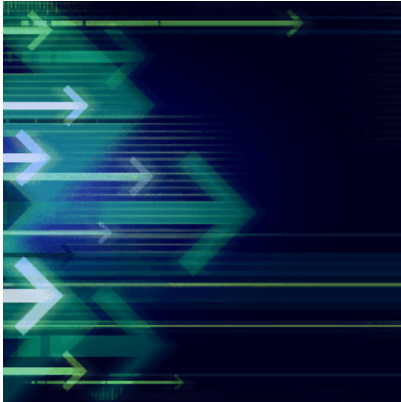


# ED&I Conference

July 21, 2021 | Sponsorship



## Event Overview

Our annual ED&I Conference provides an opportunity for the life sciences community at all levels and positions to gather and learn about equity, diversity, and inclusion best practices from experts and colleagues, hear from those at life sciences companies who are successfully implementing ED&I related initiatives, and gives attendees the opportunity to connect with industry peers seeking to solve the same challenges. This conference regularly brings together hundreds of people working formally or informally in ED&I from every size company and covers topics ranging from recruitment to retention to advancement to executive culture and supplier diversity.

## 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. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

## Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

### Gold Presenting Sponsor: \$15,000 (limited availability)

- Booth in virtual exhibit hall at Gold level
- Event speaking role or moderator role on industry or patient panel\*

### Silver Lunch Sponsor: \$7,500

- Booth in virtual exhibit hall at Silver level
- Company logo on signage and acknowledgment of sponsorship of virtual lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to lunch break

### Bronze Networking Sponsor: \$5,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during networking break (poll question to be approved by MassBio)

### Copper Supporting Sponsor: \$3,500

- Booth in exhibit hall at Copper level

*For sponsorship opportunities, contact  
Edie Stringfellow at  
[Edie.Stringfellow@massbio.org](mailto:Edie.Stringfellow@massbio.org)*

\*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship

