

Biotech Week Boston

Where Big Science & Bright Minds Meet

September 18-21, 2023

Boston Convention and
Exhibition Center
Boston, MA

2023 SPONSORSHIP OPPORTUNITIES



Co-located event:

**BioProcess
International**

Cell & Gene Therapy
Manufacturing &
Commercialization

**BWB
Awards**

Well Characterized
Biologics & Biological
Assays

Compounding Pharmacy
Compliance

INCLUSION
Diversity, Equity & Inclusion Summit

Compliance Congress
for Specialty Products

 **BIOMEDevice**

Independent Medical
Education & Grants Summit

Next Generation
Protein Therapeutics
Summit

FESTIVAL SUMMARY

BWB

What is Biotech Week Boston?

Biotech Week Boston is Where Big Science and Bright Minds Meet.

Biotech Week Boston is dedicated to accelerating the business of biotechnology through new ideas, science, technology and partnerships to make a positive impact on patient health. It is a festival of leading events spanning the drug development value chain, giving you access to the most inventive scientific minds and business leaders in Boston and around the world.

You'll find thought-leaders and potential partners from discovery, financing, manufacturing, clinical trials, who can help drive you closer to success. It's an unparalleled opportunity to meet and do business with those who are shaping our industry's future, from researchers and investors, to CEOs and founders.

Informa Life Science Brands Represented at BWB



2022 Festival Overview

4,000+

Qualified Attendees



350+

Sessions, Case Studies and Panels



450+

Expert Speakers and Thought Leaders



#BiotechWeekBoston

To begin your custom sponsorship package today, contact:

Michael Dunnet | +1 (617) 960-6173 | MDunnet@informaconnectls.com

2023 VENUE AND FORMAT

BWB

This year's festival is a hybrid event, taking place at the Boston Convention & Exhibition Center and extended digitally to remotely participating delegates from around the globe. Digital participants can view select content from the face-to-face conference plus additional keynotes, panel discussions, networking activities, and peer-to-peer meetings. [Click any picture for a 2022 BWB highlight video!](#)



#BiotechWeekBoston

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2023 FESTIVAL EVENT LINEUP!

**BioProcess
International**

**Cell & Gene Therapy
Manufacturing &
Commercialization
US**

**BWB
Awards**

**Independent Medical
Education & Grants Summit**

**Well Characterized
Biologics & Biological
Assays**

**Next Generation
Protein Therapeutics
Summit**

INCLUSION
Diversity, Equity & Inclusion Summit

**Compliance Congress
for Specialty Products** **Compounding Pharmacy
Compliance**



Ask us how you can engage the audiences of each event



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2022 FESTIVAL SPONSORS

FUJIFILM
Value from Innovation


IrvineScientific

 Rentschler
Biopharma


Syneos
Health


PALL

SARTORIUS

 **cytiva**

SAMSUNG
BIOLOGICS

ThermoFisher
SCIENTIFIC

FUJIFILM
Diosynth
biotechnologies

Andelyn
BIOSCIENCES
Reliably Expert. Purposefully Driven.

Oxford
Biomedica

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SmartLabs

PELICAN
P. fluorescens expression technology

 **GenScript**
PROBIO

Brunel

PORZIO
Bromberg & Newman

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COVINGTON

 **BRG**
Berkeley Research Group

 **NIXON**
PEABODY

#BiotechWeekBoston

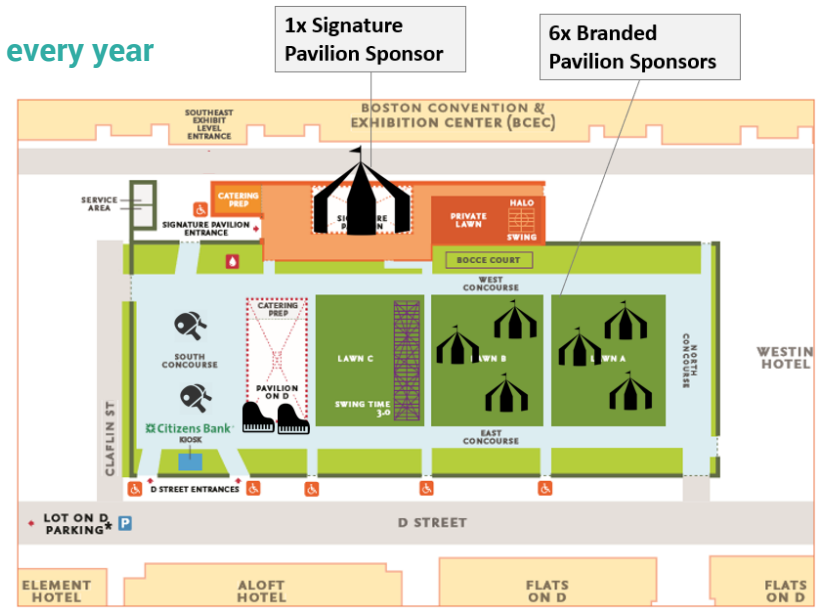
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FESTIVAL-WIDE PARTY IN THE PARK

Wednesday, Sept 20, 2023

Why sponsor Party in the Park?

- Branding opportunity to reach all attendees across BWB events
- Align with an event that has established itself as fun and different every year



SIGNATURE PAVILION SPONSOR

- Recognition as lead sponsor of “Party in the Park”:
 - During onstage Welcome Remarks kicking off party
 - Within pre-event/onsite attendee messaging
- Exclusive branding and sponsor recognition within your exclusive Signature Pavilion, featuring a private lawn and halo swing
- Branded cocktail and food item served in Signature Pavilion
- Prominent logo placement and sponsor recognition in the Signature Pavilion, craft beer garden, and on-stage

\$35,000

PARTY TENT SPONSOR

- Recognition as a “Party in the Park” Sponsor
- Exclusive branding and sponsor recognition within your Party Tent
- Branded cocktail and food item served in your tent
- Prominent logo placement and sponsor recognition in your Party Tent and on-stage
- Choice of lawn party game positioned next to your tent (Limited availability, preference based on booking date)

\$20,000

FESTIVAL-WIDE PARTY IN THE PARK

Wednesday, Sept 20, 2023

The Biotech Week Boston Party in the Park 2022

Attendees from ALL events convene at the highly-anticipated Biotech Week Boston Official Festival Party. Attendees and sponsors network while they enjoy an outdoor evening of drinks, food, lawn games, and rock-n-roll. The 2022 festival party featured D's Keys Dueling Pianos!



FESTIVAL-WIDE KEYNOTE ADDRESS

BWB



Biotech Week Boston (BWB) features a curated general assembly keynotes from life science luminaries that will capture the attention of the entire festival. Align with these renowned biopharma leaders as they share insights on life science innovation and adaptation – and the disruptive forces they see on the horizon.

Limited Opportunity – Available to Select Sponsors

- ✓ **Big Splash Branding:** The entire face-to-face and digital audience will take note of your brand, with options that may include podium acknowledgement, GOBOs, onstage signage, and flyer handouts.
- ✓ **Thought Leadership Alignment:** You'll associate your organization with an industry thought leader and the premier BWB brand. We can also feature your expert in a video interview where they can provide commentary on the topics covered in the keynote address.

ASK YOUR ACCOUNT MANAGER FOR AVAILABILITY AND CUSTOM PRICING.

PAST KEYNOTE SESSIONS & SPEAKERS

Keynote Address: Impact of the Global Pandemic on Biopharmaceutical Manufacturing: Resilience, Regulation, and Rubber Bands



Jeff Baker
Former Deputy Dir, Office of
Biotechnology Products at the
FDA

How Platform Technologies Tested by Ebola Enabled the Development of COVID-19 Neutralizing Antibody Cocktail at Pandemic Speed



Hanne Bak, Ph.D.
Senior Vice President, Pre-Clinical
Manufacturing & Process
Development at
Regeneron Pharmaceutical, Inc.

INCLUSION

Diversity, Equity & Inclusion Summit

Part of
**Biotech
Week Boston**

BWB

Highlight your organization's leadership in promoting diversity through sponsorship of the 2023 INCLUSION: The Diversity, Equity and Inclusion Summit at Biotech Week Boston. This special event features a panel discussion covering practical solutions for propelling all dimensions of diversity throughout the life science community. After the panel attendees can connect during facilitated networking and roundtable discussions.

SPONSORSHIP OPPORTUNITIES	PLATINUM	GOLD
Recognition as...	Platinum Sponsor	Gold Sponsor
Prominent branding	✓	✓
Quote from your executive in press release promoting event program	✓	
Seat on one of the panels for your KOL (pending producer approval)	✓	
Logo recognition at the hosted table	✓	
Sponsor recognition and logo placement on pre-event and onsite attendee materials such as websites, emails, flyers, etc.	✓	✓
Prominent logo placement on relevant marketing materials such as the event website homepage and pre-event messaging promoting tickets	✓	✓
	\$15,000	\$5,000

Previous Sponsors & Supporters



City of Boston
Mayor Martin J. Walsh



Advancing Chicanos/Hispanics
& Native Americans in Science



LATINOS IN BIO



Brunel

Click Here for a Sample
Past Attendee List

#BiotechWeekBoston

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SPONSORED VIDEO INTERVIEW



BWB TV

Generate More Buzz at Biotech Week Boston

Sponsor BWB TV to put your leader on camera in a 3–5-minute video interview segment reaching a digital audience of 39,000+ bioprocessing professionals – including all delegates at Biotech Week Boston!

Enhance Your Visibility in the Biotech Ecosystem

Wondering how many prospects, clients, and partners will see your video interview? Sponsored video interviews typically enjoy up to 1,000 views! Choose the enhanced promotion package to enhance your visibility further with upwards of 4,000+ views! Ask us for the stats from recent sponsored video campaigns.

Watch Interview Example



PROGRAM DETAILS

- Our content expert will conduct a 3-5 minute web interview segment with your company's thought leader
- Questions will be pre-arranged based on our preferences, addressing both industry topics and coverage of your offerings.
- Light editing includes vent branding, sponsor logos, speaker titles and social/web links (allow for 4-week turnaround time to promote pre-event)
- Your sponsorship includes full distribution rights for use in your ongoing marketing campaigns

BWB TV	Estimated Views	Net Cost
Interview + Video Asset + Posting	1,000 Standard views	\$3,500
Interview + Video Asset + Posting + Promotion	4,000+ views	\$6,000

120,000+
views spanning content on
Informa Connect Life Sciences
YouTube Channel

1,000
guaranteed video
views for your campaign!

DIGITAL SIGNAGE OPPORTUNITIES



VIDEO WALL IN THE MAIN LOBBY

Spanning the BCEC's North Lobby and visible from Summer Street, the video wall creates a stunning way to deliver high-impact messages.

- 160 feet wide
- 12 feet tall
- 2,000 square feet of seamless, attention-grabbing video screen
- High-Definition center screen flanked by lower-definition LED sticks
- Generates multiple impressions per person



DIGITAL SIGNAGE NETWORK

The strategically positioned Digital Signage Network gives you access to audiences across the facility and can be individually programmed.

- 31 65-inch high-definition plasma screens

DIGITAL BRAND AMPLIFIER UPGRADE

LIMITED OPPORTUNITY
MAX 7 SLOTS
Video Wall + Digital Sign Network placement

\$15,000 per sponsor for a minimum of 5 min/hr

Per Day
\$3,750 for 85 min

Per Show
\$15,000 for 240 min

To begin your custom sponsorship package today, contact:

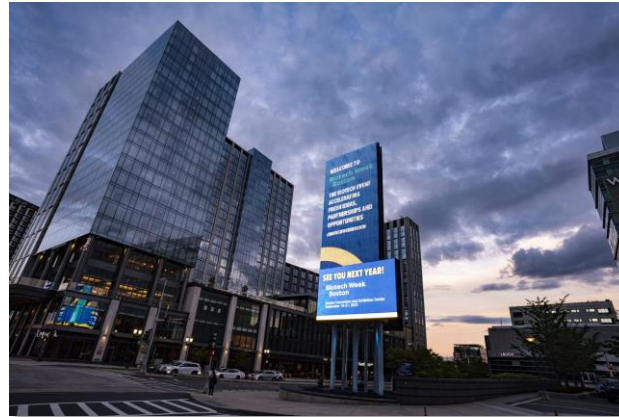
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DIGITAL SIGNAGE OPPORTUNITIES



THE MARQUEE

reaches a daily audience of
20,000+
attendees, pedestrians, and
vehicles.



Located in the heart of the South Boston Waterfront District, the Marquee provides an unparalleled branding and sponsorship opportunity for your event.

- 80 feet tall
- Display area of 3,000 square feet
- Two high-definition LED screens
- Two louvered, lower-definition LED towers
- Visible from more than half a mile away

EXCLUSIVE OPPORTUNITY
(Top Sponsors Only)

Digital Brand Leader Upgrade

Marquee Placement

VISIBILITY:

85 min. per day
340 min. per event

Up to 1,360 ad spots

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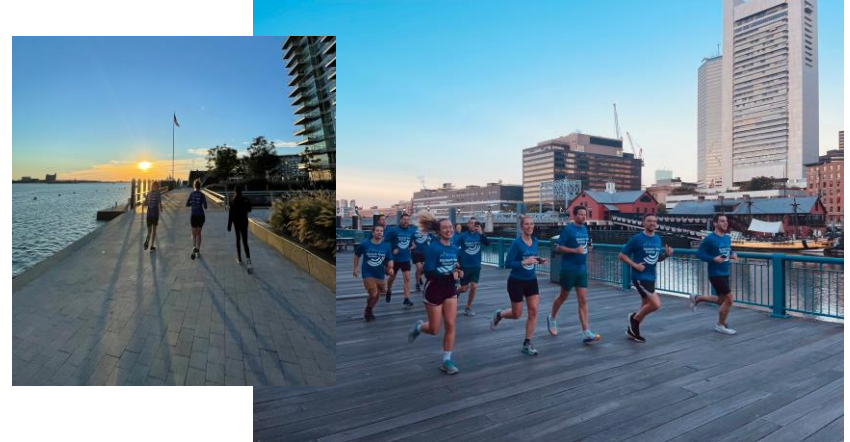
FUN / HEALTHY ACTIVITY SPONSORSHIPS

BWB

BWB RISE & RUN SPONSORSHIP

- Join us on an early morning guided run/tour of notable Boston sites near the convention.
- Sponsorship includes:
 - Logo on custom tee shirt design
 - Opportunity to brand water bottle
 - Logo on all signage and attendee messaging regarding this activity
 - Feature sponsor of post-run refreshments and snacks for participants

\$10,000



BWB RISE & SHINE SPONSORSHIP (YOGA SESSION)

- Start your day ready to shine with our guided yoga and stretching for all abilities led by a local certified yoga instructor.
- Sponsorship includes:
 - Logo on travel yoga mat
 - Opportunity to brand water bottle
 - Logo on all signage and attendee messaging regarding this activity
 - Feature sponsor of refreshments and healthy snacks for participants

\$10,000



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ADDITIONAL SPONSORSHIPS

BWB

Booth Driver Opportunities

Drive additional traffic to your booth by sponsoring one of the limited availability options below.

Barista at Booth

Gelato Bar

Vegetable & Fruit Juice Bar

Soft Serve Ice Cream Bar

New England Nut Roaster

Chocolate Gyro Station

Anti-Griddle Frozen Lollipops

Walking Waffle Bites

Popcorn Station

Champopsicle Cocktail



Cotton Candy Action Station

Chocolate Chip Cookie Stop

Campfire S'Mores Package

Ice Cream Bars

Ben & Jerry's Ice Cream



Pricing varies from **\$4,000-12,000** per sponsorship and may include promotion via mobile app and flyer drop to ensure attendee awareness of your giveaway

BWB Awards



ENGAGE THE BIGGEST, BOLDEST THINKERS IN BIOTECH!

Take this opportunity to connect in-person with a highly qualified audience of top executives, rising stars, investors, and leading scientists – 79% of attendees are CxO, VP, or Director level. Promote your brand, align your organization with an award category, and take the stage to address this prestigious audience!

CATEGORY SPONSORSHIP

- ✓ Exclusive Sponsorship of Award Category - Align with a key initiative that matters most to your company and the biotech community
- ✓ One Reserved Table to host the nominations of the table for the duration of the event, including meal and drinks (beer, wine, prosecco and soft drinks only)
- ✓ ConnectTV Interview onsite with your Thought Leader – actively promoted post-event then hosted for 12 months
- ✓ Press Release Mention – Comment from your Thought Leader included in pre-event BWB Awards press release
- ✓ Company logo prominently featured to audience on:
 - Interview backwall
 - Slides during evening
 - Stage set (premium awards only)
 - Pre-event marketing, website and any applicable email correspondence



2023 CATEGORIES

Biology Breakthrough	Spotlight on the most impactful advancements across the entire R&D spectrum from discovery, preclinical, clinical development through CMC, Manufacturing and commercialization of therapeutics and vaccines for oligos, peptides, mRNA and genome editing products. This category highlights the notables in the field, showcasing the staggering investment, the engineering ingenuity and the advancements in scaling synthetic biology, cell and gene therapy.
Digital Medicine (Mobile Health) Change-Maker	Recognizes organizations for the bold and innovative creation or use of technology-enabled healthcare solutions. Discover how digital medicine change-makers are propelling technology forward, while demonstrating its suitability for solving a business or healthcare need.
Transformational Therapy in Rare Disease	Recognizing inspirational impact in the discovery, development and/or market accessibility of products that address unmet needs in rare diseases. This award is intended for a truly transformative new orphan drug or therapy.
Diversity and Inclusion Champion	Recognizing the outstanding work of individuals or group initiatives that have championed equality, diversity and inclusion either within their organizations, or within the wider life sciences space.
Impact Leader	Each and every citizen, employee, leader and company play a part as we strive to transition to a net-zero world. This award underscores the contributions made in an environmentally conscious effort towards sustainability and good governance. We want to recognize the individual or company that goes beyond profits and has made an impact globally. Whether a world health initiative or through the leveraging of its networks to help a truly global patient population, we want to award those who are actively addressing the bigger picture in healthcare.
HUB Highlight	This award highlights stand-out accelerator, incubator programs and the year's best-in-class deals and exits from portfolio companies. Innovation/incubator hubs give founders maximum opportunity, hands-on expertise and long-term foundational support to accelerate the go-to-market success of innovators. This award recognizes the idea-stage accelerators, the role of mentorship, attainable resources and therapeutic innovation that sprouts from the hub innovation model.
Unsung Hero	Do you have a secret weapon on your team? Someone whose accomplishments and impact far exceed the credit they've received? Whether it's an executive, a more junior employee, an advocate, or someone else in your organization or community, we want to give these unsung heroes the recognition they deserve.
Lifetime Luminary	The winner of this Award will be an exceptional individual with a consistent history of service, above and beyond the call of duty, throughout their career. This prestigious international Award will go to someone who has had a distinguished career in the biotech or pharmaceutical arena, primarily within industry.
Bioprocessing Bespoke	This award will highlight the work and/or extraordinary impact of individuals in the bioprocess industry.
Cell & Gene Therapy Bespoke	This award will recognize somebody with exceptional accomplishments within the Cell & Gene Therapy industry.

Nitto



2022 BWB AWARDS SPONSORS

Cooley 科律

BEST BUDDIES®

OFFICIAL CHARITY PARTNER
OF THE BWB AWARDS

Best Buddies International, the Official Charity Partner of the 2023 BWB Awards, is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). Our programs empower the special abilities of people with IDD by helping them form meaningful friendships with their peers, secure successful jobs, live independently, improve public speaking, self-advocacy and communication skills, and feel valued by society.

BEST BUDDIES®



Mission

Best Buddies International is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development and inclusive living for people with intellectual and developmental disabilities (IDD).

Programs

Best Buddies programs sit on the following four key mission pillars:

- **One-To-One Friendships:** Builds friendships between people with and without IDD, offering social mentoring while improving the quality of life and level of inclusion for a population that is often isolated and excluded
- **Integrated Employment:** Secures jobs for people with IDD, allowing them to earn an income, pay taxes, and continuously and independently support themselves
- **Leadership Development:** Educates and empowers people with and without IDD to become leaders, public speakers and advocates.
- **Inclusive Living:** Provides an integrated experience in which people with and without IDD are active, contributing citizens – living independently in a dynamic environment where they can learn, grow, and thrive.



Check out the Best Buddies Featured Profiles to
Learn More about the Mission in Action

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**WORK WITH US TO CREATE A CUSTOM CAMPAIGN TO HELP YOU REACH YOUR MARKETING GOALS!
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