

# MassBio Partnering Week

## Sponsorship Opportunity



### Sponsorship Overview

**Tired of trying to break through the noise during J.P. Morgan Healthcare Conference?** MassBio is excited to announce the first-ever Partnering Week. This event offers major biopharmaceutical, medical device, diagnostic, and digital health organizations a unique opportunity to engage with early-stage companies developing breakthrough technologies in complementary focus areas, located in the premier life sciences hub. Each of the five sponsor organization is assigned a dedicated day, kicking off with a plenary session to present an overview of their research and development strategy, partnering approaches, and therapeutic areas of interest. The sponsor organization's day will also include four dedicated timeslots for one-on-one meetings, with select targets of their choice, curated by MassBio.

### Sponsorship Deliverables

MassBio Partnering Week is designed to catalyze innovation and maximize interaction with relevant early-stage companies, academic institutions, principal investigators, venture funds, and key opinion leaders in a single dynamic virtual forum.

- **A curated list from our expansive membership network**  
Featuring early stage companies that meet the sponsor organization's key therapeutic areas of interest
- **Cultivation, coordination, and facilitation of four separate one-on-one meetings**  
A dedicated day with each exclusive sponsor organization's selected premier targets of choice
- **Assistance in production of a virtual plenary session**  
Sponsor organization to present a high-level overview of their organization, corporate development strategy, therapeutic areas of interest, and partnering approaches (MassBio to provide targeted invite list from membership)
- **Information from registered attendees**  
A list of interested participants in one-on-one meetings, and target lists to catalyze further collaboration post-event and generate a robust pipeline in perpetuity
- **A dedicated team to assist with all logistical and marketing support**  
For plenary session and one-on-one meetings

### Dates:

MassBio Partnering Week is exclusively limited to five sponsoring companies and will take place from January 25-29, 2021.

**Cost \$15,000 per sponsor**