

State of Possible Conference & Celebration

MassBio's Annual Meeting • August 26-27, 2020 • Virtual Conference

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

Complimentary meeting registrations, virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

Platinum Sponsor ~~\$75,000~~ SOLD OUT

- Presentation of the PATIENTDRIVEN® award
- Conference speaking or moderator role • Virtual expo booth
- Most prominent placement on event platform and virtual expo
- 20 complimentary meeting registrations
- Full page branding in program guide • Promotional gift for distribution
- Preview of attendee list (companies and titles)

Platinum Lunch Sponsor ~~\$25,000~~ SOLD OUT

- Conference wide session speaker or moderator role • Virtual expo booth
- Company listed as sponsor on Lunch voucher • Most prominent placement in virtual expo
- 10 complimentary meeting registrations
- Full page branding in program guide • Promotional gift for distribution
- Preview of attendee list (companies and titles)

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



State of Possible Sponsorship Opportunities *continued*

Gold Possible Talk Sponsor **\$25,000**

- Possible Talk presentation • Virtual expo booth • Logo on event platform and virtual expo
- 8 complimentary meeting registrations
- Full page branding in program guide • Preview of attendee list (companies and titles)

Gold Water Sponsor **SOLD OUT**

Keep attendees hydrated by providing water bottles to attendees in event mailing. As a bonus, you will be helping the conference “go green” by sponsoring the reusable water bottles.

- Conference speaker or moderator role • Virtual expo booth
- Prominent placement on event platform and virtual expo
- 8 complimentary meeting registrations
- Full page branding in program guide • Preview of attendee list (companies and titles)

Silver Bag Sponsor **SOLD OUT**

- Display your company name or logo on each bag available at registration
- Virtual expo booth • Logo on event platform and virtual expo
- 5 complimentary meeting registrations
- Half page branding in program guide • Preview of attendee list (companies and titles)

Bronze Speaker Sponsor **\$15,000**

- Breakout session speaker or moderator role • Virtual expo booth • Logo on event platform and virtual expo
- 3 complimentary meeting registrations • Half page branding in program guide
- Preview of attendee list (companies and titles)

Copper Exhibitor Or Giveaway Sponsor **\$10,000**

- Virtual expo booth or promotional item giveaway • Logo on event platform and virtual expo
- 3 complimentary meeting registrations • Half page branding in program guide
- Preview of attendee list (companies and titles)

New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one on one appointments with attendees.

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