MARKETING OPPORTUNITIES

ISBER Virtual Exhibit Hall

Standard Booth Listing: $3,500 | Premium Booth Listing: $5,000

*ISBER organization members 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.

As this is a new product, 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/page/VirtualTownHallMock-Up

DETAILS:

- Your booth will be active for one year: July 1, 2020 to June 30, 2021
- Upon expiry, you will have the option to renew your virtual booth space for another year
- Regular promotion of the virtual exhibit hall within the weekly ISBER Newsletter
- Page visit analytics will be provided twice annually

NOW Advertise in the ISBER News

Reach our members by placing your banner or article in the ISBER News: http://news.isber.org/
Your article will remain in the ISBER news blog indefinitely.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Content</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer</td>
<td>Banner image, active for 3 months</td>
<td>$1,000</td>
</tr>
<tr>
<td>Small Article</td>
<td>&lt; 500 words</td>
<td>$1,500</td>
</tr>
<tr>
<td>Large Article</td>
<td>500 – 900 words</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
NEW Ad Placement in Weekly ISBER Newsletter: $3,000

New to ISBER, we will be offering vendors the opportunity to purchase ad space in the weekly ISBER newsletter. The ISBER Newsletter is sent to the entire ISBER contact list of over 4,000 biobanking professionals, and your ad will link to your company’s website.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Length of Ad Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above Email Header</td>
<td>8 weeks (minimum 8 e-blasts)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Below Email Header</td>
<td>8 weeks (minimum 8 e-blasts)</td>
<td>$3,000</td>
</tr>
<tr>
<td>ISBER Sponsor Spotlight</td>
<td>4 weeks (minimum 4 e-blasts)</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

SAMPLE NEWSLETTER:
- Above the Header
- Below the Header
- Sponsor Spotlight

NOW E-Blast to ISBER Membership: $2,000

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 as of 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.

Head Office: Suite 301, 750 West Pender Street, Vancouver, BC, Canada, V6C 2T7
T: 1-604-484-5693 • F: 1-604-874-4378 E: info@isber.org W: www.isber.org

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