

WHERE BUSINESS & BREAKTHROUGHS **CONVERGE**

Bio
Events
International
Convention

June 3-6, 2024
San Diego, CA





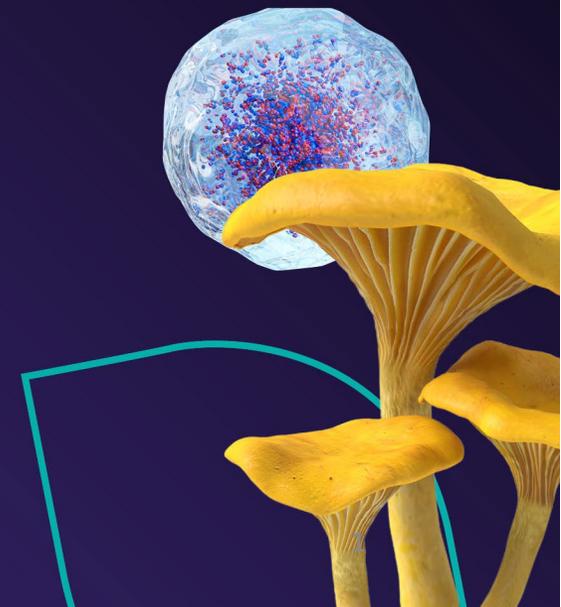
BIO 2024 Preview & Exhibitor Basics

How To Access The Exhibitor Dashboard

Exhibit Sales & Systems Manager - Sydney Williams

Coordinator, Sales & Sponsorship - Nana Adwoa Osei-Bonsu

Senior Manager Of Partnering Operations - Nicholas Zuccaro





Welcome Exhibitors of 2024 BIO International!

Thank you for your participation in BIO International this year.

In this presentation we will go over the exhibitor dashboard, tools and resources to Exhibit at BIO International 2024 as well as how to maximize your event experience.

Please utilize the Q&A for any questions.

Exhibit Sales & Systems Manager - Sydney Williams

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Important Dates and Deadlines

March 2024

- March 7: Early Bird Attendee registration deadline
- March 25: Early Bird order deadline for Lead Retrieval from Maritz Global Events (MGE)
- March 29: Deadline to submit drawings for display approval of multi-level booths

April 2024

- Early April: One-on-One Partnering™ system opens
- April 3: Convention Preview & Partnering Webinar - Check the Convention website “Partner” tab for up-to-date RSVP instructions
- April 12: Deadline to add BIO One-on-one Partnering™ Meeting Points to your exhibit booth in your MapYourShow dashboard
- April 19: Booth Catering Sampling Authorization and Waiver due to Sodexo
- April 24: Deadline to submit Exhibitor Appointed Contractor (EAC) application and Contractor Liability/Compensation Insurance to EACA
- April 25: Registration cancellation deadline
- April 29: Freeman warehouse opens
- April 29: Rooming list deadline for housing
 - All hotel rooms reservations must have names assigned with Maritz Global Events

May 2024

- May 1:
 - Deadline for BIO Member Freeman discounts
 - Advanced Partnering & Know Before You Go Webinar - Check the Convention website “Partner” tab for up-to-date RSVP instructions!
 - Online and Advance Freeman discount price deadline
 - Deadline for In-booth Events & Exhibitor Hospitality Reception applications
 - Deadline to submit Exhibitor Food and Beverage orders to Sodexo Live!
- May 2: Deadline to submit drawings for display approval
- May 3: Deadline to secure advertising space in the Official BIO Events Mobile App! - See additional digital advertising opportunities via the Exhibitor Services Kit
- May 5: Advance order deadline for Projection Presentation Technology for Audio Visual, Computer Data and Video Display Services
- May 6: Deadline for advanced rate for May 2024
- May 13: Deadline for early incentive rate for Exhibitor Internet & Telecom Services.
- May 14: Last day to receive advanced rate for Exhibitor Booth Cleaning services.
- May 15: Deadline to submit exhibitor profiles (through MapYourShow) to be included in The Official BIO Events Mobile app.
- Mid-May: One-on-One Partnering Meeting scheduling begins
- May 17: Last day to receive discounted rate on floral orders
- May 17: Deadline to submit Attendee and Exhibitor group housing changes and cancellations for hotel reservations to Maritz Global Events
- May 20: Last day to submit Affiliate Events applications for offsite affiliate events. (Select events may be listed on the BIO website, with opt-in)
- May 22: Freeman deadline receiving shipments at their advance warehouse for storage
- May 24: Exhibitors can contact hotels directly to make changes, cancellation, and new hotel reservations
- May 27: Freeman Offices and BIO Offices closed (Including Freeman’s Warehouse)
- May 29: Freeman will receive shipments at the San Diego Convention Center

June 2024

- June 1: On-site and Satellite Registration opens
- May 29 – June 3: Exhibitor Move-In
- June 3-6: BIO Exhibition Open
- June 6-8: Exhibitor Move-Out

Floorplan

San Diego Convention Center

June 3rd-6th, 2024

111 W Harbor Drive

San Diego, CA 92101



Exhibitor Set-Up (Move-In)		
Date	Set-Up Schedule	Notes
Wed., May 29, 2024	8:00 AM – 7:00 PM**	Set-Up limited to Exhibits 1500 square feet and larger
Wed., May 29, 2024	1:00 PM – 7:00 PM**	Set-up limited to Exhibits 800 square feet and larger
Thursday, May 30, 2024	8:00 AM – 7:00 PM**	Set-up limited to Exhibits 400 square feet and larger
Friday, May 31, 2024	8:00 AM – 7:00 PM**	Set-up for ALL Exhibits
Saturday, June 1, 2024	8:00 AM – 7:00 PM**	Set-up for ALL Exhibits
Sunday, June 2, 2024	8:00 AM – 7:00 PM**	All booth structures must be built by the end of the day. All freight must be cleared from the aisles by 5:00 PM to lay carpet.
Monday, June 3, 2024	8:00 AM – 12:00 PM	Only light set-up will be allowed for Monday morning.

Official Exhibition Hours		
Date	Exhibition Schedule	Notes
Monday, June 3, 2024	12:00 PM – 6:00 PM	<ul style="list-style-type: none"> • Exhibitor Booth Personnel (EBP) Access Begins: 8:00 AM • Business Forum Partnering Hours: 1:00 PM – 6:00 PM <ul style="list-style-type: none"> ◦ Business Forum will open at 12:00 PM • Exhibit Booth Partnering Hours: 1:00 PM – 6:00 PM • Exhibit Booth Sales (BIO 2025): 9:00 AM – 6:00 PM
Tuesday, June 4, 2024	10:00 AM – 6:30 PM	<ul style="list-style-type: none"> • Exhibitor Booth Personnel (EBP) Access Begins: 6:30 AM** • Business Forum Partnering Hours – 7:00 AM – 5:00 PM <ul style="list-style-type: none"> ◦ Business Forum will open at 6:30 AM • Exhibit Booth Partnering Hours: 10:30 AM – 5:00 PM • Exhibitor Hospitality Reception – 5:00 PM – 6:30 PM • Exhibit Booth Sales (BIO 2025): 9:00 AM – 6:30 PM
Wednesday, June 5, 2024	10:00 AM – 6:00 PM	<ul style="list-style-type: none"> • Exhibitor Booth Personnel (EBP) Access Begins: 6:30 AM** • Business Forum Partnering Hours – 7:00 AM – 6:00 PM <ul style="list-style-type: none"> ◦ Business Forum will open at 6:30 AM • Exhibit Booth Partnering Hours: 10:30 AM – 6:00 PM • Exhibit Booth Sales (BIO 2025): 9:00 AM – 6:00 PM
Thursday, June 6, 2024	10:00 AM – 4:30 PM	<ul style="list-style-type: none"> • Exhibitor Booth Personnel (EBP) Access Begins: 6:30 AM** • Business Forum Partnering Hours – 7:00 AM – 4:30 PM <ul style="list-style-type: none"> ◦ Business Forum will open at 6:30 AM • Exhibit Booth Partnering Hours: 10:30 AM – 4:30 PM • Exhibit Booth Sales (BIO 2025): 9:00 AM – 4:00 PM

Targeted Installation

FREIGHT TARGET TIME - DRIVER CHECK-IN SCHEDULE

Wednesday, May 29, 2024 - 8:00 am - 7:00 pm Exhibits 1500 Sq Ft and Larger

Wednesday, May 29, 2024 - 1:00 pm - 7:00 pm Exhibits 800 Sq Ft and Larger

Thursday, May 30, 2024 - 8:00 am - 7:00 pm 400 Sq Ft and Larger

Friday, May 31, 2024 - 8:00 am - 7:00 pm All Exhibits



What is a Targeted Floorplan?





Welcome to the 2024 BIO International Convention Exhibitor Dashboard.

Please login with your Exhibitor ID and Password below. If you have problems logging in please contact us toll free at 888-527-8823 or 513-527-8823.

Exhibitor Sign-In

Exhibitor ID:

Password:

Your Name:

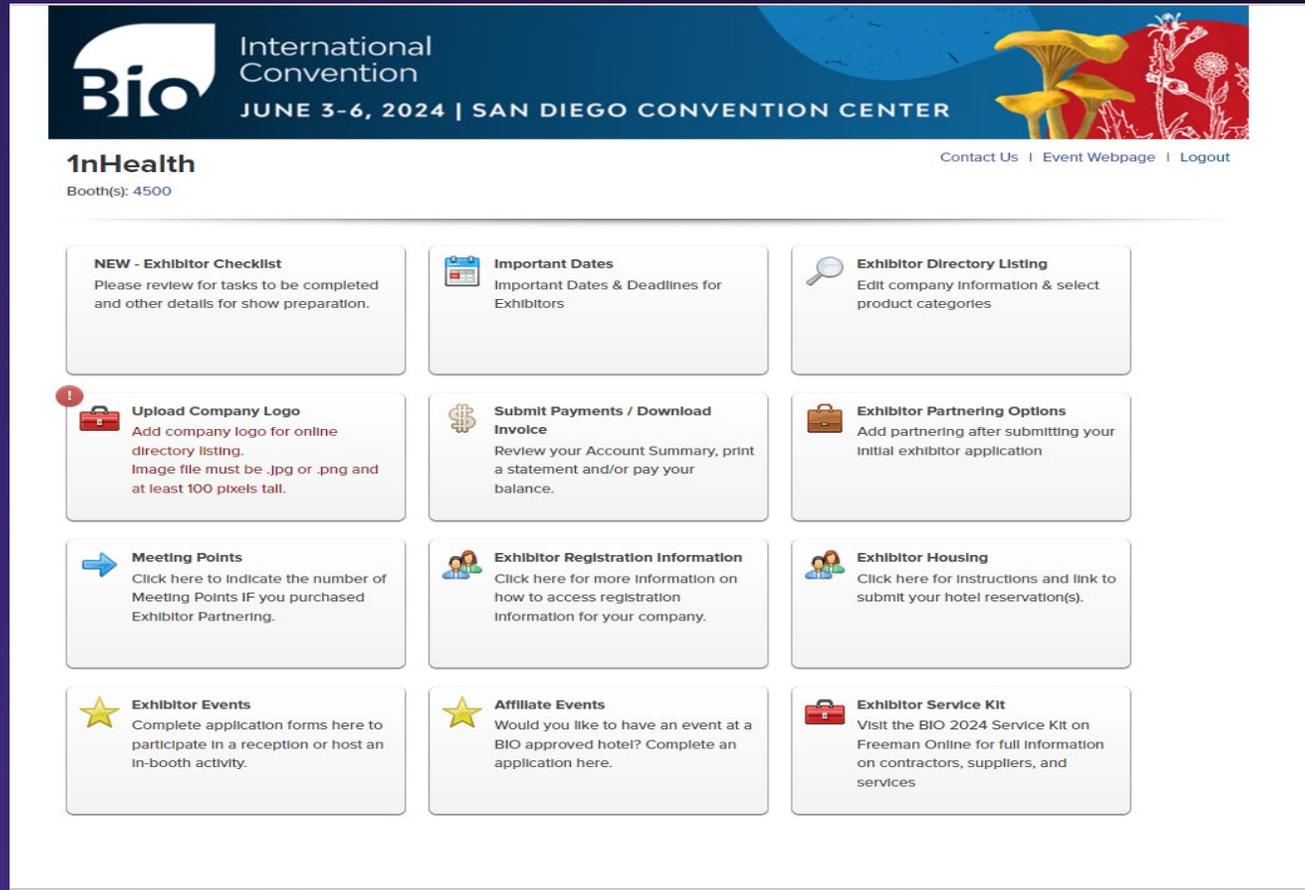
[Forgot ID or password?](#)



Map Your Show is an official vendor of 2024 BIO International Convention

- You will need a User ID as well as a password to access the Exhibitor/Pavilion Dashboard
 - Access the Dashboard: bio2024.exh.mapyourshow.com
- Please contact Exhibit@BIO.org if you do not have access to your portal or need updated access information for your company.

Exhibitor Dashboard



The screenshot shows the exhibitor dashboard for the BIO International Convention, June 3-6, 2024, at the San Diego Convention Center. The user is logged in as 1nHealth, Booth(s): 4500. The dashboard features a grid of 12 interactive tiles, each with an icon and a brief description of the resource. The tiles are arranged in four rows and three columns. The top row includes 'NEW - Exhibitor Checklist', 'Important Dates', and 'Exhibitor Directory Listing'. The second row contains 'Upload Company Logo' (marked with a red exclamation point), 'Submit Payments / Download Invoice', and 'Exhibitor Partnering Options'. The third row has 'Meeting Points', 'Exhibitor Registration Information', and 'Exhibitor Housing'. The bottom row includes 'Exhibitor Events', 'Affiliate Events', and 'Exhibitor Service Kit'. The dashboard header includes the BIO logo, event dates, location, and navigation links for 'Contact Us', 'Event Webpage', and 'Logout'.

BIO International Convention
JUNE 3-6, 2024 | SAN DIEGO CONVENTION CENTER

1nHealth
Booth(s): 4500

Contact Us | Event Webpage | Logout

- NEW - Exhibitor Checklist**
Please review for tasks to be completed and other details for show preparation.
- Important Dates**
Important Dates & Deadlines for Exhibitors
- Exhibitor Directory Listing**
Edit company information & select product categories
- Upload Company Logo**
Add company logo for online directory listing.
Image file must be .jpg or .png and at least 100 pixels tall.
- Submit Payments / Download Invoice**
Review your Account Summary, print a statement and/or pay your balance.
- Exhibitor Partnering Options**
Add partnering after submitting your initial exhibitor application
- Meeting Points**
Click here to indicate the number of Meeting Points IF you purchased Exhibitor Partnering.
- Exhibitor Registration Information**
Click here for more information on how to access registration information for your company.
- Exhibitor Housing**
Click here for instructions and link to submit your hotel reservation(s).
- Exhibitor Events**
Complete application forms here to participate in a reception or host an in-booth activity.
- Affiliate Events**
Would you like to have an event at a BIO approved hotel? Complete an application here.
- Exhibitor Service Kit**
Visit the BIO 2024 Service Kit on Freeman Online for full information on contractors, suppliers, and services

- The Exhibitor Dashboard is a password protected site that has all the resources you will need to plan for BIO International 2024.
- This presentation will review the Dashboard as well as the forms needed to plan for a successful show.

Exhibitor Dashboard Tiles

NEW - Exhibitor Checklist

Please review for tasks to be completed and other details for show preparation.

Exhibitor Checklist Tile- This tile opens a checklist of all forms that may be required to participate in convention. You can set reminders and add each deadline to your calendar.



Upload Company Logo

Add company logo for online directory listing.
Image file must be .jpg or .png and at least 100 pixels tall.

Upload Company Logo Tile- In addition to uploading your company logo, this tile allows you to edit company information and purchase show features/products.



Exhibitor Events

Complete application forms here to participate in a reception or host an in-booth activity.

Exhibitor Events Tile – You will be able to find forms for the Exhibitor Hospitality Reception as well as In Booth Events.



Meeting Points

Click here to indicate the number of Meeting Points IF you purchased Exhibitor Partnering.

Meeting Points Tile- If you purchased Exhibitor Partnering, use this tile to confirm at least one (1) meeting point. If you do not select a meeting point by April 12th, 2024, you will not be able to participate in Exhibitor Partnering.



Exhibitor Dashboard Tiles—CONT.



Important Dates

Important Dates & Deadlines for Exhibitors

Important Dates and Deadlines – This is a list of key dates for discount deadlines and other planning essentials.



Submit Payments / Download Invoice

Review your Account Summary, print a statement and/or pay your balance.

Submit Payment/Download Invoice Tile – Is where you can download a new W9, Invoice or submit payment via credit card'



Exhibitor Registration Information

Click here for more information on how to access registration information for your company.

Exhibitor Registration Information Tile- This is where you can locate resources on various registration types and how to register. This tile also allows access to the registration entry page.



Affiliate Events

Would you like to have an event at a BIO approved hotel? Complete an application here.

Affiliate Events Tile- This tile will take you to the BIO convention website page that provides guidelines on how to plan an affiliate event. The deadline to submit applications for affiliate events is May 20, 2024.



Exhibitor Dashboard Tiles—CONT.



Exhibitor Directory Listing

Edit company information & select product categories

Exhibitor Directory Listing Tile – Is where you will update your company information that will be visible on the App, Website and any printed materials.



Exhibitor Partnering Options

Add partnering after submitting your initial exhibitor application

Exhibitor Partnering Options— This tab will allow you to Purchase Exhibitor Partnering accounts. Please note your membership status is needed for this purchase. * (1) is prepopulated for each option, you will only be charged when you add items selected to your cart.



Exhibitor Housing

Click here for instructions and link to submit your hotel reservation(s).

Exhibitor Events Tile – You will be able to find forms for the Exhibitor Hospitality Reception as well as In Booth Events.



Exhibitor Service Kit

Visit the BIO 2024 Service Kit on Freeman Online for full information on contractors, suppliers, and services

Exhibitor Service Kit Tile – This tile will take you to the Freeman landing page where you will find the full exhibitor service manual. The ESK is a collection of all the forms needed to plan for your exhibit.

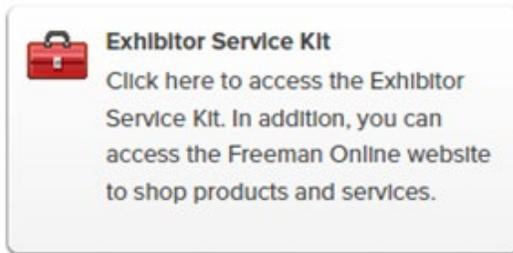


What is an Exhibitor Service Kit?

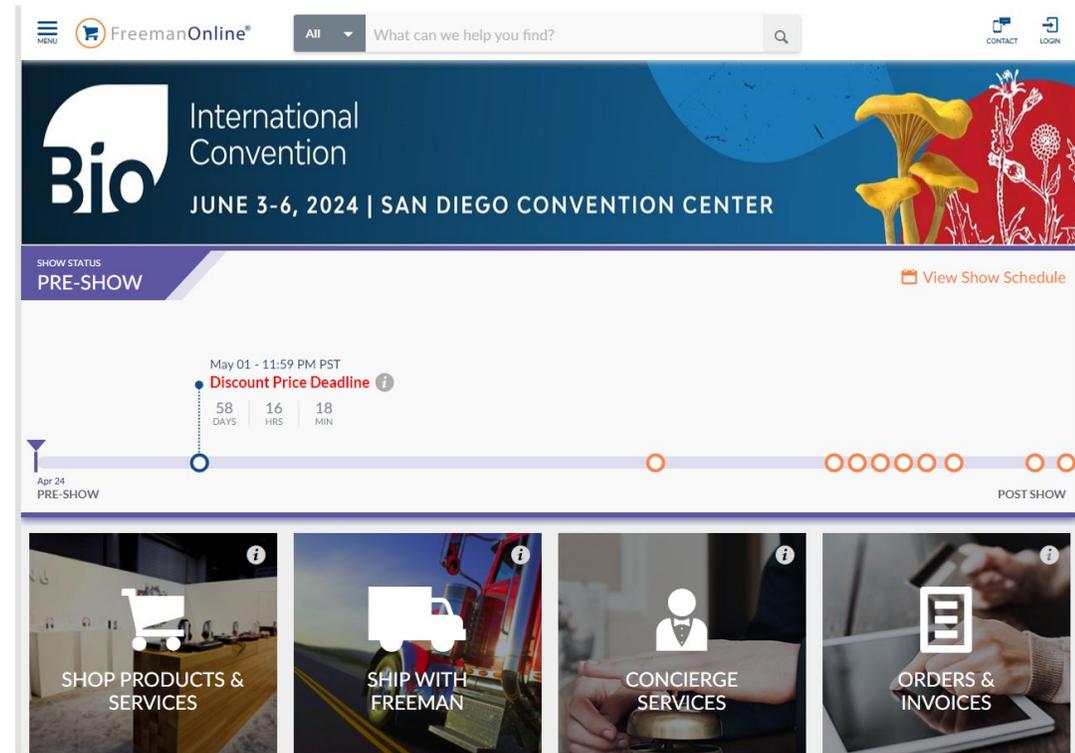
- The Exhibitor Service Kit, also referred to as the ESK is a group of forms needed from the show organizer, general contractor and facility (San Diego Convention Center/SDCC).
- The Exhibitor service kit is broken into sections, that make it easier to navigate.
- This grouping of documents is the guide for planning and excitation of your booth space at BIO International.

Where To Find The Exhibitor Service Kit

- The Exhibitor service kit is found via your Exhibitor Dashboard. Please click the Exhibitor Service Kit (ESK) Tile:

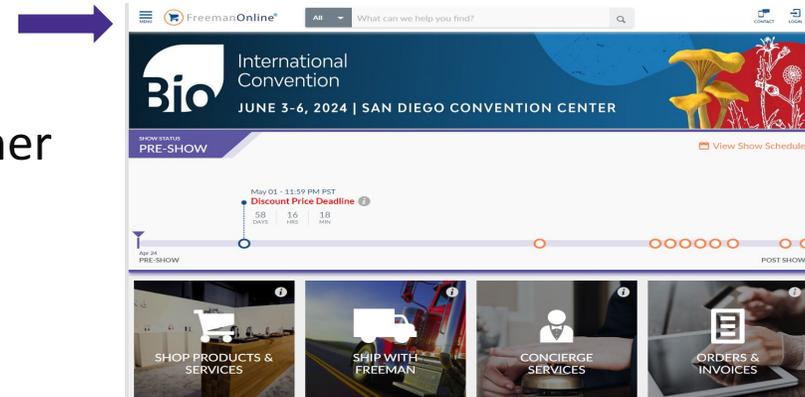


- You will come to the Freeman Landing page:

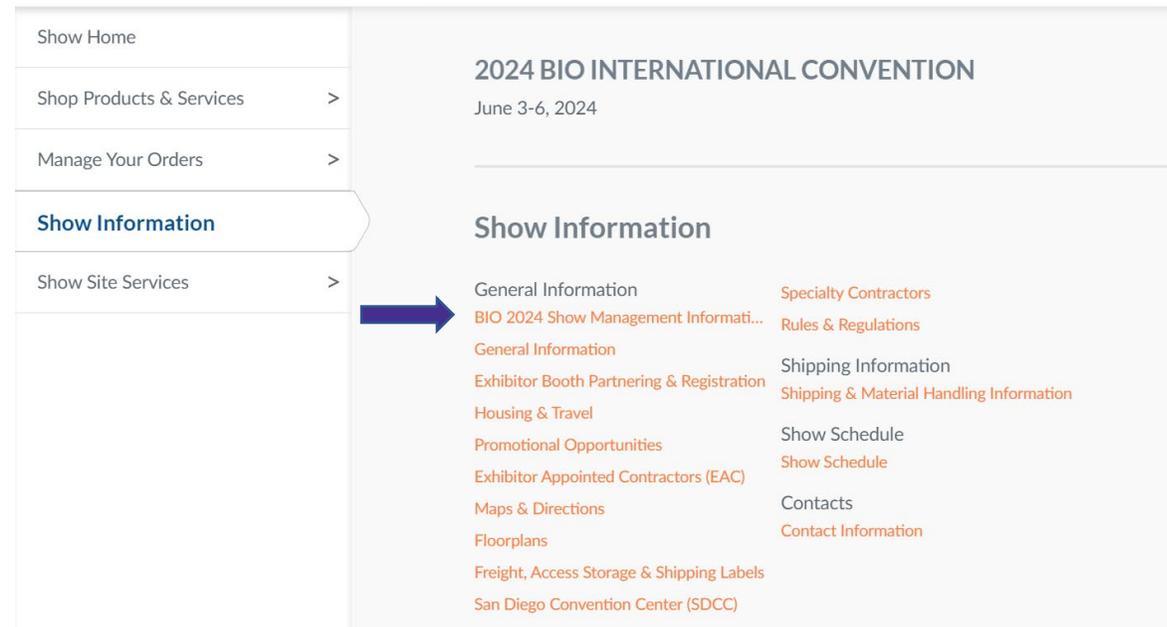


Where To Find The Exhibitor Service Kit – Cont.

- Navigate to the blue menu in the upper left-hand corner
- From this menu, select "Show Information"



- Click the **orange** link:
BIO 2024 Show Management Information



Forms & Brochures Landing Page

- In this page you will be able to view all forms and download the forms you need.
- You can select specific forms or download the full exhibitor service manual.

The full Exhibitor Service manual is a very large file that may not be able to be emailed based on your own file capability. If you receive an error while downloading the full file, please try the individual forms as a work around

https://www.freemanco.com/forms/525484/exhibitor_service_manual_summary.pdf

Forms & Brochures

 ON THIS PAGE

- BIO 2024 Show Management Information
 - General Information
 - Exhibitor Booth Partnering & Registration
 - Housing & Travel
- Promotional Opportunities
 - Exhibitor Appointed Contractors (EAC)
 - Maps & Directions
 - Floorplans
- Freight, Access Storage & Shipping Labels
 - San Diego Convention Center (SDCC)
 - Specialty Contractors
 - Rules & Regulations

Click the name to view information. Click the name to view information or check the box to download or email files.

BIO 2024 Show Management Information

- Important Dates and Deadlines
- BIO 2024 Schedule at a Glance
- BIO Exhibit Space Cancellation / Downgrade Policy
- BIO Member Discounts for Exhibitors
- BIO 2024 Exhibition Schedule
- BIO Exhibitor Infraction Policy
- BIO Membership Application
- BIO Exhibition Rules and Regulations
- BIO Health and Safety Protocols
- BIO 2024 General Show Information
- BIO Exhibit Display Guidelines

General Information

- Quick Facts
- BIO Exhibitor Service Manual Summary

Show Management & General Information Tab

- The General Information Tab holds a wealth of information essential to your planning process.
- Forms to look out for in this section include:
 - General Show Information and Quick Facts
 - Exhibition Schedule
 - Important Dates and Deadlines
 - Exhibit Display Guidelines
 - Membership Application
 - Member Discounts for Exhibitors
 - Rules and Regulations
 - Health and Safety Protocols
 - Space Cancellation/Downgrade Policy



San Diego Convention Center Forms

Forms In This Section Include:

- [Booth Catering Food and Beverage Deadlines](#)
- [Food and Beverage Booth Menus](#)
- [Sampling and Corkage Fee Waiver](#)
- [Cleaning Rates and Details](#)
- [Cleaning Terms and Conditions](#)
- [Internet and Telecom Ordering Guide \(Smart City\)](#)



Food and Beverage Information Sedexo



June 3rd – 6th, 2024

*We look forward to assisting you with all your food and beverage needs during your event.
We offer a unique blend of traditional and upscale food and beverage services.*

Allow us to create an extraordinary catering experience in your booth!

*Please contact Jan Souza, Booth Catering at (619)-525-5831
or email jan.souza@visitsandiego.com*

AVOID LATE ORDER FEES:

Ordering Deadline Date is

Wednesday, May 1st, 2024

Exhibitors who will be providing food and beverage/hospitality in their booth must order, at their own expense, porter service. Porter service is provided exclusively by the San Diego Convention Center.

Sedexo Menu



EXCLUSIVITY

Centerplate Catering holds the exclusive contract for food and beverage at the San Diego Convention Center. **NO OUTSIDE FOOD & BEVERAGE IS PERMITTED.**

This includes bottled water and displays of candy. Centerplate reserves the right to assess a corkage fee for exceptions to our policies.

Please review our food and beverage policy stating our guidelines and deadlines, contact the catering department for further information.

Rules & Regulations

- Exhibition Rules and Regulations
- Space Cancellation/Downgrade Policy
- Exhibit Display Guidelines
- Labor Jurisdictions
- Fire Regulations
- Aerial Labor Rules and Regulations
- Theatrical Labor and Equipment Rules and Regulations
- Electrical Rules and Regulations
- Plumbing Rules and Regulations
- Exhibition Infraction Policy





Partnering



Exhibitor Partnering

- Partnering Brochure
- Partnering Glossary



How To Add Exhibitor Booth Partnering

- Add Partnering via the Dashboard
- Click the tile for Exhibitor Pavilion Partnering
- The screen auto fills with the number one (1) for all options
- Select the correct partnering option and fill the number of accounts you would like to add
- Click the blue “[Check out](#)” link in the right-hand corner
- Verify your purchase
- Click the green “[Check Out](#)” button to submit your purchase



How to Add Meeting Points

- Meeting Points
- Meeting Points Labeling





Key Partnering Dates

- **Early April:** Partnering opens for BIO Convention
- **April 3:** [BIO 2024 Convention Preview & Partnering Webinar](#)
- **April 12:** Exhibitor Partnering Meeting Point Deadline
- **May 1:** [BIO 2024 Advanced Partnering & Know Before You Go Webinar](#)
- **Mid-May:** Scheduling begins
- **June 3-6:** BIO International Convention

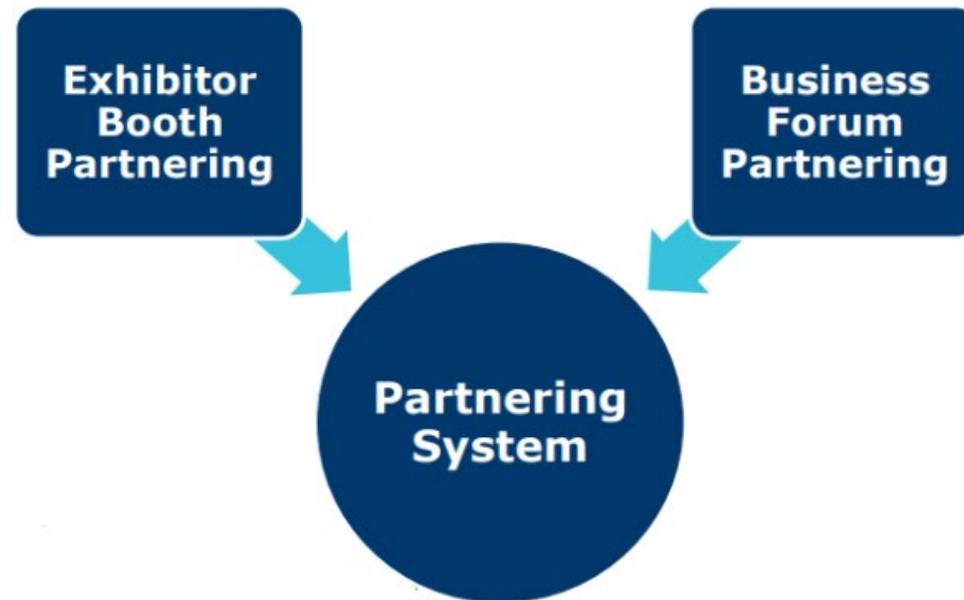


Two Types of Partnering

	Business Forum	Exhibit Booth
Registration	Included with Premier Access	For exhibiting companies & pavilions
Meeting Times	Monday afternoon-Thursday (Tues-Thurs 7:00am start)	Monday afternoon-Thursday (exhibit hours, Tues-Thurs 10:30am start)
Meeting Location	Business Forum booth/meeting point –or– Exhibition Floor (if meeting with an exhibitor)	Your exhibit booth or another exhibitor’s booth/pavilion

Two Types of Partnering, One Partnering System

- Both levels of partnering use the same One-on-One Partnering system, which allows all partnering participants to schedule face-to-face meetings with senior level management.



Exhibitor Booth Partnering



- Add-on service exhibiting companies can purchase
- Exhibitors can use BIO One-on-One Partnering to host meetings in their Exhibit booth
- Exhibitors are responsible for building out their meeting space within their booth – can design and brand their own meeting space

Exhibitor Booth Partnering (Cont.)

- Exhibitors are limited to what their meeting space can hold
- Meetings must be held during Exhibit Hall hours
- Exhibitors cannot enter the Business Forum and none of their meetings will be scheduled there.
- Deadline to submit meeting point number for Pavilions and Independent Exhibitors is **April 12.**



Exhibitor Meeting Points

- A meeting point is a dedicated location in your exhibit space for Exhibitor Booth Partnering meetings. Meeting points, or meeting spaces, may be private or casual—it's up to you.
- Meeting points are required because meetings are scheduled to occur at specific meeting locations within an independent exhibit booth or pavilion. **If there are no meeting points in your exhibit space, no partnering meetings will be scheduled.**
- **BIO recommends one meeting point per 100 sq. ft., with a limit of 10 -** Providing multiple meeting points will allow you to hold multiple, concurrent Exhibitor Booth Partnering meetings in your exhibit space during a single timeslot.

Exhibitor Meeting Points (Cont.)

- Only Pavilions and independent exhibiting companies are responsible for indicating their meeting points. If you are a Sharee Company exhibiting within a Pavilion, the Pavilion Organizer will determine the number of meeting points for the entire Pavilion
- The number of meeting points are selected in MapYourShow under the “Registration” tile and then the “Meeting Points” sub-tile.
- **The number of meeting points must be selected by April 12, 2024.**
- If you do not select at least one meeting point, your meetings will not be scheduled in mid-May.
- For more information, please see your Exhibitor Service Kits.

Meeting Points Labeling - Exhibitors

Exhibitors with one meeting point

EX + Booth number + (Company Promotional Name)

For example, this is how the meeting points for an exhibitor with one meeting point would appear in the One-on-One Partnering System:
EX-100 (Company Promotional Name)

Exhibitors with multiple meeting points

EX + Booth number + Meeting point letter + (Company Promotional Name)

Please note that letters are only added to meeting point names if the exhibitor has 2 or more meeting points. The letters “i”, “l”, and “o” are not used.

For example, this is how the meeting points for an exhibitor with three meeting points would appear in the One-on-One Partnering System:
EX-1000a (Company Promotional Name)
EX-1000b (Company Promotional Name)
EX-1000c (Company Promotional Name)

Meeting Points Labeling - Pavilions

Pavilions

EX + Booth number + Meeting point letter + (Pavilion Name)

Please note that letters are only added to meeting point names if the exhibitor has 2 or more meeting points. The letters “i”, “l”, and “o” are not used.

For example, this is how the meeting points for a pavilion with three meeting points would appear in the partnering system:

EX-3700a (Pavilion Name)

EX-3700b (Pavilion Name)

EX-3700c (Pavilion Name)

Pavilion Organizers: Please remember that meeting points will be shared by all of the Sharee companies within your Pavilion that participate in Exhibitor Booth Partnering. This means that any Sharee company may have partnering meetings scheduled at any of the meeting points in your Pavilion. It is not possible to assign any one Sharee to any one particular meeting point.

Partnering Resources

- Tutorials: [Youtube](#) | [PDF](#) | [Quick Start Guide](#)
- 2023 Webinar Recordings: [Basics](#) | [Advanced](#)
- 2024 Webinars Registration Links:
 - April 3: [BIO 2024 Convention Preview & Partnering Webinar](#)
 - May 1: [BIO 2024 Advanced Partnering & Know Before You Go Webinar](#)

Registration



<https://convention.bio.org/registration>





Early Bird Rates

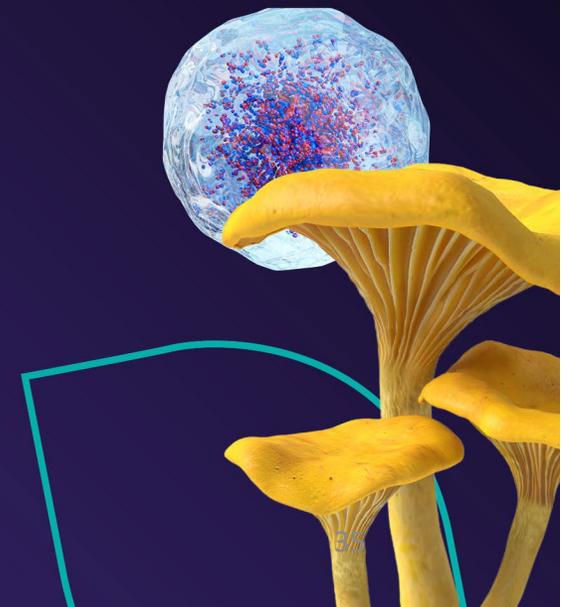
Register on or before March 7th, 2024

Standard Rates

Register after March 7th, 2024

Pass Benefit Breakdown

	Premier Access	General Access	Exhibition Access
BIO Member Rate	\$2,600	\$1,600	
Non-Member Rate	\$3,200	\$2,000	\$550
Academic/Government/Non-Profit Rate	\$2,700	\$1,700	
BIO Member Rate	\$2,900	\$1,800	
Non-Member Rate	\$3,550	\$2,200	\$550
Academic/Government/Non-Profit Rate	\$3,000	\$1,900	
BIO One-on-One Partnering in the Business Forum and Exhibitor Booths (Mon-Thurs)	✓		
Monday Welcome Reception	✓	✓	
Tuesday Exhibitor Hospitality Receptions	✓	✓	✓
Wednesday Night Reception	✓	✓	
Main Stage Programming	✓	✓	
100+ In-Person Sessions & Super Sessions (Mon-Thurs)	✓	✓	
BIO Exhibition (Mon-Thurs)	✓	✓	✓
Discounted Hotel Rates in the BIO Block (with exclusive partner Maritz Global Events)	✓	✓	✓
200+ In-Person 15-Minute Company Presentations	✓	✓	
Virtual Company Presentation (Post Event)	✓	✓	
On Demand Session Recordings & Company Presentation (Post-Event)	✓	✓	
GIH Presentation - Global Innovation Hubs (Post Event)	✓	✓	



Event App Advertisements

The BIO International Convention app, which is separate from the BIO One-on-One Partnering™ System app, will provide important program, exhibit, and networking information to delegates. This can provide a company with high visibility and elevate event engagement.

Estimated Distribution

7,000+ Convention attendees

Event App

As the exclusive Event App sponsor, you'll have Home Feed visibility with a pinned post and multiple ads. This sponsorship puts your brand in front of BIO attendees pre-event to the final day of the BIO International Convention.

Investment for Exclusive Sponsorship

\$50,000

Event App Home Feed Ad

An Event App Home Feed Ad is a great way to broadcast information about your exhibit booth or special events. Work with BIO to craft a plan to get your advertisement featured on the home feed on specific days of the event with this visibility-driven opportunity.

Investment

\$2,000 per ad

Event Website Advertising

Reach a highly qualified audience of prospective attendees and biotech professionals from around the world.

Estimated Impressions 600,000 between March-June

**Impressions based on past year's average web traffic.*

Distribution on bio.org/convention includes:

- Your creative will be featured on the homepage as well as across main navigation pages.

Inventory	4 per month March-June
Investment	\$5,000
Ad Specs	<ul style="list-style-type: none"> 320 x 50 (mobile) 728 x 90 (web) + URL
Materials Due	15 days in advance of start date
Run Dates	1st of each contracted month



Good Day BIO Live

“Good Day BIO LIVE” is a series of videos distributed on BIO’s social channels during and after the BIO International Convention featuring news and exclusive interviews from the Convention floor and session rooms. Rerunning throughout the day on social media and BIO’s media site, Bio.News, these videos let viewers “pop in” to the event and catch up on all the news and headlines. View the 2023 Good Day BIO Live videos [here](#).

Distribution

Good Day BIO Live videos are distributed on Twitter, LinkedIn, Instagram, and the BIO Event App. They are also featured in BIO’s daily newsletter, Good Day BIO, and in coverage on Bio.News. GDB Live videos reach an overall audience of about 250,000 people across all channels. Social impact continues throughout the month of June and July.

Benefits include:

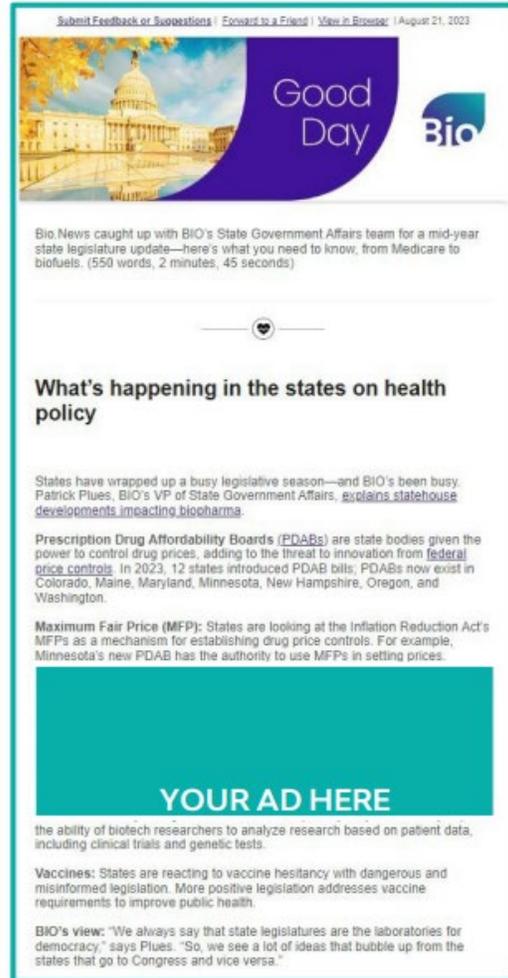
- Good Day BIO Live video featuring the sponsor’s executive filmed onsite
- Sponsor to be tagged or mentioned in sponsor’s featured video description
- BIO can provide a copy of the sponsor’s featured video to use in sponsor’s own campaigns and promotion

Inventory	1 – Exclusive
Investment	\$50,000
Content Specs	Will be provided by BIO
Content Deadline	Logo due spring of 2024 Filmed onsite
Run Dates	Released during and after the Convention



Digital Advertising: Amplify Your Message

Delivered every weekday, Good Day BIO succinctly covers the intersection of biotech news, policy, and politics. With an average 27% open rate, your ad will be noticed by engaged industry insiders.



Distribution

40,000+ subscribers

Inventory	2 per week
Investment	1 newsletter insertion - \$6,000 3 newsletter insertions - \$9,000 5 newsletter insertions - \$10,000
Ad Specs	Image size 275x180 and 240-character limit description inclusive of URL to link from image and text. Headline above featured ad to read "Sponsored Content by <i>Company Name</i> "
Ad Space Deadline	15 days in advance of start date. Late materials will not be accepted.
Run Dates	Year-Round

Digital Advertising: Amplify Your Message

Event Website Advertising

Reach a highly qualified audience of prospective attendees and biotech professionals from around the world

Estimated Impressions: 600,000 between March-June

Distribution on convention.bio.org includes: Your creative will be featured on the homepage as well as across main navigation pages



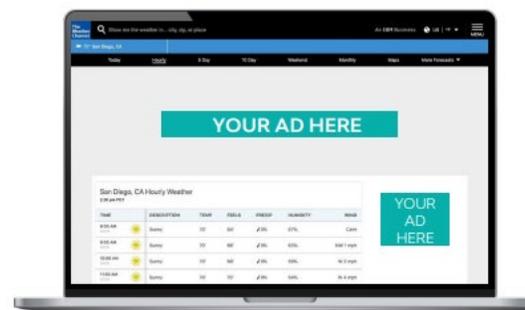
Inventory	4 per month, March - June
Investment	\$5,000 per month
Ad Specs	<ul style="list-style-type: none"> • 300 x 250 px • 728 x 90 px • + URL
Materials Due	15 days in advance of start date. Late materials will not be accepted.
Run Dates	1st of each contracted month

Website Retargeting

Capitalize on our audience of life science business leaders, investors, analysts, academics, and service providers by purchasing a retargeting package. With this package, your ads will be re-targeted to users who visit pages on the BIO 2024 section of bio.org and will show on nearly any website that our audience visits such as cnn.com, espn.com, weather.com, and thousands of others.

Impressions: Guaranteed 100,000 delivered per month

Distribution: Across the internet in available online advertising inventory



Ad Space Deadline	15 days in advance of start date. Late materials will not be accepted.
Run Dates	1st of each contracted month

Inventory	Investment
3 per month March-July	\$7,500 per month
Ad Specs	
<p>Standard Ad Sizes: Set of creative sizes that are accepted and available almost universally across the web. The minimum required to launch retargeting campaign.</p> <ul style="list-style-type: none"> ■ 300 x 250 160 x 600 728 x 90 180 x 150 <p>Mobile Ad Sizes: Appear upon mobile browsing.</p> <ul style="list-style-type: none"> ■ 320 x 100 320 x 50 <p>Additional Sizes: Additional sizes that are gaining popularity, and as they're less frequently available, they make an impression when they're seen.</p> <ul style="list-style-type: none"> ■ 970 x 250 300 x 1050 300 x 600 970 x 90 320 x 250 	

Digital Advertising: Amplify Your Image

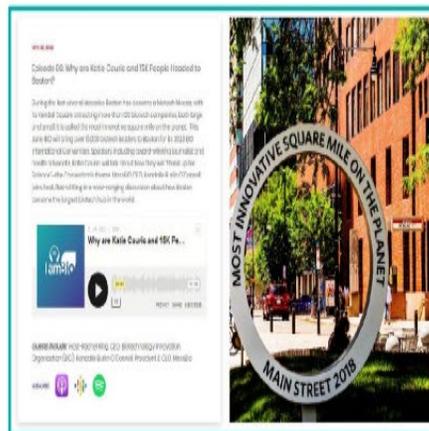
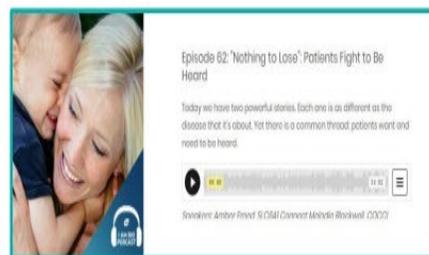
I am BIO Podcast Episode

Sponsor an episode of I am BIO Podcast – Powerful stories of biotechnology breakthroughs, the people they help, and the global problems they solve. I am BIO Podcast is available on Apple Podcasts, Google Podcasts, Spotify, or your player of choice and reaches 443,900 annual promotional and listener audience.

Benefits include:

- "Sponsored by" announcement at the beginning of the episode
- Opportunity to provide content for 30-second ad read by the host mid-podcast
- Sponsor recognition where podcast is promoted including:
 - Podcast episode description
 - Podcast homepage bio.org/podcast
 - Good Day BIO newsletter
 - I am Biotech social channels
 - Dedicated pointer blog on bio.org/blog
 - I am BIO podcast library year-round

Inventory	Exclusive Opportunity
Investment	\$6,000
Ad Specs	75 Word Ad + Company Logo + URL
Ad Space Deadline	30 days in advance of start date
Run Date	Multiple leading up to the BIO International Convention



Dedicated Email Send

Promote your company and initiatives in a dedicated email to BIO's email list. Your content will be featured exclusively, with a small disclaimer that this is a sponsored message.

Distribution

Up to 80,000+ subscribers and attendees

Inventory	2 per month
Investment	\$30,000 per dedicated send
Email Specs	Ready to publish HTML file with code. Additional specifications for the HTML will be provided by BIO; content must adhere to editorial and advertising guidelines and BIO must approve and may modify content. A specific month for the email send can be requested and BIO will determine the deployment date.
Email Content Deadline	15 days in advance of start date
Run Dates	Multiple Year-Round



Digital Advertising: Amplify Your Image

Webinar

Opportunity to work with BIO to hold a bespoke webinar that amplifies your company's leadership in your area of focus. BIO provides a turnkey option for webinar marketing, platform, and logistics. The sponsor can work with BIO to develop the webinar topic, provide the moderator, and invite speakers in alignment with BIO's editorial guidelines.

Distribution .50,000 biotech executives, investors, and BD&L professionals across BIO's platforms

Inventory	1 per month
Investment	\$17,500
Production Timeline	Webinar title, abstract, and speakers confirmed one month from live webinar.
Run Date	Determined in conjunction with BIO



- Envision
- Prospectus



Engage with BIO Year-Round!

<https://www.bio.org/year-round-engagement-opportunities>

BIO Europe Spring – Barcelona, Spain: March 18-20, 2024

BIO Asia– Taipei, Taiwan: July 24-28, 2024

BIO Investor Forum— San Francisco, California: October 15-16, 2024

BIO Patient & Health Advocacy Summit— Washington, D.C.: Fall 2024

BIO Europe— Stockholm, Sweden: November 4-6, 2024

IP Counsels Committee Conference— Location to be Announced: Fall 2024

BIO Partnering @JPM Week— San Francisco, California: January 2025

BIO CEO & Investor Conference— New York, New York: February 10-11, 2025

<https://www.bio.org/events>



Additional Forms

Below are some additional resources; we have also linked the page with all forms for ease of use during the planning process.

- [BIO Exhibitor Service Manual](#)
- [How to Upload Sharee Companies to Your Pavilion Dashboard](#)



On Site Space Selection

As a 2024 Exhibitor, you will receive an appointment via email so you will have VIP access to reserve a space for BIO International 2025 in Boston, MA.

I look forward to see all of you in person in sunny San Diego!





**Thank you so much for attending!
We can't wait to see you back in
Boston, MA in 2025!**

