SPONSORSHIP OPPORTUNITIES

CONNECTOR
A PRODUCT OF EBD GROUP
WHAT IS THE CONNECTOR?

Connecting and building your personal network is now more important than ever. EBD Connector is here to help fill that void!

Effectively connect with the business leaders in pharma, biotech, technology transfer, investors via personalized messaging. Enjoy the priceless perk of live networking, a steady stream of digital connections, on-demand content, webinars and more. You might even find a mentor or become a mentee! The opportunities are endless.

INFINITE OPPORTUNITIES TO BUILD LIFE SCIENCE INDUSTRY CONNECTIONS!

https://informaconnect.com/connector/
Repurpose and extend the reach of your previously produced video content!

Your content piece will be posted on the CONNECTOR content hub.

**DURATION:**

- 1 MONTH

**EXCLUSIVITY:**

- 

**1 ANNUAL MEMBERSHIP:**

- ☑️

**LINK INCLUDED:**

- 

**LEAD GENERATION:**

- 

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**DID YOU KNOW?**

82% report challenges in finding enough high-quality content to stay informed.

- Not enough time to slog through all the content out there
- Info is too general
- Can’t validate or identify quality

*2021 Audience Survey: Informa Connect Life Sciences*
CONTENT SPONSORSHIP

Align yourself with the Monthly Topic by placing a content piece on CONNECTOR!

Reach a new audience with a content piece talking about the Monthly Spotlight, either Therapeutic or Leadership.

Your sponsored content piece will be placed within the content hub and may be added to your members’ personal profiles.

LAUNCH PRICE: EUR 2,500
LIST PRICE: EUR 3,500

DURATION: 3 MTHS ON CONTENT HUB
EXCLUSIVITY:  -
1 ANNUAL MEMBERSHIP:  ✔
LINK INCLUDED:  -
LEAD GENERATION:  -
INTERVIEW SPONSORSHIP

Position a Thought Leader!

Reach a new audience with an interview or video of a leader to highlight your offer.

Your sponsored interview will include your logo* on:

- the Dashboard and
- the Leadership Spotlight page

*DID YOU KNOW?

73% of life science experts report that content is seen as more credible when it is created by, or co-branded with an independent third party, rather than produced solely by a vendor.

2021 Audience Survey: Informa Connect Life Sciences

LAUNCH PRICE: EUR 4,000
LIST PRICE: EUR 5,000

DURATION:
2 WEEKS ON DASHBOARD
3 MTHS ON LEADERSHIP PAGE

EXCLUSIVITY:

1 ANNUAL MEMBERSHIP:
LINK INCLUDED:
LEAD GENERATION:
COMPANY SPOTLIGHT

OPTION 1 – PUBLIC AUDIENCE:

Put your company in the spotlight with your own content on the official EBD CONNECTOR website. Your logo will be featured prominently on the HOME page for 1 month and link to a landing page created by us where your content will be placed.

In addition, you will also be featured within the Company Spotlight page on CONNECTOR.

Links to your company members on CONNECTOR can be included.

LAUNCH PRICE: EUR 4,000
LIST PRICE: EUR 5,000

DURATION: 1 MONTH
EXCLUSIVITY: -
1 ANNUAL MEMBERSHIP: ☑
LINK INCLUDED: ☑
LEAD GENERATION: -

93% say it’s too time-consuming to find and validate high-quality and relevant content online.

2021 Audience Survey: Informa Connect Life Sciences
COMPANY SPOTLIGHT

OPTION 2 – CONNECTOR AUDIENCE:

Put your company in the spotlight!

Your company will be featured on the CONNECTOR Spotlight page, and will feature your logo, company name linked to your company website, up to 500 words short description, and a video or any other content piece you provide including lead generation.

Links to your company members on CONNECTOR can be included.

LAUNCH PRICE: EUR 4,000
LIST PRICE: EUR 5,000

DURATION: 1 MONTH
EXCLUSIVITY: 
1 ANNUAL MEMBERSHIP: ✔
LINK INCLUDED: ✔
LEAD GENERATION: ✔
LIVE NETWORKING SESSION

LAUNCH PRICE: 2,500
LIST PRICE: EUR 3,500

Ask me anything!
Engage directly with prime industry leaders and host your own one hour live networking session.

Promoted via Connector Dashboard, networking page, and announcements in digest e-mails.

Contains your company logo, hosted on Networking page and in the weekly digest.

Optional: Host recorded session for one month on Networking Page

DURATION: 1 HOUR
EXCLUSIVITY: -
ANNUAL MEMBERSHIP: -
LINK INCLUDED: -
LEAD GENERATION: + EUR 1,000
STRAVA CLUB SPONSORSHIP

LAUNCH PRICE: EUR 2,500
LIST PRICE: EUR 3,500

Your company name and logo will be featured on the STRAVA club banner within the CONNECTOR page and you may add a banner ad to the club page.

Option to organize a raffle amongst participants or donate to a charitable organization per activity in the group.

DURATION: 1 MONTH
EXCLUSIVITY: ✓
ANNUAL MEMBERSHIP: -
LINK INCLUDED: ✓
LEAD GENERATION: -

Let’s get out of that chair!
As **Connector Sponsor**, your logo will be in the spotlight by being included on the Connector header branding. This is included on every page of the Connector and at the top of all notification emails sent by the platform, including the weekly digest.

**DURATION:** 1 MONTH

**EXCLUSIVITY:**
1 ANNUAL MEMBERSHIP: ✔️

**LINK INCLUDED:** -

**LEAD GENERATION:** -

**WHAT WILL IT LOOK LIKE?**
“THERAPEUTIC” SPONSORSHIP

LAUNCH PRICE: EUR 4,000

LIST PRICE: EUR 5,000

Sponsor the “Therapeutic Spotlight” topic!

Your company logo will be prominently displayed on the “Therapeutic Spotlight” page. It will also be included in the Connector digest emails promoting the next therapeutic spotlight topic. Your logo can also be linked to your company website or any other website of your choice.

Upgrade possibility: Company Spotlight.

DID YOU KNOW?

88% of decision makers rely on use communities, forums, industry events and experts as a typical source of information.

2021 Audience Survey: Informa Connect Life Sciences
DASHBOARD BANNER AD

Prime visibility on CONNECTOR dashboard!

Your banner ad will be featured prominently on the dashboard. It may include a trackable link to your website or any other website of your choice.

Upgrade possibility: Company Spotlight.

LAUNCH PRICE: EUR 4,000
LIST PRICE: EUR 5,000

DURATION: 1 MONTH
EXCLUSIVITY: POSSIBLE
1 ANNUAL MEMBERSHIP:
LINK INCLUDED:
LEAD GENERATION:
“THERAPEUTIC” BANNER AD

LAUNCH PRICE: EUR 2,500
LIST PRICE: EUR 3,500

Associate your company with the “Therapeutic Spotlight” hot topic!

Your banner ad will be featured on the “Therapeutic Spotlight” page. It may include a trackable link to your website or any other website of your choice.

Upgrade possibility: Company Spotlight.

DURATION: 1 MONTH
EXCLUSIVITY:
1 ANNUAL MEMBERSHIP: ☑
LINK INCLUDED: ☑
LEAD GENERATION: POSSIBLE
BANNER AD COMBO PACKAGE

LAUNCH PRICE: EUR 5,000
LIST PRICE: EUR 7,500

Put yourself in the spotlight!

Feature your large banner ad on the public Connector website, as well as on the Connector Content Hub.

DURATION: 1 MONTH
EXCLUSIVITY: -
1 ANNUAL MEMBERSHIP: ✓
LINK INCLUDED: ✓
LEAD GENERATION: -
CONTACT US TO DISCUSS YOUR IDEAS!

sponsor@ebdgroup.com

https://informaconnect.com/connector/