

2014 BIO International Convention

Branding & Advertising Opportunities



BIO International
Convention
The Global Event for Biotechnology

June 23–26, 2014
San Diego, CA

Questions?

We'll put together a branding package that meets your company's needs.

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Networking Receptions & Customized Events

BIO 5K Run/Walk
BIO Board of Directors & Steering Committee Reception
Business Forum Wine & Cheese Reception
Celebrating Leaders Reception
Country-Specific Receptions
Customized Events
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Onsite Branding and Giveaways, con'td

Information Kiosks
International Attendee Lounge
Internet Stations
Lanyards
Speaker Gifts
Transportation
Volunteer Recognition Program
WiFi

Print & Digital Advertising

BIO Show Daily (print)
Convention Website Banner Ads (digital)
Pre-Show Planner (print)
myBIO Mobile App (digital)
Official Onsite Guide (print)
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San Diego Branding

Be Green & Be Seen Advertising
Clean the World
Gaslamp Pole Banners
Hotel Key Cards
Hotel Room Welcome Bag
Hotel Room Welcome Bag Insert
Morning Bus Stop Promotion
Marriott Hotel Advertising
Pedicab Advertising
Harborside Boat Branding
Graffiti Wall & Artist
San Diego MTA Trolley Wraps
Sidewalk Chalk Art Advertising

Networking Receptions and Customized Events

BIO 5K Run/Walk

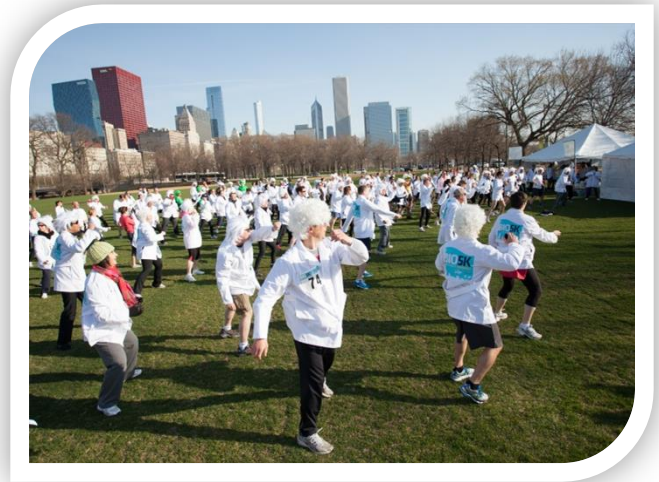
\$55,000

(2 Opportunities Available)

Date: June 23

Location: TBD

The BIO 5k Run/Walk is an event for all; race to win or simply walk the course. The race features all the bells and whistles of a great running race: the scenic course hugs the San Diego shoreline, is professionally timed, includes branded bibs, start and finish arches, and awards in 12 categories. A trainer will warm up your runners and water and energy snacks will greet them at the finish. Highlight your brand, promote good health, and build fellowship outside the Convention.



This promotion includes:

- Awards ceremony speaking opportunity
- Branding on pre-race confirmation notices
- Branding on hotel lobby bus pick-up signs
- Custom Start/Finish banners
- Branded email invitation/confirmation
- Branded bib numbers
- Branded mile marker signs

BIO Board of Directors & Steering Committee Reception

\$35,000

(6 Opportunities Available)

Date: June 23

Location: USS Midway Aircraft Carrier

Take advantage of this elite, invitation-only reception to target your corporate message to a premier audience of 100-125 attendees, including the BIO Board of Directors, 2014 BIO International Convention Steering Committee members, top industry leaders, and special guests.

Sponsorship benefits include:

- Recognition on printed invitations and at reception
- 4 reception invitations
- Additional benefits include up to 3 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Business Forum Wine & Cheese Reception

\$25,000

(Exclusive Opportunity!)

Date: TBD

Location: San Diego Convention Center, BIO Business Forum

Grab exclusive recognition in the BIO Business Forum and network with top executives and deal makers in the industry as they unwind from Partnering!

Sponsorship benefits include:

- Invitations to, signage and recognition at reception
- Recognition as a BIO Business Forum sponsor, opportunity to display promotional materials
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



Celebrating Leaders Reception

\$50,000

(6 Opportunities Available)

Date: June 24

Location: Hilton San Diego Bayfront Promenade Waterfront Park

Get your brand in front of industry leaders. This invitation-only reception honors and recognizes CEOs, public officials and dignitaries, and patient & health advocacy organizations. More than 250 attendees are expected to attend this prestigious event.

Sponsorship benefits include:

- 5 reception invitations, recognition on printed invitations and at reception
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Country-Specific Receptions

(Exclusive Opportunity Per Reception)

\$50,000

(Multiple Opportunities Per Reception)

\$25,000

Date: June 24-25

Receive dedicated access and networking opportunities with targeted delegations attending the Convention. Delegations may include China, Brazil, Russia, Turkey and India.

Sponsorship benefits include:

- Reception invitations, recognition on invitations and at reception
- Opportunity to display promotional materials and provide giveaways at event
- Additional benefits at \$50k include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space
- Additional benefits at \$25k include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Customized Events

[Call for Pricing](#)

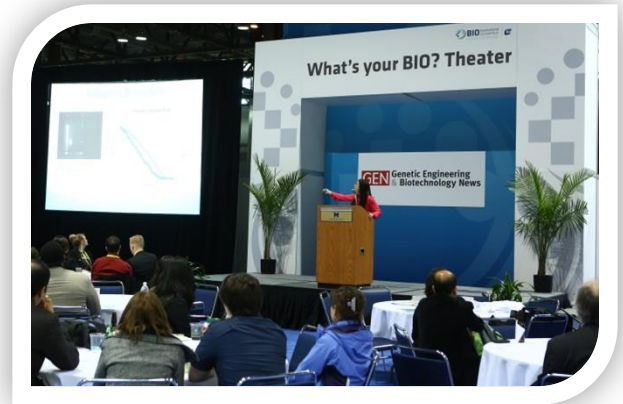
Date: June 23 - 26

Location: TBD

Customized events are an exclusive opportunity to target your biotech audience. BIO staff will work alongside you to reach your event goals. Everything is fully customizable: location, set up, attendee acquisition, and promotional marketing. Customized events can be as formal or informal as you choose - networking happy hours, presentations, product launches, receptions, facility tours - anything you need for your clients and prospective customers.

This promotion includes:

- BIO works side by side with you to identify target prospects and potential client base
- You choose the demographic selects (job function, industry segment, geographic location)
- BIO provides marketing support, RSVP management, post-show reporting, and lead delivery
- Optional promotional items, tickets, and direct mail also available



BIO Gaslamp Receptions

[\\$50,000](#)

(Multiple Opportunities Available)

Date: June 25

Location: Gaslamp Quarter restaurants

Join BIO as a co-host of this premiere networking event in the vibrant Gaslamp Quarter of San Diego. Hit the streets and restaurants with fellow attendees as everyone mingles after a successful day of business. More than 3,500 guests are expected to attend from an industry-wide audience.

Sponsorship benefits include:

- Signage and recognition at reception
- Opportunity to display promotional materials and provide giveaways at event
- Additional reception tickets
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



BIO Golf Tournament

Call for Pricing

Date: June 23

Location: TBD

The 2014 BIO Golf Outing and Social is a perfect afternoon to spend the day with your clients, colleagues and prospects. This golf outing features eighteen holes of scramble golf complete with on course skills contest, promotional tables, contest awards, and a ceremony speaking opportunity.

This promotion includes:

- Branded email invitation/confirmation
- Transportation to/from event
- Club House welcome banner
- Event photography
- Golf shirts
- Tee Box signs
- Contests and prizes

International Attendee Reception

\$25,000

(Exclusive Opportunity)

Date: TBD

Location: San Diego Convention Center

Get exclusive, global recognition in front of more than 200 Convention attendees, including domestic and international media and government officials.

Sponsorship benefits include:

- Signage and recognition at reception
- Opportunity to display promotional materials
- Recognition on all BIO marketing materials promoting the event
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



Investor & Business Development Reception

\$25,000

(5 Opportunities Available)

Date: June 24

Location: Stingaree

Promote your company during this invitation-only, premier gathering of CEOs, Investors, and Business Development Professionals. More than 400 individuals will attend to network, discuss deals, and have fun.

Sponsorship benefits include:

- Recognition on printed invitations and at reception
- 7 reception invitations
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

BIO Welcome Reception on USS Midway

\$315,000

(Exclusive Opportunity!)

SOLD

Date: June 23

Location: USS Midway Aircraft Carrier

Enhance your company brand with this high-energy, high-profile reception welcoming more than 3,500 attendees to the BIO International Convention. This event is guaranteed to leave a lasting impression.

Sponsorship benefits include:

- Signage and recognition at reception
- Opportunity to display promotional materials and provide giveaways at event
- Additional reception tickets
- Additional benefits include up to 28 Convention Access registrations; complimentary 10'x40' exhibit booth; Double Helix Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



BIO Wine Pour

(Exclusive Opportunity!)

SOLD

Date: June 24 6:30-9:30pm

Location: San Diego Wine & Culinary Event Center

Connect your brand and target audience at an exclusive wine tasting event. Rows of wine tasting tables and experts will educate your guests and tantalize their pallets. This lifestyle event provides unique market reach for your corporate supporters in a relaxed, intimate environment.

This promotion includes:

- Event invitation and confirmation, RSVP management
- 5 wine label tasting signs
- At-event signage
- Event staffing

Education Programming

Biotechnology Entrepreneurship Boot Camp

\$15,000

(3 Opportunities Available)

Date: June 22-23

Location: San Diego Convention Center

Ready! Set! GO! This intensive 2-day course empowers C-level executives of early stage companies and academic scientists who are aspiring entrepreneurs with the essentials of company formation, strategy and business models, team building, IP management, regulatory strategy, market analysis, corporate alliances and capital formation.

Sponsorship benefits include:

- Opportunity for speaking role(s) subject to BIO's approval
- Recognition on signage and in-room presentation screen
- Opportunity to display promotional materials
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Keynote Luncheons

\$250,000

(2 Opportunities Available)

Date: June 24-25

Location: San Diego Convention Center

See your company story and brand featured alongside top-name speakers - including a host of industry leaders and Nobel Laureates – during these exhilarating and thought-provoking keynote luncheons. Past guest speakers have included Tony Blair, Former Prime Minister of Great Britain and Northern Ireland; former Presidents Bill Clinton and George W. Bush; and former Vice President Al Gore.

Sponsorship benefits include:

- Speaking opportunity for your company CEO (3-min max)
- Opportunity for 3-min corporate video during meal service
- Reserved VIP seating
- Opportunity to provide promotional materials and corporate giveaways at each place setting
- Additional benefits include up to 23 Convention Access registrations; complimentary 10'x30' exhibit booth; Helix Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space. BIO maintains control over program and speakers and reserves the right to determine session style—banquet seating versus theater seating.



Specialty Forums

(Exclusive Opportunity Per Forum)*

\$75,000

(Multiple Opportunities Per Forum)

\$50,000

Date: June 24-26

Location: San Diego Convention Center

Join BIO in support of these specialty forums that will take a deep dive into a variety of pertinent subject areas. Sponsoring companies will be positioned as industry leaders and have unparalleled brand exposure in front of a targeted audience. Each Forum features at least four, 60 or 75 minute sessions.

2014 proposed Forums include Personalized Medicine & Diagnostics Forum; R/Evolution of Agriculture Technologies Forum; Vaccines & Immunotherapeutics Forum; Transformational Research Forum; Emerging Markets, Emerging Opportunities Forum; Biofuels & Renewable Chemicals Forum; Orphan Disease Forum; mHealth Forum.**

*Certain Forums are not available for exclusive sponsorship.

**Forum topics are subject to change pending session submission and review process.

Sponsorship benefits include:

- Opportunity to provide welcome remarks, introduce session moderator or participate on a panel
- Recognition on signage and in-room presentation screen
- Opportunity to display promotional materials at room
- Additional benefits at \$50k level include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space
- Additional benefits at \$75k level include up to 6 Convention Access registrations; complimentary 10'x10' exhibit booth; Gold Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Specialty Forums Receptions

\$10,000

(Multiple Opportunities Per Forum Reception)

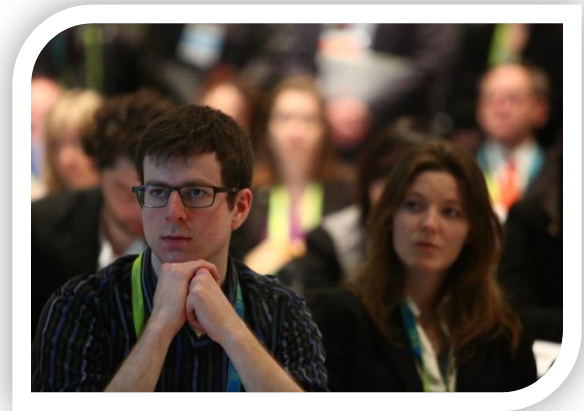
Date: June 24-26

Location: San Diego Convention Center

Each Forum will include a one-hour reception for attendees to mingle and network. Reception sponsors will receive brand exposure and networking opportunities with a targeted audience.

Sponsorship benefits include:

- Recognition on reception signage
- Opportunity to display promotional materials
- Additional benefits include 1 Convention Access registration; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



Tracks

(Exclusive Opportunity Per Track)

\$65,000

(2 Opportunities Per Track)

\$40,000

Date: June 24-26

Location: San Diego Convention Center

Build upon your brand by endorsing a session track that aligns with your company story. Each track features at least four, 60 or 75 minute sessions that focus on related issues.

2014 proposed Tracks include: Basic Research and Discovery; Business Development & Financing; Clinical Trials & Product Testing; Industrial Bioproducts; Intellectual Property; Manufacturing, Distribution, & Operations; Market Access and Commercialization; Regulatory Review & Approval. Track topics are subject to change pending session submission and review process.

Sponsorship benefits include:

- Opportunity to form a session for your sponsored track (time-sensitive)
- Speaking opportunity to introduce moderator at each session within sponsored track
- Recognition on signage and in-room presentation screen
- Opportunity to display promotional materials at room
- Additional benefits at \$40k level include up to 3 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space
- Additional benefits at \$65k level include up to 5 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Super Sessions

\$70,000

(3 Opportunities Available, 2 SOLD)

Date: June 24-26

Location: San Diego Convention Center

Sponsor a 90-minute Super Session where C-level speakers lead conversations about important industry issues. 2014 topics included open innovation, Affordable Care Act, the return of the pipeline deal and state of the industry reports from Burrill & Company and Ernst & Young.

Sponsorship benefits include:

- Opportunity to work with BIO to develop Super Session topic
- Recognition on signage and in-room presentation screen
- Opportunity to display promotional materials in room
- Additional benefits include up to 6 Convention Access registrations; complimentary 10'x10' exhibit booth; Gold Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



Partnering Opportunities

BIO Alliance Pavilion – Patient Advocacy Zone

\$50,000

(Multiple Opportunities Available)

Date: June 24-26

Location: BIO Exhibition, near BIO Business Forum

Align your company brand with Patient Advocacy groups and their business partners in the BIO Alliance Pavilion - Patient Advocacy Zone. The BIO Alliance Pavilion is slated to be 3,000 square feet and will contain private meetings rooms for scheduled partnering meetings, a staff check-in counter, a lounge seating area for networking, and select patient advocacy organization displays.

Sponsorship benefits include:

- Recognition as a corporate sponsor of the BIO Alliance Pavilion – Patient Advocacy Zone
- Prominent branding opportunity at patient section of the Alliance Pavilion
- Dedicated Relationship Manager to assist select patient advocacy organizations with meeting requests and priority scheduling of meetings
- Opportunity to nominate 2-3 patient advocacy organizations to participate (subject to BIO's review)
- Opportunity to place company promotional materials within the BIO Alliance Pavilion
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

BIO Alliance Pavilion – Academic Zone

\$50,000

(Multiple Opportunities Available)

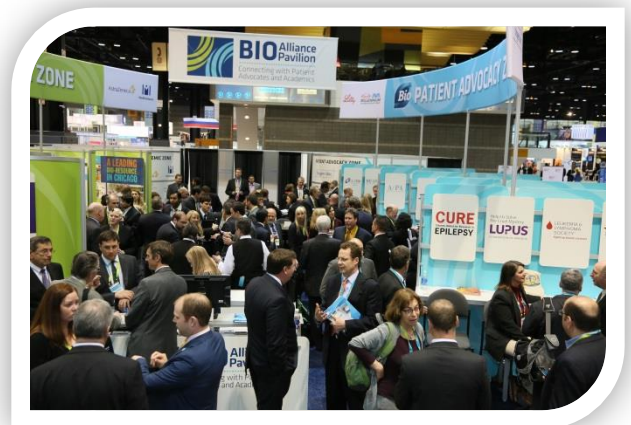
Date: June 24-26

Location: BIO Exhibition, near BIO Business Forum

Align your company brand with Academic groups and their business partners in the BIO Alliance Pavilion - Academic Zone. The BIO Alliance Pavilion is slated to be 3,000 square feet and will contain private meetings rooms for scheduled partnering meetings, a staff check-in counter and lounge seating area for networking.

Sponsorship benefits include:

- Recognition as a corporate sponsor of the BIO Alliance Pavilion – Academic Zone
- Dedicated space in the BIO exhibition hall for select university licensing departments and research institutions to conduct one-on-one meetings
- Dedicated Relationship Manager to assist select academic institutions with meeting requests and priority scheduling of meetings
- Opportunity to place company promotional materials within the BIO Alliance Pavilion
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



Casual Seating Area/Charging Boulevard

\$50,000 - \$100,000

(Exclusive Opportunity!)

Date: June 24-26

Location: BIO Business Forum

Your name belongs here! Get superior branding in the high-traffic Casual Seating area of the BIO Business Forum where Partnering attendees get their minds and tech devices recharged. Custom options available for an additional cost.

Sponsorship benefits include:

- Branding opportunity in front of exclusive group of executives
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits at \$50k include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space
- Additional benefits at \$100k include up to 8 Convention Access registrations; complimentary 10'x20' exhibit booth; Gold Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Charging Stations - BIO Business Forum

\$15,000

(3 Opportunities Available)

Date: June 24-26

Location: San Diego Convention Center, BIO Business Forum

Help BIO Business Forum participants keep all their cell phones, laptops, and tablets charged in one easy location.

Sponsorship benefits include:

- Branding opportunity on LCD screen and front-face of self-service kiosk
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Company Presentation Rooms

\$15,000

(4 Opportunities Available)

Date: June 24-26

Location: San Diego Convention Center, next to BIO Business Forum

Get strategic, on-site visibility in the Company Presentation Rooms where approximately 160 global companies will pitch their biotech innovations to licensing and business development representatives, venture capital firms, and other potential investors.

Sponsorship benefits include:

- Opportunity to introduce presenting companies in your sponsored room (script provided by BIO)
- Recognition on signage and in-room presentation screen
- Recognition as a BIO Business Forum sponsor

- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Company Profiles USB

\$25,000

(Exclusive Opportunity!)

Date: June 24-26

Location: Distributed to Business Forum attendees

Get visibility whenever a Partnering participant researches one of the more than 2,900 company profiles on this USB – during and after the convention.

Sponsorship benefits include:

- Branding opportunity on outside of USB; ad included when USB is opened
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Dedicated Partnering Suites

Date: June 24-26

Location: San Diego Convention Center, BIO Business Forum

Maximize your time in the BIO Business Forum and get dedicated space to host your Partnering meetings.

Standard Suites

\$25,000

Sponsorship benefits include:

- Standard suites are approximately 2x3 meters
- Relationship Manager to provide dedicated assistance with meeting requests and priority scheduling
- Partnering fees waived for 6 participants
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Medium Suites

\$50,000

Sponsorship benefits include:

- Medium suites are approximately 4x3 meters
- Relationship Manager to provide dedicated assistance with meeting requests and priority scheduling
- Partnering fees waived for 14 participants
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Large Suites

\$100,000

(16 Opportunities Available)

Sponsorship benefits include:

- Large suites are approximately 6x6 meters and are located in a prime area of the BIO Business Forum
- Two additional standard-size partnering suites (approx. 2x3 meters) for sponsor's private use
- Complimentary computer, computer stand and printer in large suite
- Relationship Manager to provide dedicated assistance with meeting requests and priority scheduling
- Partnering fees waived for 32 participants
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include up to 8 Convention Access registrations; complimentary 10'x20' exhibit booth; Gold Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Food & Beverage (Coffee and Snacks)

\$15,000

(3 Opportunities Available)

Date: June 24-26

Location: San Diego Convention Center, BIO Business Forum

Become an ally to BIO Business Forum participants - provide nourishment to help make deals happen.

Sponsorship benefits include:

- Recognition on on-site signage by coffee and snack distribution areas, opportunity for branded cups
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Partnering Center

\$50,000

(2 Opportunities Available)

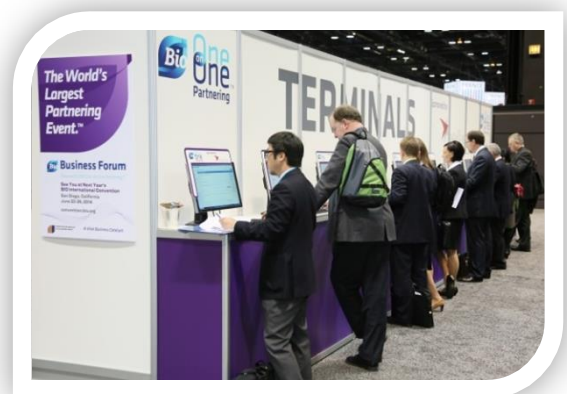
Date: June 24-26

Location: San Diego Convention Center, BIO Business Forum

The Partnering Center includes over 40 computers providing access to the profiles and user accounts of over 2,800 companies participating in the Partnering program.

Sponsorship benefits include:

- Recognition on on-site Partnering Center signage, computer monitors, mouse pads and screensavers
- Recognition on partnering printouts and sign-in page of the partnering system
- Recognition as a BIO Business Forum sponsor
- Opportunity to display company materials at the BIO Business Forum sponsor literature rack
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



On-Site Branding and Giveaways

Attendee Bags

(Exclusive Opportunity!)

Date: June 23-26

SOLD

Location: Distributed to all attendees at registration

This is an exceptional corporate promotional opportunity, as the sponsor logo is strategically placed on convention bags given to attendees. The sponsorship yields maximum corporate visibility for the entire convention and beyond, as most registrants continue to use the bags after the event.

Sponsorship benefits include:

- Up to 18 Convention Access registrations; complimentary 10'x30' exhibit booth; Helix Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

\$200,000



Attendee Bag Inserts

(10 Opportunities Available)

Date: June 23 – 26

Location: Provided to all attendees at registration

The perfect opportunity to ensure the long-lasting exposure of your brand, inserts in the attendee bag will be seen by every guest not only during the convention, but after they return home. You can insert a company brochure, flyer, pen, USB key, or any other small promotional items you'd like.

This promotion includes:

- Inserts are \$10,000 for 15,000 pieces
- Pens are \$30,000 for 15,000 pieces (\$15,000 to produce, \$15,000 to insert)
- Ask about other small promotional items!

\$10,000 - \$30,000

Bean Bag Charging Lounge

(4-6 Lounges Available)

Date: June 23-26

Location: San Diego Convention Center

Give attendees a place to sit back and recharge during the busy day! The bean bag chairs create a funky, fun environment, a great place to unwind. The charging stations features 18 phone charging cords and advertising opportunity.

This promotion includes:

- 5 bean bag chairs per lounge
- Select charging station with 15" LCD screen with display loop, images, and video.

\$29,500 - \$39,500

BIO Buzz Center

\$75,000

(Exclusive Opportunity!)

Date: June 23-26

Location: San Diego Convention Center

Sponsor the BIO Buzz Center, BIO's social media and video hub during the BIO International Convention. The Buzz Center hosts industry leaders to share their perspectives on key industry trends highlighted at the Convention.

Sponsorship benefits include:

- Sponsor logo visibility on Buzz Center structure(s)
- Sponsor logo display/visibility and/or promotional video on Buzz Center screens that show Convention interview highlights, live content, twitter feed, etc.
- Opportunity for sponsor representative(s) to be interviewed at Buzz Center
- Additional benefits include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space



BIO Exhibition Opening Ceremony

\$25,000

(Exclusive Opportunity!)

Date: June 24

Location: San Diego Convention Center, outside the BIO Exhibition

The Opening Ceremony signals the start of the exhibition and provides prominent corporate visibility.

Sponsorship benefits include:

- Recognition on on-site signage
- Photo opportunity for designated sponsor reps, along with BIO President & CEO, Jim Greenwood, and other high-level international, state and local public officials
- Speaking opportunity for sponsor rep
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

BIO Newsstand

\$15,000

(Exclusive Opportunity!)

Date: June 23-26

Location: Strategically placed in the San Diego Convention Center

Located in a high-traffic area, the BIO Newsstand is a prominently located kiosk offering newspapers and industry trade publications throughout the duration of the Convention.

Sponsorship benefits include:

- Recognition on Newsstand and on plastic literature bags
- Opportunity to display a publication at Newsstand
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Floor Markers**\$4,000 each**

Date: June 23 – 26

Location: Strategically placed in the BIO Exhibition

Place your advertisement on the floor of the bustling BIO Exhibition. This eye-catching floor marker will easily direct your prospects to your booth. Custom shaped floor graphics are available upon request and priced separately.

This promotion includes:

- One color floor marker – 2" x 4"
- Production, installation, removal

Foot Path Markers**\$4,000 each**

(3 Opportunities Available)

Date: June 23 - 26

Location: Throughout the BIO Exhibition

Linear feet of oversized footprints create a pathway for your buyers to follow right to your booth from the main aisles of the BIO Exhibition. The footpaths are ideal for sequential messaging; as guests follow the path your unique message unfolds. Custom shaped floor graphics are available upon request and priced separately.

This promotion includes:

- Foot path - 22 right & 22 left foot prints, lays a total of 132' linear feet
- Production, installation, removal

General Sponsorship Package**\$10,000**

(Multiple Opportunities Available)

Date: June 23-26

Sponsorship benefits include:

- 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge

Hand Sanitizer & Advertising Stations**\$4,000 each**

(Multiple Opportunities Available)

Date: June 23-26

Designed for high-traffic, public locations, the hand sanitizer kiosk allows for advertising space and an opportunity to provide attendees with the ability to sanitize hands.

This promotion includes:

- Advertising graphics production
- Kiosk production and installation
- Sanitary gel and refills

Hanging Banners/Column Wraps/Window Clings

\$7,500 to \$35,000

(Limited Opportunities)

Date: June 23 - 26

Location: Throughout San Diego Convention Center

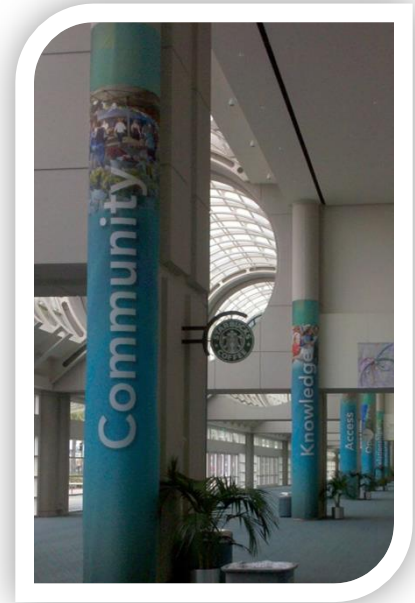
Get prime visibility in front of 15,000+ thought leaders – great locations and packages available.

A sample of onsite signage includes:

- Elevator & Escalator Clings
- Main Lobby Banners & Column Wraps
- Sails Pavilion Banners & Clings

To see our full inventory of signage opportunities, please visit

<http://plantour.com/custom/BIO/>



Information Kiosks

(Exclusive Opportunity!)

(2 Opportunities Available)

Date: June 23-26

Location: San Diego Convention Center

SOLD \$20,000 for Main Kiosk
\$15,000 for Satellite Kiosk

Gain visibility whenever attendees research information about the 2014 BIO International Convention or the San Diego area.

Sponsorship benefits include:

- Recognition on sponsored kiosk(s)
- Opportunity to provide promotional materials, giveaways, staff kiosks, and network with attendees
- Additional benefits include 1 Convention Access registration; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

International Attendee Lounge

\$25,000

(Exclusive Opportunity!)

Date: June 23-26

Location: San Diego Convention Center

As a service to the international attendees, the prominently located lounge offers private meeting rooms, beverage service, lounge area for networking, computer station(s) and volunteer staff.

Sponsorship benefits include:

- Branding opportunity on Lounge Structure
- Opportunity to display promotional materials
- Additional benefits include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Internet Stations

(2 Opportunities Available)

Date: June 23-26

Location: San Diego Convention Center

Get remarkable on-site visibility by sponsoring an internet station. Located in high-traffic areas throughout the San Diego Convention Center (excluding the Exhibition Hall), attendees can use readily available desktop computers or plug in their laptops.

Sponsorship benefits include:

- Recognition on internet station structure, convention menu screens, cardboard screens wrapping each computer monitor, screensavers and mouse pads
- Hyperlink to sponsor's website on Convention menu screen
- Opportunity to display company materials and provide promotional giveaways
- Additional benefits include up to 3 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

\$35,000



Lanyards

(Exclusive Opportunity!)

Date: June 23-26

SOLD

Location: Provided to all attendees at registration

Receive tremendous visibility throughout the entire convention! Each attendee name badge comes with a lanyard that will feature the sponsor's logo and the BIO logo. Approximately 20,000 will be produced.

Sponsorship benefits include:

- Up to 6 Convention Access registrations; complimentary 10'x10' exhibit booth; Gold Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

\$75,000

Speaker Gifts

(Exclusive Opportunity!)

Date: June 23-26

Location: Delivered directly to speakers

A speaker gift featuring the BIO logo and sponsor logo will be delivered directly to nearly 1,000 speakers from educational sessions, keynote sessions and BIO Business Forum presentations.

Sponsorship benefits include:

- Up to 3 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

\$35,000

Transportation**\$100,000**

(Exclusive Opportunity!)

Date: June 23-26

Location: San Diego Convention Center and throughout San Diego

Place your name on the BIO shuttle buses. Different packages offer various levels of sponsor visibility inside and outside the shuttle buses. Please contact the BIO sponsorship team for more details.

Custom options are available for an additional fee.

Sponsorship benefits include:

- Recognition on shuttle bus directional signage at San Diego Convention Center and convention hotels and shuttle-bus route informational flyers
- Additional benefits include up to 8 Convention Access registrations; complimentary 10'x20' exhibit booth; Gold Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Volunteer Recognition Program**\$50,000**

(Exclusive Opportunity!)

Date: June 23-26

Location: Throughout the San Diego Convention Center

BIO will place a single sponsor's logo, along with the BIO logo, on approximately 200 volunteer shirts to be worn by volunteers from regional biotech companies and distributed to members of the Executive Committee, Steering Committee, and the BIO Board of Directors.

Sponsorship benefits include:

- Up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

WiFi**\$50,000**

(Exclusive Opportunity!)

Date: June 23-26

Location: Throughout the San Diego Convention Center

The exclusive WiFi sponsor will be branded on the welcome screen that pops up when attendees log onto the network throughout the San Diego Convention Center.

Sponsorship benefits include:

- Up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Print & Digital Advertising

BIO Show Daily (print)

\$3,575 to \$26,125

Reserve ad spaces by May 1, 2014!

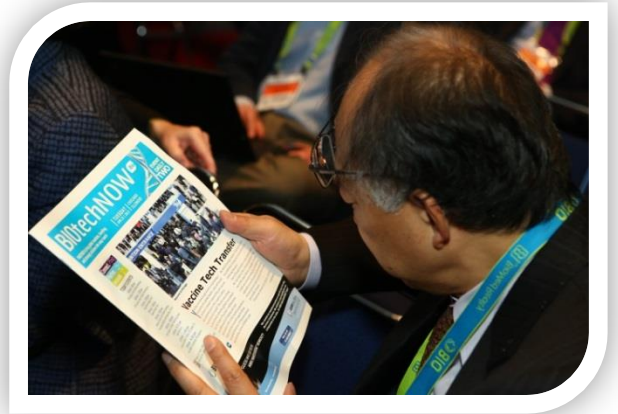
Date: June 24-26

Location: San Diego Convention Center & Major San Diego Hotels

The BIO Show Daily will deliver the hottest breaking news at the 2014 BIO International Convention. This tabloid is distributed in high-traffic areas of the San Diego Convention Center and in major hotel lobbies – 4,000 copies per day. This is a daily “must-read” for attendees.

This promotion includes:

- Various sizes of advertisements: ¼ page, ½ page, page, and options for horizontal and vertical ½ page ads, ¼ page ads, and ½ page spreads.
- Show Daily tabloid is 9” x 12”
- Publication dates June 24-26, all on-site.
- Opportunity to create 3-day BIO Show Daily ad packages



full

Convention Website Banner Ads (digital)

\$4,000

Date: Ongoing

Location: <http://convention.bio.org>

Get exclusive space ads (468x60, 150x150) on convention.bio.org to promote an event, drive traffic to your company profile or enhance brand recognition. Place your company’s banner to get exposure to thousands of BIO members, sponsors, past attendees and prospects before, during, and after the event.

Pre-Show Planner (print)

\$7,000 to \$20,000

Date: April 2014

Reserve ad space by February 7, 2014!

The 2014 BIO International Convention Pre-Show Planner is the ONLY conference brochure attendees receive prior to the event. A comprehensive look at what to expect in San Diego, it will be used by attendees to prepare for their activities onsite. Make sure your company is at the top of their to-do list.

This promotion includes:

- Brochure mails to 30,000 high-level industry professionals – attendees and members of the larger BIO community.
- The Pre-Show Planner is 9” x 12”

myBIO Mobile App (digital)

\$30,000

(Exclusive Opportunity)

Date: Pre-show and Onsite

Location: Mobile Devices

Grab attention with your company's on the Convention event planning tool – myBIO.

This promotion includes:

- Attendees can access BIO event details, and your brand, on any mobile device, and accessible by Native app for iPhone, iPad, and Android.
- Onsite signage about the myBIO app with your logo
- Recognition in the Official Onsite Guide alongside the myBIO app information

Official Onsite Guide (print)

Prominent Sponsor (Exclusive Opportunity!)

\$50,000

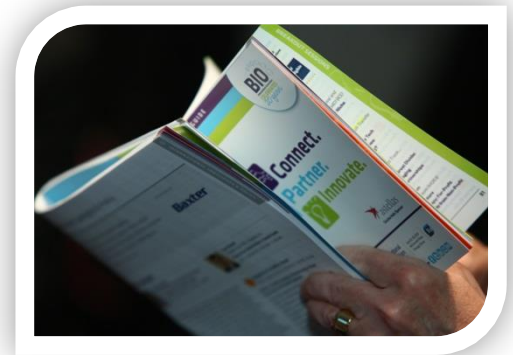
Ad Sponsor (5 Opportunities Available)

\$20,000

Date: June 23-26

Location: Provided to all attendees at registration

Sponsor the go-to tool for all attendees! The BIO On-site Guide includes the Convention agenda, maps, information on the BIO Business Forum, educational session schedule and speakers, exhibitor and sponsor listings, and other must-have logistical information for the entire event. Estimated distribution is 15,000.



Sponsorship benefits include:

- Prominent Sponsor gets company advertisement/message placed on front and back inside covers and logo on front outside cover of guide
- Ad Sponsor gets promotional opportunity in division tabs of guide
- Additional benefits at \$50k include up to 4 Convention Access registrations; complimentary 10'x10' exhibit booth; Silver Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space
- Additional benefits at \$20k include up to 2 Convention Access registrations; complimentary 10'x10' exhibit booth; Bronze Sponsor recognition on website, on-site signage, and Convention marketing materials; access to on-site Sponsor Lounge and meeting space

Pre-Convention Connections Package (digital)

\$1,495

Reserve by June 1, 2014!

Date: January 1 – June 1

This package is a combination of leads and advertising opportunities. You select keywords and regions, we deliver 100 leads to you! In addition you receive a text-based ad that displays at the top of myBIO search results. The Pre-Conventions Connections Package is the only way to advertise on myBIO, the BIO 2014 online event planning tool.

This promotion includes:

- 100 pre-show leads with full contact information based on your category selections
- Text ad at the top of search results in myBIO – choose your keyword
- Display video on company profile on interactive floorplan (*limited to first 50!)

San Diego Branding

Be Green & Be Seen Advertising

\$20,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: San Diego Convention Center

Be green and be seen – brand every Convention Center garbage and recycling receptacle with your logo and message. Recycled items will be measured – share this green initiative and recycling accomplishment with attendees!

This promotion includes:

- An estimated 50 branded receptacles
 - 20 in the BIO Exhibition
 - 30 in the lobby and hallways of the Convention Center
- Measurement of recycling receptacles

Clean the World

\$40,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: Affiliated San Diego Hotels

When attendees stay at hotel rooms, thousands of soaps and shampoos will be discarded daily. Instead of throwing away these products, let's get socially responsible! The thousands of products collected at host hotels will be distributed along with appropriate educational materials to domestic homeless shelters and impoverished countries.

Each participating hotel bathroom will include a promotional card giving your company credit as the underwriters of this great cause. Your advertisement will be displayed on the hotel bathroom sign that will be seen daily by your guests.

This promotion includes:

- Hotel bathroom mirror ads
- Estimated 21,000 recycled soaps

Gaslamp Pole Banners

(Exclusive Opportunity!)

Date: June 23-26

Location: San Diego Gaslamp Quarter

Exclusive rights to advertising on flag pole banners in and around downtown San Diego during the Convention. Be seen in the Gaslamp Quarter, where attendees will gather to mix and mingle.

This promotion includes:

- Flag pole banners
- Set up and take-down

Call for Pricing



Hotel Key Cards

(Exclusive Opportunity!) **SOLD**

Date: June 23 - 26

Location: Affiliated San Diego hotels

Hotel Key Cards offer a unique opportunity to have your prospects carry around your sales message for the entire convention. As event guests arrive at our designated host hotels, they will be handed and greeted by your customized hotel key card. The advertising possibilities are endless; promote your booth number, special event, or new product release!

This promotion includes: branded hotel key card and distribution to all major hotels

Hotel Room Welcome Bag

\$55,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: Affiliated San Diego hotels

Be the first to welcome attendees to the BIO International Convention! Deliver promotional materials, welcome packets, press releases, goodnight gifts, special event invitations, samples and booth traffic coupons directly to hotel rooms of meeting attendees during peak hotel nights. Ask about door hangers!

This promotion includes:

- Featured company logo on bag
- Welcome Bag insert (production cost not included)

Hotel Room Welcome Bag Insert

\$3,500

(10 Opportunities Available)

Date: June 23 - 26

Location: Affiliated San Diego hotels

The Welcome Bag inserts may include, but are not limited to: promotional literature, city maps, granola bars, water, toothbrushes or breath mints. You choose the items! Room drops are convenient, provide flexible messaging, and are a cost-effective strategy.

This promotion includes: up to 10 Welcome Bag inserts (production cost not included)

Morning Bus Stop Promotion

\$20,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: Shuttle Stops

Curbside morning coffee with Rocket-Serving technology starts your customer's day off right. Who doesn't want a little coffee before they start their day at BIO? Brand ambassadors, serving curbside coffee or tea, will greet attendees while they wait in line for shuttles from hotels to the Convention Center. These prominently uniformed brand ambassadors will provide morning beverage service at the major hotel bus routes using the innovative "Rocket Man" beverage backpacks.

This promotion includes:

- Complimentary morning beverages and branded cups
- Uniformed brand ambassadors
- Promotional literature distribution

Marriott Hotel Advertising

Call for Pricing

Location: San Diego Marriott Marquis & Marina

The San Diego Marriott Marquis & Marina, conveniently located adjacent to the Convention Center, is a very popular hotel with BIO attendees. This promotion includes city permitting, printing, installation and removal!

Choose your banner(s):

- Valet Garage Wall
- Lower Lobby Entrance
- Nintendo Wall
- Elevator Doors
- Hotel Lobby Column Wraps

Pedicab Advertising

\$30,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: Around San Diego

Branded pedicabs will circle the San Diego Convention Center and local area hotel transportation corridors; offering rides from the curbside near the convention center to surrounding event destinations. As attendees leave the Convention Center they will see a curbside branded Pedicab Stand, complete with brand ambassador and advertising literature distribution. Drivers act as field ambassadors for your product and hand out pamphlets, coupons, and other collateral that can be stored on the bike. Drivers are smart, fun, and knowledgeable about the city.

This promotion includes:

- 5 rickshaws and drivers
- Rickshaw advertisement wrap
- Branded Pedicab Stand
- Uniformed brand ambassadors and pedicab drivers
- Promotional literature distribution

Harborside Boat Branding

\$25,000

Date: June 23 - 26

Location: San Diego Convention Center Harborside

As attendees enjoy the Harborside Convention Center Sun Deck Lounge and Beer Garden, a giant ad located on the sailmast will float along the waterfront. This waterside messaging opportunity is fun and capitalizes on a unique San Diego experience.

This promotion includes: giant sailmast ad and set up



Graffiti Wall & Artist

\$15,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: San Diego Convention Center

Attendees are invited to share their thoughts, comments, and pictures by writing on the Graffiti Wall, a large artwork installation that grows and transforms over the course of the International Convention. A professional artist will help the creative process along by rendering cartoons, illustrations of San Diego landmarks, and other relevant messages.

This promotion includes:

- Professional artist, installation, materials, and removal

San Diego MTA Trolley Wraps

(Exclusive Opportunity)

\$40,000 - \$75,000

Date: June - July

Location: San Diego Trolley Lines

Wrap your advertising around this fun, convenient way to travel around downtown San Diego. The trolley serves the Gaslamp Quarter, Convention Center, Qualcomm Stadium, Petco Park, and many other popular San Diego destinations.

This promotion includes:

- Month-long full trolley advertising wraps on 1-3 cars



Sidewalk Chalk Art Advertising

\$15,000

(Exclusive Opportunity!)

Date: June 23 - 26

Location: Exterior of San Diego Convention Center

Want your message to stand out against traditional banners and advertisements? As attendees enter and exit the Convention Center, your advertisement will greet them on the sidewalk. This piece of experience art evolves from concept drawing to a complete sidewalk billboard. Most installations take 10 hours to complete, so audiences watch in anticipation as the art piece (your advertisement!) comes together.

This promotion includes: sidewalk chalk art advertisement and artist

Questions?

We'll put together a package that meets your company's needs.

mybrand@bio.org | +1.202.962.9500 | convention.bio.org/mybrand