

Rare Disease Day

Feb. 26, 2021 | Sponsorship



Event Overview

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.

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 moderator role on panel*

Silver Lunch Sponsor: \$7,500

- Booth in virtual exhibit hall at Silver level
- 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 Networking Sponsor: \$3,500

- Booth in exhibit hall at Copper level

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

For sponsorship opportunities, contact [Laura Rudberg](mailto:laura.rudberg@massbio.org) at 617.674.5121 or laura.rudberg@massbio.org