



ISBER 2017 Annual Meeting & Exhibits

Corporate Opportunities

*All prices in USD, tax not included

Why Sponsor the ISBER Annual Meeting?

“I attend ISBER meetings because they offer our company the one-stop opportunity to showcase our [products] and interact with the whole BioBanking industry in one place.”

- Chris Helm, Longhorn Vaccines and Diagnostics, LLC

- ✓ Reach your target audience in an easy and efficient way
 - 700 delegates from around the world
 - 38% of delegates involved in biorepository management
- ✓ 80 exhibitors operating in the biobanking industry
 - Over 50% of booths already sold (February 1, 2017)
- ✓ Opportunity to win the prestigious ISBER New Product Award*

*Must submit application to be considered for the award



CORPORATE PARTNERSHIP

Are you looking to have a strong presence at the meeting with high visibility?

Silver Corporate Partnership

- ✓ Exhibit booth at meeting in a prime location
- ✓ Recognition in on-site signage, announcements, meeting program, and website
 - ✓ Advertisement in the meeting program



CORPORATE PARTNERSHIP

Do you also want to share information with delegates in advance of the meeting to create a buzz about your products and gain feedback?

Gold Corporate Partnership

- ✓ One exclusive e-blast to ISBER members
- ✓ One exclusive e-blast to annual meeting participants
- ✓ One Full page ad in the meeting program
- ✓ A One-time survey to ISBER members
- ✓ + all silver benefits



CORPORATE PARTNERSHIP

And do you want to connect with ISBER leaders in person and introduce or promote your products to a live audience?

Platinum Corporate Partnership

- ✓ One Hour Corporate Workshop
- ✓ Exclusive meeting with the ISBER Board of Directors
 - ✓ + all silver and gold benefits





Looking for something customized to your own particular needs? Build your own package by choosing from the following benefits!





Do you want to interact with delegates or share information? The following opportunities are for you!



Exhibit Booth

\$3,500 - \$4,775

Meet face-to-face with your target audience and receive the following additional benefits:

- ✓ Pre- and post-conference delegate mailing lists
- ✓ One full conference registration
- ✓ One exhibit only registration
- ✓ Company logo and profile in meeting program



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TORONTO, CANADA
May 9 – 12, 2017

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Corporate Symposium

\$12,000

Present information directly to your target audience!
Determine the content, speakers, and promotional materials for a one-hour lunch symposium.

Plus the following additional benefits:

- ✓ E-blast to delegates to promote your event in advance of the meeting
 - ✓ Company logo and description in the program
- ✓ Symposium listing, summary, and objectives in the program
 - ✓ Pre- and post-conference delegate mailing lists

**Exclusivity is not guaranteed.*



Mobile Phone App

\$8,000

Make multiple, daily impressions on the meeting delegates and interact in a fun and novel way!

2016 Mobile App Statistics	Details of Sponsorship
<ul style="list-style-type: none">➤ 547 users➤ 4,620 app opens➤ 71h 24m spent within the app	<ul style="list-style-type: none">✓ One customized push notification✓ Determine one of the questions in the mobile app game✓ Your company logo on the splash screen and rotating banner✓ Highlighted company profile in sponsor listing



Push Notifications

\$2,000

The optimal way for you to drive delegates to your booth or corporate event. You determine the content and time of distribution.

Helpful hint:

Keep it fun! Use your push notification to challenge delegates to a contest or let delegates know of a tasty treat available at your booth to encourage them to stop by and talk to your representatives.



Program Advertisements

\$500 - \$2,750

Let delegates know what your company has to offer in 2017!

Options include:

- Outside back cover full page ad - \$2,750
- Inside front cover full page ad - \$2,500
- Inside back cover full page ad - \$2,250
 - One page color ad - \$1,500
 - One page black and white ad - \$1,200
 - Half page black and white ad - \$750
- Quarter page black and white ad - \$500





E-Blast

\$2,000

Build a buzz around your new products by sending an e-blast to all conference delegates in advance of the meeting.

Helpful hint:

Include a quick survey with your e-blast to gain feedback regarding what delegates are most excited to see from your company at the meeting!

Hotel Drops

\$1,000

Share information with delegates staying at the conference venue by having a flyer dropped in their hotel room.

Helpful hint:

Use this opportunity to let delegates know about new company products or services and encourage them to stop by your booth or attend your corporate workshop for more information.





Do you want to increase your brands visibility at the meeting? Check out these high-visibility opportunities!



Welcome Reception Sponsorship

Exclusive: \$15,000 | Non-Exclusive: \$6,000

Have your logo displayed in conference signage and event signage at this exciting meeting networking event for all delegates.



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Gala Dinner Sponsorship

\$15,000

An exclusive opportunity to sponsor the premier social event of the meeting!

- ✓ Your logo in conference signage and event signage
- ✓ complimentary tickets for your company representatives to attend



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Elevator Door Wrap and/or Escalator Decal

\$6,000 each, per level | \$12,000 for both

Put your company image front and center by wrapping the elevators and/or escalators that delegates will take between conference levels and up to their hotel rooms in your branding!



Wi-Fi Sponsorship

\$7,500

Prominent signage around the meeting venue and in the program will let delegates know that their Wi-Fi is a result of your company's generosity!

Helpful hint:

Create a custom user ID and password for connecting to the Wi-Fi network that will highlight your company and your products.

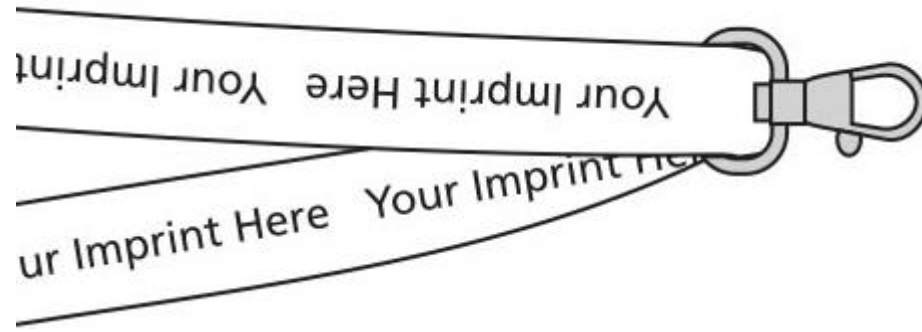
Example: User ID: ISBER, Password: SelfAssessmentTool



Delegate Bag and Lanyard Sponsorship

\$4,500 for delegate bag | \$3,500 for lanyard | \$7,000 for both

All delegates will receive a delegate bag and a name badge with a lanyard. Display your company logo in a prominent location on the delegate bag and/or on the delegate badge lanyard.



Hotel Key Advertisement

\$4,500

Have your company logo included on the hotel key cards that each delegate staying at the conference venue will receive when checking in to their hotel room and will use for the duration of the meeting.



5k Run/Walk/Sleep

\$750

Have your company logo included in a prominent location on the event t-shirt that all recipients will receive and on the event signage!

**\$250 to only include your company logo on the t-shirt.*



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The graphic features a stylized city skyline with the CN Tower, set against a background of a globe's grid lines. The text is arranged vertically: '2017' in a large, bold, white font; 'isber' in a larger, bold, white font; 'ANNUAL MEETING' in a smaller, white font; 'TORONTO, CANADA' in a white font on a dark orange rectangular background; and 'May 9 - 12, 2017' in a white font.

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We look forward to seeing
you in Toronto!

The logo consists of a stylized globe icon above the word 'isber' in a bold, white font. Below it, the tagline 'LEADING SINCE 1999' is written in a smaller, white font.

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