



# MARYLAND LIFE SCIENCES BIO INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES

OCTOBER 4+5, 2021

[MARYLANDLIFESCIENCES.COM/CONFERENCE](https://marylandlifesciences.com/conference)

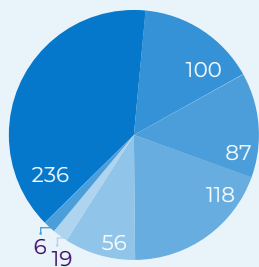


# MARYLAND LIFE SCIENCES BIO INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES

## 2020 MDLS BIO INNOVATION VIRTUAL CONFERENCE

### AUDIENCE BREAKDOWN

- 236 Life Sciences
- 100 Educational Institutions
- 87 Government Institutions
- 118 Solution Providers
- 56 Affiliates
- 19 Other
- 6 Investors



### CONFERENCE OUTREACH

- EMAIL MARKETING**  
 80,204 EMAILS SENT    16,029 ENGAGEMENTS
- SOCIAL MEDIA MARKETING**  
 124,874 IMPRESSIONS    4,001 ENGAGEMENTS

To secure your sponsorship, contact Wendy Worm at [Wendy@mdtechcouncil.com](mailto:Wendy@mdtechcouncil.com) to learn more.

### Contributing Sector Sponsor | \$10,000

8 AVAILABLE (ADVANCED BIOMANUFACTURING, CELL AND GENE THERAPY, REGULATORY - CLINICAL DEVELOPMENT, VACCINES AND IMMUNOTHERAPY)

- Sponsor Billboard: 30 second commercial highlighting your company to be played during your industry session
- Mention during opening remarks
- Opportunity to participate on subcommittee as a subject matter expert to produce a session and/or keynote speaker
- Ten complimentary event registrations
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Logo presence during industry sector session
  - Logo visibility as a Contributing Sector Sponsor in all pre- and post-show promotion
  - Logo presence on conference website
  - Logo presence, half-page ad and company description in the virtual conference program
  - Company description in special dedicated Resource Guide section
- Marketing
  - Logo presence in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

### Industry Sector Sponsor | \$20,000

4 AVAILABLE (ADVANCED BIOMANUFACTURING, CELL AND GENE THERAPY, REGULATORY - CLINICAL DEVELOPMENT, VACCINES AND IMMUNOTHERAPY)

- Sponsor Billboard: 30 second commercial highlighting your company to be played in each industry session (3 times)
- Mention during opening remarks
- Opportunity to participate on subcommittee as a subject matter expert to produce a session and/or keynote speaker
- Opportunity to moderate the session/keynote
- Twenty complimentary event registrations
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - High visibility position in the virtual exhibit hall
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Prominent positioning of company logo in virtual conference platform
  - Logo presence during all industry sector sessions
  - Logo presence on branded swag sent to registrants prior to the conference
  - Logo visibility as an Industry Sector Sponsor in all pre- and post-show promotion
  - Logo presence on conference website
  - Logo presence, full-page ad and company description in the virtual conference program
  - Company description in special dedicated Resource Guide section
- Marketing
  - Prominent logo presence on all industry sector promotions
  - Logo presence in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

### Presenting Sponsors

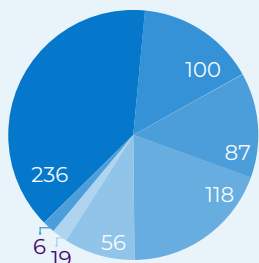


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### Keynote Sponsor | \$15,000 2 AVAILABLE

- Sponsor Billboard: 30 second commercial highlighting your company to be played before the keynote speaker
- Opportunity to introduce the keynote speaker
- Logo presence during live keynote broadcast
- Mention during opening remarks
- Ten complimentary event registrations
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - High visibility position in the virtual exhibit hall
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Prominent positioning of company logo in virtual conference platform
  - Logo presence during keynote broadcast
  - Logo visibility as a Keynote Sponsor in all pre- and post-show promotion
  - Logo presence on conference website
  - Logo presence, full-page ad and company description in the virtual conference program
  - Company description in special dedicated Resource Guide section
- Marketing
  - Logo presence in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

### BIO One-on-One Partnering Sponsor | \$15,000 1 AVAILABLE

- Logo presence on BIO One-on-One Partnering System platform
- Mention during opening remarks
- Ten complimentary event registrations
- Opportunity to participate on BIO One-on-One Partnering committee for pre-webinar conference
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - High visibility position in the virtual exhibit hall
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Prominent positioning of company logo in virtual conference platform
  - Prominent positioning of company logo in BIO One-on-One Partnering platform
  - Logo visibility as an as the BIO One-on-One Partnering Sponsor in all pre- and post-show promotion
  - Logo presence on conference website
  - Logo presence, full-page ad and company description in the virtual conference program
  - Company description in special dedicated Resource Guide section
- Marketing
  - Prominent logo presence on dedicated BIO One-on-One Partnering email promotions
  - Logo presence in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

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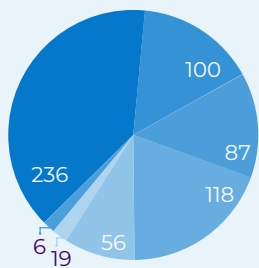


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## Giveaway Sponsor | \$10,000 1 AVAILABLE

- Mention during opening remarks
- Ten complimentary event registrations
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Prominent logo presence on branded swag sent to registrants prior to the conference
  - Opportunity to provide handout with swag sent to registrants prior to the conference
  - Logo visibility as the Giveaway Sponsor in all pre- and post-show promotion
  - Logo presence on conference website
  - Logo presence, half-page ad and company description in the virtual conference program
  - Company description in special dedicated Resource Guide section
- Marketing
  - Logo presence in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

## Gold Sponsor | \$5,000 UNLIMITED

- Mention during opening remarks
- Five complimentary event registrations
- Access to the BIO One-on-One Partnering system for all registrants
- Virtual exhibit booth
  - One virtual exhibit space
  - Share information about your company through: Graphics, Content links, Documents, and Videos
  - Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Prominent Branding and Visibility
  - Company name visibility as a Gold Sponsor in all pre- and post-show promotion
  - Company name recognition on conference website
  - Company name recognition and description in digital program book
  - Company description in special dedicated Resource Guide section
- Marketing
  - Company name in all marketing email promotion
  - Company listing in pre-event press release
  - Promotion on Facebook, Twitter and LinkedIn social media platforms
  - Conference analytics and data provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)

## Presenting Sponsors

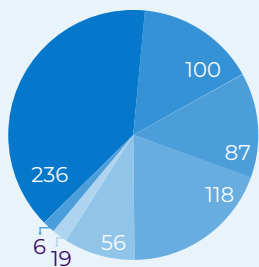


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### International Trade Delegation Sponsor | \$3,000 UNLIMITED

- Virtual trade show booth for trade delegation host, which includes:
  - Two registrations for the trade delegation host
  - Eight registrations for delegation companies (one attendee per company)
  - Discounted per person registration rate for additional registrants
  - Access to the BIO One-on-One Partnering system for all registrants (same platform used at the BIO International Convention)
  - Delegation mention in conference opening remarks
- Optional add-on opportunity: **International Virtual Panel Discussion | \$2,500**
  - International trade delegations can purchase the opportunity to host a panel discussion on your region's capability or a topic of your choosing (45 minutes panel discussion followed by 15 minutes for Q&A)
  - This session can be pre-recorded if time zones are challenging
  - Four timeslots available (these will be available on a first come, first served basis)

### Virtual Exhibit Booth | \$500 UNLIMITED

- One virtual exhibit space for October 4-5 from 9:00 AM - 5:00 PM
- Share information about your company through:
  - Graphics
  - Content links
  - Documents,
  - Videos
- Ability to 1:1 chat with attendees as well as engage in a public company chat room
- Two complimentary event registrants
- Access to the BIO One-on-One Partnering System for registrants
- Exhibitor listing in digital program book and company description in resource guide section

### Presenting Sponsors





**SECURE YOUR SPONSORSHIP**

**WENDY WORM**

**VP, MARKETING AND PROGRAMS**

**WENDY@MDTECHCOUNCIL.COM**

**DIRECT: 240.243.4050**

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