2020 Sponsorship Prospectus

For sponsorship opportunities, contact Laura Rudberg at 617.674.5121 or laura.rudberg@massbio.org
Your Connection to the Life Sciences Industry

As the largest state life sciences trade association in the country, MassBio regularly communicates with thousands of life sciences industry leaders, from biopharma and medical device companies to academia and research hospitals, policymakers, and other stakeholders. Through our signature events, professional development forums, and networking opportunities we convene people across the industry regularly. Through our various communications channels such as our website, email, and social media, we share critical messages about the industry, news, and stories about member companies and patients.

These programs and communication vehicles provide an excellent opportunity to increase visibility in the #1 life sciences cluster in the world and tap into the broader community through sponsorship.

We look forward to working with you to effectively meet your marketing goals, whether that’s through sponsorship of one event or a custom package for multiple programs, or through sponsorship opportunities on our website or email platforms. Inside of this prospectus is a breakdown of each MassBio event and sponsorship opportunity.

MassBio represents 1,300+ organizations

86% MA 11% non-MA 3% international

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With policies impacting our industry at the forefront of state legislators’ minds, MassBio’s Policy Leadership Breakfast will debate the most pressing policy initiatives facing the life sciences industry. This event is invite-only and a must-attend for senior industry leaders, policymakers, and life sciences government affairs executives.

**Policy Leadership Breakfast Sponsorship Opportunities**

**Sponsor $6,000**

All sponsors receive acknowledgment and thanks from MassBio at the start and conclusion of the breakfast; acknowledgement in event program guide (logo and full-page branding); logo on event signage, in marketing collateral, and on Massbio.org website; press release acknowledgement; reserved table at breakfast with complimentary pass for up to 10 guests.

#MBPolicy

For sponsorship opportunities, contact Susan Martin at 617-674-5109 or susan.martin@massbio.org
Rare Disease Day
February 28, 2020

Every year, in conjunction with NORD and RareDiseaseDay.org, MassBio celebrates Rare Disease Day by bringing together over 450 industry stakeholders to elevate public understanding of rare diseases and call attention to the special challenges people with these ailments face.

All Sponsors Receive
Logo on event signage, acknowledgement in marketing collateral and on Massbio.org website and event website. Acknowledgement and thanks at kick-off and conclusion of event.

Presenting Sponsor $10,000
- Event speaking role or moderator role on industry or patient panel
  (Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship)

Networking Sponsor $7,500
- Company logo on signage and acknowledgment of sponsorship of refreshments at networking break

Paddle Sponsor $5,000
- Company logo on paddles given to each attendee

Supporting Sponsor $3,500

#RareDiseaseDay

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State of Possible Conference & Celebration
MassBio’s Annual Meeting • August 26-27, 2020

In 2019, we rebranded MassBio’s Annual Meeting as the State of Possible Conference to celebrate what’s now possible in the industry that wasn’t five or 10 years ago. The two-day event draws over 600 industry leaders from Massachusetts and beyond to debate the most timely and critical challenges facing the life sciences to ensure we can continue this incredible success.

Attendees will hear from the brightest minds in the industry through keynotes, panel discussions, ample networking opportunities, and our Possible Talks, 15-minutes of inspiring and engaging content in the style of a TED Talk. The event will recognize and award those leaders who fight every day to improve the lives of patients and those around them and will include a celebration of the incredible advances made possible by the life sciences industry in Massachusetts through a reception at the Museum of Science.

State of Possible Sponsorship Opportunities

All Sponsors Receive
Acknowledgement in event program guide, logo on event signage, in marketing collateral, and on Massbio.org website, and event website, press release acknowledgement, complimentary meeting registrations, which include the State of Possible Celebration at the Museum of Science.

Celebration Platinum Sponsor $75,000
• Presentation of the PATIENTDRIVEN® award at State of Possible Celebration
• Conference speaking or moderator role • Tabletop exhibit
• Most prominent placement on signage for both conference and celebration
• 10 complimentary meeting registrations and 20 additional tickets to the State of Possible Celebration
• Full page branding in program guide • Promotional gift for distribution
• Preview of attendee list (companies and titles)

Conference Platinum Lunch Sponsor $50,000
• Conference wide session speaker or moderator role • Tabletop exhibit
• Company logo on lunch signage • Most prominent placement on conference signage
• 10 complimentary meeting registrations and 5 additional tickets to the State of Possible Celebration
• Full page branding in program guide • Promotional gift for distribution
• Preview of attendee list (companies and titles)

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Conference Platinum Track Sponsor  $50,000
- Conference wide session speaker or moderator role • Tabletop exhibit
- Company logo on breakout track signage • Most prominent placement on conference signage
- 10 complimentary meeting registrations and 5 additional tickets to the State of Possible Celebration
- Full page branding in program guide • Promotional gift for distribution
- Preview of attendee list (companies and titles)

Celebration Gold Sponsor  $50,000
- Speaking role at State of Possible Celebration reception • Conference moderator role
- Tabletop exhibit • Prominent placement on signage for both conference and celebration
- 8 complimentary meeting registrations and 10 additional tickets to the State of Possible Celebration
- Full page branding in program guide • Promotional gift for distribution
- Preview of attendee list (companies and titles)

Gold Possible Talk Sponsor  $25,000
- Possible Talk presentation on main stage • Tabletop Exhibit • Logo on conference signage
- 8 complimentary meeting registrations and 2 additional tickets to the State of Possible Celebration
- Full page branding in program guide • Preview of attendee list (companies and titles)

Gold Wi-Fi Sponsor  $25,000
Internet access is the service most requested by conference attendees.
As the sponsor of Wi-Fi access, your company will choose the Wi-Fi access code, (for example Company X_is_Hiring) and will be recognized on Wi-Fi log-in instructions, on signage, and anywhere else the Wi-Fi access code is given.
- Conference speaker or moderator role • Tabletop exhibit
- Prominent placement on conference signage
- 8 complimentary meeting registrations and 2 additional tickets to the State of Possible Celebration
- Full page branding in program guide
- Preview of attendee list (companies and titles)

Gold Water Sponsor  $25,000
Keep attendees hydrated by providing water bottles to attendees as they check in at registration. MassBio will provide coolers branded with your company logo, for attendees to refill. As a bonus, you will be helping the conference “go green” by sponsoring the reusable water bottles and eliminating the need for disposable bottles.
- Conference speaker or moderator role • Tabletop Exhibit
- Prominent placement on conference signage
- 8 complimentary meeting registrations and 2 additional tickets to the State of Possible Celebration
- Full page branding in program guide
- Preview of attendee list (companies and titles)

Silver Lanyard Sponsor  $20,000
All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company logo will be printed in the color of your choice on a lanyard in the color of your choice alongside MassBio’s logo.
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State of Possible
Sponsorship Opportunities continued

• Tabletop Exhibit • Logo on conference signage
• 5 complimentary meeting registrations and 2 additional tickets to the evening celebration
• Half page branding in program guide • Preview of attendee list (companies and titles)

Silver Break Sponsor $20,000
• Company logo on signage and acknowledgment of sponsorship of refreshments at networking break or lunch
• Napkins in your choice of color, branded with your company logo • Tabletop exhibit
• 5 complimentary meeting registrations and 2 additional tickets to the evening celebration
• Half page branding in program guide • Preview of attendee list (companies and titles)

Silver Bag Sponsor $20,000
• Display your company name or logo on each bag available at registration
• Tabletop exhibit • Logo on conference signage
• 5 complimentary meeting registrations and 2 additional tickets to the evening celebration
• Half page branding in program guide • Preview of attendee list (companies and titles)

Bronze Speaker Sponsor $15,000
• Breakout session speaker or moderator role • Tabletop Exhibit • Logo on conference signage
• 3 complimentary meeting registrations • Half page branding in program guide
• Preview of attendee list (companies and titles)

Copper Exhibitor Or Giveaway Sponsor $10,000
• Tabletop exhibit or promotional item giveaway • Logo on conference signage
• 3 complimentary meeting registrations • Half page branding in program guide
• Preview of attendee list (companies and titles)

#StateOfPossible

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Massachusetts Pavilion at BIO

June 8-11, 2020
San Diego, California

The BIO International Convention is the largest global event for the biotechnology industry and attracts the biggest names in biotech, offers key networking and partnering opportunities, and provides insights and inspiration on the major trends affecting the industry. The convention returns to San Diego in 2020. Massachusetts’ State of Possible pavilion will continue to strengthen and reinforce our status as a global leader for life sciences.

MassBio will oversee the efforts and activities on behalf of the local industry at BIO 2019, including: Organizing and hosting the 1,000 sq. ft. Massachusetts Pavilion located at the front of the exhibition floor along with its speaking program.

Massachusetts Pavilion at BIO Sponsorship Opportunities

All Sponsors Receive
Exhibit hall passes, Possible Talk speaking opportunity, logo on event signage, acknowledgement in marketing collateral, on Massbio.org website and event website, and press release acknowledgement.

Platinum Reception Sponsor $50,000
- Co-host exhibit hall reception • Promotion related to reception • Designated branding in pavilion
- 2 exhibit hall passes • 2 Possible Talk opportunities on the pavilion stage

Gold Break Sponsor $30,000
- Host a networking break in the pavilion • Promotion related to networking break
- Company branded booth panel • 2 exhibit hall passes • 1 Possible Talk opportunity on the pavilion stage

Silver Charging Station Sponsor $20,000
- Host the pavilion charging station • Company branded charging station • Company branded booth panel
- 2 exhibit hall passes • 1 Possible Talk opportunity on the pavilion stage

Pavilion Tabletop $15,000
- Logo on one of the tabletops in the pavilion • Promotional item giveaway
- 2 exhibit hall passes • 1 Possible Talk opportunity on the pavilion stage

Pavilion Supporter $5,000
Perfect for companies who want to be on the exhibit floor of BIO, but at a manageable cost.
- Company logo on signage • 1 exhibit hall pass

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Digital Health Impact 2020

September 30, 2020

The convergence between digital health and the life sciences is creating new opportunities to transform patient care as well as drug discovery and development. From wearables to machine learning, digital technologies are easing data collection from patients, increasing medical adherence, supplementing clinical trials, and offering new insights into real-world applications of therapies. Embedding digital health tools into the life sciences will also allow new therapies to better work within the growing value-based healthcare system that relies on data and measurable outcomes.

Join MassBio as we examine the current state of digital health as it relates to the life sciences, the challenges facing its growth, and opportunities for collaboration. Through keynotes, panel discussions, and case studies, we’ll explore new strategies for therapeutics and digital health innovators to converge and ultimately deliver better outcomes for patients.

Digital Health Impact 2020
Sponsorship Opportunities

All Sponsors Receive
Complimentary meeting registrations, branding in event program guide, logo on event signage, acknowledgement in marketing collateral, on Massbio.org website and event website, and press release acknowledgement.

Platinum Reception Sponsor $25,000
• Host closing networking reception • Event speaking role • Most prominent placement on signage
• 5 complimentary meeting registrations

Gold Presenting Sponsor $15,000
• Event speaking role • Prominent placement on signage • 3 complimentary meeting registrations

Silver Lunch or Break Sponsor $10,000
• Company logo on signage and acknowledgment of sponsorship of refreshments at networking break or lunch
• 2 complimentary meeting registrations

Copper Wi-Fi Sponsor $7,500
Internet access is the service most requested by conference attendees. As the sponsor of Wi-Fi access, your company will choose the Wi-Fi access code, (for example Company X_is_Hiring) be recognized on Wi-Fi log-in instructions, on signage, and anywhere else the Wi-Fi access code is given.
• 2 complimentary meeting registrations

Copper Water Sponsor $7,500
Keep attendees hydrated by providing water bottles to attendees as they check in at registration. MassBio will provide coolers for attendees to refill. As a bonus, you will be helping the conference “go green” by sponsoring the reusable water bottles and eliminating the need for disposable bottles.
• 2 complimentary meeting registrations

Supporting Sponsor $5,000
• 2 complimentary meeting registrations

#DH20
Massachusetts Pavilion at MedTech Conference

October 5-7, 2020
Toronto, Canada

During world-class plenary speakers, cross-cutting educational programming, valuable networking and business development opportunities, The MedTech Conference is a must-attend event for the industry’s prominent and most promising companies.

Canada is home to more than 1,500 medical technology companies, with the largest clusters in Ontario and Quebec. It is the eighth largest medical technology industry in the world, with a valuation of approximately $6.8 billion (US) in 2017. AdvaMed will partner with MEDEC, the national association for the Canadian medical technology industry, to ensure that the conference reflects and highlights the local medtech community.

MassBio will oversee the efforts and activities on behalf of the local industry at MedTech Conference 2020, including: Organizing and hosting the 1,000 sq. ft. Massachusetts Pavilion located at the front of the exhibition floor along with its speaking program.

Massachusetts Pavilion at MedTech Conference
Sponsorship Opportunities

All Sponsors Receive
Exhibit hall passes, logo on event signage, acknowledgement in marketing collateral, on Massbio.org website and event website, and press release acknowledgement.

Reception Sponsor $20,000
• Co-host evening reception • Promotion related to reception
• Company branded booth panel

Pavilion Tabletop $15,000
• Logo on one of the tabletops in the pavilion • Promotional item giveaway

Company Sponsor $10,000
• Logo on pavilion artwork

#MedTechCon

For sponsorship opportunities, contact Laura Rudberg at 617.674.5121 or laura.rudberg@massbio.org
Patient Advocacy Summit

November 12, 2020

One of MassBio’s most popular events of the year, the Patient Advocacy Summit brings together the patient advocacy community to showcase best practices and cutting-edge examples of how life sciences companies can more fully incorporate the patient voice into the work they do—not just approaching regulatory applications or at commercialization, but throughout the drug development cycle.

The program includes panel discussions, case study presentations (spotlighting industry/patient partnerships), an inspirational keynote address, as well as a networking breakfast, lunch and cocktail reception.

Patient Advocacy Summit Sponsorship Opportunities

All Sponsors Receive
Complimentary meeting registrations, branding in event program guide, logo on event signage, acknowledgement in marketing collateral, on MassBio.org website and event website, and press release acknowledgement.

Platinum Reception Sponsor $25,000
• Host closing networking reception • Event speaking role
• Most prominent placement on signage • 5 complimentary meeting registrations

Gold Presenting Sponsor $15,000
• Event speaking role • Prominent placement on signage • 3 complimentary meeting registrations

Silver Lunch or Break Sponsor $10,000
• Company logo on signage and acknowledgment of sponsorship of refreshments at networking break or lunch • 2 complimentary meeting registrations

Copper W-Fi Sponsor $7,500
Internet access is the service most requested by conference attendees. As the sponsor of Wi-Fi access, your company will choose the Wi-Fi access code, (for example Company X_is_Hiring) be recognized on Wi-Fi log-in instructions, on signage, and anywhere else the Wi-Fi access code is given. • 2 complimentary meeting registrations

Copper Water Sponsor $7,500
Keep attendees hydrated by providing water bottles to attendees as they check in at registration. MassBio will provide coolers for attendees to refill. As a bonus, you will be helping the conference “go green” by sponsoring the reusable water bottles and eliminating the need for disposable bottles. • 2 complimentary meeting registrations

Supporting Sponsor $5,000
• 2 complimentary meeting registrations

#PATIENTDRIVEN®
MassBio
Digital Sponsorship

With over 21,000 average monthly users on MassBio.org and nearly 15,000 active contacts in the database, digital sponsorships are some of the most effective ways for members to showcase their organization and connect with potential partners. An independent audit found MassBio’s email marketing beats industry averages for open rates and clickthroughs.

MassBio’s Upcoming Events email gets sent every Friday at 1pm to a list of 14,000 life sciences professionals. Sponsorship rates for display banner opportunities are as follows:

- $800 per email (members) / $1,200 per email (non-members)
- Specs: 120 pixels (wide) x 600 pixels (tall), JPG file, can link to anywhere
  - Artwork must be provided three business days in advance
    - Banners cannot include a call to action that suggests monetary reward

MassBio offers digital sponsorship for select pages on the MassBio website, including:

- Banner on Events list AND detail pages: $2,000 per month (members) / $3,000 per month (non-members)
- Banner on Why Massachusetts OR Discover (main landing pages): $1,000 per month (members) / $1,500 (non-members)
- Banner on Knowledge Base OR MassCONNECT: $800 per month (members) / $1,200 per month (non-members)
- Specs:
  - File Formats: .gif, .jpg, .png (note: MassBio.org does not support animated .gif files)
  - File Dimensions: 800 pixels by 800 pixels (will resize based on monitor and/or browser window size, most commonly at 250 pixels by 250 pixels)
  - File Size Limit: 150KB
  - Target URL: Must be live at time of submission
  - Banners cannot include a call to action that suggests monetary reward

NOTE: MassBio does not provide tracking analytics. If you’d like to track your banners, you must provide tracking link yourself. All banners will be reviewed by MassBio and are subject to approval before placement on the site.

For Digital sponsorship opportunities, contact James Robe at 617.674.5138 or James.robe@massbio.org
Membership Events

From Red Sox games to Oktoberfest, MassBio hosts regular networking events across the state, both at MassBio and regionally, to provide members an opportunity to engage with the broader life sciences community in a relaxed and informal setting.

**MassBio St. Patrick’s Day Mixer** *Sponsorships starting at $2,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage

**MassBio Waltham Mixer** *Sponsorships starting at $2,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage

**MassBio Woburn Mixer** *Sponsorships starting at $2,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage

**MassBio Red Sox Networking Event** *Sponsorships starting at $5,000*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral

**MassBio Oktoberfest Mixer** *Sponsorships starting at $2,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage
  - Option to have exhibitor table onsite

**MassBio Worcester Mixer** *Sponsorships starting at $2,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage
  - Option to have exhibitor table onsite

**MassBio Brewery Series** *Sponsorships starting at $1,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage

**MassBio Holiday Party** *Sponsorships starting at $5,000*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage
  - Option to have exhibitor table onsite

**MassBio Executive Series: Quarterly Events Held at MassBio**
*Sponsorships starting at $3,500*
- Visibility as Event Sponsor on:
  - MassBio website event page
  - Pre-event collateral
  - On-site signage

MassBio reserves the right to select more than one corporate sponsor (non-competitive to corporate sponsor) for all events.

For sponsorship opportunities, contact Lea Cherchia at 617.674.5108 or lea.cherchia@massbio.org
Sponsorship Packages

Yearlong sponsorship opportunity

Already know that your organization will be sponsoring multiple MassBio Signature Events? Simplify the process by choosing a Sponsorship Package. You can select one of the options below, or we are happy to create a custom package based upon your needs. Contact Laura Rudberg at 617-674-5121 or laura.rudberg@massbio.org

All Sponsorship packages will include the following at each event that is included in your package:

- Complimentary meeting registrations
- Branding in event program guide
- Logo on event signage
- Acknowledgement in marketing collateral, on Massbio.org website and event website, and press release acknowledgement

Signature Events Package Starting at $100,000
- Sponsorship of all six MassBio Signature Events, at the Silver level or higher
- Cost of package will be determined based upon levels chosen

State of Possible Package $75,000
- State of Possible Conference and Celebration: Choose one of the Silver or Gold level sponsorships
- Massachusetts Pavilion @ BIO International Convention: Choose Silver or Gold level sponsorship
- Massachusetts Pavilion @ MedTech Conference: Choose Tabletop or Reception sponsorship

#PATIENTDRIVEN® Package $15,000
- Rare Disease Day: Supporting Sponsor
- State of Possible Conference and Celebration: Copper level sponsorship
- Patient Advocacy Summit: Supporting Sponsor

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