

## 2022 SPONSOR & EXHIBITOR PROSPECTUS

14<sup>th</sup> Annual

# Immunogenicity & Bioassay :::: Summit

Technologies and Strategies for Safe and Efficacious Products in the Clinic

October 3-6, 2022

Crystal Gateway Marriott  
WASHINGTON, D.C. & ONLINE [EDT]



**RESERVE  
YOUR EXHIBIT  
SPACE EARLY**  
FOR PROMINENT  
PLACEMENT!

## Sponsor the #1 Immunogenicity & Bioassay Event in the U.S. BRINGING TOGETHER INDUSTRY, ACADEMIA & REGULATORY AUTHORITIES

CHI is excited to host its 14<sup>th</sup> Annual Immunogenicity & Bioassay Summit – a “Live” In-Person & Virtual event. We’ll examine challenges facing the industry with NEW case studies, NEW perspectives and NEW approaches. Learn from the industry, academia and the regulatory authorities at 3 Conference Programs, Symposium, Training Seminar and several Short Courses. Once again, we’ll host interactive breakouts on various niche topics so delegates can share experiences and generate new ideas. Plus, attend a live and virtual exhibit/poster hall with innovative products & services. We look forward to greeting you at Crystal Gateway Marriott in Washington, DC.

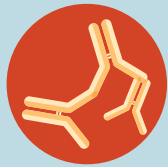
**INQUIRE ABOUT SPONSORSHIP**



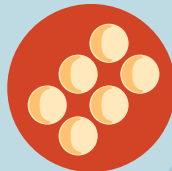
#ImmunoBio22

[ImmunogenicitySummit.com](https://ImmunogenicitySummit.com)

## 2022 Conference Programs



**Immunogenicity  
Assessment  
& Clinical  
Relevance**



**Optimizing  
Bioassays for  
Biologics**



**Immunogenicity  
Prediction &  
Control**



**Symposium 1:  
Immunology for  
Biotherapeutics**

**KEY  
MARKETING  
DEADLINES**

**APR  
08**

**Preliminary  
Agenda Deadline:**  
Friday, April 8

Promoted heavily through  
email & social media.

**MAY  
06**

**Final (Print)  
Agenda Deadline:**  
Friday, May 6

Mailed to 100,000 targeted prospects!  
**Meeting the print deadline will  
maximize your exposure (& ROI)!**



“ **Extremely high-quality  
presentations and excellent  
networking opportunities.  
Feedback from the FDA was  
invaluable.** ”

**Professor, Head and Member, La Jolla  
Institute for Immunology**



#ImmunoBio22

[ImmunogenicitySummit.com](https://www.immunogenicitysummit.com)

**INQUIRE ABOUT SPONSORSHIP**

# Sponsorship Opportunities

Sponsorship Level	Pricing	Exhibition/Meeting Space & Delegate Passes	Thought Leadership & Branding
<b>CORPORATE SPONSOR: AGENDA PRESENTATION</b>	<b>\$11,000</b> (15-Minute Presentation)  <b>14,000</b> (30-Minute Presentation)	<ul style="list-style-type: none"> <li>One 10 X 10 exhibit space</li> <li>Two (2) main conference registrations plus one speaker (total of 3) – excludes access to short courses</li> <li>Two (2) booth-only personnel passes</li> <li>Additional registrations can be acquired at a discount– Limited to 5</li> </ul>	<ul style="list-style-type: none"> <li>15-minute or 30-minute podium presentation in session room (program-specific)</li> <li>Talk promoted in brochure(s) as part of the program agenda (subject to print deadlines)</li> <li>Onsite signage designating your company as a Corporate Sponsor</li> <li>Full GDPR compliant contact information of all participants registered for the program in which your presentation occurred shared about one week post event</li> <li>Prominently list your company as a Corporate Sponsor on the conference proceedings</li> </ul>
<b>INVITATION-ONLY VIP DINNER: CORPORATE SPONSOR</b>	<b>\$14,000</b>  <b>11,000</b> (Without Exhibit Space)	<ul style="list-style-type: none"> <li>One 10X10 exhibit space</li> <li>Two (2) main conference registrations – excludes access to the short courses</li> <li>Two (2) booth-only personnel passes</li> <li>Additional Registrations can be acquired at Sponsor discount – Maximum of 5</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>CHI will work closely with Sponsor to develop an invitation format and invitees list</li> <li>Sponsor will preselect TOP prospects whom they want to meet with from the preconference attendee list</li> <li>CHI will extend invitations</li> <li>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.</li> <li>Please select the number of prospects requested by the Client Service Specialist. This is a larger number than desired amount.</li> <li>Promotion as Corporate Sponsor on conference brochure (subject to print deadlines)</li> </ul>

## All programs above also include:

- Attendee list for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference website
- Access to one-to-one Networking App
- 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
- Corporate logo inside the final conference brochures (Subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

For more information regarding sponsorship availability, please contact:



**Aimee Croke**

Business Development Manager  
T: 781-292-0777  
acroke@cambridgeinnovationinstitute.com



#ImmunoBio22

ImmunogenicitySummit.com

**INQUIRE ABOUT SPONSORSHIP**

# Sponsorship Opportunities

Sponsorship Level	Pricing	Exhibition/Meeting Space & Delegate Passes	Thought Leadership & Branding
<b>CORPORATE SPONSOR: 1:1 MEETINGS</b>	<b>\$14,000</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Two (2) main conference registrations – excludes access to the short courses</li> <li>Two (2) booth-only personnel passes</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>CHI will extend invitations, conduct follow-up and monitor responses</li> <li>CHI will place reminder cards in the badges of attendees prior to event check-in</li> <li>Small meeting space for one-on-one meetings (curtained-off space in the exhibit hall furnished with table and chairs)</li> <li>OPTION: Build out a meeting room within the exhibit hall – Door and walls to meeting room for added privacy</li> <li>Honorarium will be provided (on behalf of CHI) to the attendees who attend meetings</li> <li>Full GDPR complaint contact info of the attendees who RSVP'd even if they cancel their appointment</li> </ul>
<b>CORPORATE SUPPORT SPONSOR</b>	<b>\$6,500</b>	<ul style="list-style-type: none"> <li>One 10X10 exhibit space - includes side rails and backdrop with pipe and drape</li> <li>One (1) main conference registration – excludes symposia and short courses</li> <li>One (1) booth staff registration – excludes symposia and short courses</li> </ul>	<ul style="list-style-type: none"> <li>Prominently list your company as a Corporate Support Sponsor on the conference proceedings</li> </ul>

## All programs above also include:

- Attendee list for one-time physical mailing via a 3rd party mail house
- Corporate logo link on the conference website
- Access to one-to-one Networking App
- 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
- Corporate logo inside the final conference brochures (Subject to print deadlines)
- Attendee lists for one-time physical mailing via a 3rd party mail house
- Promotion in post-conference proceedings sent to all attendees

For more information regarding sponsorship availability, please contact:



**Aimee Croke**

Business Development Manager  
T: 781-292-0777  
acroke@cambridgeinnovationinstitute.com



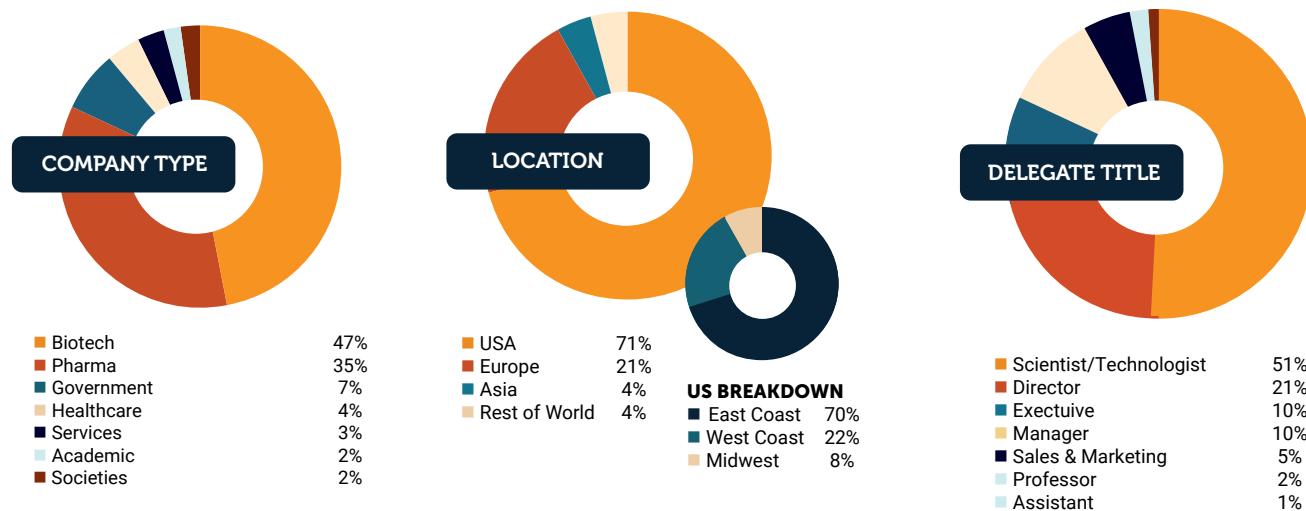
#ImmunoBio22

ImmunogenicitySummit.com

**INQUIRE ABOUT SPONSORSHIP**



## 2021 Attendee Demographics



## Past Sponsors & Exhibitors

Abzena plc	Lonza AG
Alliance Pharma Inc	MilliporeSigma
Andrew Alliance	NeoMed
BioAgilytix Labs	Precision for Medicine
BioAssay Sciences	Oncology & Rare Disease
CMIC Inc	Prolimmune Ltd
Creativ MicroTech Inc	Sino Biological US Inc
Gyros Protein Technologies	Smithers
ICON Dev Solutions	SQL Diagnostics
Immunologix Labs	Stegmann Systems GmbH
Intertek	STEMCELL
KCAS Bioanalytical & Biomarker Svcs	Technologies Inc
Lonza	Svar Life Science

## Sample of 2021 Attendees

 Sr. Scientist, Discovery	 Sr. Director, Analytical Dev & Translational Immunology	 Sr. Principal Scientist	 Sr. Scientist	 Sr. Researcher, Drug Safety Research Labs	 Scientist I, Bioassays & Analytical Development	 Bioassay Development Lead	 Director Immunogenicity
 Sr. Project Clinical Pharmacokinetics	 Director, Discovery Biotherapeutics	 Principal Research Scientist	 Director & Head, Clinical Bioanalytical Sciences	 Research Biologist, Office of Tissue & Advanced Therapies	 Scientific Leader & Investigator, Immunogenicity	 Sr. Scientist	 Principal Scientist & Group Leader, PPDM
 NEI Investigator, NeuroImmune Regulome	 Global R&D Groton Labs, Sr. Director	 Director & Clinical Assay Lead	 Roche Diagnostics GmbH, Sr. Scientist, Large Molecule Bioanalytical R&D	 Roche Pharma Head, Immunosafety	 Principal Scientist	 Director & Head Bioassay & Molecular Analytical Dev	<div>View Additional 2021 Attendees!</div>

INQUIRE ABOUT SPONSORSHIP



#ImmunoBio22

ImmunogenicitySummit.com

Cambridge Healthtech Institute's

LIFE SCIENCE

# LEAD GENERATION PROGRAMS

## Content Marketing to Generate Targeted Leads in Life Sciences



Looking to connect with global, high-quality industry professionals? CHI offers comprehensive lead generation programs that allow you to promote your scientific message from any location in the world. We will mine our database of over 800,000 life science professionals to match your specific needs, and guarantee a minimum of 100 leads per program!

### WHY LEAD GENERATION?

- 80% of marketers rate webinars as one of their top 3 marketing tactics for lead generation (Forrester Research)
- One of the fastest and easiest ways to get the attention of your target audience
- Build a new list of qualified leads quickly
- Present solutions and educate your prospects and clients
- Lower cost to reach your target market
- Reach a national and international audience

### WHY CHI?

- Cultivated strong relationships with high-level industry speakers
- Experienced Marketing, Platform Management/Operations and Editorial teams
- Extensive database of over 800,000 prospects, spanning from drug discovery and development to clinical trials
- Bundle your conference and lead generation initiatives under one annual integrated marcom plan and save money!
- Industry-wide reputation for consistently producing strong scientific content, with over 22 years of producing targeted scientific conferences

### Content Marketing Options Include:

- Webinars
- Whitepapers
- Market Research
- eBooks
- Podcasts



#ImmunoBio22

ImmunogenicitySummit.com

INQUIRE ABOUT SPONSORSHIP

14<sup>th</sup> Annual

# Immunogenicity & Bioassay :::: summit

## The CHI Sales Journey

Take advantage of these proven strategies to connect with your preferred audience at Next Generation DX Summit!



### Dedicated Sales Managers

Work with our Sales Managers to develop a customized sponsorship package specific to your marketing needs and budget.



### Thought Leadership

Position your company's messaging using our many programs designed to effectively reach your target audience.



### Pre-Event Marketing & Promotion

Sign up early and ensure maximum exposure throughout the event marketing campaign. Work with our Marketing Manager to co-promote your presence at the event.



### On-Site Branding & Experience

Work with the Advertising Manager and the Client Services team to maximize your brand awareness on-site, and to make sure all deliverables and deadlines are met.



### Lead Generation

Schedule on-site meetings with potential and existing clients using our Networking App and One-to-One Meetings service.



### Have a Great Event!

Arrive onsite with your team to network, learn, and increase your sales pipeline.



#ImmunoBio22

[ImmunogenicitySummit.com](http://ImmunogenicitySummit.com)

INQUIRE ABOUT SPONSORSHIP

# Cambridge Healthtech Institute's Related Events

14<sup>th</sup> Annual  
**Immunogenicity &  
Bioassay :::: Summit**



## Contact Us



For more information regarding  
sponsorship availability,  
please contact:

**Aimee Croke**

Business Development Manager

T: 781-292-0777

[acroke@cambridgeinnovationinstitute.com](mailto:acroke@cambridgeinnovationinstitute.com)



#ImmunoBio22

[ImmunogenicitySummit.com](https://www.immunogenicitysummit.com)

INQUIRE ABOUT SPONSORSHIP