

Leverage high-impact opportunities from EBD Group to engage a qualified digital audience of more than 170,000 life science decision makers! Extend your reach to generate leads, reinforce your thought leadership, and build your brand. Take advantage of these opportunities to make an impression on deal-makers, investors, and client prospects all year long.

ENGAGE A QUALIFIED AUDIENCE:

- **170K+** email contact database
- **40K** social media followers
- **2.6 million** annual web visitors
- **43K+** partneringONE® database members
- **15K** motivated event attendees annually

Plus access to **330K+** email contact database (from Informa sister companies)

DIGITAL OPPORTUNITIES:



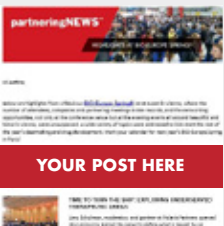
Video Interviews

Put your expert in the spotlight for a 3-5 minute professionally produced video interview segment recorded at an event and promoted to a robust digital audience



Attendee Targeting

This programmatic advertising program deploys ads across thousands of websites based on your custom criteria. Your campaign targets known in-profile prospects instead of anonymous web traffic!



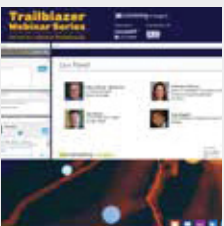
Guest Post and Newsletter Promotion

Feature a guest post in our online community (50K+ visits annually) and be included in our editorial newsletter, partneringNEWS (20K+ contacts)



Content Asset Creation

Leverage our skilled editorial team to create a custom content asset such as a special report, research report, white paper, or eBook



Webinars

Engage prospects with thought leadership presentations to demonstrate your expertise and generate fresh new leads



Content Syndication

Hand over your most compelling educational content asset (i.e. whitepaper, e-book, video, podcast) and let us promote to targeted audience for generation of qualified leads.

OPPORTUNITY

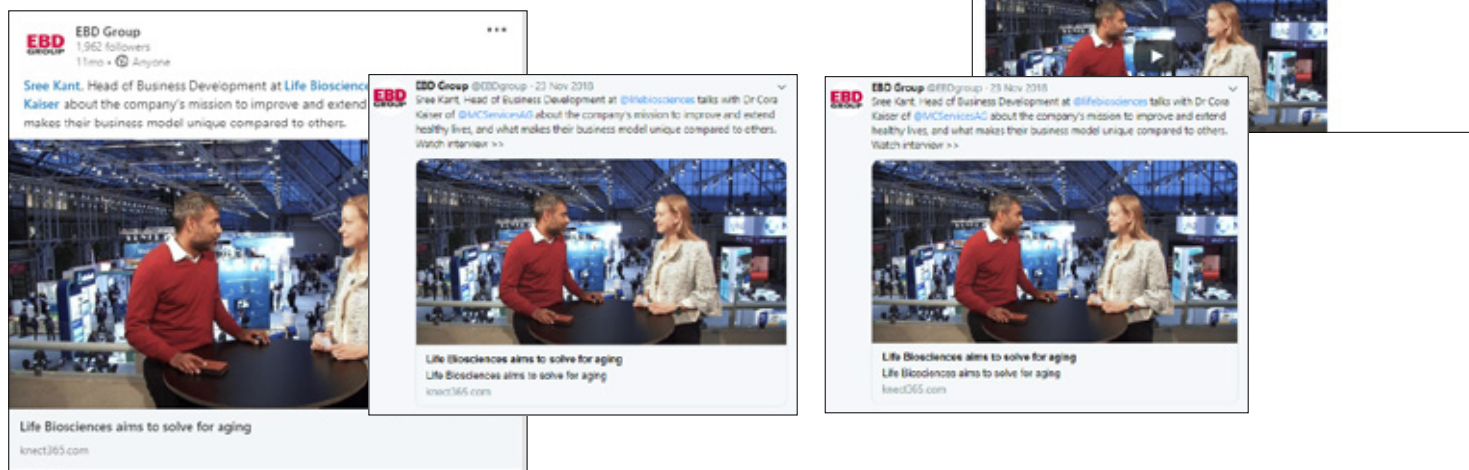
Video Interview

GENERATE MORE BUZZ AT OUR EVENTS

Sponsor a video interview at our upcoming event where you can put your leader on camera in a 3–5 minute interview. Take this opportunity to showcase your innovative offerings and expertise alongside our editorial coverage of the show.

LEVERAGE YOUR INTERVIEW POST-EVENT

Your sponsorship includes full distribution rights of the final video file and hosting on the EBD Group YouTube channel.



OPPORTUNITY DETAILS:

VIDEO INTERVIEWS

- Our content team will conduct a 3–5 minute interview segment with your company's thought leader
- Questions will be pre-arranged based on your preferences, addressing both industry topics and coverage of your offerings

VIDEO PRODUCTION

- 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

VIDEO INTERVIEW HOSTING + PROMOTION

- Video interview will be hosted on EBD Group channel for 3 months
- Social media promotion across EBD Group
 - 1x LinkedIn Post
 - 2x Twitter Post
 - 1x discussion post on the Life science partnering with EBD Group (900 members)

SPONSORSHIP DETAILS

Interview + Video Asset + Posting + Promotion

COST

EUR 4,000/ USD 4,000

CONTACT US!
sponsor@ebdgroup.com

ebdgroup.com

CUSTOM LEAD GENERATION

Custom Webinars

Demonstrate your expertise in front of a qualified audience of decision makers while generating fresh leads! We'll do all the heavy lifting for your campaign, from scheduling, recording of your simulative session, promotion to a targeted audience, live event execution, and hosting on ON24 for 6 months.

Custom Webinar: You choose the timing/topic for your exclusive webinar campaign and provide your own speaker/presentation – we'll manage the rest to ensure a smooth digital lead-gen event!

The screenshot displays a webinar registration page for the 'Trailblazer Webinar Series: Secrets for a Biotech Breakthrough'. The page is sponsored by Covance and EBD Group. It features a 'Webcasts' section with a list of available webinars, a 'Register Now' form with fields for name, email, company, and location, and an 'Overview' section with a description and a list of topics. A 'Summary' section provides details about the webinar, including the title, duration, and a list of topics. A 'Statistics' section shows the number of attendees, with a breakdown of live and on-demand views. A 'Registration Timeline' section shows the registration progress over time. A 'Registration Heatmap' section shows the distribution of registrants by time of day. A 'Registration Funnel' section shows the conversion rate from registration to attendance. A 'Registration Summary' section shows the total number of registrants and the number of registrants who attended. The page also includes a 'Register Now' button and a 'Privacy Policy' link.

OPPORTUNITY

- 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

SPONSORSHIP DETAILS

Custom webinar (all registration leads)

COST

EUR 14,500/ USD 16,000

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CUSTOM LEAD GENERATION

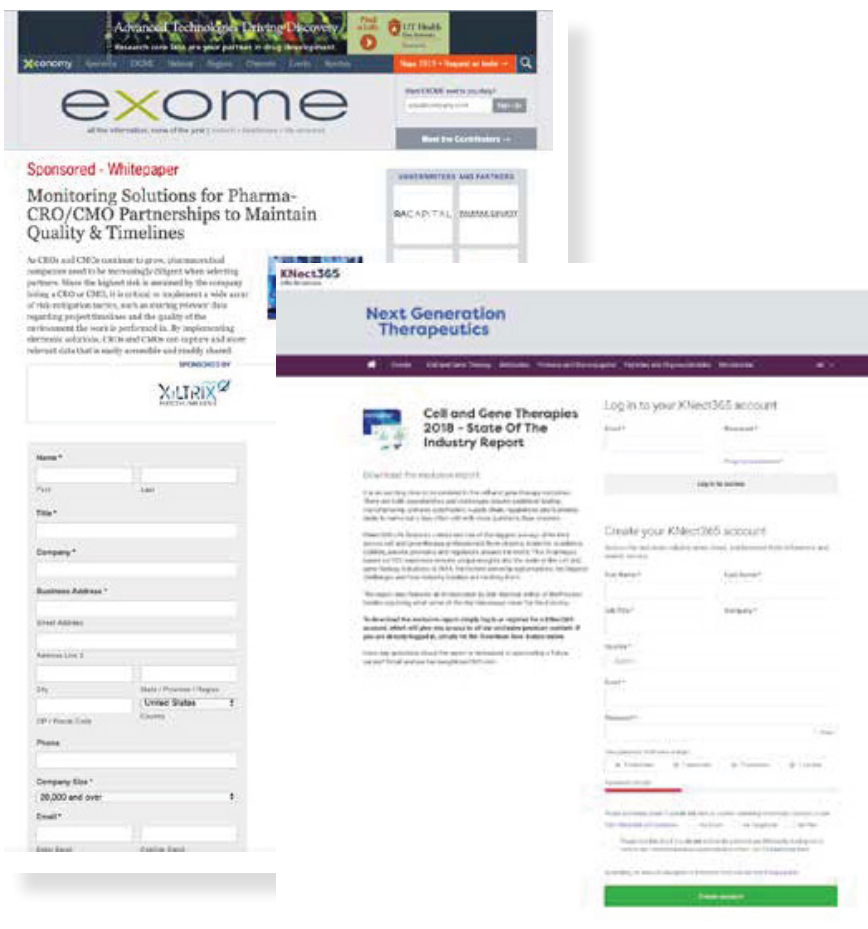
Content Creation & Syndication

Content Syndication

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!

Content Asset Creation (Custom)

Leverage our skilled editorial team to create your next special report, research report, white paper, or eBook. We can either tap into our impressive network of experts or convert your latest conference/webinar presentation.



OPPORTUNITY DETAILS:

Consultative Campaign Planning

- Provide 3-4 educational assets to host on the site and we'll help you choose the best fit for our audience – if you don't have fresh content we can create it for you!
- Share your ideal timeline and the plan for how you'll leverage the leads
- Give us insight into your audience profile so we can broadcast your campaign to the most qualified prospects

Full Service Lead-Gen Campaign

We'll create a custom landing page gating your content behind a lead-gen form

- Your content enjoys a comprehensive promotional campaigns
- Your brand is prominently featured on all email promotions and campaign landing pages
- Demonstrate your expertise to all that access your content
- Receive the contact details of those that download your content

SPONSORSHIP DETAILS

Content Syndication Campaign

Custom Content Creation Service

COST

EUR 4,100 / USD 4,500

Ask for pricing

Attendee Targeting

Extend your reach to in-profile prospects and stay visible to highly-targeted decision makers

Attendee Targeting campaigns target in-profile business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those that fit your targeted profile – NOT anonymous web traffic. Attendee Targeting ensures your ads are viewed on the trusted sites your targets frequent.

1.) Identify your target audience

Pinpoint your best prospects by selecting specific demographics and behaviors, such as:

- Job titles and functions
- Industries
- Geography
- Interest area
- And more!

This highly customizable program allows you to optimize your prospect pool and serve relevant ads across the web.



2.) We match target audience to our audience database

- 1st Party Data – unique to Informa Attendee Targeting program

3.) Your ads are displayed to target audience

- Ads served on Informa and hundreds of brand-safe sites (CNN, CBS, ESPN, TripAdvisor, etc.) and social media*

Ask us about the 100+ life science clients that depend on this program to build their brand

2,846,000+

total impressions in 2019

33,000

average monthly impressions per client

SPONSORSHIP DETAILS

Attendee Targeted Advertising (per month)

COST

EUR 2,700 / USD 3,000

OPPORTUNITY

Guest Post and Newsletter Promotion

Demonstrate your company's expertise on EBD Group's Community and be featured on the PartneringNEWS newsletter

Showcase your brand's most compelling thought leaders and offerings to thousands of decision makers who rely on our EBD Group Community editorial newsletters for trends, best practices, and strategic insights.

Sponsors of a quest post will be featured in an upcoming partneringNEWS newsletter. Each newsletter promotes your quest post to a qualified audience of influential life science professionals, who subscribe for compelling articles, videos, white papers, and research studies.



Hi Justine,

Below are highlights from a fabulous [BIO-Europe Spring](#) 2019 event in Vienna, where the number of attendees, companies and partnering meetings broke records, and the networking opportunities, not only at the conference venue but at the evening events all around beautiful and historic Vienna, were unsurpassed. A wide variety of topics were addressed to kick-start the rest of the year's dealmaking and drug development. Mark your calendar for next year's BIO-Europe Spring in Paris!

YOUR POST HERE



PUSHING THE BOUNDARIES: DIGITAL TECHNOLOGIES TRANSFORMING THE BIOPHARMA VALUE CHAIN

Who are the game changers now that IT/tech companies including Google, Facebook, Amazon, Apple, IBM, Microsoft and others, such as the insurers AOK, have emerged onto the playing field?

[READ MORE](#)

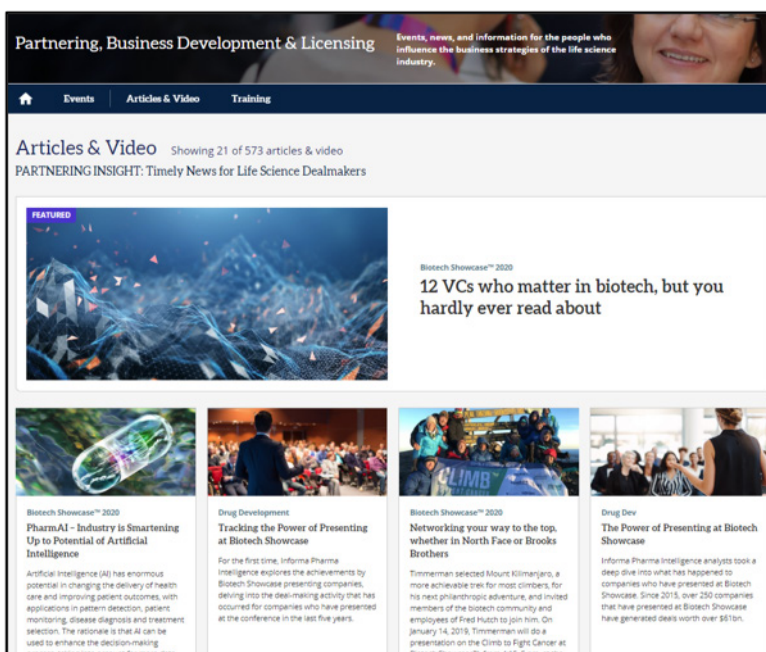


NEW PARTNERSHIP AND INVESTMENT MODELS FOR EARLY-STAGE COMPANIES

This panel discussed how new models for partnership between academia, the health sector and industry are essential to help move innovation into clinical practice, especially at the early stages of translational research.

[READ MORE](#)

YOUR LOGO HERE



Opportunity Details

- Sponsorship of monthly newsletter with prominent promotion of your content and brand Promoted to +20,000 qualified leads
- Hosting of your Guest Post on EBD Group community
- Newsletter promoted to +20,000 qualified decision makers – 70% director level or higher

SPONSORSHIP DETAILS

Guest Post and Newsletter Promotion (per month)

COST

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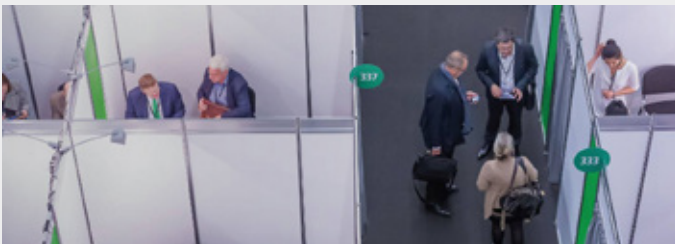
WHO WE ARE

EBDGROUP

EBD Group's overriding mission is to help collaborators get started in the life sciences sector. Our landmark partnering conferences constitute the largest and most productive conference platform in the industry.



Annual industry-leading events, such as BIO-Europe Spring® and Biotech Showcase™ engage 15,000+ senior pharma/biotech executives and investors.



partneringONE®, EBD Group's state-of-the-art partnering software, enables you to efficiently identify and engage with new opportunities via one-to-one meetings.



EBD Group conference attendees annually participate in over 50,000 partnering meetings – the wellspring of deals that drive innovation in the life science industry.





AMPLIFY YOUR EVENT PRESENCE WITH DIGITAL OPPORTUNITIES

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DIGITAL UPGRADES:



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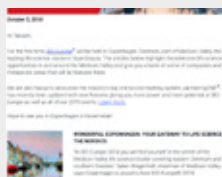
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Content Syndication	EUR 4,100 / USD 4,500
Attendee Targeting	EUR 2,700 / USD 3,000
Video Interview Onsite	EUR 4,000 / USD 5,000
Guest post and Newsletter Promotion	EUR 2,700 / USD 3,000
Custom Webinar	EUR 14,500 / USD 16,000
Content Asset Creation	CUSTOM