



NEW YORK  
**BIO**

2018

Annual  
Meeting  
May 16-17

10 On The Park  
Time Warner Center  
#NYBIO2018

SPONSOR AND  
EXHIBITOR  
PROSPECTUS

## WHY SUPPORT THE NEWYORKBIO ANNUAL MEETING?

NewYorkBIO is the leading advocate for the life sciences industry in New York State. Our membership includes over 250 of the state's bioscience companies, universities, research institutions, and others dedicated to advancing life science research and commercialization to improve the lives of patients and their families. The most important event on our calendar is our annual meeting.

# Last year, over 600 attendees from 19 states and 8 countries gathered to meet, network, and further the goal of making New York the premier location for the life sciences.

Your support at the 2018 NewYorkBIO Annual Meeting helps you meet your business objectives:

Unparalleled access to NewYorkBIO members and life science professionals

Raise brand awareness and visibility among New York's stakeholders who are leading progress discoveries from lab bench to bedside

Position yourself and your company at the "Life Science Epicenter" that is New York

Be a champion for the life sciences industry in New York and directly for NewYorkBIO by supporting and participating in this one-of-a-kind meeting

Strengthen your existing relationships and build new ones – to foster collaborative action



## TOP 5 REASONS TO SPONSOR/EXHIBIT IN 2018

1

>60% of attendees are NewYorkBIO members

2

Hundreds of networking/partnering meetings with key industry leaders

3

>500+ attendees each of the last three years;  
>600 in 2017

4

96% overall meeting satisfaction  
– 65% very satisfied.  
94% would recommend to colleagues

5

Over half of our attendees are key decision makers at director-level or above

### Customize Your Support for the NewYorkBIO Annual Meeting

The benefits for each level of sponsorship and exhibition are detailed within this Prospectus but we welcome the opportunity to discuss a plan that meet your needs and goals. NewYorkBIO looks to customize your support from the various levels and à la carte items to ensure your investment is not only valuable to you and your organization but reaches your specific audiences.

To become a sponsor or exhibitor for the NewYorkBIO Annual Meeting, please contact Joseph Tortorice, Vice President, Operations at NewYorkBIO. Joe may be reached via email at [joe@newyorkbio.org](mailto:joe@newyorkbio.org) or via his mobile at (631) 559-6284. NewYorkBIO will review your support package and provide an invoice. Payment is required in full before support benefits begin. If you have any additional questions about the meeting, please email [newyorkbio2018@axon-com.com](mailto:newyorkbio2018@axon-com.com).

### KEY INSIGHTS FROM 2017 NEWYORKBIO ANNUAL MEETING

“The bringing together of various conference participants to one forum and place where they can interact and discuss trends, needs, potential collaborations, and other concerns relevant to the industry.”

“The sessions were relevant and dynamic – I could participate even in sessions with conflicting times because they encouraged either quietly entering/exiting or staying through.”





## CALL FOR EXHIBITORS

### BENEFITS OF EXHIBITING WITH NEWYORKBIO:

- Generate greater awareness of your services and meet face-to-face with current and potential clients
- Network with influential decision-makers from companies at all stages of development, from start-ups to Fortune 500s
- Demonstrate your new technologies and products
- Identify and connect with valuable prospective clients and expand your network
- Increase product awareness through sampling and brand presence

NewYorkBIO Sponsorship	Exhibitor Investment	Complimentary Registrations	Additional benefits
Diamond	\$15,000	5	<ul style="list-style-type: none"> <li>■ Reserved full table at keynote presentations</li> <li>■ Choice of exhibit display space</li> <li>■ Prime acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> <li>■ Complimentary 1x eBlast (either pre- or post-meeting)</li> </ul>
Platinum	\$12,000	4	<ul style="list-style-type: none"> <li>■ Reserved table at 1 keynote presentation</li> <li>■ Prime exhibit display space</li> <li>■ Prime acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
Gold	\$7,000	3	<ul style="list-style-type: none"> <li>■ Reserved seats for 3 registrants at 1 keynote presentation</li> <li>■ Prime exhibit display space</li> <li>■ Prime acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
Silver	\$5,000	2	<ul style="list-style-type: none"> <li>■ Exhibit display space</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>



## CALL FOR SPONSORS

### BENEFITS OF SPONSORING WITH NEWYORKBIO:

- Build your industry presence with New York State and New York City life sciences professionals
- Enhance your corporate image and build brand awareness
- Join the conversation, increase your engagement with our members – from companies both large and small across New York State (and from across the globe) – and become part of our agenda

NewYorkBIO Sponsorship	Number Available	Exhibitor Investment	Complimentary Registrations	Additional benefits
Keynote	2	\$35,000	10	<ul style="list-style-type: none"> <li>■ Premier sponsorship level of the NewYorkBIO Annual Meeting</li> <li>■ Exclusive sponsorship of one of two keynote presentations</li> <li>■ Opportunity to introduce keynote speaker</li> <li>■ Photo opportunity with keynote</li> <li>■ Reserved full table at both keynote presentations</li> <li>■ Choice of exhibit display space</li> <li>■ Prime acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> <li>■ Complimentary 1x eBlast (either pre- or post-meeting)</li> </ul>

NewYorkBIO Sponsorship	Number Available	Exhibitor Investment	Complimentary Registrations	Additional benefits
Cocktail Reception	2	\$20,000	5	<ul style="list-style-type: none"> <li>■ Sponsorship of the Annual Meeting's largest and best-attended networking event</li> <li>■ Logo displayed at all food and beverage stations during reception</li> <li>■ Opportunity to share some welcome remarks at the reception</li> <li>■ Reserved full table at 1 keynote presentation</li> <li>■ Choice of exhibit display space</li> <li>■ Prime acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
Meeting Symposia Tracks	4	\$10,000	3	<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of an individual symposia track for one afternoon of the meeting</li> <li>■ Opportunity to share some welcome remarks and introduce speakers for track</li> <li>■ Reserved seats for 3 participants at 1 keynote presentation</li> <li>■ Exhibit display space</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Opportunity to submit promotional material for distribution at registration</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>

NewYorkBIO Sponsorship	Number Available	Exhibitor Investment	Complimentary Registrations	Additional benefits
NewYorkBIO Annual Meeting Mobile APP	2	\$10,000	3	<ul style="list-style-type: none"> <li>■ Featured logo and recognition on Annual Meeting website and mobile app (with link to sponsor web site)</li> <li>■ Exhibit display space</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> <li>■ Complimentary 1x eBlast (either pre- or post-meeting)</li> </ul>
NewYorkBIO Break Sponsorships	8	\$7,500	2	<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of one (or more) of eight breaks during the sessions at NewYorkBIO</li> <li>■ Exhibit display space</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
NewYorkBIO Speed Dating Breakfast Tables	12	\$5,000 for a sponsor who will sponsor only the table -or- \$2,500 for a sponsor who adds this to an existing sponsorship	1	<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of one (or more) breakfast table (s) for one morning for your exclusive business meeting purposes during the breakfast speed dating session</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
NewYorkBIO Breakfast Sponsorships	2	\$5,000		<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of one breakfast</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>

NewYorkBIO Sponsorship	Number Available	Exhibitor Investment	Complimentary Registrations	Additional benefits
NewYorkBIO Giveaway Sponsorships	3	\$5,000	1	<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of one giveaway (TBD)</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
NewYorkBIO Charging Station	1	\$5,000	1	<ul style="list-style-type: none"> <li>■ Exclusive sponsorship of charging station</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>
NewYorkBIO Meeting Lanyards, Meeting Badges, and Lighted Insert	1	\$5,000	1	<ul style="list-style-type: none"> <li>■ Increase visibility through a sponsor-branded item for all registrants</li> <li>■ Exclusive sponsorship opportunity for one sponsor for each item – meeting lanyards, meeting badges, and lighted insert</li> <li>■ Please note that the sponsor is responsible for the cost of the sponsorship AND the cost of purchasing the items – NewYorkBIO will direct bill the sponsor</li> <li>■ Acknowledgement across verbal commentary and projected exhibitor slides</li> <li>■ Early- (pre-meeting) and final- (post meeting) attendee registration lists (names and addresses only)</li> </ul>