

BIO-EUROPE SPRING®

MARCH 22–25, 2021

SPONSORSHIP & SHOWCASE OPPORTUNITIES

CONTACT US TO DISCUSS YOUR IDEAS!

sponsor@ebdgroup.com

exhibit.eu@ebdgroup.com

Produced by

EBD
GROUP

In collaboration with

Bio Biotechnology
Innovation
Organization

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BIO-EUROPE SPRING®

MARCH 22–25, 2021

BIO-EUROPE SPRING® DIGITAL HAS BEEN CAREFULLY ADAPTED TO DELIVER THE BEST VIRTUAL EVENT EXPERIENCE WHICH SPANS OVER SIX WEEKS!

PARTNERING

Partnering meetings, facilitated by partneringONE®, will be held through a secure video conferencing platform and will be scheduled over 24-hour timeframes to accommodate time zones across the world.

COMPANY SHOWCASE

New enhancements have been built in partneringOne allowing for more visibility and branding. The system opens in early February. Company showcases and many of the sponsor options will be available and visible to participants from this date onwards.

COMPANY PRESENTATIONS

Presenting companies will have the opportunity to pre-record their presentations which will already be available to attendees 3–4 weeks before the event begins.

WORKSHOPS AND PANELS

A mix of live sessions and pre-recorded sessions:

- Opening Plenary
- Let's Talk Series
- Collaboration Close-ups
- Tracks on up-to-date topics
- Live and pre-recorded panel discussions
- Fireside Chats

GET TOGETHER NETWORKING

Use a virtual room to showcase your brand and generate leads:

- Live chats
- Expert talks
- Q&A
- Informal Networking

TESTIMONIALS FROM BIO-EUROPE® DIGITAL 2020

“Amgen partners with innovators from around the world to develop and deliver life changing therapies – and during these unprecedented times, staying connected is even more important than ever. BIO-Europe Digital brings the world of scientific innovation together, and provides the forum for us to share insights and forge new partnerships, catalyzing our ability to bring meaningful advancements in healthcare. ”

Jessica Droge
Vice President,
Business Development,
Amgen

“At Bayer we embrace bold partnerships with innovators on platforms, drugs and digital technologies that hold the promise of making a fundamental difference for patients.”
#CollaborateToCure

Dr. Marianne De Backer
EVP, Global Head Strategy
and Business Development
(CBO),
Bayer Pharmaceuticals

COMPANY SHOWCASE

The **exhibit booth** is now a **Company Showcase**!

ALL IN ONE PLACE

partneringONE's search function and results page is where the **most traffic is generated during the digital conference**. Use this traffic and enhance your company profile by booking a Company Showcase directly in partneringONE.

ENHANCED VISIBILITY

You can include a video (demos, product pitches, etc.), slide deck or brochure previewed to attendees within the search results and when they visit your profile. Utilize **keywords** to align your organization with topical audience searches in **partneringONE**.

Your showcase content will be highlighted in associated participants' search results.

BASIC SHOWCASE

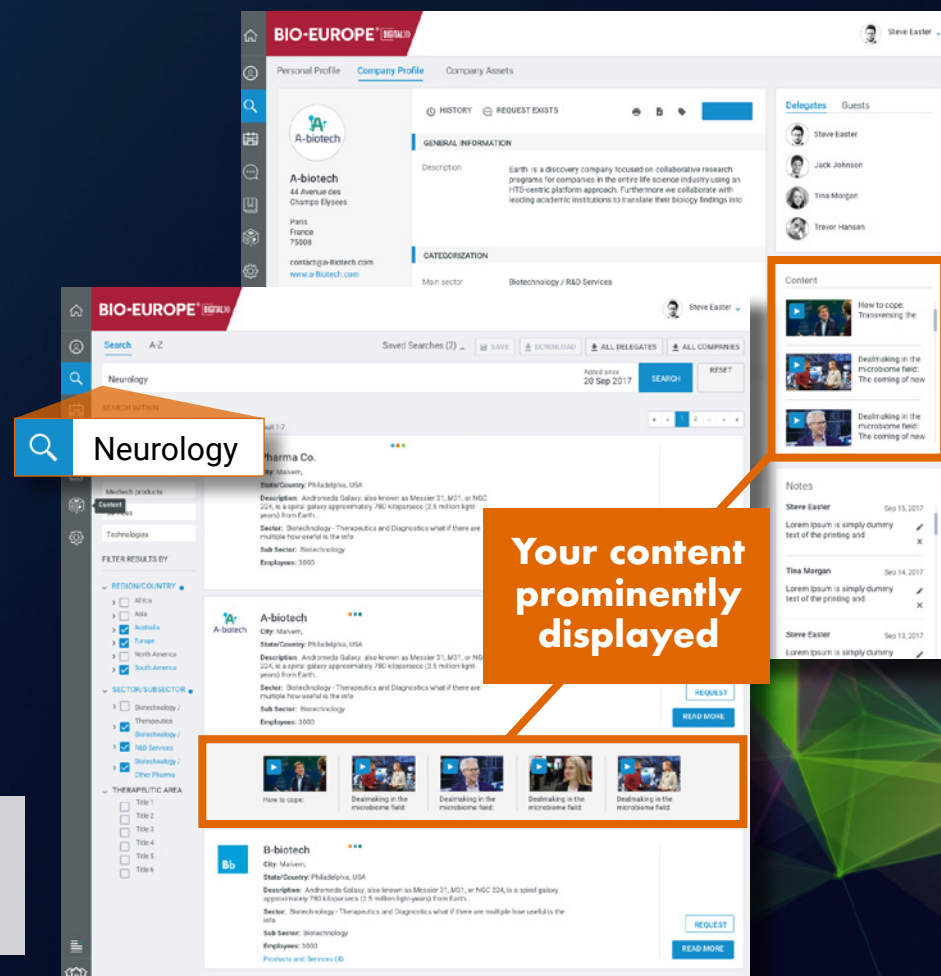
1 partneringONE keyword included

EUR 3,600

Your package is customizable. Contact us today to explore additional benefits featured in this brochure.



Conference registration must be purchased separately.



ADVANCED SPONSOR SHOWCASE

As a sponsor, you may include advanced showcases in your package.

Depending on your sponsorship level, you will receive the following number of keywords.

- 3 partneringONE keywords (Silver Sponsorship)
- 5 partneringONE keywords (Gold Sponsorship)
- 7 partneringONE keywords (Platinum Sponsorship)

With **more keywords** you will get additional **visibility** with **topical search results** in **partneringONE**.

ADVANCED SPONSOR SHOWCASE

Sponsor Benefit

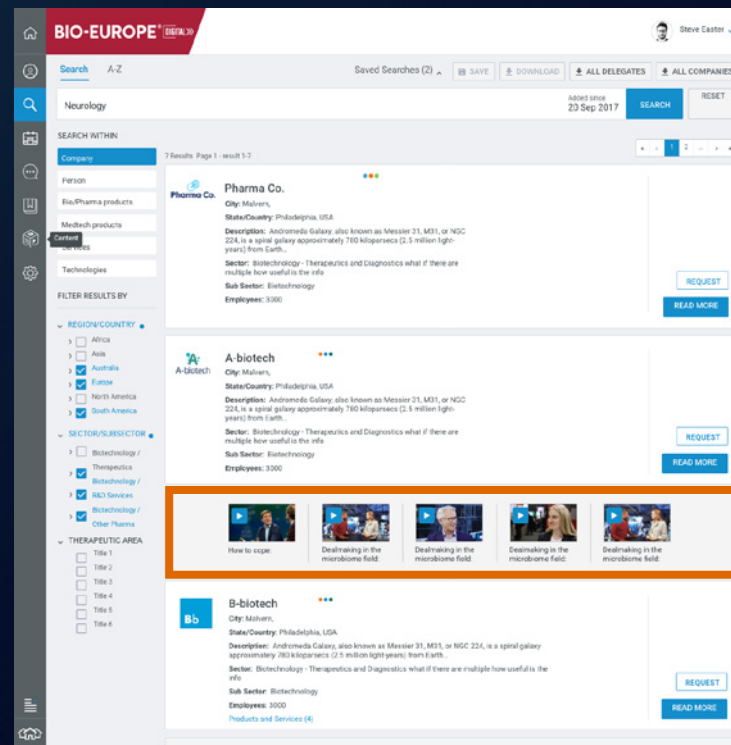
EUR 5,000

ADDITIONAL KEYWORDS

Sponsor Benefit

Showcase Benefit

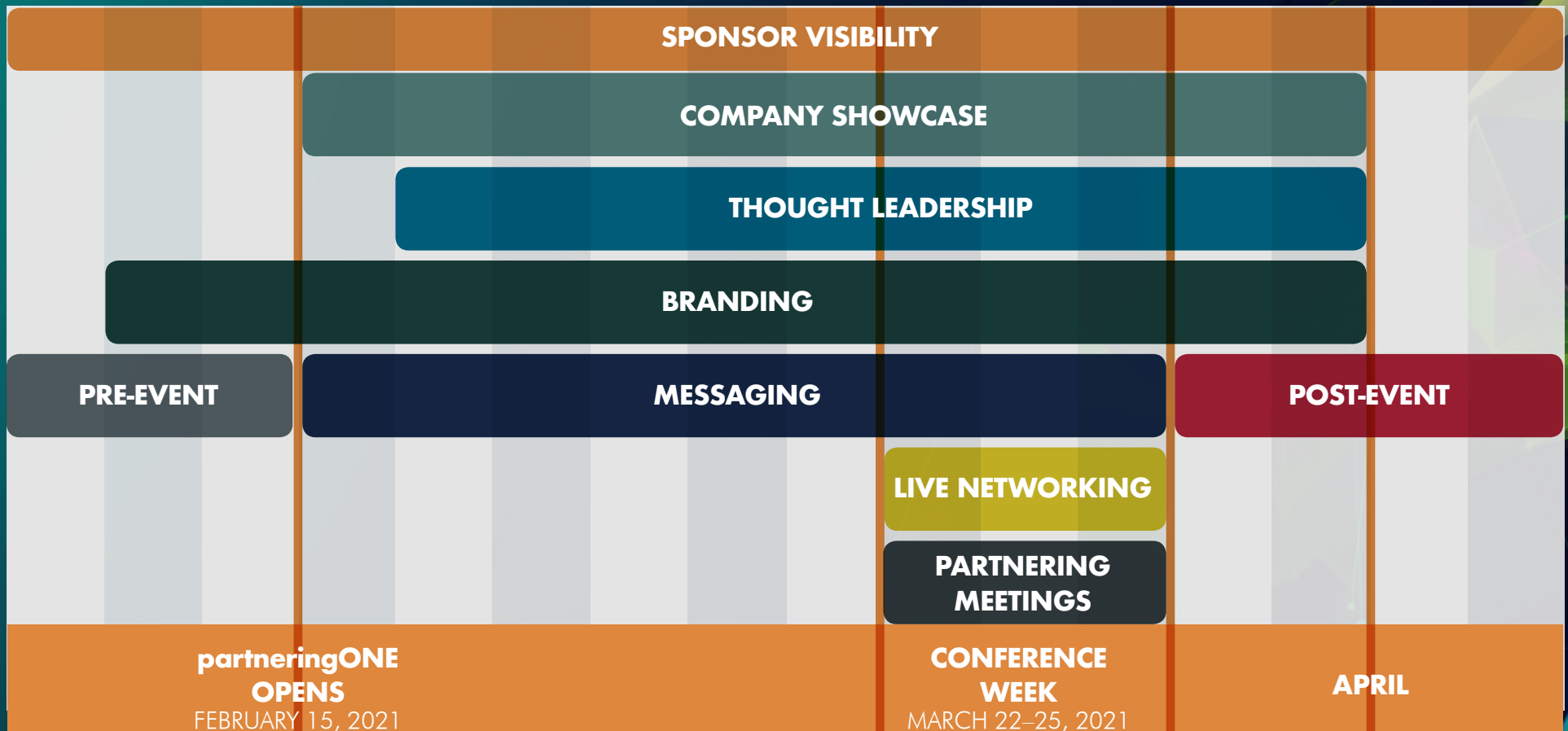
EUR 1,000
per keyword



YOUR VISIBILITY STARTS LONG BEFORE THE EVENT

Besides the partneringONE showcase you can select from a wide variety of additional opportunities to **enhance** your **visibility** and **brand recognition**.

If you want to increase your **interaction** with **delegates** or reach an **audience beyond BIO-Europe Spring 2021 attendees**, you may choose from various opportunities.



CUSTOMIZED SESSION

EUR 10,000

Position your company as a thought leader within the biopharma industry and amplify your business relationships. Your 30-minute program slot (panel, fireside chat etc.) will be pre-recorded and made available on demand in the lead up to the event or held live during BIO-Europe Spring Digital.

Sponsor Benefit

SPEAKING OPPORTUNITY

EUR 5,000

Sponsor will receive one panel discussion speaking slot within the official BIO-Europe Spring Digital program. Panels address therapeutic areas or business development topics. Panels will be pre-recorded and be made available on demand after partnering opens to registered attendees.

Sponsor Benefit

EXPERT FIRESIDE CHAT

EUR 5,000

If you want to highlight a special deal, your work in a certain therapeutic area, or a specific executive, this is an ideal format. Choose your own topic for a 20-minute interview-style chat conducted by an experienced interviewer. This pre-recorded interview will be made available on demand in the weeks before the event, increasing your exposure. For direct engagement during the conference, a live Q&A may also be included.

Sponsor Benefit

COLLABORATION CLOSE-UP

EUR 5,000

This format offers you a perfect opportunity to focus on partnerships. Bring together two sides of a collaboration, partnership or deal to highlight your collaborative approach in a 20-30 minute moderated discussion. The session will be pre-recorded and released on demand to registered attendees in the weeks before the event for additional exposure.

Sponsor Benefit

CLUSTER/REGION PRESENTATION

EUR 1,000

Highlight the benefits your region offers as a base for biotech companies with this 15-minute presentation slot. Self-recorded on powerpoint or produced by the EBD Digital Team as a recorded presentation, this format gives you the chance to zero in on what makes your region stand out from the crowd.

Sponsor Benefit

Showcase Benefit

REGIONAL CASE-STUDY

EUR 5,000

This 20-minute one-to-one interview is a chance to feature a case study of a company that has thrived within your regional biotech ecosystem. With a moderator provided by EBD Group, use this pre-recorded session to highlight a regional success story to the global BIO-Europe Spring audience.

Sponsor Benefit

GET TOGETHER / HAPPY HOUR COFFEE BREAK / CHAMPAGNE RECEPTION **EUR 5,000**

Associate your brand with a **dedicated networking** event promoted as part of the BIO-Europe Digital **conference program**. Interact **live** on camera in your video chat room to **engage and partner with attendees**.

Hosted and moderated by sponsor or showase company.

Sponsor Benefit

Showcase Benefit

VIRTUAL SITE TOUR **EUR 5,000**

Showcase your organization's cutting-edge facilities and technology during a pre-recorded virtual site tour.

Sponsor Benefit

Showcase Benefit

EXERCISE CLASSES

Be the sponsor of one of our 'Exercise Classes' whether that's for Break 'n Breathe, a Spinning or Strava Club. **Engage** with a group of people you may not have met before, but with whom you **share the same fitness interests**.

BREAK 'N BREATHE SPONSOR

EUR 3,500

Get additional visibility by sponsoring our online Break 'n Breathe sessions of 20-minutes each. **Sponsor logo** will be featured in the official **conference agenda, marketing brochure**, as well as during the **session**.

Sponsor Benefit

Showcase Benefit

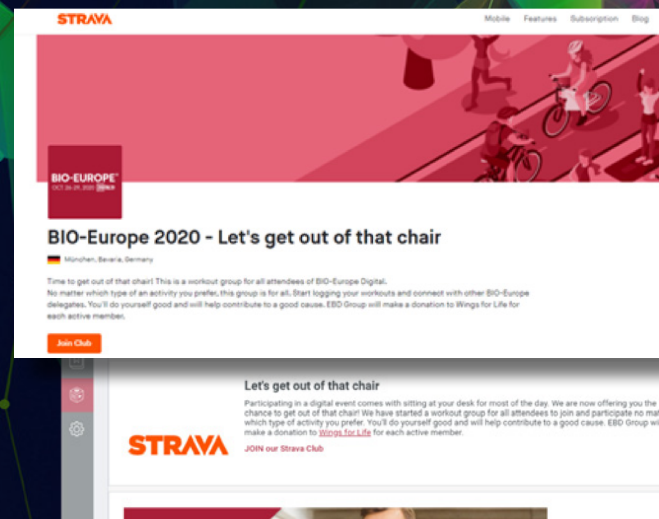
STRAVA CLUB SPONSOR

EUR 3,500

Sponsor the "Let's get out of that chair Strava Club Initiative" to receive additional visibility and support a good cause at the same time. Your company name and logo will be featured on the club banner within the content hub in partneringONE, on the Strava banner as well as in selected conference announcements. Sponsors can choose to donate to a charitable organization either with a fixed amount, per member or activity in the group.

Sponsor Benefit

Showcase Benefit

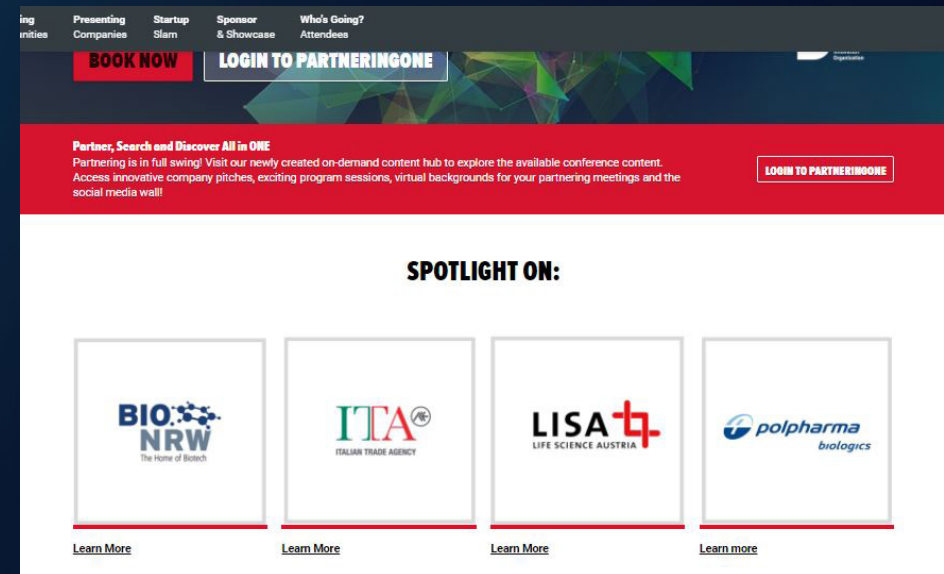


SPONSOR SPOTLIGHT **EUR 5,000**

Put your company in the spotlight with your own content on the official conference website!

Your logo will be featured prominently on the HOME page for one out of four weeks prior to the conference, as well as during the conference, and linked to a sub-page where your content will be placed.

Sponsor Benefit



VIDEO INTERVIEW

EUR 3,500

Put your expert in the spotlight for a 3–5 minute professionally-produced video interview recorded before the event. Your interview will be professionally-edited with final approval before posting (up to one-week turnaround on video file). Sponsorship includes full distribution rights for use within your ongoing campaigns and corporate website.

Sponsor Benefit

Showcase Benefit

WEEKLY DIGEST EMAIL **EUR 3,500**

Place your banner ad in one weekly digest email leading up to BIO-Europe Spring starting five weeks before the conference. The e-mail is promoted to +12,000 qualified decision makers in the life science industry including BIO-Europe Spring DIGITAL delegates. 70% of recipients are director level or higher.

Sponsor Benefit

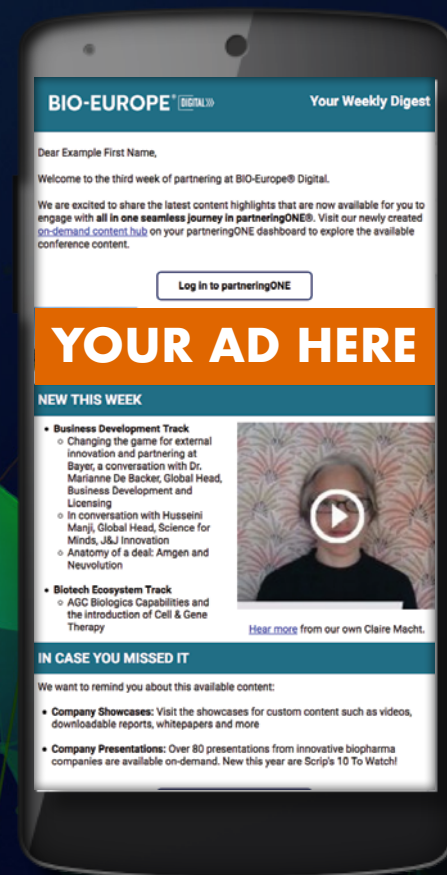
Showcase Benefit

DAILY DIGEST EMAIL **EUR 3,500**

Place your banner ad in one of the four daily digest emails during the conference. The e-mail is pushed out to all conference participants. The mailing will feature program highlights, as well as live networking events or further live sessions.

Sponsor Benefit

Showcase Benefit

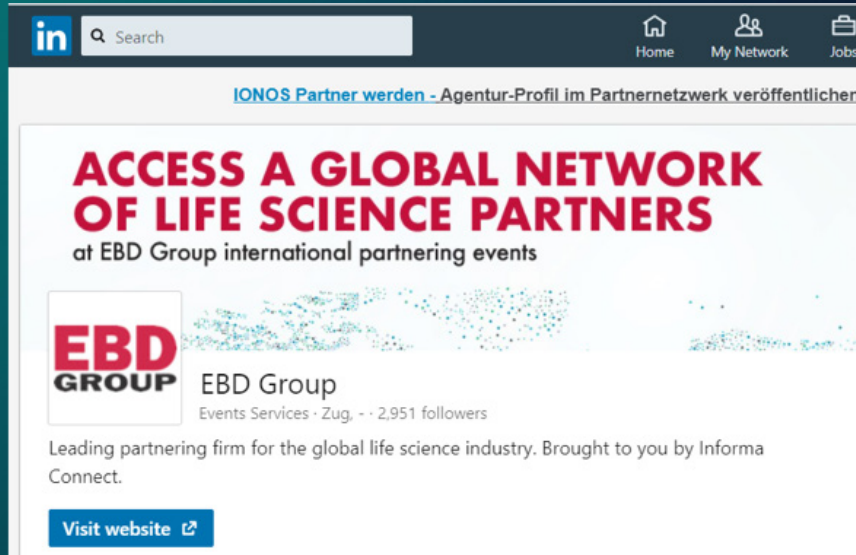


SOCIAL MEDIA AMPLIFICATION

EUR 3,500

Want to get additional promotion and more focused attention for your program or networking session at BIO-Europe Spring DIGITAL? We will create and push out two LinkedIn posts and one tweet on twitter.

Sponsor Benefit

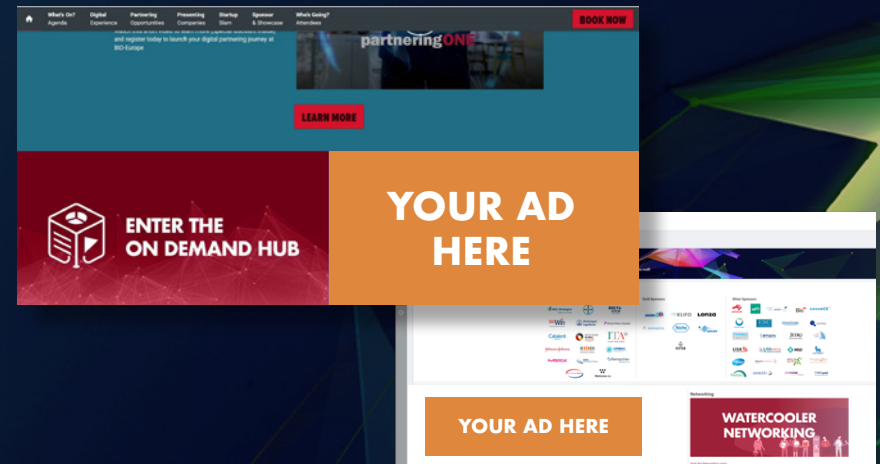


BANNER AD

EUR 10,000

Gain extra exposure in a **high traffic environment**. Your ad will be displayed on the **event website** and the **partneringONE content hub**. Include a CTA link to drive traffic to your assets/news/landing page.

Sponsor Benefit



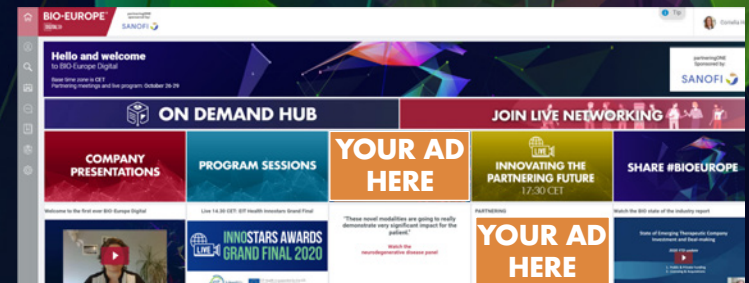
partneringONE AD

EUR 5,000

Gain extra visibility on the home of partneringONE. Your ad will be featured on the most visited page of the platform for one week and linked to your partneringONE profile or a landing page of your choice. Choose either one of the four weeks prior to the conference or the conference week.

Sponsor Benefit

Showcase Benefit



CONFERENCE BROCHURE

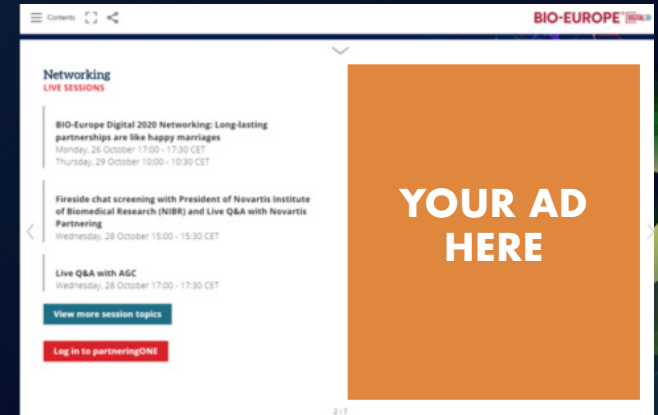
EUR 2,500

Get additional visibility by placing a partial page ad in our conference brochure. The brochure is distributed to a wider audience in the global biotechnology industry giving you exposure beyond the conference.

A link to your URLs or multimedia content can be included.

Sponsor Benefit

Showcase Benefit





EUR 40,000


Put your company in the spotlight. Your logo will have high visibility in a persistent banner on every partneringONE page – as well as on partnering e-mail digests (e.g., ‘partnering now open’), instant notifications, and mobile pages.

Sponsor Benefit

Partnering Email Notification

BIO-Europe 2020 - Digital

 Partnering Team <partneringteam@informapl.onmicrosoft.com>
To  Horn, Cornelia

 If there are problems with how this message is displayed, click here to view it in a web browser.

BIO-EUROPE®
DIGITAL»»

partneringONE
sponsored by:



Pharma Co.

BIO-Europe 2020 - Digital

Be more productive.
Increase efficiency with these [partnering tips](#).

What's new?

Event Homepage Partnering Tab

PARTNERING

MEET THE RIGHT PEOPLE AND ACHIEVE YOUR GOALS THROUGH ONE-TO-ONE MEETINGS.

Partnering opens September 14

LOGIN TO [partneringONE](http://partneringONE.com)

PARTNERING ONE SPONSOR:

Pharma Co

A global leader in healthcare


Pharma Co.[partneringONE Homepage](#)

Hello and welcome
to BIO-Europe Digital

On-demand content: available now
Partnering meetings and live program: October 26-29

partneringONE
Sponsored by:



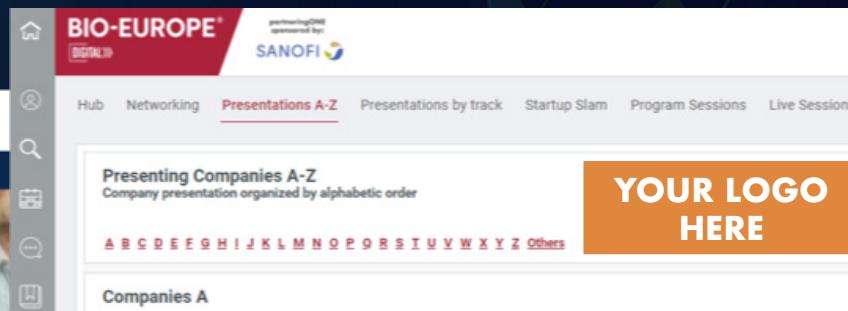
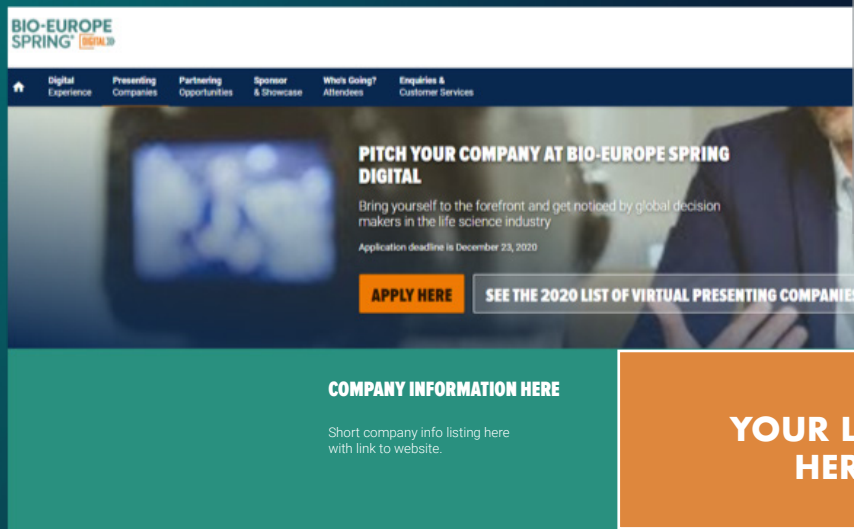
Pharma Co.

COMPANY PRESENTATIONS SPONSOR

EUR 12,500

Align your company with the most up-to-date content from the innovative companies at the event. Your logo will be featured prominently in the partneringONE content hub, on the conference website, and in promotions.

Sponsor Benefit



ATTENDEE TARGETING

FROM EUR 2,700

Leverage Attendee Targeting to promote a new product or development to your target audience.

With targeted banner advertising – reach qualified decision makers in our database who match your custom criteria. Utilizing thousands of sites across the web, your ads is displayed multiple times, ONLY to persons who fit your targeted profile and on the trusted sites your audience frequent. Banner ads are served on Informa and hundreds of brand-safe websites, e.g. CNN, CBS, ESPN, TripAdvisor, LinkedIn, etc.



1. Segment our database however you like, by geo, by company, by job title
2. Send us your ads (Link to your landing page that will go directly to your website and/or specific landing pages)
3. Your ads are displayed to your target audience

RESULTS ARE 5X THAT OF STATIC WEB BANNERS.

The number of impressions and length of your campaign can be individually adjusted. On the next page we have created some campaign examples for you.

BASIC PACKAGE

Sponsor Benefit

Showcase Benefit

- 30,000 impressions
- Approximately one month
- Across the web

EUR 2,700

DELUXE: BASIC + LINKEDIN

Sponsor Benefit

Showcase Benefit

- 30,000 impressions
- 10,000 impressions on LinkedIn
- Duration to be discussed

EUR 3,200

ADDITIONAL IMPRESSIONS

Sponsor Benefit

Showcase Benefit

- Additional 10,000 impressions on the web

EUR 850

CONTENT SYNDICATION

EUR 3,600

Hand over your most compelling educational content asset (i.e., whitepaper, e-book, case study, video, podcast) and let us promote it to targeted audience – as a result you'll enjoy highly qualified leads. If you don't have fresh new content we can help with that too!

Sponsor Benefit

Showcase Benefit



DIRECT CUSTOM EMAIL

FROM EUR 2,500

We will broadcast your custom email to a specific target audience which may include registered attendees for BIO-Europe® and BIO-Europe Spring®. You provide the HTML email file, select a sending date and we will send the email on your behalf. Reach biotechnology enthusiasts – segment our database however you like, by geo, by company, by job title. Cost is EUR 1 per recipient.

Sponsor Benefit

Showcase Benefit

CUSTOM WEBINAR

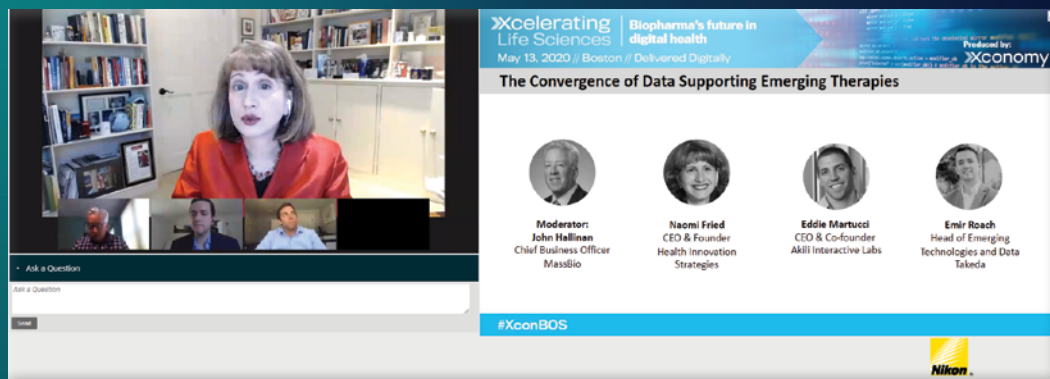
EUR 14,000

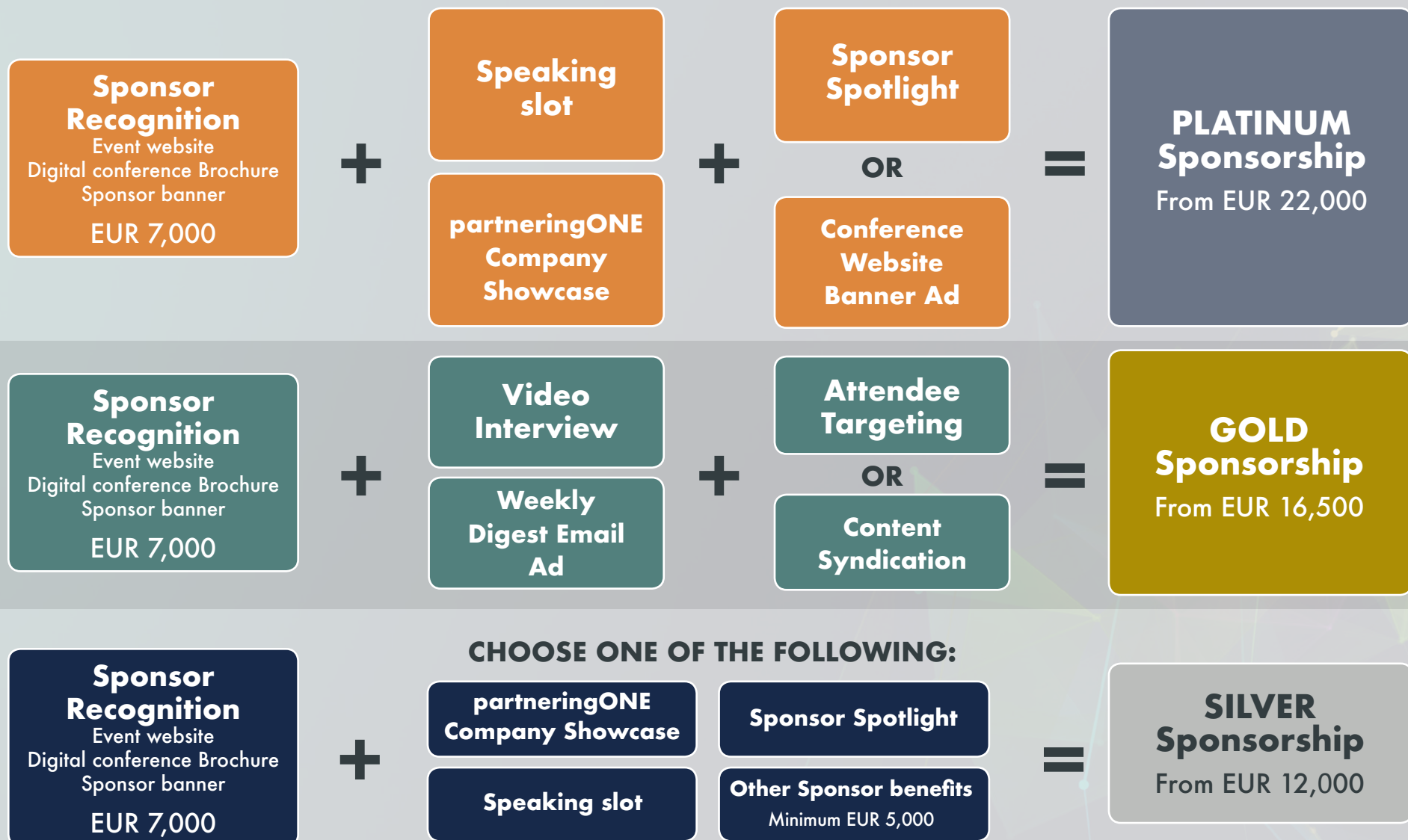
Engage prospects with a turnkey web event that includes project management, pre-recording, hosting, promotion, and GDPR-compliant leads.

- Topic of your preference
- 60-min presentation (including 15-min Q&A)
- Qualified leads from all registered session attendees
- Webinar concierge support
- Promotion via email, newsletter, social, and banner ads
- MP4 Video file with full distribution rights
- Hosting on ON24 platform for 6 months

Sponsor Benefit

Showcase Benefit





BIO-EUROPE SPRING®

BIO-Europe Spring® conference is the premier springtime partnering conference for the biotechnology industry. The conference annually attracts the international “who’s who” from biotech, pharma and finance for four days of high caliber networking.

Position your company among the innovators of the life science industry. A sponsorship or a showcase will improve your visibility to prospective licensing and research partners.

Through an understanding of your corporate objectives, we can develop a package of benefits tailored to meet your individual needs and budget.

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