

# BIO-EUROPE<sup>®</sup>

OCTOBER 25-28, 2021

## SPONSORSHIP & SHOWCASE OPPORTUNITIES

**CONTACT US TO DISCUSS YOUR IDEAS!**

[sponsor@ebdgroup.com](mailto:sponsor@ebdgroup.com) OR  
[exhibit.eu@ebdgroup.com](mailto:exhibit.eu@ebdgroup.com)

In collaboration with



Produced by



BIO-Europe® is **Europe's largest partnering conference** serving the global biotechnology industry.



**3,201**

DELEGATES FROM  
**60** COUNTRIES



**15,571**

PARTNERING  
MEETINGS



**37**

PROGRAM  
SESSIONS



**101**

COMPANY  
PRESENTATIONS

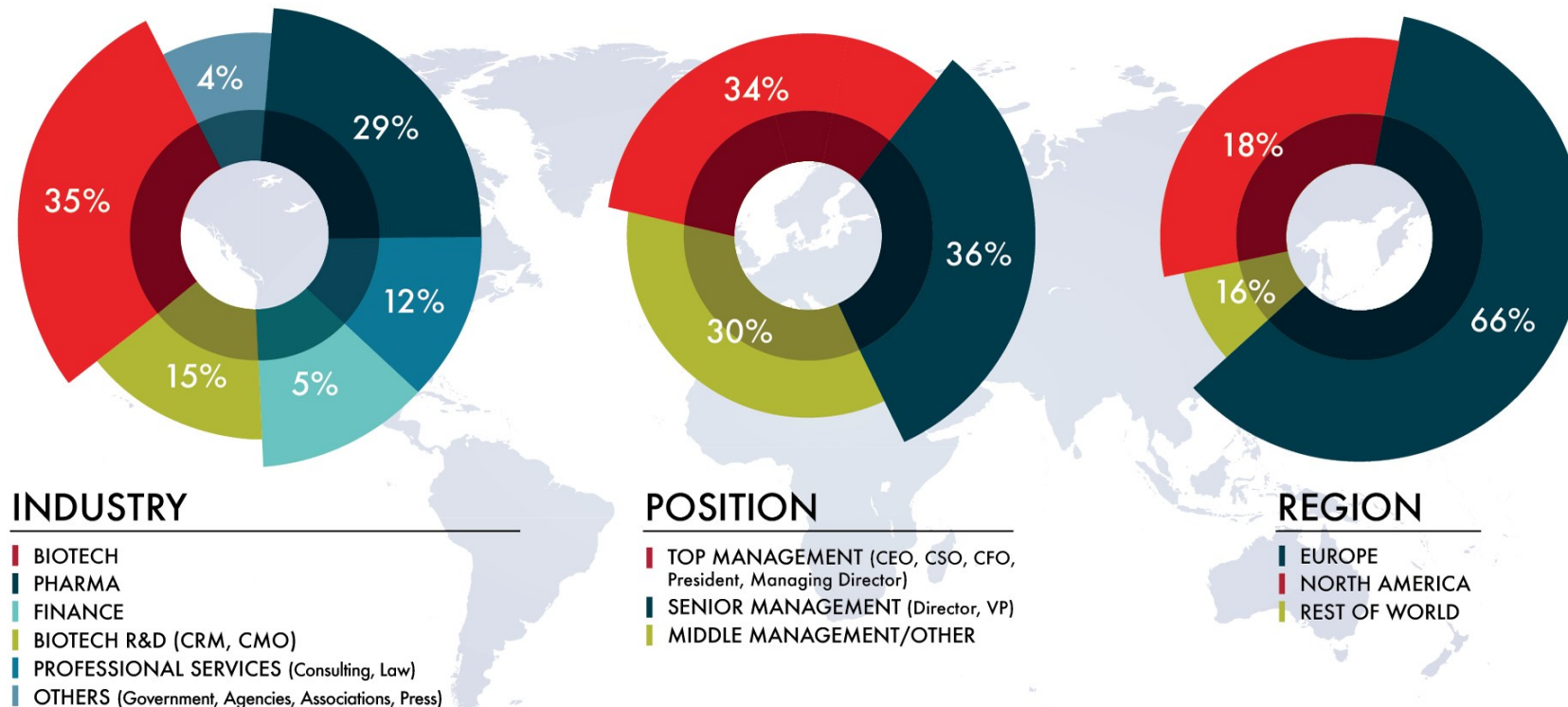


**79**

SPONSOR &  
SHOWCASE  
COMPANIES

All numbers: BIO-Europe Digital 2020

Connect and engage with a **wide range of business leaders**, including senior executives of leading biotech companies, business development teams from pharmaceutical companies and other industry experts:



	SILVER SPONSORSHIP		GOLD SPONSORSHIP		PLATINUM SPONSORSHIP	
	EUR 12,000	EUR 12,000	EUR 17,000	EUR 17,000	EUR 22,000	EUR 25,500
PRE-EVENT MARKETING	✓	✓	✓	✓	✓	✓
SPO PROMOTION DURING EVENT	✓	✓	✓	✓	✓	✓
SPEAKING OPPORTUNITY	✓	-	-	✓	✓	-
SPONSOR SHOWCASE	-	✓	✓	✓	✓	✓
DIGEST MAIL BANNER AD	-	-	-	-	-	✓
PARTNERING ONE AD	-	-	✓	-	✓	-
CUSTOMIZED SESSION	-	-	-	-	-	✓

**CUSTOMIZE  
YOUR  
SPONSORSHIP –**

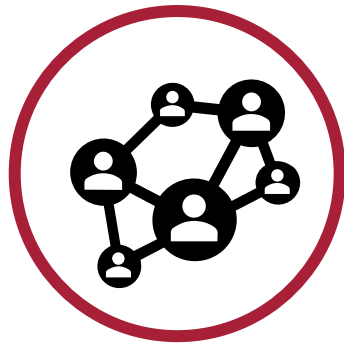
**Contact us for an  
individual package  
that meets your  
business objectives!**

Enrich your participation and **maximize your success** with our offerings in the **following categories**:



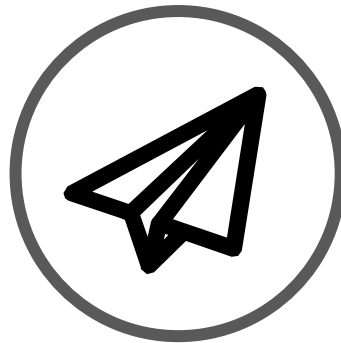
**THOUGHT  
LEADERSHIP**

PAGE 8-10



**NETWORKING  
EVENTS**

PAGE 11



**SHOWCASING  
& MESSAGING**

PAGES 6-7 &  
PAGES 12-16



**HIGH-IMPACT  
BRANDING**

PAGES 17-20



**PRE- // POST-  
EVENT  
AMPLIFI-  
CATION**

PAGES 21-23



## COMPANY SHOWCASE

EUR 3,600\*

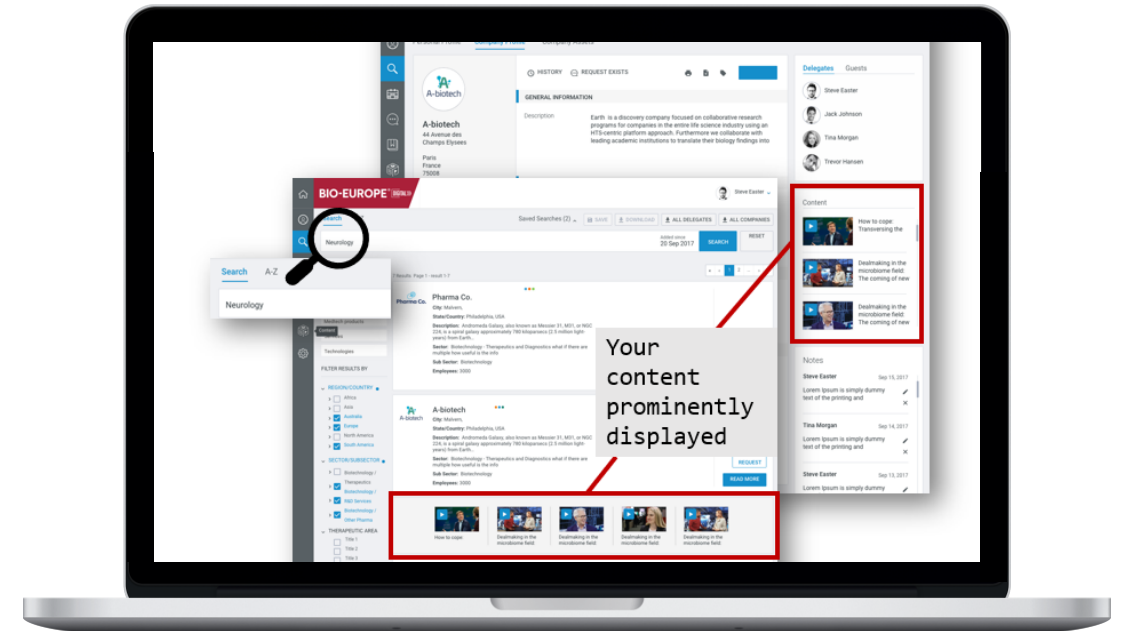
### ALL IN ONE PLACE

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

### ENHANCED VISIBILITY

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

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



Showcase Benefit

\*1 partneringONE keyword included, conference registration must be purchased separately

### SPONSOR SHOWCASE

Sponsor Benefit

EUR 5,000

#### EVEN MORE VISIBILITY!

As a sponsor, include an advanced company showcase in your package.

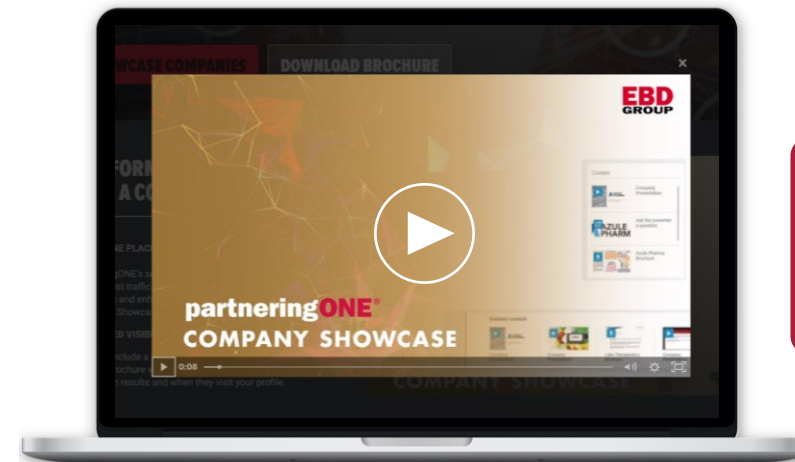
You will receive the following number of keywords:

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

More keywords will get you additional visibility in topical search results in partneringONE®.

#### ADDITIONAL KEYWORDS

EUR 1,000  
per keyword



**WATCH THE  
VIDEO NOW!**

### CUSTOMIZED SESSION

Sponsor Benefit

EUR 10,000

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

### SPEAKING OPPORTUNITY

Sponsor Benefit

EUR 5,000

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



### EXPERT FIRESIDE CHAT

Sponsor Benefit

EUR 5,000

Interested in highlighting a special deal, your work in a certain therapeutic area, or a specific executive? This ideal format allows you to 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.

### COLLABORATION CLOSE-UP

Sponsor Benefit

EUR 5,000

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.

### CLUSTER // REGION PRESENTATION

Sponsor Benefit

Showcase Benefit

EUR 1,000

Highlight the benefits your region offers as a base for biotech companies with this **15-minute presentation**. 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.

### REGIONAL CASE STUDY

Sponsor Benefit

EUR 5,000

This **20-minute one-to-one interview** is a chance to feature a case study of a company that had 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 Digital audience.

### GET TOGETHER // HAPPY HOUR // COFFEE BREAK // CHAMPAGNE RECEPTION

Sponsor Benefit

Showcase Benefit

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.

### EXERCISE CLASSES

Sponsor Benefit

Showcase Benefit

EUR 3,500

Be the sponsor of one of our 'Exercise Classes' whether that's for **Break'n Breathe, the Biotech Bikers or the 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

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

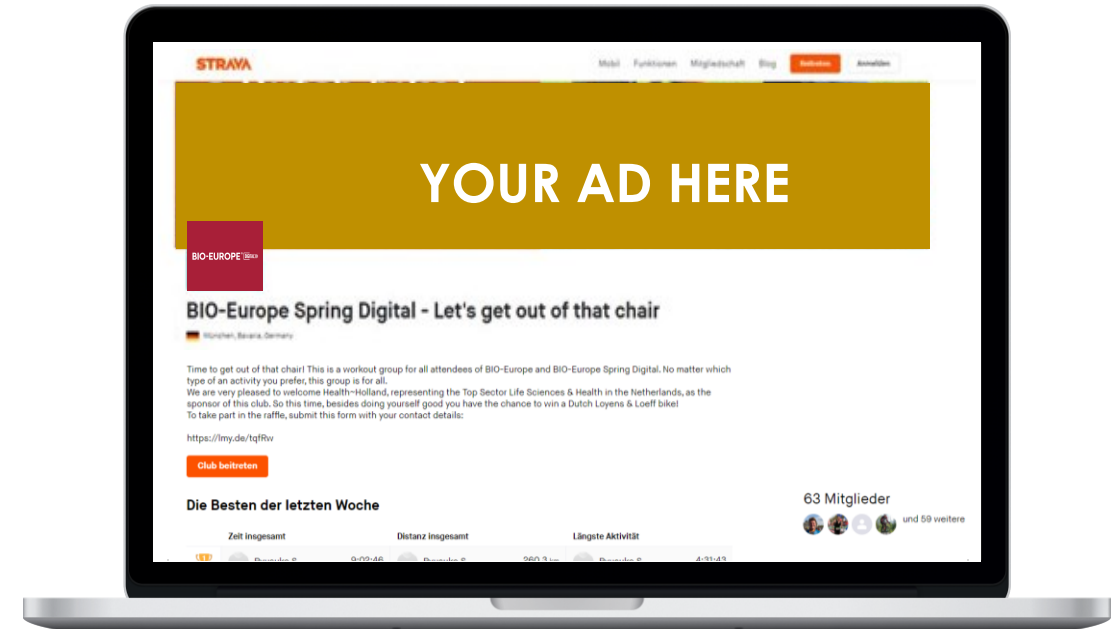
### EXERCISE CLASSES

EUR 3,500

#### STRAVA ACTIVITY CLUB SPONSOR

Sponsor the “Let’s get out of that chair” Strava Club Wellbeing 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.

Sponsor can **communicate within the club** and choose to **hold an event within the club** (e.g. a raffle, a run, a challenge), connect the club to a donation for **charity and more**.



Sponsor Benefit

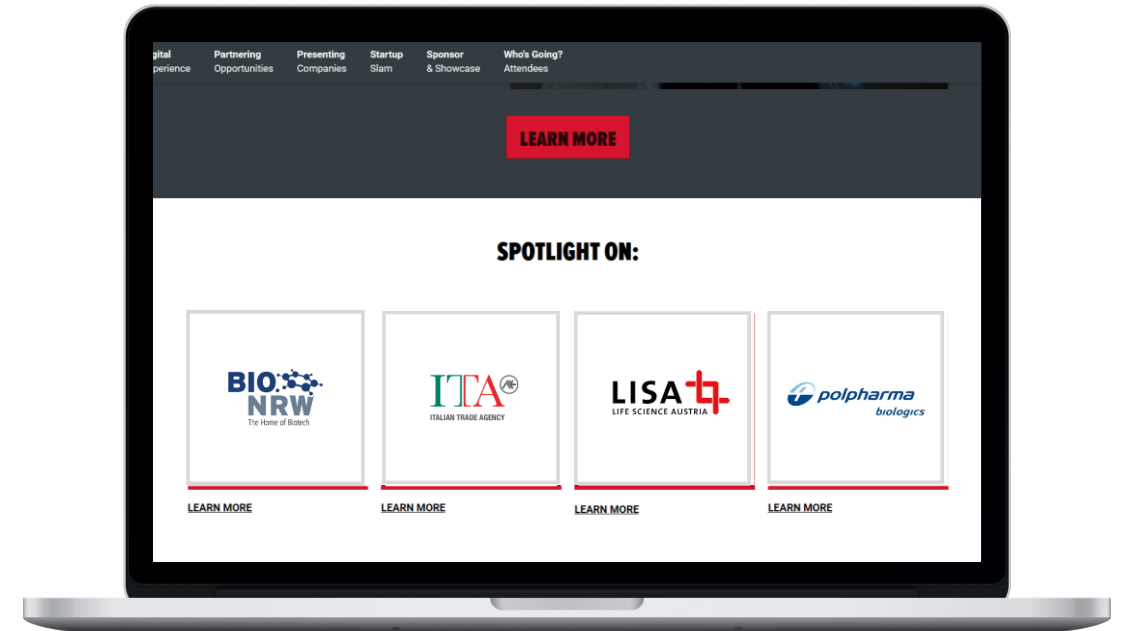
Showcase Benefit

### SPONSOR SPOTLIGHT

Sponsor Benefit

**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.



**EUR 5,000**

**DURATION:**  
one week out of four weeks prior to the  
conference + conference week

### VIDEO INTERVIEW

Put your expert in the spotlight for a **3-5-minutes 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.



**EUR 3,500**

Sponsor Benefit

Showcase Benefit



### DIGEST E-MAILS

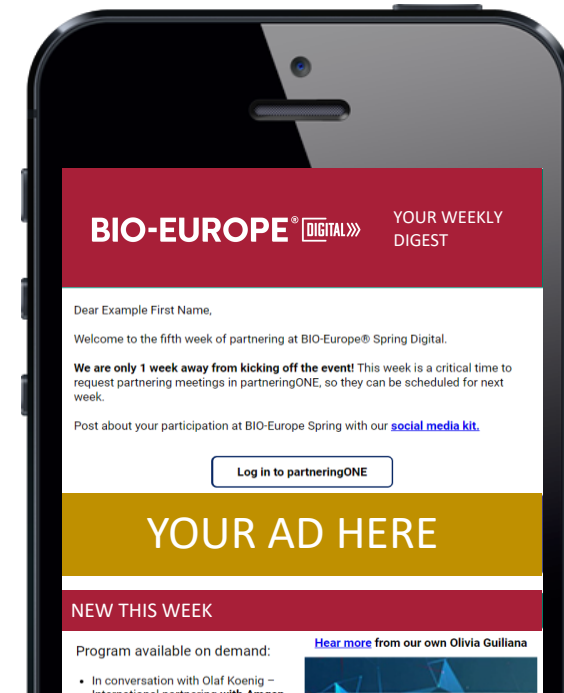
Sponsor Benefit

Showcase Benefit

#### WEEKLY OR DAILY DIGEST E-MAIL

**Place your banner ad** in one weekly digest e-mail or one of the four daily digest e-mails. The e-mails are promoted to a qualified audience in the life science industry. 70% of recipients are director level or higher.

The digests will feature program highlights, as well as live networking events or further live sessions.



**EUR 3,500**

**AUDIENCE WEEKLY: +12,000**  
**AUDIENCE DAILY: CONFERENCE PARTICIPANTS**

### SOCIAL MEDIA AMPLIFICATION

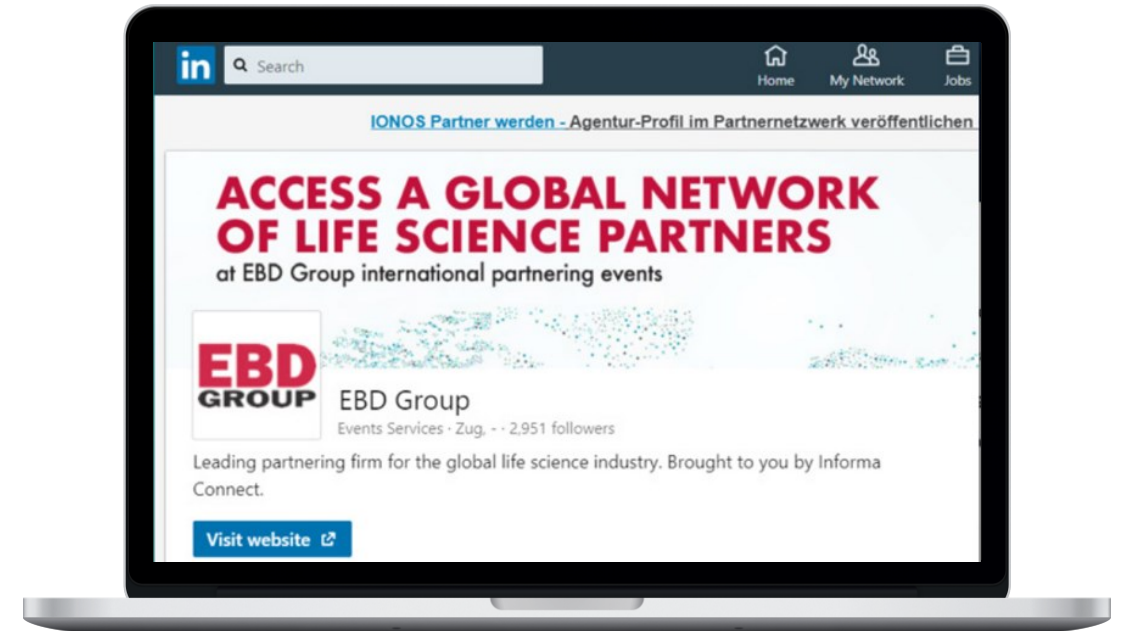
Want to get **additional promotion** and more focused attention **for your program or networking session** at BIO-Europe DIGITAL?

We will create and push out **two LinkedIn posts** and **one tweet on twitter**.

Sponsor Benefit

Only in connection with Thought Leadership

EUR 3,500



**TIME OF EXPOSURE:**  
**prior to or during conference**

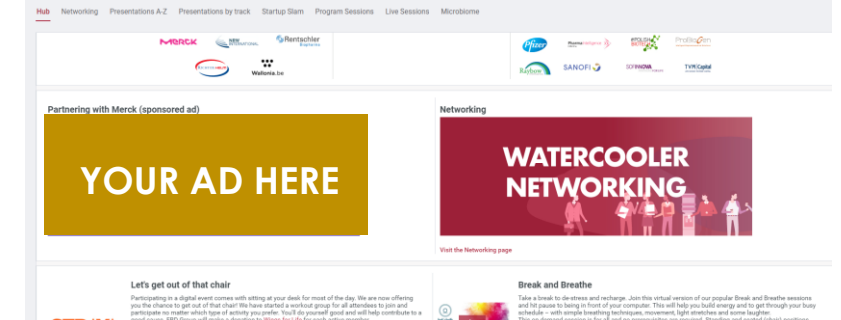
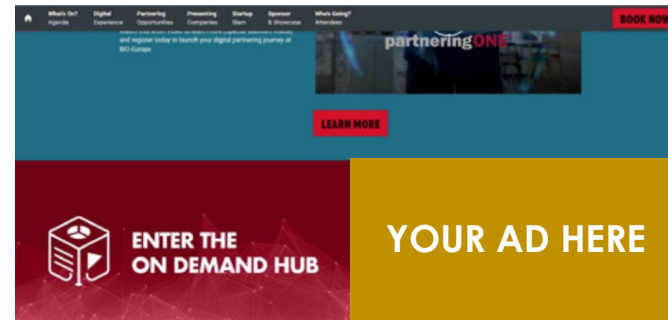
## BANNER AD COMBO

Sponsor Benefit

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 for four weeks prior to the conference plus during the conference**.

Include a CTA link to drive traffic to your assets/news/landing page.

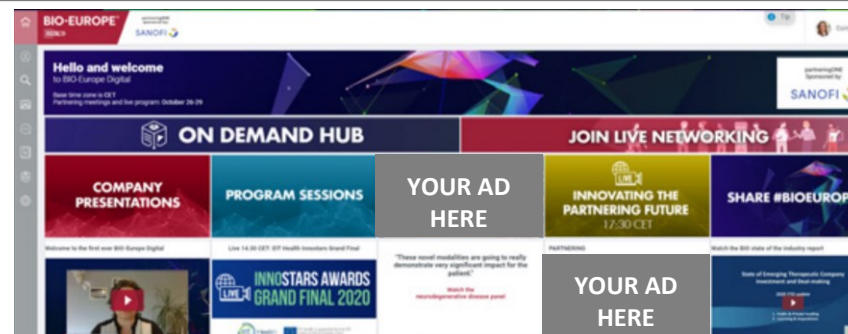


## partneringONE AD

Sponsor Benefit

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.



### CONFERENCE BROCHURE AD

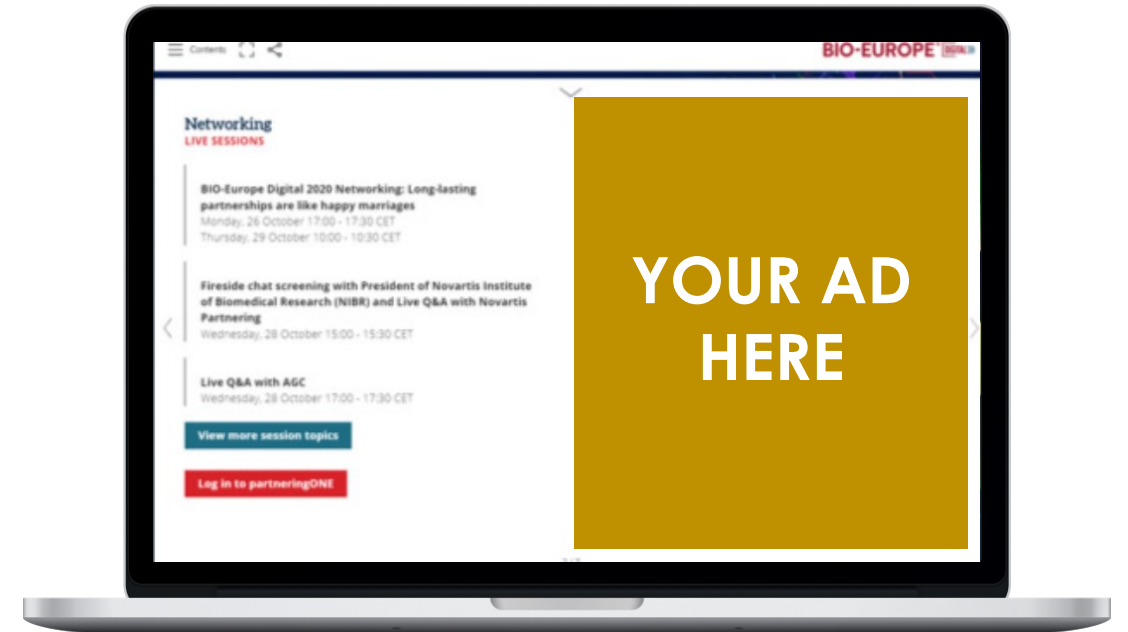
Reach a wider audience by placing a **partial page ad** in our conference brochure, as well as a **banner ad** in the corresponding mailing. The brochure will be sent to approximately **17,000 contacts** in the global biotechnology industry.

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

Sponsor Benefit

Showcase Benefit

**EUR 2,500**



**TIME OF EXPOSURE:**  
**4-6 weeks prior to conference**

## partneringONE SPONSOR

Sponsor Benefit

EUR 45,000

**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**.

BIO-Europe 2020 - Digital

PT Partnerina Team <partneringteam@informapl.onmicrosoft.com>  
To |

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



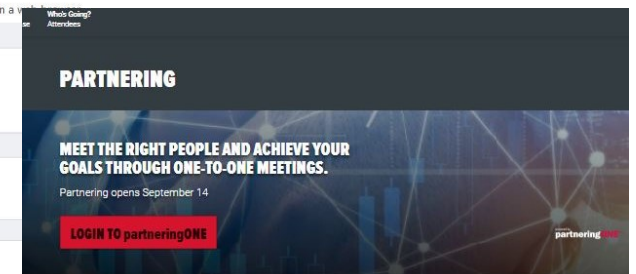
Be more productive.  
Increase efficiency with these [partnering tips](#).

What's new?

Tip



Partnering E-Mail Notification



PARTNERINGONE SPONSOR:

Sanofi

A global leader in healthcare



LEARN MORE

Event Homepage Partnering Tab



partneringONE Homepage

Hello and welcome  
to BIO-Europe Digital

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





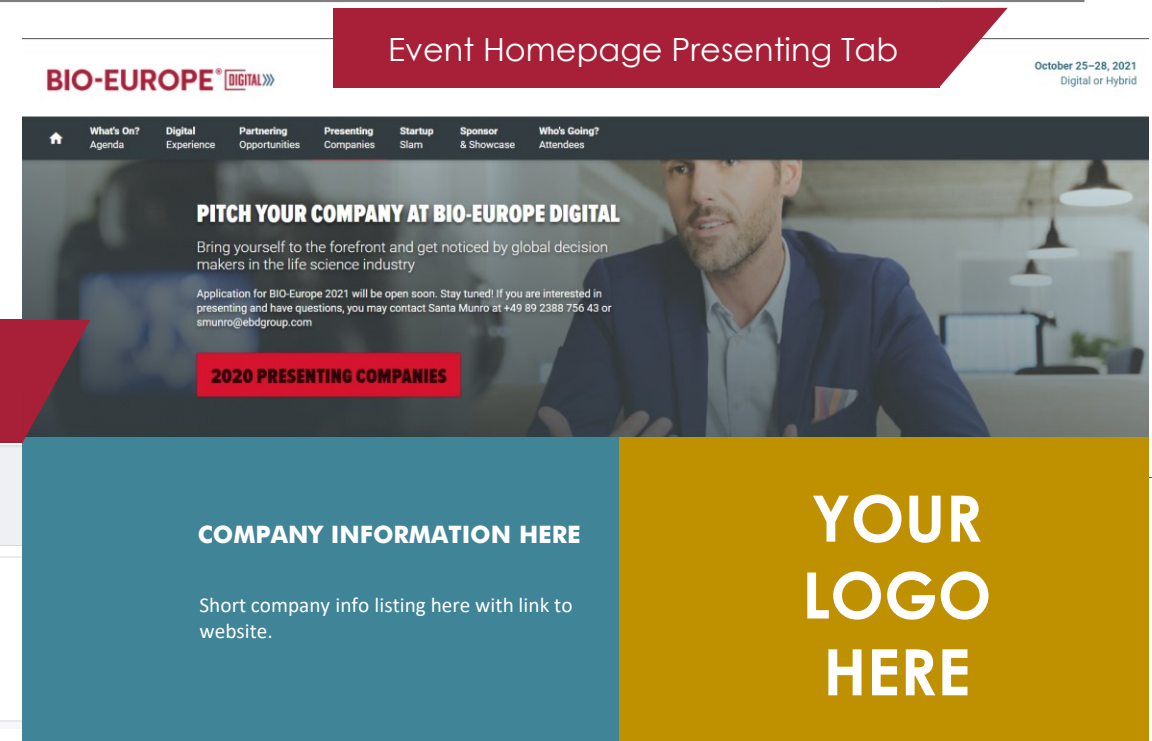
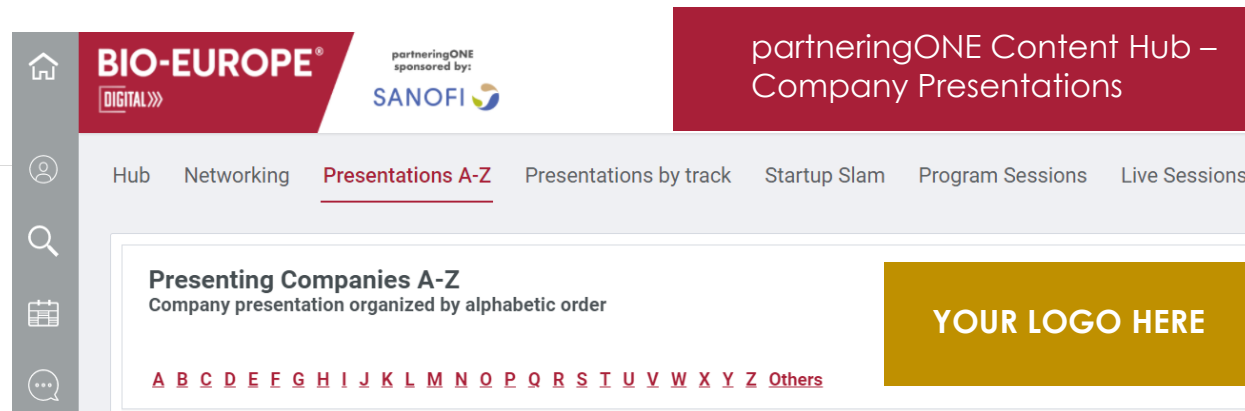
## COMPANY PRESENTATIONS SPONSOR

Sponsor Benefit

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**.





### ATTENDEE TARGETING

Sponsor Benefit

Showcase Benefit

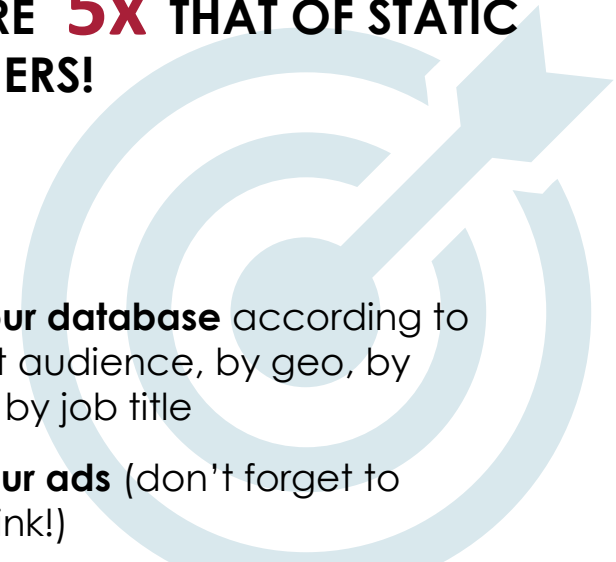
FROM EUR 2,700

Promote your new product or development to **your target audience**.

Reach **qualified decision makers** in our database who match your custom criteria. On thousands of trusted sites across the web, your ads is displayed multiple times, ONLY to persons who fit your targeted profile. Banner-safe websites include CNN, CBS, ESPN, TripAdvisor, LinkedIn, etc

<b>BASIC PACKAGE</b>	<ul style="list-style-type: none"> <li>▪ <b>30,000</b> impressions across the web</li> <li>▪ Duration approx. <b>1 month</b></li> </ul>	<b>EUR 2,700</b>
<b>DELUXE: BASIC &amp; LINKEDIN</b>	<ul style="list-style-type: none"> <li>▪ <b>30,000</b> impressions across the web</li> <li>▪ <b>10,000</b> impressions on LinkedIn</li> </ul>	<b>EUR 3,200</b>
<b>ADDITIONAL IMPRESSIONS</b>	<ul style="list-style-type: none"> <li>▪ <b>Additional 10,000</b> impressions across the web</li> </ul>	<b>EUR 850</b>

RESULTS ARE **5x** THAT OF STATIC  
WEB BANNERS!

- 
1. **Segment our database** according to your target audience, by geo, by company, by job title
  2. **Send us your ads** (don't forget to include a link!)
  3. **Your ads** are **displayed** to your **target audience**

### CONTENT SYNDICATION

Sponsor Benefit

Showcase Benefit

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 your targeted audience – as a result you'll **enjoy highly qualified leads**.

### DIRECT CUSTOM E-MAIL

Sponsor Benefit

Showcase Benefit

FROM EUR 2,500

**We will broadcast your custom e-mail 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 etc.

Cost is **EUR 1 per recipient**.

### CUSTOM WEBINAR

EUR 14,000

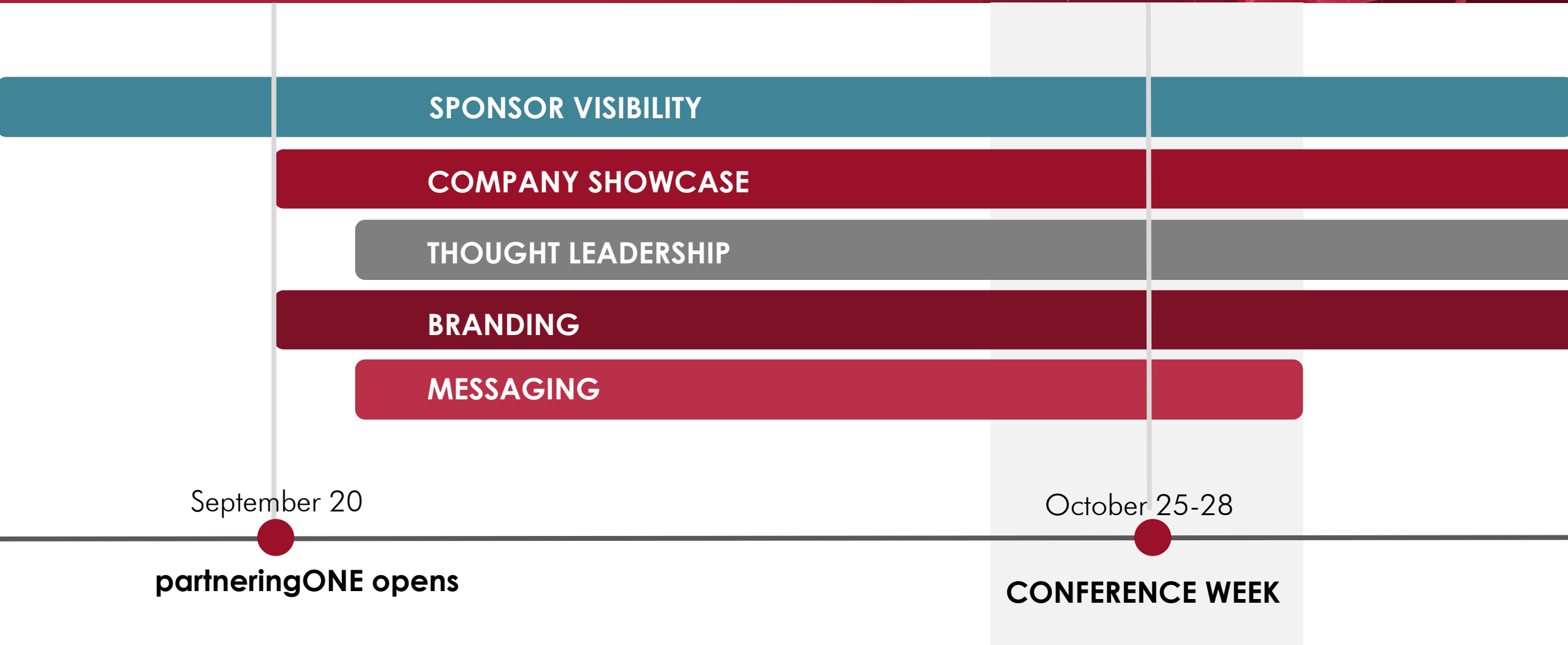
Engage prospects with a turnkey web event that includes project management, pre-recording, hosting, promotion, and GDPR-compliant leads.

- Topic of your preference
- **60-minutes** presentation (including 15-minutes 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<sup>®</sup>

OCTOBER 25-28, 2021

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

**CONTACT US TO DISCUSS YOUR IDEAS!**

[sponsor@ebdgroup.com](mailto:sponsor@ebdgroup.com) OR  
[exhibit.eu@ebdgroup.com](mailto:exhibit.eu@ebdgroup.com)

In collaboration with



Biotechnology  
Innovation  
Organization

Produced by

**EBD  
GROUP**