

# BIO-EUROPE SPRING®

MARCH 28-31, 2022

## SPONSORSHIP & SHOWCASE OPPORTUNITIES

Produced by

**EBD**  
GROUP

Supported by

**Bio**  
Biotechnology  
Innovation Organization

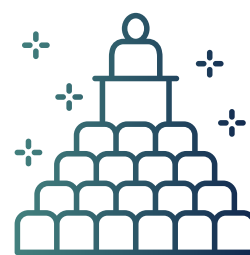
# BIO-Europe Spring® is Europe's largest springtime partnering conference serving the global life science industry.



**2,411**  
DELEGATES FROM  
**47** COUNTRIES



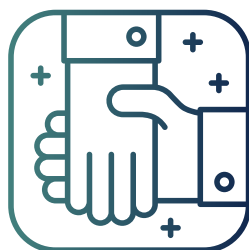
**11,019**  
PARTNERING  
MEETINGS



**37**  
PROGRAM  
SESSIONS



**101**  
DIGITAL COMPANY  
PRESENTATIONS



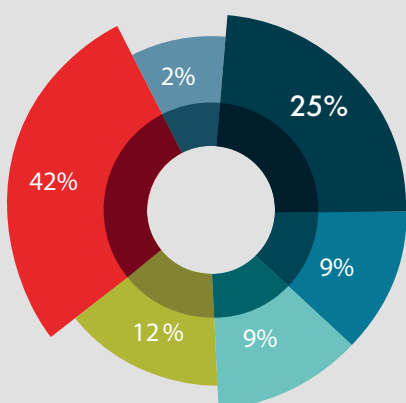
**60**  
SPONSOR & SHOWCASE  
COMPANIES



**81**  
EXHIBITORS  
ON THE FLOOR\*

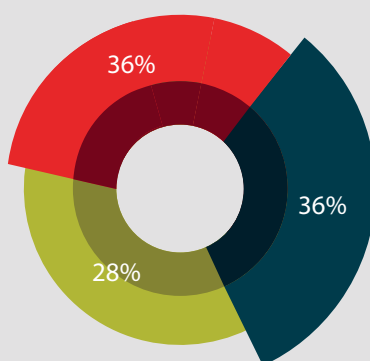
\*BIO-Europe Spring 2019

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:



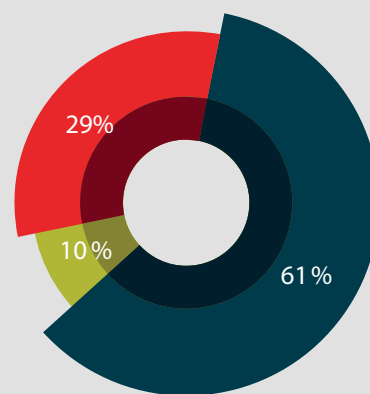
## INDUSTRY

- BIOTECH
- PHARMA
- FINANCE
- BIOTECH R&D (CRM, CMO)
- PROFESSIONAL SERVICES (Consulting, Law)
- PUBLIC / NON-PROFIT ORGANIZATIONS / INSTITUTES



## POSITION

- TOP MANAGEMENT (CEO, CSO, CFO, President, Managing Director)
- SENIOR MANAGEMENT (Director, VP)
- MIDDLE MANAGEMENT / OTHER



## REGION

- EUROPE
- NORTH AMERICA
- REST OF WORLD

# SPONSORSHIP PACKAGES

# BIO-EUROPE SPRING®

**Create the sponsorship package that best fits your needs!**

See example packages below:

	SILVER			GOLD			PLATINUM		
Pre-event marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotion during event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partnering Meeting Priority	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital Lead Report	✓	✓	✓	✓	✓	✓	✓	✓	✓
Customized Session	—	—	—	—	—	—	✓	—	✓
Speaking opportunity	—	—	✓	✓	✓	✓	—	✓	—
Digital Sponsor showcase	✓	—	—	✓	—	✓	—	✓	✓
Digest Mail banner ad	—	—	✓	—	—	✓	—	—	—
partneringONE Ad	—	✓	—	—	✓	—	✓	✓	✓
PRICE IN EUR	12,000	12,000	15,500	17,000	17,000	20,500	22,000	22,000	27,000



## CUSTOMIZE YOUR SPONSORSHIP

Packages in table are just examples and can be customized to your needs.

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



# ENGAGEMENT OPPORTUNITIES

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

---



## SHOWCASING



## THOUGHT LEADERSHIP



## NETWORKING EVENTS



## HIGH-IMPACT BRANDING



## PRE-/POST-EVENT AMPLIFICATION

---



# SHOWCASING

Gain broad exposure to high-level decision makers from pharma and biotech.

## COMPANY SHOWCASE

Showcase Benefit

EUR 3,600

### ALL IN ONE PLACE

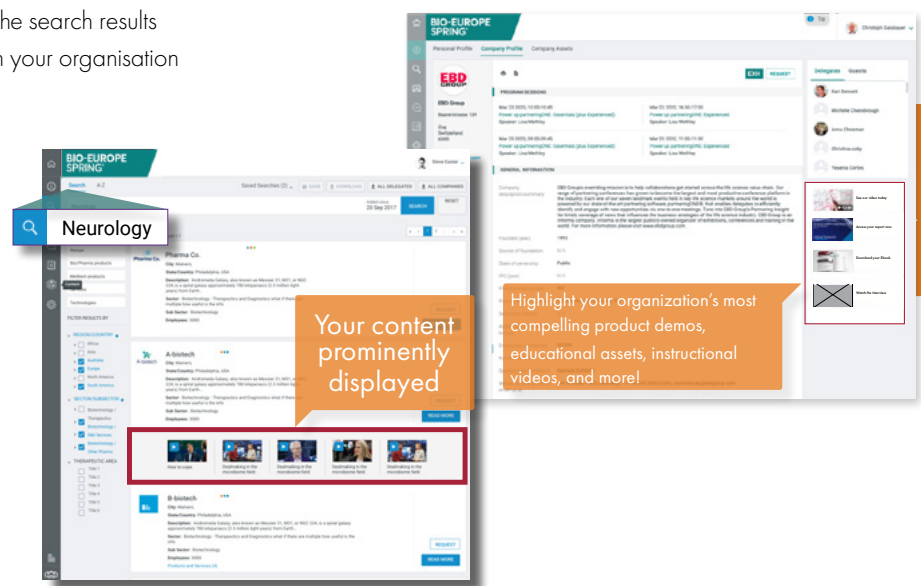
partneringONE®'s search function and results page is where the most traffic is generated during the digital conference. Use this traffic and enhance your visibility and company profile by booking a company showcase directly in partneringONE.

### ENHANCED VISIBILITY

You can include up to three content pieces, 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.**

\*9 partneringONE keywords included, conference registration must be purchased separately



## SPONSOR SHOWCASE

Sponsor Benefit

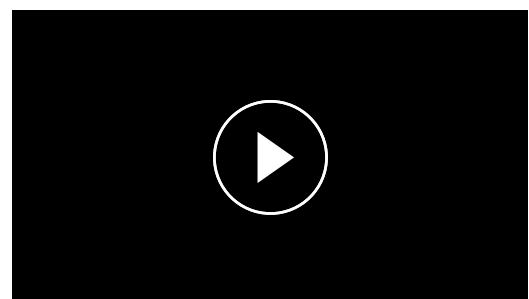
EUR 5,000

### EVEN MORE VISIBILITY!

As a sponsor, include an advanced company showcase in your package. You will receive the following number of keywords:

- 25 partneringONE search keywords (Silver Sponsorship)
- 25 partneringONE search keywords (Gold Sponsorship)
- 49 partneringONE search keywords (Platinum Sponsorship)

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



**WATCH THE VIDEO TO LEARN MORE!**

SHOWCASING

**CONTACT US TO DISCUSS YOUR IDEAS!**

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



# THOUGHT LEADERSHIP

Take advantage of the opportunity to become a part of the BIO-Europe Spring® program by positioning your company as a thought leader in the industry.

## CUSTOMIZED SESSION

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.

Sponsor Benefit

## SPEAKING OPPORTUNITY

Looking to bring your expert into the spotlight? A speaking slot on a panel discussion within the official BIO-Europe Spring program. Panels address therapeutic areas or business development topics. Panels pre-recorded and made available on demand a few weeks prior to the conference.

Sponsor Benefit

## EXPERT FIRESIDE CHAT

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. Your fireside chat will pre-recorded and made available on demand a few weeks prior to the conference.

Sponsor Benefit

## COLLABORATION CLOSE-UP

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. Your session pre-recorded and made available on demand a few weeks prior to the conference.

Sponsor Benefit

## REGIONAL CASE STUDY

Want to show how you provide a perfect biotech ecosystem? A case study of a company that thrived within your region or cluster can highlight your region. With a moderator provided by EBD Group, use this 20-minute pre-recorded session to highlight your success story to the global BIO-Europe Spring audience.

Sponsor Benefit

## CLUSTER / REGION PRESENTATION

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.

**CONTACT US  
TO BUILD YOUR  
PACKAGE!**

THOUGHT  
LEADERSHIP

**CONTACT US TO DISCUSS YOUR IDEAS!**

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



# THOUGHT LEADERSHIP

Take advantage of the opportunity to become a part of the BIO-Europe Spring® program by positioning your company as a thought leader in the industry.

## VIDEO INTERVIEW

EUR 3,500

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.



## SOCIAL MEDIA AMPLIFICATION

EUR 3,500

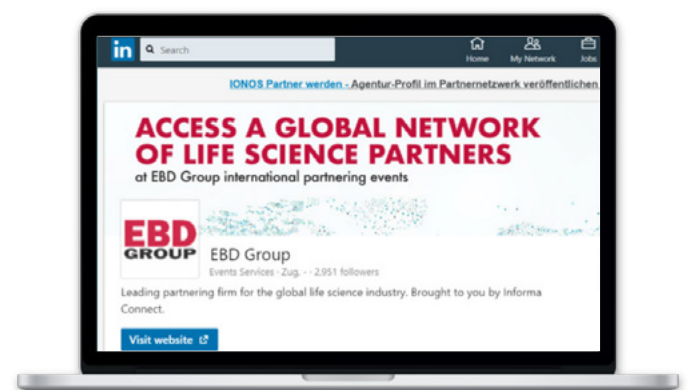
Want to get additional promotion and more focused attention for your program or networking session at BIO-Europe Spring?

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

### TIME OF EXPOSURE:

Prior to or during conference

**Only bookable in conjunction  
with Thought Leadership item**



THOUGHT  
LEADERSHIP

**CONTACT US TO DISCUSS YOUR IDEAS!**

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





# NETWORKING EVENTS

Take advantage of the opportunity to become a part of the BIO-Europe Spring® program by positioning your company as a thought leader in the industry.

## EXERCISE CLASSES

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

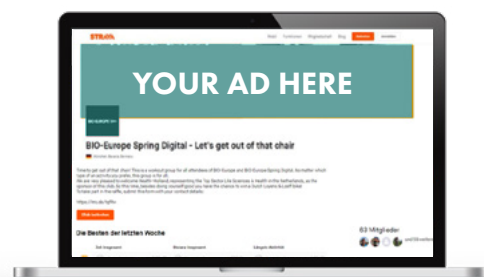
Get additional visibility by sponsoring our two digital live Break'n Breathe sessions of **20 minutes each**. These sessions will also be available on-demand afterwards. Sponsor logo will be featured in the official conference agenda, marketing brochure, as during the session.



### 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.



NETWORKING  
EVENTS

CONTACT US TO DISCUSS YOUR IDEAS!

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





# HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BIO-Europe Spring®.

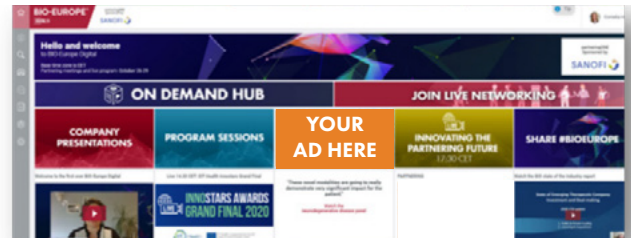
## SPONSORSHIP ADD-ON OPTIONS:

### 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.



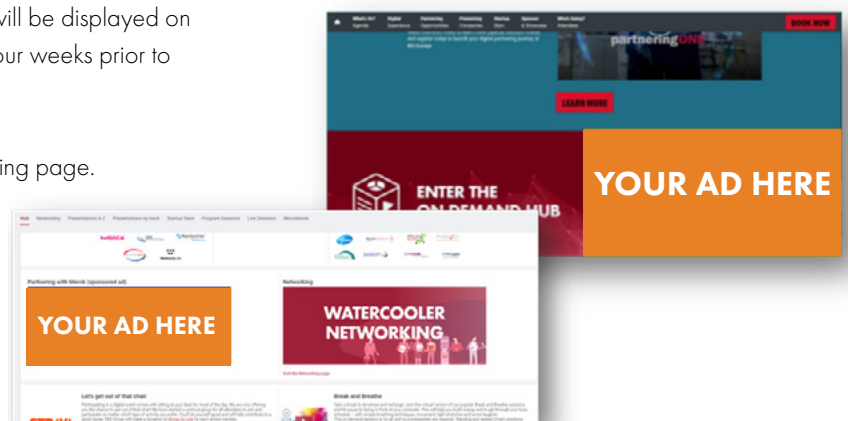
### BANNER AD COMBO

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.



HIGH-IMPACT  
BRANDING

CONTACT US TO DISCUSS YOUR IDEAS!

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



# HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BIO-Europe Spring®.

## DIGEST E-MAILS

EUR 3,500

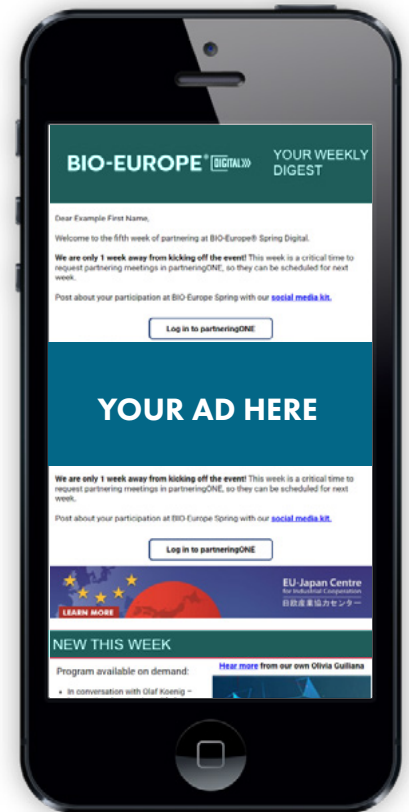
### WEEKLY OR DAILY DIGEST E-MAIL

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.

**AUDIENCE WEEKLY:** +12,000

**AUDIENCE DAILY:** CONFERENCE PARTICIPANTS



## CONFERENCE BROCHURE AD

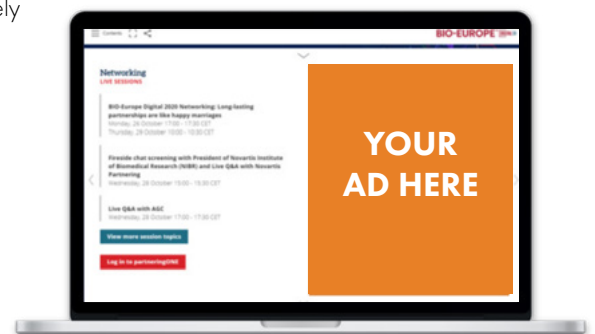
EUR 2,500

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.

### TIME OF EXPOSURE:

4-6 weeks prior to conference



HIGH-IMPACT  
BRANDING

CONTACT US TO DISCUSS YOUR IDEAS!

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



# HIGH-IMPACT BRANDING

Put your company in the spotlight by showcasing your brand at BIO-Europe Spring®.

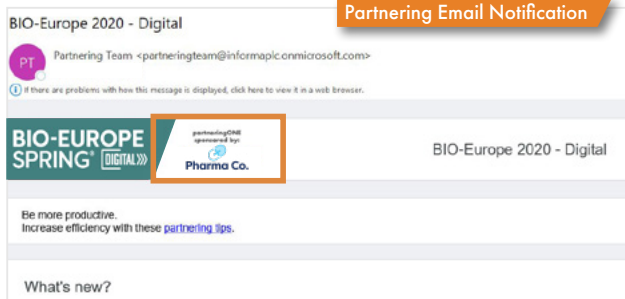
## partneringONE® SPONSORSHIP

Sponsor Benefit

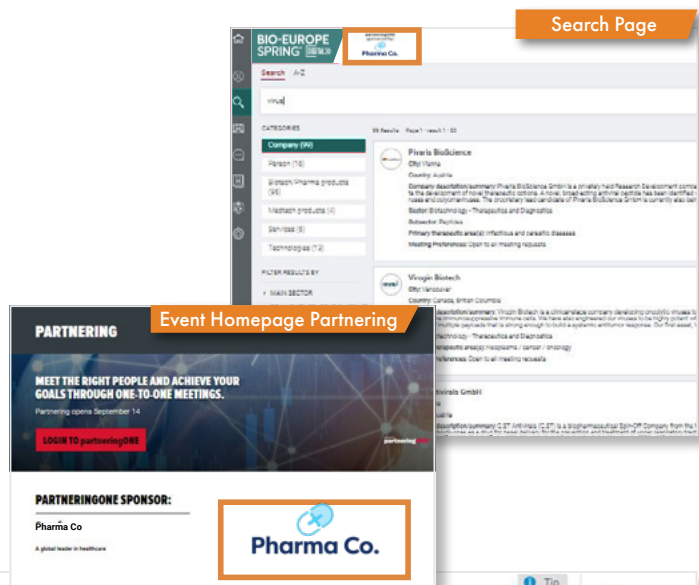
EUR 45,000

**Associate your brand with partneringOne, our premier meeting platform.**

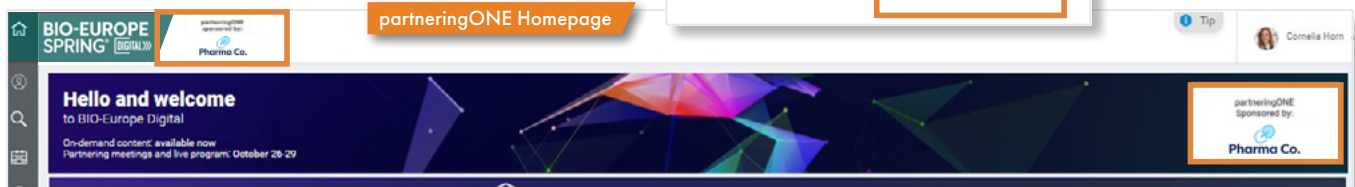
Put your company in the spotlight! Your logo will have high visibility in a persistent banner on every partneringONE page, as well as on partnering e-mail digests (e.g., 'partnering now open'), instant notifications, and mobile pages.



Partnering Email Notification



Event Homepage Partnering



partneringONE Homepage

HIGH-IMPACT  
BRANDING

CONTACT US TO DISCUSS YOUR IDEAS!

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



# PRE-/POST-EVENT AMPLIFICATION

Extend your reach beyond the duration of the event with these offerings.

## ATTENDEE TARGETING

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.



### 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

## ATTENDEE TARGETING PACKAGES

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

PRE-/POST-EVENT  
AMPLIFICATION

CONTACT US TO DISCUSS YOUR IDEAS!

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





# PRE-/POST-EVENT AMPLIFICATION

Extend your reach beyond the duration of the event with these offerings.

## CONTENT SYNDICATION

**EUR 4,100**

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

**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



**PRE-/POST-EVENT  
AMPLIFICATION**

**CONTACT US TO DISCUSS YOUR IDEAS!**

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

# BIO-EUROPE SPRING<sup>®</sup>

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)

