

HYBRID EVENT

Finance and Accounting for Bioscience Companies

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 19-20
BOSTON, MA

EVENT OVERVIEW

Finance and Accounting for Bioscience Companies East, part of Biotech Week Boston, is Boston's essential forum for advancing financial and commercial success of innovative bioscience companies.

Tailored to the unique needs of bioscience companies, this CPE-accredited annual forum convenes the brightest financial and accounting minds from the nation's leading trailblazers. Hear from industry experts on high impact topics such as strategies to scale the business, creating value, emerging risks and digital transformation.

KEY TOPICS COVERED

- New Launch Planning and Commercialization Expertise
- Biotech Equity Funding Models and Pathways into the Public Markets
- Future of Finance – Digital Transformation and Innovative Technologies
- Learn from seasoned CFOs on Leadership Lessons and Tackling Today's Challenges
- Gain Strategies for Driving Value in Controllershship in the Digital Era
- And more!

2021 SPONSORS



SPONSORSHIP OPPORTUNITIES

SPEAKING SESSIONS

Demonstrate your company's expertise to a room full of decision makers eager for insights and best practices.



NETWORKING RECEPTIONS

Host or sponsor an exclusive or open event to shake hands and engage industry professionals.



EXHIBITION SPACES

Secure your company's presence at the event by reserving booth space in the exhibit area to engage with prospects.



ON-SITE BRANDING

Covering everything from signage to lanyards, promote your brand's presence at the conference as an industry leader to all event attendees.



HYBRID BENEFITS FOR SPONSORS

ENHANCED THOUGHT LEADERSHIP

Boost your expert credibility through association with leading industry speakers on the live, virtual, and on-demand program.

UNPARALLELED AUDIENCE REACH

Engage a massive digital audience of decision makers via email, social and ad campaigns.

HIGHLY QUALIFIED LEADS

Exchange business cards in the exhibit hall and receive GDPR-compliant contact details of virtual prospects with an expressed interest in your offerings.

STRUCTURED & UNSTRUCTURED NETWORKING

Shake hands with prospects at the in-person event and continue conversations online during the virtual portion of the event.

EXTENDED BRAND EXPOSURE

Make an impression on a targeted audience of decision makers before, during, and after the hybrid event.

LIMITED TRAVEL REQUIREMENTS

Engage decision makers without being out of the office for an extended period of time.

SPONSORSHIP OPPORTUNITIES

THOUGHT LEADERSHIP

PRIMARY SPEAKING POSITION – GENERAL SESSION

Present a session to showcase your thought leadership and solutions during a General Session. Promote your brand and messaging to attendees. No competition – only track

PRICE: \$18,500

PRIMARY SPEAKING POSITION – TRACK/BREAKOUT

Participate in a track or breakout session to showcase your expertise to the qualified audience. These interactive sessions give you the opportunity to engage directly with attendees. Multiple running at the same time

PRICE: \$12,500

CLIENT ENGAGEMENT

HOSPITALITY SUITE

Secure a private Hospitality Suite at the event to hold 3-5 guaranteed appointments with prospects per day. This suite includes a branding program.

PRICE: \$15,500 (1 DAY), \$23,500 (2 DAYS), \$31,500 (3 DAYS)

SOLUTION SUMMIT

Host a Solution Summit and hold one-hour sessions per day at the conference. This summit includes AV/tech, 2 sessions available per day. With carefully selected topics of high audience interest, these Summits provide an opportunity for attendees to engage directly with key solution providers in small group demonstrations.

PRICE: \$15,500

ALCHEMY ANALYTICS REPORT

Access a single view of your full lead data with detail on how each delegate engaged with your event presence (booth, content, and staff). Use the dashboard to surface trends or just export the full lead data into a clean, upload-friendly CSV file.

PRICE: \$3,500

FACE-TO-FACE VISIT GES LEAD SCANNING

Your exhibition includes access to the VISIT by GES platform so you can use your mobile device to scan booth visitors, record notes, and access your raw scan data in real time. This data is also loaded into your Alchemy dashboard, which provides a detailed view of your organization's engagement with delegates.

PRICE: \$2,500

SPONSORSHIP OPPORTUNITIES

BRAND PROMOTION

EXHIBIT SPACE

Secure an Exhibit Space at the event to showcase your brand, messaging, and thought leadership to attendees.

PRICE: \$12,500

BRANDED ITEMS

Take advantage of high-impact branded items at the event to raise your brand awareness to attendees throughout the event.

PRICE: \$15,500

ALL CONFERENCE BREAKFAST

Host an All Conference Breakfast to raise brand awareness amongst attendees.

PRICE: \$9,500

NETWORKING BREAK

Sponsor a Networking Break to keep your company in the forefront of attendees' minds as they make connections and partnerships!

PRICE: \$9,500

ALL CONFERENCE LUNCHEON

Host an All Conference Luncheon to raise brand awareness amongst attendees.

PRICE: \$12,500

ALL CONFERENCE NETWORKING RECEPTION

Host an All Conference Networking Reception to keep your company in the forefront of attendees' minds as they make connections and partnerships!

PRICE: \$12,500

SUSTAINABILITY SPONSORSHIP

CARBON OFFSET

Sponsor the Informa internal carbon program around the event. Increase your brand awareness amongst attendees through pre- and post-event messaging.

PRICE: \$500

RENEWABLE ELECTRICITY

Support our sustainability initiatives to reduce the carbon footprint of this event. Increase your brand awareness amongst attendees through pre- and post-event messaging.

SUSTAINABLE WATER

Sponsor refill stations or reusable bottles to keep attendees hydrated! Increase brand awareness through prominent branding at high-traffic areas of the event.

UNIQUE BRAND ACTIVATION

Share your sustainability story onsite. Distribute a digital content asset about your sustainability initiatives, panel/unique advertisement, and more.

HEALTH & WELL-BEING EVENTS

To help keep our attendees energized over the course of the event, we can hold various activities that support mental physical and nutritional wellbeing of event attendees.

HYBRID EVENT

Finance and Accounting for Bioscience Companies

**WHAT ARE YOUR STRATEGIC OBJECTIVES FOR 2023 AND BEYOND?
WORK WITH US TO CREATE A CUSTOM CAMPAIGN TO HELP YOU REACH
YOUR SALES AND MARKETING GOALS!**

FOR MORE INFORMATION ON ALL SPONSORSHIP OPPORTUNITIES, CONTACT JUSTINE GRIEGO:

JustineG@informaconnects.com

BWB Awards

September 27, 2022
Boston Convention & Exhibition Center
Boston, MA

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!

SPONSORSHIP INCLUDES:

- Exclusive sponsorship of award category
- One reserved table to host nominations
- ConnectTV Interview with your thought leader
- Press release mention with comment from your thought leader
- Company logo prominently featured to audience on:
 - Interview backwall
 - Slides during ceremony
 - Pre-event marketing, website, etc.

AWARDS CATEGORIES:

- Biology Breakthrough
- Digital Medicine (Mobile Health) Change-Maker
- Transformational Therapy in Rare Disease
- Diversity and Inclusion Champion
- Impact Leader
- HUB Highlight – **SOLD** to Nitto Avecia
- Unsung Hero
- Lifetime Luminary
- Bioprocessing Bespoke
- Cell & Gene Therapy Bespoke

CONFIRMED JUDGES INCLUDE:



Laurie Glimcher
President & CEO

Dana Farber Cancer Institute



Craig Martin
CEO

Global Genes



Jerry Yang, PhD
EVP, Process and Product Development

Transcenta Holding Ltd.



Melinda Richter
Global Head of Johnson & Johnson Innovation

JLABS



Shantha Raju
Senior Director of Analytical Sciences

Medimmune



Sanjay NILAPWAR, Ph.D.
Principal Scientist I, Purification Development BioProcess Development

Abbvie



Ann DeWitt
COO & Managing Partner

The Engine



John Maraganore
Chair of Hemab Therapeutics

Former CEO, Alnylam

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