



MassBio 3rd Annual ED+I Conference 2020

Sponsorship Opportunities

Sponsorship Overview

As a country, we learned from this global pandemic the value of science, crisis preparedness, what information to believe, and which leaders to follow. Diversity and inclusion of resources, experiences, and perspectives were vital to our development of diagnostics, therapies, and vaccines. The life sciences industry demonstrated that diversity is fundamental to innovation and creativity, and to navigate this unprecedented crisis. Our 3rd Annual ED+I Conference, taking place August 18, 2020, will give attendees the opportunity to:

- Connect with industry experts and peers
- Talk about the role of leaders in intentional conversations about racism
- Share insight and fresh ideas around your current recruiting, retention, and development challenges
- Explore non-traditional ways to build cultural intelligence and improve the employee experience
- Learn how to create an ethos of values, respect, and support
- Balance deliverables and well-being during these unprecedented times
- Keep our high-risk and vulnerable teammates engaged and safe in the New Normal
- Learn what the 'Next Normal' should look like

Sponsorship Opportunities

There is one sponsorship level of \$2,500 to sponsor the event. Sponsorship deliverables include:

- Recognition as an event sponsor on MassBio's event website including company logo
- Recognition as event sponsors including inclusion of company name and logo on event marketing collateral including email marketing and social media marketing from MassBio accounts
- Verbal acknowledgment before and during conference
- Special acknowledgement of sponsors in follow-up communications to event attendees

For sponsorship opportunities, contact Edie Stringfellow at Edie.Stringfellow@massbio.org.

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