

CONTINUOUS YEAR-ROUND MARKETING OPPORTUNITIES

STAY VISIBLE BEYOND MEETINGS

Perfect for sponsors looking to make a lasting impact beyond in-person events, our Continuous Reach marketing packages offer unmatched visibility and engagement with a global audience. With access to over 1,200 global ISBER members, 5,000 unique website visitors per month, and a 7,400-strong contact list, your brand will benefit from targeted outreach and continuous promotion. Ideal for digital marketing campaigns, email outreach, and social media promotion, ensure your brand remains a key player in the biobanking community. Additionally, with over 1,700 downloads of the ISBER *Best Practices* 5th Edition, aligning your brand with our best practices further reinforces your position as a trusted leader in the industry.

BUNDLE 1

- » 2 x Member E-blasts
- » 1 x Ad placement in weekly newsletter
- » 1 x Push notification at one of the ISBER Meetings

\$7,750 USD

BUNDLE 2

- » 1 x Corporate webinar
- » 1 x Social media post leading up to webinar
- » 1 x Member E-blast

\$10,400 USD

BEST VALUE

BUNDLE 3

- » 1 x Corporate webinar
- » 1 x Social media post leading up to webinar
- » 1 x Member E-blast
- » 1 x Ad placement in weekly newsletter

\$13,500 USD

INTERACT

CORPORATE WEBINAR \$6,500

Host a webinar for the biobanking community! This includes the opportunity for you to develop the content of the session and choose the speaker and the ISBER Head Office takes care of logistics and promotions.

- » Free to attend for both ISBER members and non-members
- » Promotion of your webinar via our weekly e-blasts and the ISBER website
- » Promotion of your webinar in 1 social media post and 1 ISBER forum post
- » Only 1 corporate webinar will be held per month, on a first-come-first-served basis
- » Full webinar platform management including registration communication, web-access information, and running the webinar online
- » Recognition on the opening slide of the webinar
- » Receive the full registration list following the session (First name, last name, institution, country, and email, if applicable)
- » Receive a copy of the recorded event file.
- » *Optional:* Organized pre-webinar run-through with speaker, if needed
- » *Optional:* Post-conference evaluation sent to registrants



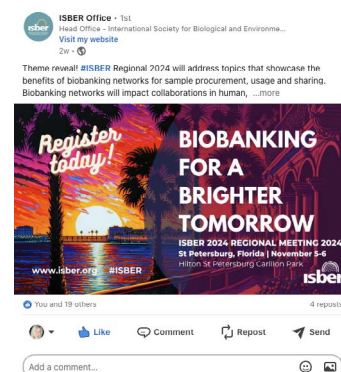
SOCIAL MEDIA POST \$2,200

Connect with the ISBER social media audience with your campaign.

ISBER will share your social media post (you provide graphic and copy) on each of our social media platforms:

- » LinkedIn: ~5,2K followers
- » Twitter: ~1,6K followers
- » Facebook: ~1K followers

ISBER Head Office will review each post and reserves the right to refuse any content deemed inappropriate



BROADCAST

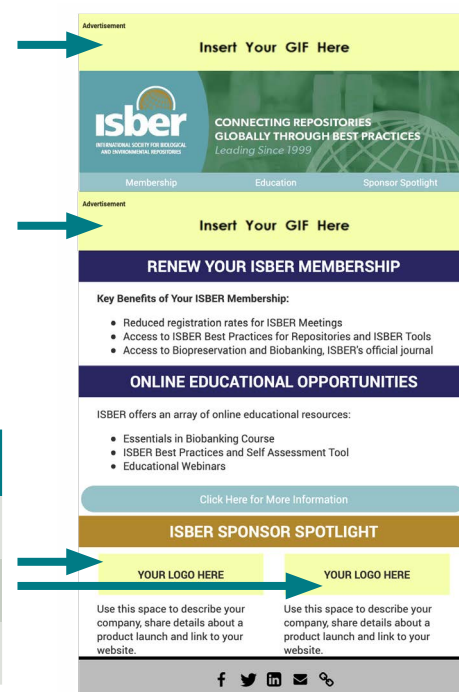
AD PLACEMENT IN WEEKLY ISBER NEWSLETTER

\$3,250

Place your ad in the ISBER Weekly Newsletter and connect with our membership's inbox.

- » The ISBER Newsletter is sent to over 7,000 biobanking professionals, and your ad will link to your company's website.
- » Engage in your choice of two banner locations on the newsletter, or create a piece for the ISBER Sponsor Spotlight

PLACEMENT	LENGTH OF AD PLACEMENT	PRICE
Above Email Header	8 weeks	\$3,250
Below Email Header	8 weeks	\$3,250
ISBER Sponsor Spotlight	4 weeks	\$3,250

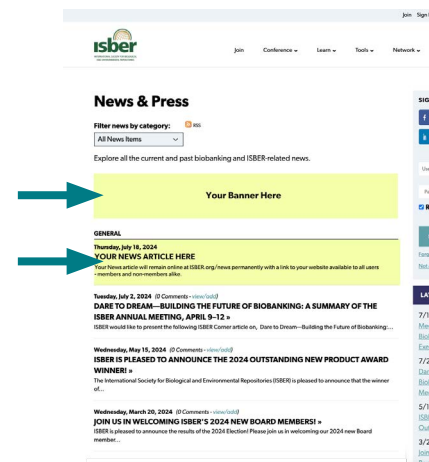


ADVERTISE IN THE ISBER NEWS BLOG

\$1,000-2,000

- » Reach our members by placing your banner or article in the ISBER News: <https://www.isber.org/news/>
- » Your article will remain in the ISBER news blog indefinitely.

ADVERTISEMENT TYPE	CONTENT	PRICE
Footer	Banner image, active for 3 months	\$1,000
Small Article	< 500 words	\$1,500
Large Article	500 – 900 words	\$2,000

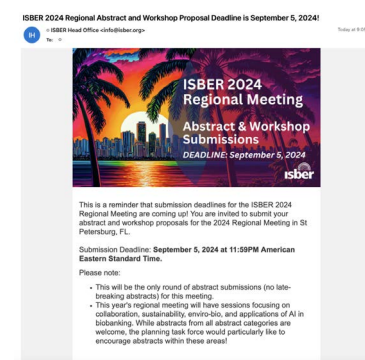


DEDICATED MEMBER E-BLAST

\$2,200

Engage with the ISBER membership by sending a targeted e-blast to the biobanking community.

- » Your e-blast will be distributed to all ISBER members who have consented to receive third party emails at the scheduled time of the e-blast. The ISBER member contact list is a highly curated database of over 1,000 biobanking professionals. A maximum of two sponsored e-blasts will be available per month, sold on a first-come-first-served basis.



EXHIBIT

ISBER VIRTUAL EXHIBIT HALL

\$3,500

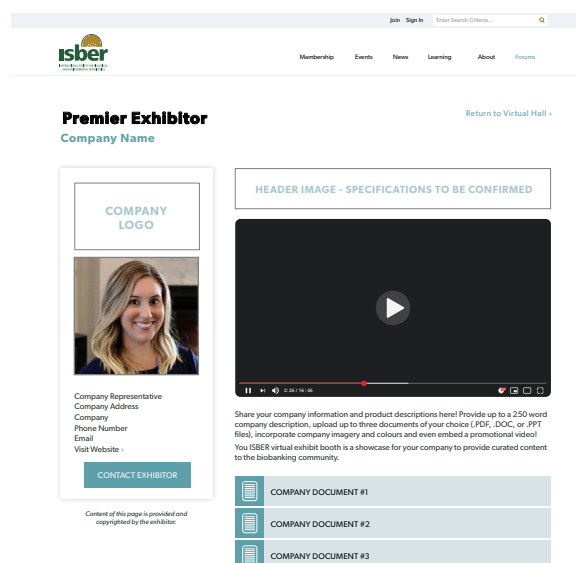
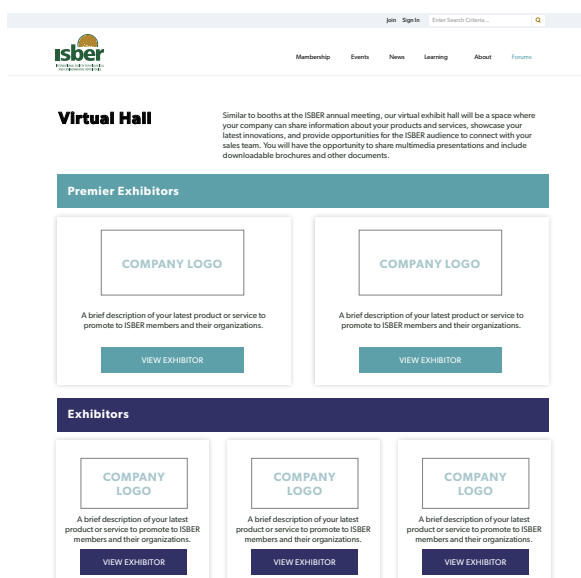
Standard Booth Listing

\$5,000

Premium Booth Listing

***ISBER ORGANIZATION MEMBERS ARE ELIGIBLE FOR A \$300 DISCOUNT ON VIRTUAL BOOTH SPACE.**

- » Similar to booths at the ISBER Annual Meeting, our virtual exhibit hall will be a space where your company can share information about your products and services, showcase your latest innovations, and provide opportunities for the ISBER audience to connect with your sales team. You will have the opportunity to share multimedia presentations and include downloadable brochures and other documents.
- » We have prepared a mock-up as a reference for what the virtual exhibit hall will look like when launched. To view the mock-up, please visit: <https://www.isber.org/VirtualTownHallMock-Up>
- » Your booth will be active for one calendar year
- » Upon expiry, you will have the option to renew your virtual booth space for another year
- » Monthly promotion of the virtual exhibit hall will be included within the weekly ISBER Newsletter (database of >1K)
- » Page visit analytics will be provided twice annually



PUT IT TOGETHER

COMBINE OUR VIRTUAL EXHIBIT WITH A WEBINAR, A SOCIAL POST, OR A NEWS ARTICLE TO INCREASE YOUR IMPACT AS A THOUGHT LEADER IN BIOBANKING.

FILL OUT YOUR FORM HERE