

# State of Possible Conference

## MassBio's Annual Meeting

May 19, 2021 | Sponsorship



### Event Overview

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. This Premier Conference 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.

### 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.

#### Platinum Sponsor: \$75,000

- Presentation of the State of Possible award
- Conference speaking or moderator role
- Virtual expo booth
- Most prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees
- Pre-roll 30-60 promo video
- Dedicated email to attendees prior to event



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#### Gold Lunch or Coffee Break Sponsor: \$50,000

- Conference wide moderator role
- Company listed as sponsor on lunch or coffee break voucher
- Prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees
- Dedicated email to attendees prior to event

#### Silver Presenting Sponsor: \$25,000 (limited availability)

- Breakout moderator role
- Virtual expo booth
- Prominent placement on event platform and virtual expo
- Full page branding in program guide
- Promotional gift in swag box mailed to attendees

#### Copper Exhibitor or Giveaway Sponsor: \$10,000

- Virtual expo booth or promotional gift in swag box mailed to attendees
- Logo on event platform and virtual expo
- Half page branding in program guide

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