

Bio-IT World Conference & Expo

Hynes Convention Center – Boston, MA

May 16-18, 2023

IN-PERSON EVENT SPONSORSHIP PROGRAMS

Marketing Campaign

- Brochure Mailing: 100,000 copies – December 2, 2022 DEADLINE
- Weekly Social Media Campaigns on LinkedIn and Twitter to over 50,000 followers (TRI-CON and Bio-IT World combined)
- Email campaigns: 150+ email campaigns
- 6 million total impressions to the website (not unique)
- Weekly Promotion Bio-IT World – 35,000 subscribers total

Conference Programs delivered all in-person and broadcasted for online viewing

- T1: Modern Data Platforms and Storage Infrastructure - ITH
- T2: Data Management - LEX
- T3: Data Science and Analytics Technologies - DTA
- T4: Software Applications & Services - ISF
- T5: Cloud Computing - CLD
- T6: AI for Drug Discovery and Development - AIDP
- T7: AI for Oncology, Precision Med, Precision Health/Wellness - AIPX
- T8: Bioinformatics - BIN
- T9: Pharmaceutical R&D Informatics - IRK
- T10: Digital Biopharma - PNF
- T11: Automation, Digital Lab and Robotics - RPAU
- T12: Digitization of Clinical Development and Clinical Trials - SDM

Platinum Sponsorship

Preconference:

- Approx 2 weeks pre-event: eBlast to all registered attendees
- Approx. 3-weeks pre-event: Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo on the cover the final conference brochure – Contingent upon CHI Marketing Deadlines
- Corporate logo with link on the homepage and [mainframe](#) (all pages) of the event website
- Access to 1-on-1 Networking App – available one week prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

Your choice of one the following speaking options:

- _____ 30-minute-presentation within a specific track
- _____ 30-minute Luncheon Presentation within a specific track program

Your choice of one the following value-add options:

- _____ VIP Dinner (10-12 guests plus 3 company personnel)
- _____ 6-8 One-on-One Meetings
- _____ Best Practices Award Sponsorship

- _____ Best of Show Award Sponsorship
- _____ Hospitality Suite
- _____ Co-Sponsorship of Conference tote bag **SOLD OUT**
- _____ Lanyards (exclusive) **SOLD OUT**
- _____ Hotel Key Cards - exclusive
- _____ Game Card Sponsor – exclusive **SOLD OUT**
- _____ Golf Simulator
- _____ Product Launch
- _____ Exhibit Hall Reception
- _____ Refreshment Break - exclusive **SOLD OUT**
- _____ Stair wrap advertisement
- _____ Cell phone charging station
- _____ Conference Notebooks
- _____ Aisle Signs in exhibit hall – logo on all signs
- _____ Plenary Keynote Intro and keynote chair drop **SOLD OUT**
- _____ Foot Trails from registration area to your booth
- _____ Foot Trails from registration area to session room stair landing
- _____ Foot trails from session room stair landing to your booth

- Talk promoted in the final conference brochure (subject to print deadlines), event web site and program guide
- Meter board (large floor free-standing ads 37'W x 86'L)
- One 10 X 20 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional full conference registrations available at a discount for your staff (Limited to 5)
- On-site signage promotion – Platinum Sponsor logos are larger than Gold/Bronze Sponsors and placed at the top

Post Conference:

- Full contact information of all participants registered for the program in which your presentation occurred
- Approx. 3-weeks post-event: Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

PLATINUM SPONSORSHIP: \$50,000

PLATINUM SPONSOR with 20x20 Exhibit: \$58,000

Gold Sponsor: Agenda Presentation

Preconference:

- Talk promoted in brochure(s) as part of the program agenda (subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Access to 1-on-1 Networking App – available one week prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

- **Includes one 15 -minute podium presentation in session room (program-specific)**
- One 10 X 10 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional registrations can be acquired at a discount– Limited to 5
- On-site signage designating your company as a gold sponsor

Post-Conference:

- Full contact information of all participants registered for the program in which your presentation occurred
- Corporate logo inside the final conference brochures (Subject to print deadlines)
- Prominently list your company as a Gold Sponsor on the conference proceedings
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

GOLD SPONSORSHIP 15-minute: \$18,500

GOLD SPONSORSHIP 15-minute with 10x20 Exhibit: \$22,000

GOLD SPONSORSHIP 30-minute: \$23,500

GOLD SPONSORSHIP 30-minute with 10x20 Exhibit: \$27,000

Gold Sponsor: Lunch Presentation

Preconference:

- Talk and logo promoted in brochure(s) as part of the program agenda (subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Access to 1-on-1 Networking App – available one week prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

Includes a 30-minute luncheon presentation in session room (program specific)

- Signage promoting luncheon presentation (at the entrance to session room)
- One 10 X 10 exhibit space (Booth #) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional registrations can be acquired at a discount– Limited to 5
- Corporate logo in the Program Materials
- On-site signage designating your company as a Gold Sponsor

Post-Conference:

- Full contact information of all participants registered for the program in which your presentation occurred
- Prominently list your company as a Gold sponsor on the conference proceedings
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

GOLD LUNCH SPONSORSHIP: \$23,500

GOLD LUNCH SPONSORSHIP with 10x20 Exhibit: \$27,000

Gold Sponsor: Interactive Discussion

Preconference:

- Discussion and logo promoted in brochure(s) as part of the program agenda (subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Access to 1-on-1 Networking App – available one week prior to event

- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

- Lead a 30-minute interactive discussion, track specific. Your executive to lead discussion, keep topic on track, ask engaging questions and encourage audience participation. Allows for 5-minute company introduction.
- Signage promoting interactive discussion (at the entrance to session room)
- One 10 X 10 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one moderator (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional registrations can be acquired at a discount– Limited to 5
- Corporate logo in the Program Materials
- On-site signage designating your company as a Gold Sponsor

Post-Conference:

- Full contact information of all participants registered for the program in which your discussion occurred
- Prominently list your company as a Gold sponsor on the conference proceedings
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

GOLD INTERACTIVE DISCUSSION SPONSORSHIP: \$18,500

Gold Sponsor: Plenary Keynote Intro

Preconference:

- Talk promoted in brochure(s) as part of the program agenda (subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Corporate logo inside the final conference brochure (Subject to print deadlines)
- Access to 1-on-1 Networking App – available one week prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email
- Plenary keynote and your logo/URL link promoted on ALL 17 programs pages of the website
- Plenary keynote and your logo (no link) promoted on ALL 17 program pages of the PDF agenda

Onsite:

Includes a 10-minute thought-leader style brief presentation & keynote introduction. Presentation should be given by an executive within your company and discuss trends, technologies and touch upon the future of the industry. It is okay to mention what, how and why your company will impact today and tomorrow's industry, but it should be said in a non-commercial way. Plenary keynotes get hundreds of attendees and are widely promoted. This is a very high-profile spot.

- Signage promoting keynote session (at the entrance to session room)
- One 10 X 10 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional registrations can be acquired at a discount– Limited to 5
- Corporate logo in the Program Materials
- On-site signage designating your company as a Gold Sponsor

Post-Conference:

- Prominently list your company as a Gold sponsor on the conference proceedings
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

KEYNOTE PRESENTATION SPONSORSHIP: \$20,000

Bronze Sponsor

Preconference:

- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Access to 1-on-1 Networking App – available one week prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

Check one option:

- Game Card Square – delegates stop at your booth for sign-off or stamp
- Tote Bag Insert & Chair Drop within one session room
- Floor standing meter board – 7ft X 3ft
- Aisle signs in exhibit hall – (logo on two signs)
- Hospitality Suite
- Registration Area Sponsor
- Product Launch
- Exhibit Hall Reception co-sponsor
- Refreshment Break (exclusive)
- Cell-Phone Charging Station in Exhibit Hall
- Cell-Phone Charging Station in Conference Track Room Foyer
- Footprint trails (Registration Area to Booth)
- Stair Wrap Advertisement
- Hospitality Suite

- Two (2) main conference registrations – excludes symposia and short courses
- Two (2) booth staff registrations
- One 10X10 exhibit space (Booth #) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Additional registrations can be acquired at a discount - Limited to 5
- Corporate logo in the Program Materials
- Corporate logo link on the conference web site
- On-site signage designating your company as a Bronze sponsor

Post-Conference:

- Prominently list your company as a Bronze Sponsor on the conference proceedings
- Approx. 3 weeks after, attendee lists for one-time physical mailing via a 3rd party mail house

BRONZE SPONSORSHIP: \$13,000

BRONZE SPONSORSHIP with 10x20 booth: \$18,000

Exclusive Sponsorship/Custom Workshop

Full day or ½ day Technology Workshop

Preconference:

- Corporate logo inside the final conference brochures (subject to print deadlines)
- Corporate Logo and URL on conference website – 6 million annual impressions to website (not unique)
- Workshop promoted in the final conference brochure and event website
- Conference discount code provided to your clients and prospects to attend
- Sponsor is responsible for agenda and procuring speakers
- **On-site:**
- BIO IT WORLD CONFERENCE & EXPO will provide the room and AV
- BIO IT WORLD CONFERENCE & EXPO will promote the workshop on-site with signage.
- Corporate biography listing in program materials distributed on-site (50-word maximum)

- One 10 x 10 exhibit - Exhibit space includes side rails and backdrop with pipe and drape and a company ID sign. Additional furnishings and materials can be ordered through the event General Contractor. Information for ordering will be provided in your exhibitor kit
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Discounts for additional staff member registrations (limited to 5)
- Listing on signage at the event

Post-Conference:

- CHI will send Sponsor attendee list from workshop including full contact info POST-conference
- Attendee list for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

FULL DAY WORKSHOP: \$25,000

½ DAY WORKSHOP: \$18,000

CORPORATE SPONSOR/USER GROUP MEETING

Pre-conference:

- CHI will promote the user-group on the final conference brochure pdf, event web site, conference proceedings, in the agenda and on-site signage
- Corporate logo inside of final conference brochure pdf
- Corporate logo with link on the event web site
- Pre-conference delegate list for a one-time mailing of each
- Conference discount for your clients & prospects: Provide your list and CHI will send an email on your behalf OR we will provide you with a code for you to send out offering up to \$200 off the cost to attend

On-site:

- Meeting room (for 50-75) ready with AV including LCD panel
- Refreshments (to be arranged with venue)
- Corporate logo on the conference proceedings
- Three (3) main conference registrations (excludes access to short courses and symposia)
- Additional full conference registrations available at a discount for your staff (Limited to 5)
- 50-word company description in the conference materials
- On-site signage designating your company as a corporate sponsor

Post-conference:

- Attendee list for one-time physical mailing via a 3rd party mail house

SPONSORSHIP FEE: \$18,000

Invitation-Only VIP Dinner: Gold Sponsor

Preconference:

- CHI will work closely with Sponsor to develop an invitation format and invitees list. CHI will extend invitations.
 - Sponsor will preselect TOP prospects whom they want to meet with from the pre-conference attendee list
 - CHI will extend invitations
- Please note, CHI will forward the pre-registration list 3-4 weeks out from the event date (post advanced registration deadline) to ensure largest prospect list.

- Please select the number of prospects requested by the Client Service Specialist. This is a larger number than desired amount.
- Corporate logo and URL on conference web site – 6 million annual impressions (not unique)
- Promotion as Gold Sponsor on conference brochure (subject to print deadlines)
- Attendee list for one-time physical mailing via a 3rd party mail house
- Conference discount code provided to your clients and prospects to attend
- Access to 1-on-1 Networking App
- Customized banners for you to promote your participation on social media, website and in email

On-site:

- Sponsor will host an Invitation-Only VIP Dinner (restaurant and exact date/time to be determined). To insure optimum face-to-face networking, CHI suggests dinner be limited to 10-12 guests, plus up to three representatives from Sponsoring company and two representatives from Cambridge Healthtech Institute.
- One 10X10 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor.
- Corporate logo and URL link included in conference proceedings package delivered electronically
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Additional Registrations can be acquired at Sponsor discount – Maximum of 5
- Signage at the event with attribution as Gold Sponsor

Post-Conference:

- CHI will send Sponsor attendee list from dinner including full contact info POST-conference
- Attendee list for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

VIP DINNER PROGRAM: \$14,000

VIP DINNER without exhibit space: \$11,000

One-on-One Meetings: Gold Sponsor

Preconference:

- CHI will set up a set of **6-8 one-on-one meetings** with your top prospects (selected by you from the pre-registration attendee list) and confirm attendance
- CHI will extend invitations, conduct follow-up and monitor responses
- CHI will place reminder cards in the badges of attendees prior to event check-in
- Corporate logo inside the final conference brochure (subject to print deadlines)
- Corporate logo link on the conference web site – 6 million impressions on annual basis
- Access to 1-on-1 Networking App – available two weeks prior to event
- Conference discount code provided to your clients and prospects to attend
- Customized banners for you to promote your participation on social media, website and in email

Onsite:

- Small meeting space for one-on-one meetings (curtained-off space in the exhibit hall furnished with table and chairs)
- OPTION: Build out a meeting room within the exhibit hall – Door and walls to meeting room for added privacy
- Honorarium will be provided (on behalf of CHI) to the attendees who attend meetings
- One 10X10 exhibit space (Booth # _____) - includes side rails and backdrop with pipe and drape. Additional furnishings and materials can be ordered through the event General Contractor.
- Two (2) main conference registrations plus one speaker (total of 3) – excludes access to the short courses
- Two (2) booth-only personnel passes
- Corporate logo with link on the event web site
- On-site signage designating your company as a Gold Sponsor

Post-Conference:

- Full contact info of the attendees who RSVP'd even if they cancel their appointment
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Corporate logo on the conference proceedings package delivered electronically

ONE-on-ONE Meetings with Basic Curtained-Off Space: \$14,000

ONE-on-ONE Meetings with Private Room Built: \$19,000

Networking Lounge Sponsorship

On-site:

- 7ft tall X 3ft Wide Meter Board with corporate branding placed in seating area
- Signage placed at entrance to seating area with Sponsor logo/branding
- Table tent cards placed on tables
- 4-7 power drops will be available in seating area
- Ceiling-hanging sign with Sponsor logo placed over the seating area
- If Sponsor is raffling an item in their booth, they can place flyers on the tables promoting their giveaway
- OPTION: If Sponsor wants to order additional furnishing/items for the seating area to reinforce branding, Sponsor can do so through General Contractor, the exhibit services company (e.g. table covers with branding)
- Two registrations to the conference sessions – excludes pre-conference workshops
- Additional registrations can be acquired at a discount – limit to 5
- Prominently list your company as a Bronze Sponsor on the conference proceedings

SPONSORSHIP INVESTMENT: \$12,500

Product Launch Promotion

- Pre-conference: New product/service email sent pre-conference to attendees (includes all new product participants)
- Pre-conference: Press release (includes all new products showcased at event)
- Onsite: large stand-alone advertisement sign (meter board)
Board will be double sided, 38" wide x 87" high
- Banner ad within the conference app hyperlinking to your conference website
-

SPONSORSHIP INVESTMENT: \$7,500

Booth Crawl

An inexpensive strategy to increase traffic to your booth during a dedicated break, the "Booth Crawl" encourages conference attendees to visit participating exhibits to network and enjoy snacks and drinks. By participating in the Booth Crawl, your company will be heavily promoted onsite at the event.

Benefits:

- Promotion through onsite signage (includes logos of all participants)
- Promotion via social media
- A sign placed at your booth as being a booth crawl participant
- Booth Crawl program will be included during announcements inside session rooms
- Push notification through the app and/or banner advertisement promoting the booth crawl
- Sponsor can make food and beverage selections for their exhibit space
- Sponsor will be responsible for food and beverage selection, cost & coordination with venue

SPONSORSHIP INVESTMENT: \$1,500

For additional information regarding Bio-IT World Expo sponsorships contact:

Companies A-K

Rod Eymael

Manager, Business Development
781-247-6286

reymael@healthtech.com

Companies L- Z

Aimee Croke

VP Business Development

acroke@cambridgeinnovationinstitute.com