



# BioProcess International

by informa...

US West

March 16-18, 2027  
San Diego Convention Center

Exhibition | Thought Leadership | Branding | Lead Generation

2027 Sponsorship Opportunities

# Event Overview

In 2027, BPI West will present a revitalized agenda designed to unite bioprocessing and manufacturing leaders from across the biopharmaceutical industry to accelerate innovation in biologics, cell and gene therapies, and next-generation modalities. Featuring five in-depth tracks and end-user-led case studies, the program offers actionable insights into cell line development, upstream and downstream processing, digital transformation, and scalable manufacturing strategies.

New this year, each track will incorporate cross-functional perspectives spanning drug substance, drug product, supply chain, and finished goods providing the most comprehensive and integrated coverage in the event's history.

Share your insights and innovations with the qualified audience to reinforce your industry leader status. Don't miss the chance to put yourself in front of 1,000+ key decision makers in the industry. Sponsorship programs are fully customizable, designed to help you meet your **lead generation, thought leadership, and branding** goals.

## BPI West 2027 attendees are seeking expertise on:

- Cell Line Development & Engineering
- Cell Culture & Upstream Processing
- Downstream Processing
- Manufacturing Strategy & Bioprocessing 4.0
- Cell & Gene Therapy Process Development & Production

## Meet the Leaders Behind Key Sessions at BPI West 2026



**Kathryn Beal, Ph.D.**  
Principal Scientist, Process  
Development  
Pfizer



**Cindy Chelius, Ph.D.**  
Principal Scientist  
Bristol Myers Squibb



**Yuanyuan Cui, Ph.D.**  
Digital Analytics Leader  
Sanofi



**David Scherr, Ph.D.**  
Senior Scientist  
AstraZeneca



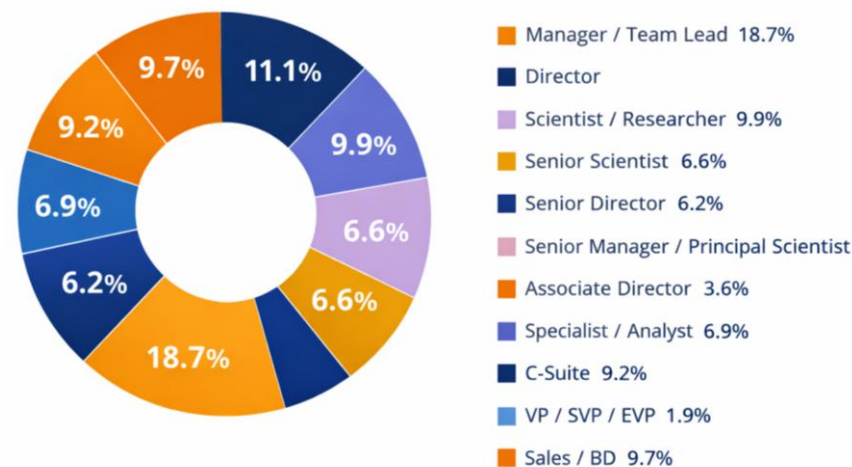
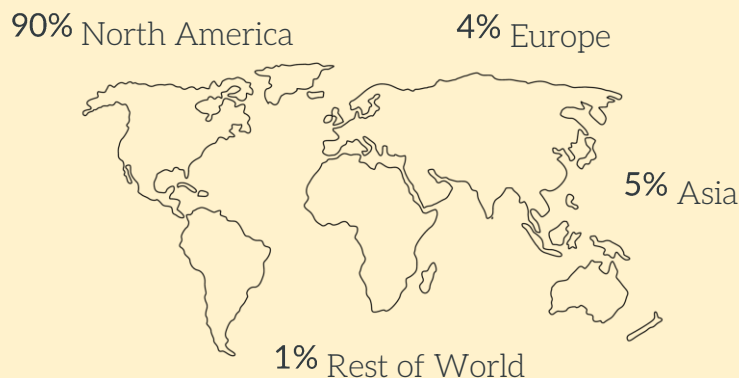
**Carlos Arbelaes**  
Industry Leader  
Johnson & Johnson



**Christopher Herwig**  
Senior Scientific Advisor  
Körber Pharma

# Audience Overview

## Geographic Breakdown



## Premium Industry Representation

BPI West delivers exceptional access to key decision-makers across the pharmaceutical ecosystem:

-  28 leading pharmaceutical companies with significant R&D and procurement budgets in attendance
-  Representation from 12 major CDMOs supporting the industry's manufacturing needs
-  20 international markets demonstrating global industry influence

[Click to View  
Attendee List](#)

# Exhibit Opportunities

All sponsorship opportunities for BPI can be customized to meet the individual objectives of each company. The packages may include meeting area, branding elements, thought leadership, and customer acquisition/retention components.

## Exhibition Space Options and Pricing\*

|                 |          |
|-----------------|----------|
| 10' x 10' ..... | \$13,735 |
| 10' x 20' ..... | \$26,200 |
| 20' x 20' ..... | \$51,105 |

*\*Includes lead generation system + carbon offset fee*

For each 10' x 10' of space purchased you receive:

- One (1) Main Conference Registration
- Up to two (2) Exhibit Booth Staff Passes

## Standard Exhibiting Benefits

- Exhibit space plus applicable registration passes that all provide access to any digital version of the conference
- Exhibitor Directory listing online and onsite
- Onsite badge scanning & post-event lead analytics report
- Unique registration code inviting clients to register to attend with a 10% savings off the current rate, courtesy of your company (*applies to all rate tables, including early birds; for new registrations only*)

## Elevate your visibility with custom add-ons!

### Live Labs Tour | \$5,500

Be 1 of 5 exhibit stops on a guided tour, bringing attendees directly to your booth for a focused 5-8 minute presentation about your offerings.

### Coffee Barista | \$13,575

Attract continuous traffic with a professional barista serving premium coffee directly at your booth throughout exhibition hours.

### Craft Cocktails | \$10,775

Perfect conversation starter to attract and engage prospects in a relaxed setting, serving a signature branded cocktail during the exhibit hall reception.



To begin building your custom sponsorship program, contact:  
[Partners@informaconnectls.com](mailto:Partners@informaconnectls.com)

# Knowledge Authority: Structured Speaking Platforms

## Lunch N' Learn Sponsor

- Midday thought leadership platform combining valuable content with a captive audience
- 45-minute presentation during a seated lunch with all food & beverage included

Investment: \$22,220

## Scientific Track Presentation

- 30-minute presentation specific to track and embedded in conference agenda
- Requires a case study and/or new data presented by a customer or senior scientist (*to be improved by Informa*)

Investment: \$19,570

## Technology Workshop Presentation

- Strategic 20-minute presentation positioned within the specialized Day 1 workshop track
- Access to highly engaged early arrivers committed to deeper learning and skill development
- Targeted audience of specialized practitioners focused specifically on your solution area

Investment: \$13,085

## Tech Showcase Presentation

- Concise 10-minute spotlight presentation on the high-visibility BPI Theater stage
- Perfect platform for launching innovations or highlighting breakthrough technologies
- Strategic positioning within the exhibition floor's premier content destination

Investment: \$6,825



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# Engagement Exchanges: Interactive Formats

## Panel Discussion Sponsor

An intimate, conversational format featuring your subject matter expert guided by a skilled moderator, creating authentic dialogue that resonates with attendees. Package includes one Main Conference Pass, comprehensive sponsor recognition, pre-event promotion, and attendee lead data.

Investment: \$6,110

## Roundtable Sponsor

Expert-led, small-group discussion fostering interactive dialogue and peer learning around your chosen topic. Package includes one Main Conference Pass, sponsor recognition across all platforms, pre-event promotion, and complete attendee lead data.

Investment: \$6,500

## Innovation Showcase

15-minute platform on specific conference day to present your cutting-edge solutions to a targeted audience, positioning your company as an industry innovator. Package includes one Main Conference Pass, comprehensive sponsor recognition, pre-event promotion, and complete attendee lead data.

Investment: \$9,150



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# Amplify Your Brand Impact

## Exclusive Lanyard Sponsor

- Sponsor delegate lanyards for prominent branding throughout the entire conference, worn together with the name badges
- Investment: \$16,970

## Exclusive ConnectMe App Sponsor

- Your logo will be featured on the event networking platform used by all conference delegates
- Investment: \$10,775

## Exclusive Registration Desk Sponsor

- Your logo will be featured on registration desk, in high visibility area where all conference attendees will pick up their badges
- Investment: \$15,000

## Food & Beverage Area Sponsor

- Sponsor of food court in the exhibit hall, includes hanging banners and branding on seating tables
- Investment: \$10,000

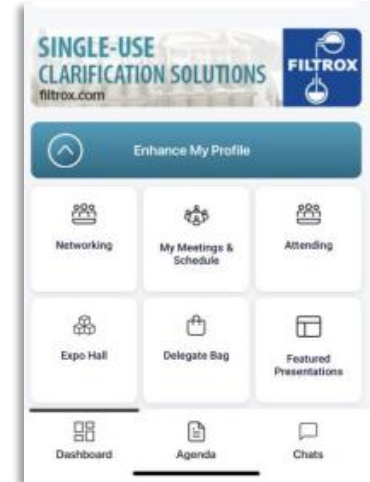
Other Options Include:



Ice Cream  
Smoothie Bar



Popcorn Stand  
And more!



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# Elevate Your Brand Experience: Moments That Matter

## ConnectMe Café

*Be Where Connections Begin*

At the heart of the exhibit hall, the ConnectMe Café is the go-to destination for scheduled meetings, spontaneous networking, and a well-earned caffeine boost.

**Investment: \$40,000**

## Opening Night Drinks Reception Co-Sponsor

*Toasting New Connections*

Elevate your brand presence at our premier networking event where industry leaders gather to celebrate innovation and forge valuable partnerships in an elegant atmosphere of cocktails and conversation.

**Investment: \$11,310**

## Fun Run

*Where Wellness Meets Networking*

Kickstart your day with our energizing Morning Fun Run/Walk! Join fellow attendees for this casual route through scenic surroundings—perfect for all fitness levels. Network in a refreshing setting, enjoy the morning air, and return invigorated for the day's sessions. Includes branding on Fun Run t-shirts for participating attendees.

**Investment: \$12,000**

## Zen Den

*Balance Through Creative Expression*

Give attendees a space to reset and recharge while aligning your brand with wellness and mindfulness.

**Investment: \$25,000**

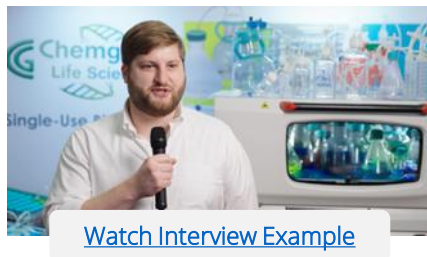


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# Multi-Channel Event Amplification

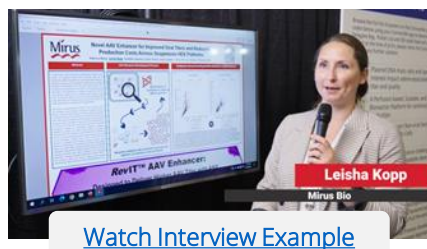
## Exhibit Booth Interview

Promote your brand with an interview at your exhibit booth. We will conduct a 3-5 minute interview to discuss your offerings and expertise as an industry leader. After the event is over, we will host the video on-demand for 6 months and promote it to the Informa Connect community. You will receive an MP4 file for your own promotional use.



## Poster Alert Video Program

Promote your thought leadership with an on-site video interview of your poster's author. Introduce the origin and science behind your work with a 1-minute interview video of your thought leader. Gated for lead generation, attendees will register to view your interview and poster. After the event is over, we will host the video on-demand for 6 months and promote it to the Informa Connect community. You will receive an MP4 file for your own promotional use.



## Pre-Event Guide

Transform your event visibility with a dynamic digital platform designed to maximize exhibitor and sponsor exposure, while enhancing the attendee experience. This engaging guide connects your brand directly with attendees before they arrive, creating anticipation and facilitating meaningful connections. Accessible via pre-event emails and prominently displayed on large interactive touchscreens throughout the venue, your presence will capture attention in high-traffic areas including the exhibition hall and outside main content rooms. Packages include:

### Exhibitor Feature

- Company logo with hyperlink to your website
- Exhibit booth number for easy navigation
- Schedule a Meeting link directing to your ConnectMe landing page

### Sponsor Feature

- Dedicated sponsor page showcasing your complete event participation
- Company logo with website hyperlink
- Comprehensive presentation details including title, speaker, date, time, and location
- Poster presentation information with presenter and location details
- Exhibit booth number

*Ask us how to combine pre-event and onsite video content to maximize the ROI of your presence at the event!*



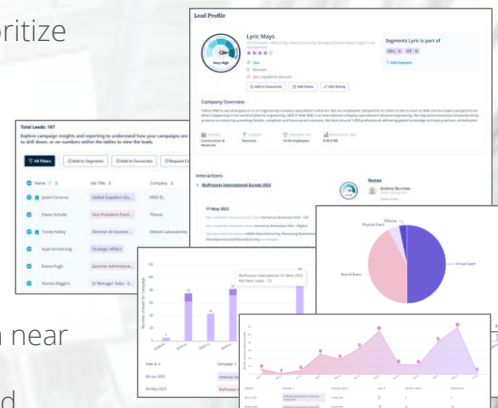
# LeadInsights

## Actionable Leads. Richer Insights.

- Your custom Lead Insights platform offers a single, near real-time view of all your event and digital campaign leads and reporting in one place.
- Understand who your leads are and how they have engaged with your content, enabling you to prioritize and target them with tailored follow up messaging faster and more effectively.
- Lead Insights unlocks the full potential of your event and digital campaigns through near real-time, actionable insights that help you turn your leads into customers and maximize your return on investment.
- Target the right leads, with the right message, at the right time.

## Benefits

- **Lead Access:** Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.
- **Lead Scoring:** Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritizing the leads most likely to convert to customers.
- **Lead Profiles:** Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.
- **Lead Targeting:** Sophisticated customizable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.
- **Campaign Insights and Reporting:** Quickly visualize how your campaign is performing and whether you are attracting the right audience to analyze the success of different products and measure ROI.





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## **Accelerate Your 2027 Success with a Strategic Partnership**

Transform your business objectives into measurable results through a customized, year-long campaign designed specifically for your organization's growth targets. Our BPI Account Managers leverage deep industry insights from our premium pharmaceutical audience to create strategic marketing solutions that deliver exceptional ROI.

Contact us directly to learn more:  
[Partners@informaconnectls.com](mailto:Partners@informaconnectls.com)