

BIO INTERNATIONAL 2017 SPONSORSHIP OPPORTUNITIES



choose:
new jersey
Highly educated, perfectly located.





BIO INTERNATIONAL CONVENTION

San Diego, June 19-22, 2017

Secure visibility for your organization and network with thousands of prospective clients, employees and decision-makers from around the world.

Join Choose New Jersey, BioNJ and the State of New Jersey in sponsoring NJ's showcase at the world's largest biotechnology conference, the BIO International Convention being hosted in San Diego, California in June 2017.

2016 CONVENTION STATISTICS

- **REGISTRATION**

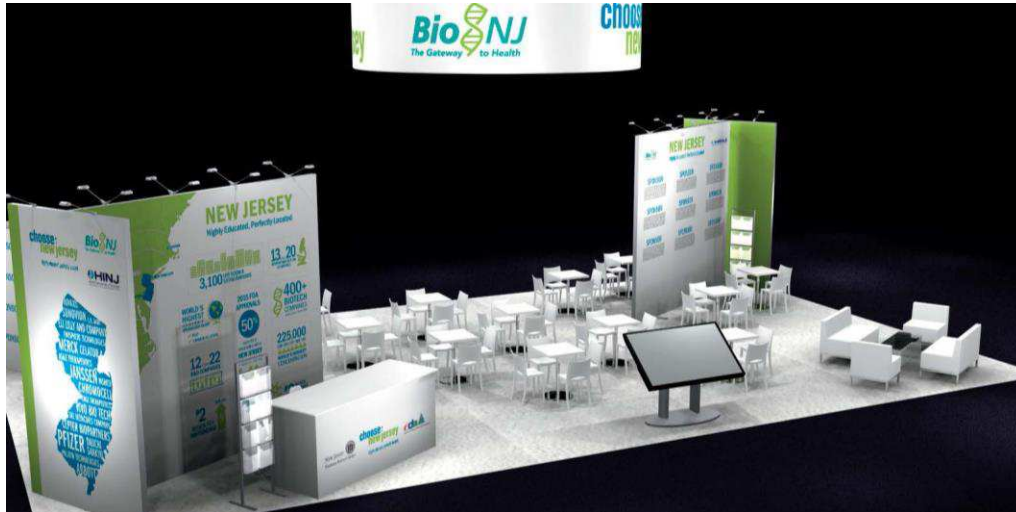
- 15,937 attendees
- Attendees from 48 states and 76 countries
- 49% of attendees are VP/C-level

- **EXHIBIT HALL**

- 1,800 exhibitors
- 50 international & state pavilions
- 37,000+ partnering meetings, a 23% increase over 2015
- 800+ speakers covering 157 topics



2017 NEW JERSEY PAVILION



BOOTH# 1737



NJ PAVILION PLATINUM PARTNER – SOLD

VISIBILITY

- Prominent corporate visibility in pavilion graphics
- Your organization's name and logo featured on all signage and emails as Pavilion Sponsor
- Inclusion on Choose NJ's website with a link to your company
- Literature display in pavilion
- Inclusion in Choose NJ's BIO-related social media posts and press announcements

ACCESS

- Participation in the pavilion design and development process
- Participation in event planning
- 4 Tickets to the Prospect Reception
- Full use of the pavilion for press events and meetings
- Participation in at least one media interview

**Sold to
BioNJ**



NJ PAVILION GOLD SPONSOR – SOLD

VISIBILITY

- Prominent corporate visibility in pavilion graphics
- Inclusion on Choose NJ's website with a link to your company
- Literature display in pavilion
- Inclusion in Choose NJ's BIO-related social media posts and press announcements

ACCESS

- Participation in at least one media interview
- Participation in event planning
- Full use of the pavilion for meetings
- 2 Tickets to the Prospect Reception
- 4 Exhibit Hall Badges, including 1 Partnering Badge

**Sold to
BAC &
NJEDA**



NJ PAVILION SILVER SPONSOR - SOLD

VISIBILITY

- Prominent corporate visibility in pavilion graphics with company narrative
- Inclusion on Choose NJ's website with a link to your company
- Literature display in pavilion
- Speaking opportunity during Prospect Reception

ACCESS

- Participation in at least one media interview
- Use of the pavilion for meetings
- 3 Tickets to the Prospect Reception
- 3 Exhibit Hall Badges, including 1 Partnering Badge

**Sold to
Helsinn**



NJ PAVILION SUPPORTING SPONSOR - \$10,000

VISIBILITY

- Corporate visibility in pavilion graphics, with company narrative
- Literature display in pavilion
- Inclusion on Choose NJ's website with a link to your company

ACCESS

- 2 Tickets to the Prospect Reception
- 2 Exhibit Hall Badges, including 1 Partnering Badge
- Use of the pavilion for meetings

8 Available



NJ PAVILION SUPPORTING SPONSOR - \$5,000

VISIBILITY

- Corporate visibility in pavilion graphics
- Literature display in pavilion
- Inclusion on Choose NJ's website with a link to your company

ACCESS

- 1 Ticket to the Prospect Reception
- 1 Exhibit Hall Badges, including 1 Partnering Badge
- Use of the pavilion for meetings (based on availability)

6 Available



NJ PAVILION EDUCATION SPONSOR - \$5,000

VISIBILITY

- Prominent visibility in the university section of the Pavilion, with short narrative
- Literature display in pavilion
- Inclusion on Choose NJ's website with a link to your institution
- Ticket to the Prospect Reception

ACCESS

- 2 Tickets to the Prospect Reception
- 2 Exhibit Hall Badges, including 1 Partnering Badge
- Use of the pavilion for meetings

**5 Available
with Shared
Space**





Prospect Reception Lead Sponsor

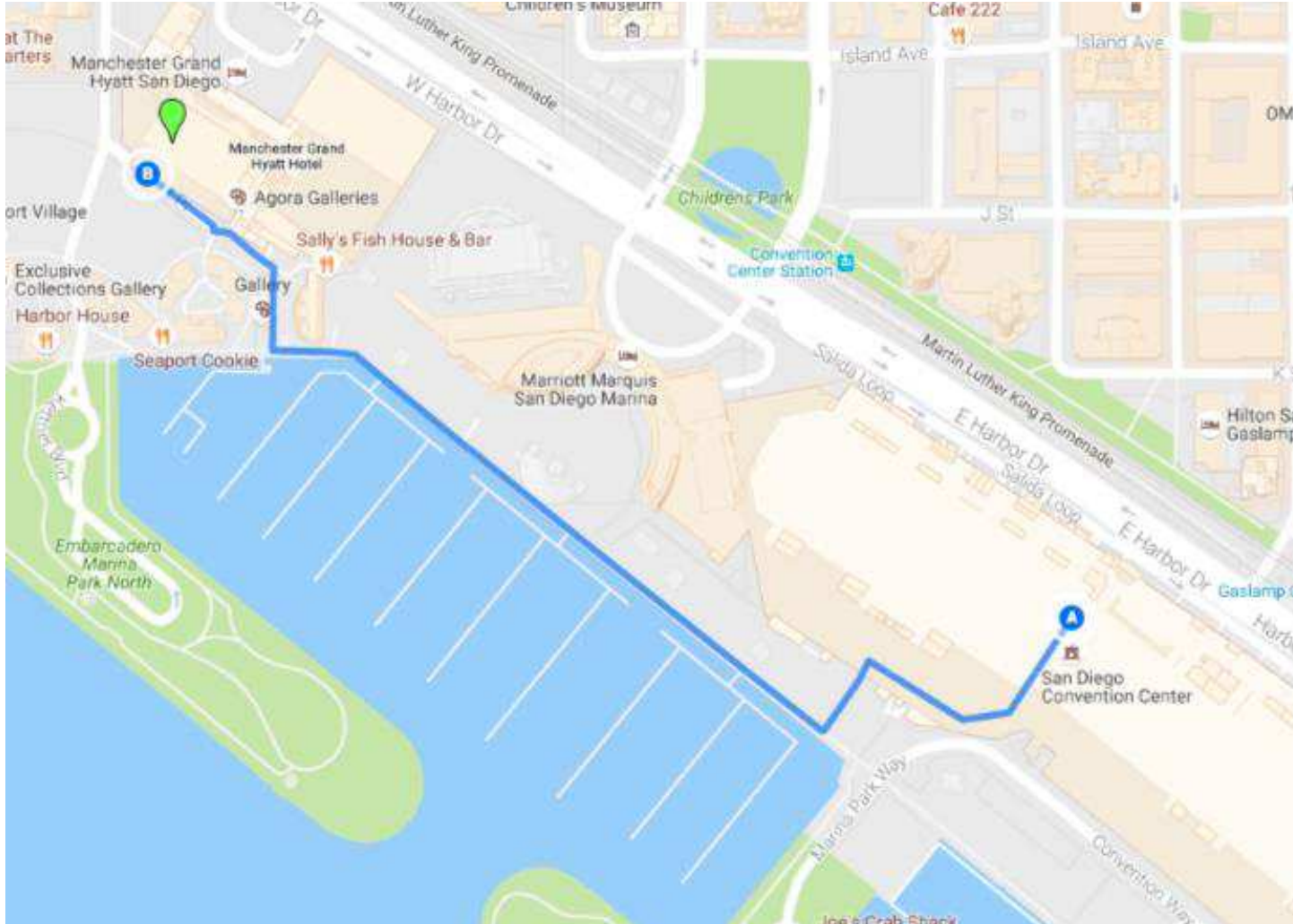
PROSPECT RECEPTION

Top of the Hyatt at the Grand Hyatt San Diego | Monday, June 20, 2017 | 5-7pm

Join Choose New Jersey and HINJ in sponsoring the New Jersey Prospect Reception at BIO International in San Diego, CA. Light fare and refreshments will be served.



PROSPECT RECEPTION



Top of the Hyatt at the Grand Hyatt San Diego is just a short walk from the San Diego Convention Center



Prospect Reception Lead Sponsor

PROSPECT RECEPTION LEAD SPONSOR - SOLD

VISIBILITY

- An exclusive reception for key prospects and invited guests to showcase New Jersey's assets
- Speaking opportunity during reception
- Recognition in promotional materials
- Logo on displays throughout the reception and on invitations
- Literature and logo display in pavilion
- Inclusion on Choose NJ's website with a link to your company

ACCESS

- Tickets to the Prospect Reception
- 2 Exhibit Hall Badges
- Use of the pavilion for meetings

**Sold to
HINJ**



PROSPECT RECEPTION SPONSOR - \$10,000

VISIBILITY

- An exclusive reception for key prospects and invited guests to showcase New Jersey's assets
- Recognition in promotional materials
- Logo on displays throughout the reception and on invitations
- Inclusion on Choose NJ's website with a link to your company

ACCESS

- 2 Tickets to the Prospect Reception
- Use of the pavilion for meetings

2 Available



WELCOME BREAKFAST SPONSOR - \$2,500

VISIBILITY

- A welcome breakfast for the New Jersey Delegation on Tuesday, June 21, 2016 at the Grand Hyatt San Diego. Just a short walk from the San Diego Convention Center.
- Logo on displays at the breakfast and on invitations
- Inclusion on Choose NJ's website with a link to your company
- Speaking opportunity during breakfast

ACCESS

- 1 Ticket to the Prospect Reception
- Use of the pavilion for meetings (based on availability)

1 Available

CONTACT

Your participation will help New Jersey enhance its competitive position and extend its reach in the highly competitive global life sciences industry.

To discuss sponsorship opportunities, please contact Cathy Scangarella at cscangarella@choosenj.com or 609.297.2203.