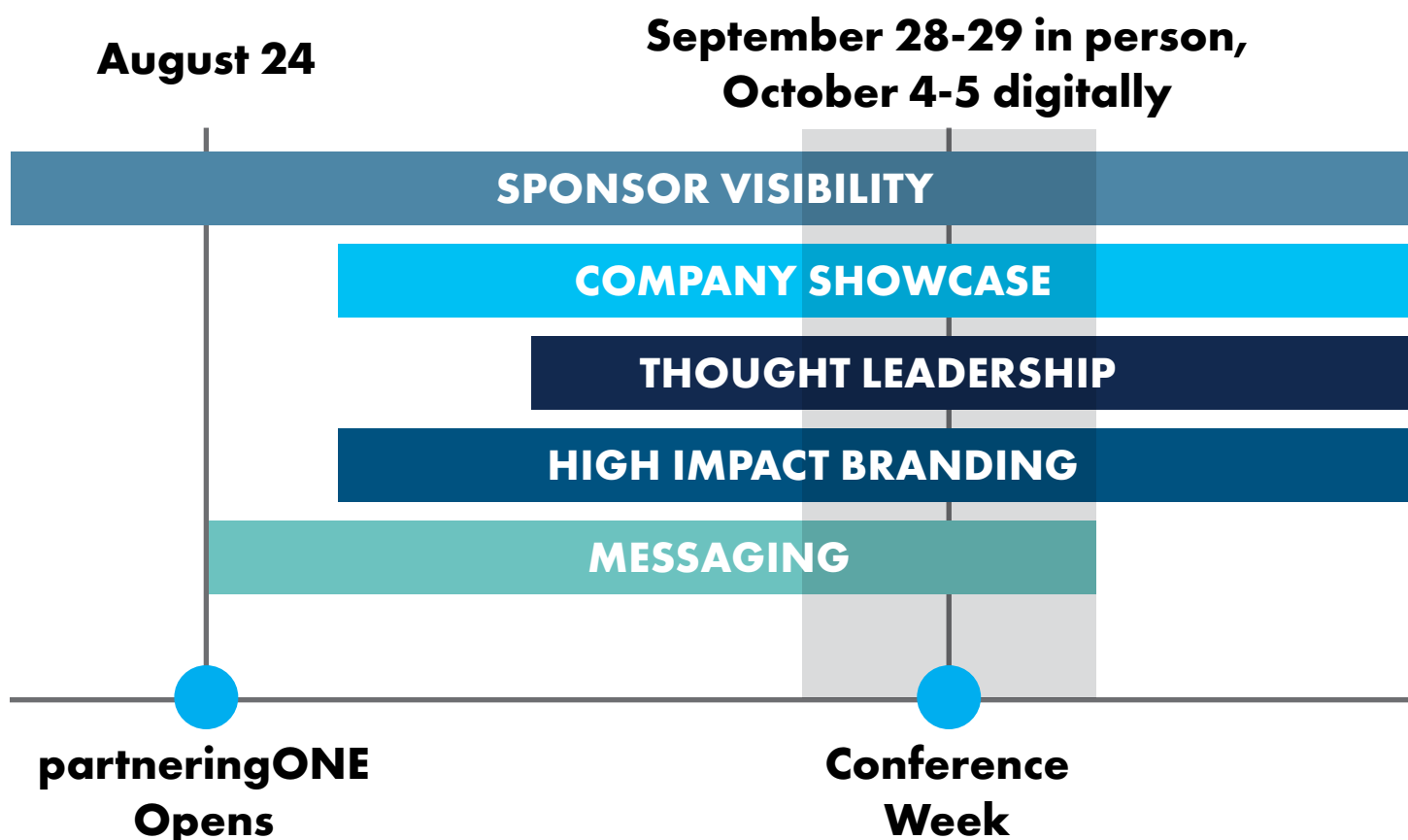
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SPONSORSHIP TIMELINE

BIOPHARM AMERICA™

Engage across channels throughout the conference cycle

Tailor your package with the following opportunities to maximize visibility:



DRIVE ENGAGEMENT THROUGHOUT THE EVENT LIFE CYCLE

Develop a package that best fits your objectives throughout the duration of BioPharm America.

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BIOPHARM AMERICA™

**Innovations,
advancements,
& collaborations**

**CONTACT US TO DISCUSS
YOUR IDEAS!**

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