Whether your business goals are gaining exposure, building goodwill, or connecting and engaging with audiences of all sizes—BIO can develop the opportunity that will help your business breakthrough.
If you’re looking to connect with the decision makers of the biotech industry, the **BIO International Convention** is the only place to be.

### Top 10 Delegations
1. Canada
2. United Kingdom
3. Germany
4. France
5. Japan
6. South Korea
7. China
8. Brazil
9. Turkey
10. Australia

### Bio Attendees Are...
- From every channel of biotech
  - Academic/University
  - CMO/CRO
  - Consultant/Legal Accounting
  - Diagnostics & Devices
  - Food & Agriculture
  - Industrial & Environmental
  - Non-Profit
  - Pharma
  - Therapeutics
  - Venture Capital

- Interested in
  - Biofuels
  - Bioinformatics
  - Bio-IT
  - Biologics
  - Biomanufacturing
  - Bioprocessing
  - Business Services
  - Cell Biology
  - Chemistry
  - Clinical Trials
  - Cloud Computing
  - Contract Services
  - Drug Delivery
  - Drug Discovery & Development
  - Genomics/Genetics
  - Intellectual Property
  - Medical Devices & Diagnostics
  - Nanotechnology
  - Personalized Medicine
  - Platform Technologies
  - Regulatory Compliance
  - Stem Cell Research
  - Technology Transfer
  - Therapeutics
  - Vaccines

### BIO 2017 Infographics
- **Industry Leaders:** 15,937
- **C-Level Attendees:** 40%
- **Partnering Meetings:** 35,700
- **Exhibit or Sponsor at BIO 2017 to Meet and Network with Top Power Players**
- **BIO Attendees Are...**
  - From top echelons
  - Keynotes & Panels
  - Networking Opportunities
  - Educational Sessions
- **Top Product Focus Zones:** 7
  - Biofuels
  - Bioinformatics
  - Bio-IT
  - Biologics
  - Biomanufacturing
  - Bioprocessing
  - Business Services
- **C-Level Attendees:** 35,700
- **Partnering Meetings:** 15,937
- **International & Domestic Public Officials:** 76
- **Countries:** 100+
- **States:** 48
- **International & Domestic Pavilions:** 50
- **Exhibitors:** 1800+
- **Speakers:** 800+
- **Companies:** 192
- **Company Presentations:** 5000+
- **Topics:** 157
- **Director/VP/C-Level:** 38%
SAN DIEGO SNAPSHOTS

INCREASE YOUR BRAND PRESENCE AND AWARENESS IN SAN DIEGO

San Diego is both a booming biotech hub and beautiful travel destination that will attract top biotech professionals from around the world. Secure your space at BIO 2017 and you can look forward to a sunny forecast of well-qualified, potential partners, investors and customers. Southern California’s life sciences cluster employs more than 242,000 people in biopharmaceuticals, industrial biotechnology and biofuels, life sciences trade, medical devices and diagnostics, research, lab services and education—all within a small radius of the event.

Did you know?

- The life sciences industry represents a vital piece of San Diego’s innovation economy, contributing $31.8 billion each year in local economic impact—more than defense or even tourism.
- San Diego is home to more than 85 Contract Research organizations.
- The Southern California region has more than 1,100 life sciences companies and more than 80 independent and university affiliated research institutes.
- California’s large and leading BioScience research infrastructure has yielded nearly 30,000 patents since 2012.

REGIONAL HOSTS:

- Biocom
- CLSA
- SoCalBio

San Diego is both a booming biotech hub and beautiful travel destination that will attract top biotech professionals from around the world. A perfect setting for the 2017 BIO International Convention.
ABOUT BIO ONE-ON-ONE PARTNERING

BIO ONE-ON-ONE PARTNERING™ is the most efficient way to do business in the biotech and pharma industry without traveling all over the world. Our online system makes it easy to identify potential partners, and request and pre-schedule meetings which can be hosted in the BIO Business Forum as well as in Exhibitor Booths.

The BIO International Convention hosts 35,000+ 25-minute partnering meetings among 3,100+ biotechnology companies in 3.5 days. You can expect to meet top players including:

PARTNERING SUITES IN THE BIO BUSINESS FORUM

1. Host your partnering meetings in a dedicated space and maximize visibility with one of the many suite options. Plus you will have a dedicated account manager to ensure your partnering success!

2. BUSINESS FORUM BRANDING & PROMOTIONAL OPPORTUNITIES

There are a number of ways to expand on your company’s partnering presence in a creative way!

Here are just a few:
- Food & Beverage
- Charging Stations
- Printing Station
- Lounges
- Signage & Decals
- Table-Top Exhibits

INCREASE YOUR COMPANY’S PARTNERING VISIBILITY & ROI

The BIO Business Forum is the central hub of partnering activity at the BIO International Convention. Here are two options to give your company maximum exposure:

1. PARTNERING SUITES IN THE BIO BUSINESS FORUM

2. BUSINESS FORUM BRANDING & PROMOTIONAL OPPORTUNITIES
EXHIBIT AT BIO

EXHIBITING AT BIO IS MORE THAN MANNING A BOOTH. It’s three über-productive days of breakthrough networking, partnering, learning and building strategic relationships with high-level executives—BIO regularly attracts 15,000 biotechnology leaders from 76 countries. Upwards of 35,000+ partnering meetings take place during BIO, many of them in exhibitors’ booths.

Every year, we enhance the event experience to provide exhibitors with unparalleled opportunity. In 2017, you can participate in new networking events, a more interactive educational program and Exhibitor Booth Partnering to build connections with influential decision makers.

Reach Targeted Attendees in the Product Focus Zones

| BIOPROCESS ZONE | CONTRACT SERVICES ZONE | DIGITAL HEALTH ZONE | DISCOVERY ZONE | INNOVATION ZONE |

When your company exhibits at BIO, you receive access to BIO One-on-One Partnering™ as part of your exhibit space package and your partnering meetings are held in your branded exhibit booth.

RESERVE YOUR EXHIBIT SPACE TODAY

With a 10x10 booth (100 sq. ft. of exhibit space), exhibitors receive:

- Four (4) Exhibitor Booth Personnel (EBP) Passes (per 100 sq. ft. of exhibit space) are included with your exhibit space – provides access to the show floor.
- One (1) Exhibitor Booth Partnering account is included (per 100 sq. ft.).
- Company listed in official Onsite Guide distributed to 15,000 in San Diego.
- Searchable company listing on the BIO International Convention website (and myBIO).

Exact offerings vary by booth size.

BOOK YOUR EXHIBIT SPACE TODAY | LEARN MORE
CHECK OUT THESE IMPRESSIVE SPONSORS OF BIO 2017

Double Helix Sponsors

Abbvie  AMGEN  Bristol-Myers Squibb

Genentech  Johnson & Johnson  Lilly  Merck

Helix Sponsors

Pfizer  Sanofi  Shire  Takeda

BROKENTHROUGH AT BIO

No matter what your business goal—gaining brand exposure, building goodwill or connecting and engaging with audiences broad and specific—BIO has the sponsorship opportunity for you.

No matter the level of visibility you’re looking for or budget—whether that’s $500 or $50,000—we offer you a variety of sponsorship opportunities that help you increase brand awareness and gain exposure among the most influential leaders in biotech.

Here’s an overview of the opportunities we provide:

- Networking Receptions & Customized Events
- Education, Specialty Pavilions, and Zones
- Partnering Opportunities
- Branding and Giveaways
- San Diego Branding

EXPLORE ALL SPONSORSHIP OPPORTUNITIES

VIEW OPPORTUNITIES
Extend your brand visibility and gain exposure with attendees before the Convention and onsite in San Diego with breakthrough advertising in all BIO “must-read” communications.

**ONLINE ADVERTISING**
**PRE-EVENT VISIBILITY WITH DIGITAL ADVERTISING OPPORTUNITIES**
3 options for increasing your brand awareness to reach over 300,000 online visitors

1. **BIO CONVENTION WEBSITE ADVERTISING PACKAGE**
The BIO International Convention website is visited by 300,000+ BIO members, sponsors, attendees and speakers before, during, and after the Convention. Your ad can drive traffic to your company website, your myBIO Company Profile, your reception or your exhibit booth!

   **Package Includes:**
   1. Top leaderboard rotating banner ad (1220x90px)
   2. Tablet banner ad (728x90px)
   3. Mobile adhesive banner (320x50px)

2. **BIOTECHNOW ADVERTISING PACKAGE**
The voice of the biotech industry, BIOtechNow facilitates online dialogue about events, advocacy, and policy issues 365 days a year and boasts 35,000+ monthly page views.

   **Package Includes:**
   1. Header and Footer Banners (728x90px)
   2. Right Column Banner (300x250px)
   3. Bi-weekly BIO Newsletter Ad (332x177px)

3. **PREDIT-EVENT PLANNER DIGITAL BROCHURE**
The first comprehensive look at what to expect at BIO 2017 in San Diego. Individual ads and inside covers available! Distributed in April reaching over 75,000 biotech leaders around the world.

**PRINT ADVERTISING OPTIONS**
2 options for onsite exposure at the BIO International Convention

1. **ONSITE GUIDE ADVERTISING**
The Onsite Guide is the primary tool attendees use to navigate the convention—and it’s an excellent way to build your brand among the leaders of biotechnology. This guide contains every detail of the convention and is distributed to every BIO Convention attendee at Registration.

   **Advertising Options Available:**
   1. Premier Sponsorship Opportunity
   2. Full-Page Section Tab Ads
   3. Full-Page Ads (10 available)
   4. Stand Alone Education & Exhibition Map

2. **OFFICIAL SHOW DAILY ADVERTISING**
BIO Buzz, the only OFFICIAL show daily, delivers the hottest breaking news at the 2017 BIO International Convention. This highly targeted specialty publication is distributed in high-traffic areas of the San Diego Convention Center and in official BIO hotel lobbies—4,000 copies per day distributed Tuesday–Thursday.

   **Advertising Options Available:**
   1. Center Spread (exclusive)
   2. Outside Back Cover (exclusive)
   3. Inside Back Cover (exclusive)
   4. Full Page Ad
   5. Half Page Ad
   6. Quarter Page Ad
OVERVIEW RE-CAP OF ALL OPPORTUNITIES AT BIO 2017

Stand out at BIO 2017 with breakthrough brand awareness and audience engagement opportunities. We have options for every goal and budget and will work with you to determine the best participation level that fits your needs. We have a team of BIO staff here to help you with questions regarding how to get the best ROI out of the 2017 BIO International Convention.

LEARN MORE

Or contact our full-service Sales team to assist you in making the best decision for your company’s needs!

exhibit@bio.org
+1.202.312.9264

SAVE MORE WITH BIO MEMBERSHIP!

BIO is the world’s largest biotechnology trade association providing advocacy, business development, and communications services for approximately 1,000 members around the world.

In addition to Convention discounts, BIO members enjoy a wide variety of benefits, including participation in staff-level policy committees, discounts at all BIO hosted events, and access to an exclusive cost-savings program, BIO Business Solutions.

DOWNLOAD THE MEMBERSHIP BROCHURE TO LEARN MORE ABOUT THE BENEFITS OF BIO MEMBERSHIP

DOWNLOAD