

NJ PAVILION @ BIO 2020

Sponsorship Opportunities





BIO INTERNATIONAL CONVENTION

San Diego, June 8-11, 2020

Secure visibility for your organization and network with thousands of prospective clients, employees and decision-makers from around the world. Join Choose New Jersey and BioNJ in sponsoring New Jersey's showcase at the world's largest biotechnology conference, the BIO International Convention being hosted in San Diego, CA in June 2020.

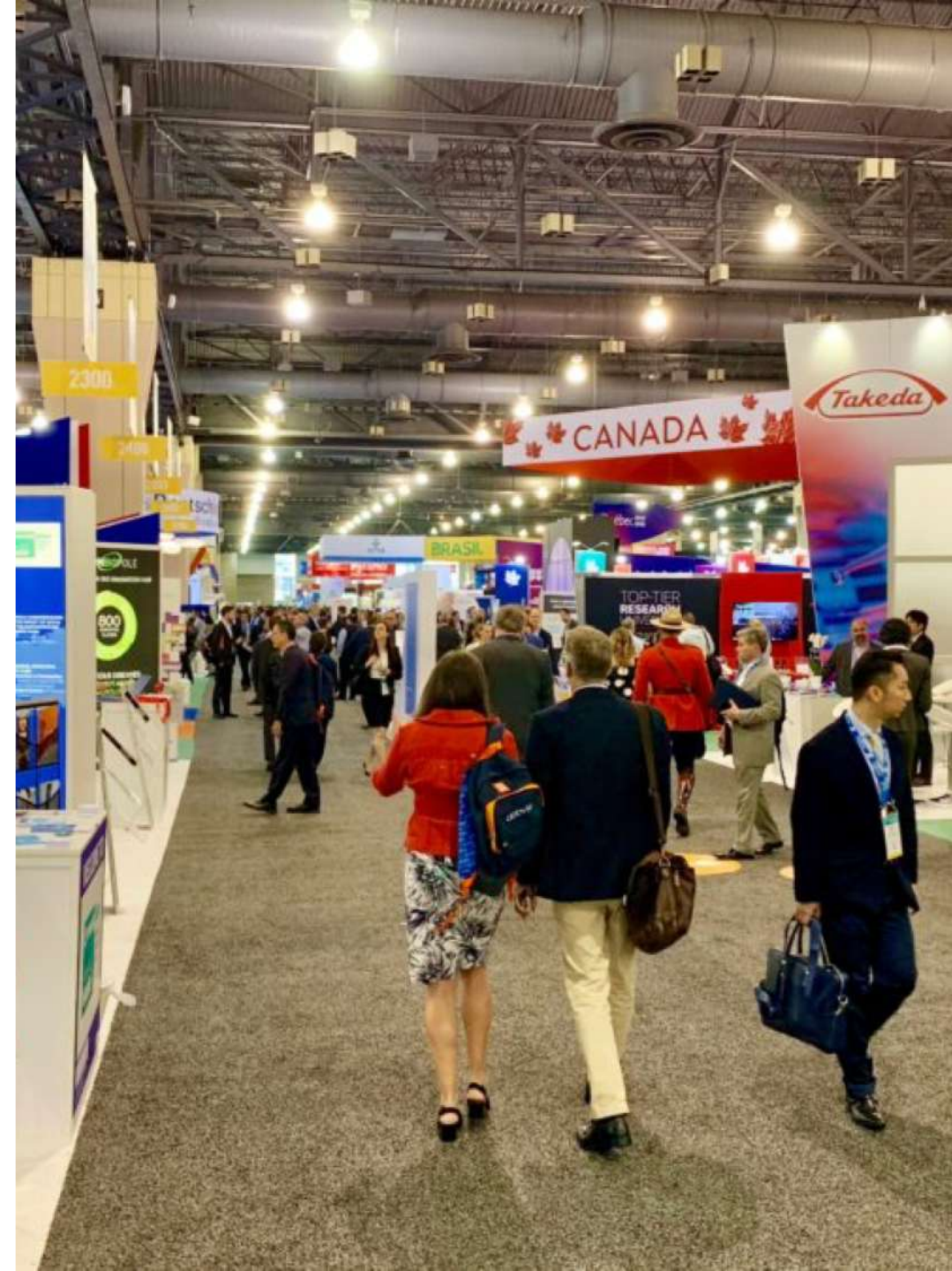
2019 CONVENTION STATISTICS

REGISTRATION

- 17,307 attendees
- Attendees from 49 states and 65 countries
- More than 100 international and domestic public officials

EXHIBIT HALL

- 1,800+ exhibitors
- 46 domestic and international pavilions
- 48,500+ partnering meetings
 - Surpassing previous Guinness World Record set by BIO in 2018
- 800+ speakers including company presentations and Start-up Stadium participants



2020 NJ PAVILION



CHOOSENJ.COM/BIO2020



BOOTH# 4217



NJ PAVILION PLATINUM PARTNER

Existing Partner: BioNJ; Limited Availability

VISIBILITY

- Prominent corporate visibility in pavilion graphics
- Your organization's name and logo featured on all signage, including front desk, and emails as platinum sponsor
- Inclusion on Choose New Jersey's website with a link to your company
- Literature display in pavilion
- Inclusion in Choose New Jersey's BIO-related social media posts and press announcements

ACCESS

- Participation in the pavilion design and development process
- Participation in event planning
- 10 tickets to the New Jersey Reception
- Full use of the pavilion for press events and meetings
- Participation in at least 1 media interview



NJ PAVILION GOLD SPONSOR – \$15,000

VISIBILITY

- Prominent corporate visibility in the pavilion
 - 3 logo placements in the pavilion
- Inclusion on Choose New Jersey's website with a link to your company
- Literature display in pavilion

ACCESS

- Participation in at least 1 media interview
- Exclusive use of 1 pavilion meeting table
- 6 tickets to the New Jersey Reception
- 3 exhibit hall badges including partnering system access for 1 badge holder



NJ PAVILION SILVER SPONSOR - \$10,000

VISIBILITY

- Corporate visibility in the pavilion
 - 2 logo placements in the pavilion
- Literature display in pavilion
- Inclusion on Choose New Jersey's website with a link to your company

ACCESS

- 4 tickets to the New Jersey Reception
- 2 exhibit hall badges including partnering system access for 1 badge holder
- Exclusive use of 1 pavilion meeting table



NJ PAVILION BRONZE SPONSOR - \$5,000

VISIBILITY

- Corporate visibility in the pavilion
 - 1 logo placement in the pavilion
- Literature display in pavilion
- Inclusion on Choose New Jersey's website with a link to your company

ACCESS

- 2 ticket to the New Jersey Reception
- 1 exhibit hall badge including partnering system access
- Use of the pavilion for meetings (based on availability)



NJ PAVILION EDUCATION SPONSOR - \$5,000

VISIBILITY

- Prominent visibility in the pavilion
 - 2 logo placements in the pavilion
- Literature display in pavilion
- Inclusion on Choose New Jersey's website with a link to your institution

ACCESS

- 4 Tickets to the New Jersey Reception
- 2 exhibit hall badges including partnering system access for 1 badge holder
- Exclusive use of 1 pavilion meeting table



NJ PAVILION SPONSORSHIP OPPORTUNITIES

	Logo Placement	Exhibit Hall Badges	1 Partnering Badge	Literature Display	Inclusion on Website	Meeting Tables	Reception Tickets
Platinum Partner	Prominent	4	✓	✓	✓	✓	10 tickets
Gold Sponsor	3	3	✓	✓	✓	✓	6 tickets
Silver Sponsor	2	2	✓	✓	✓	✓	4 tickets
Education Sponsor	2	2	✓	✓	✓	✓	4 tickets
Bronze Sponsor	1	1	✓	✓	✓	Based on availability	2 tickets

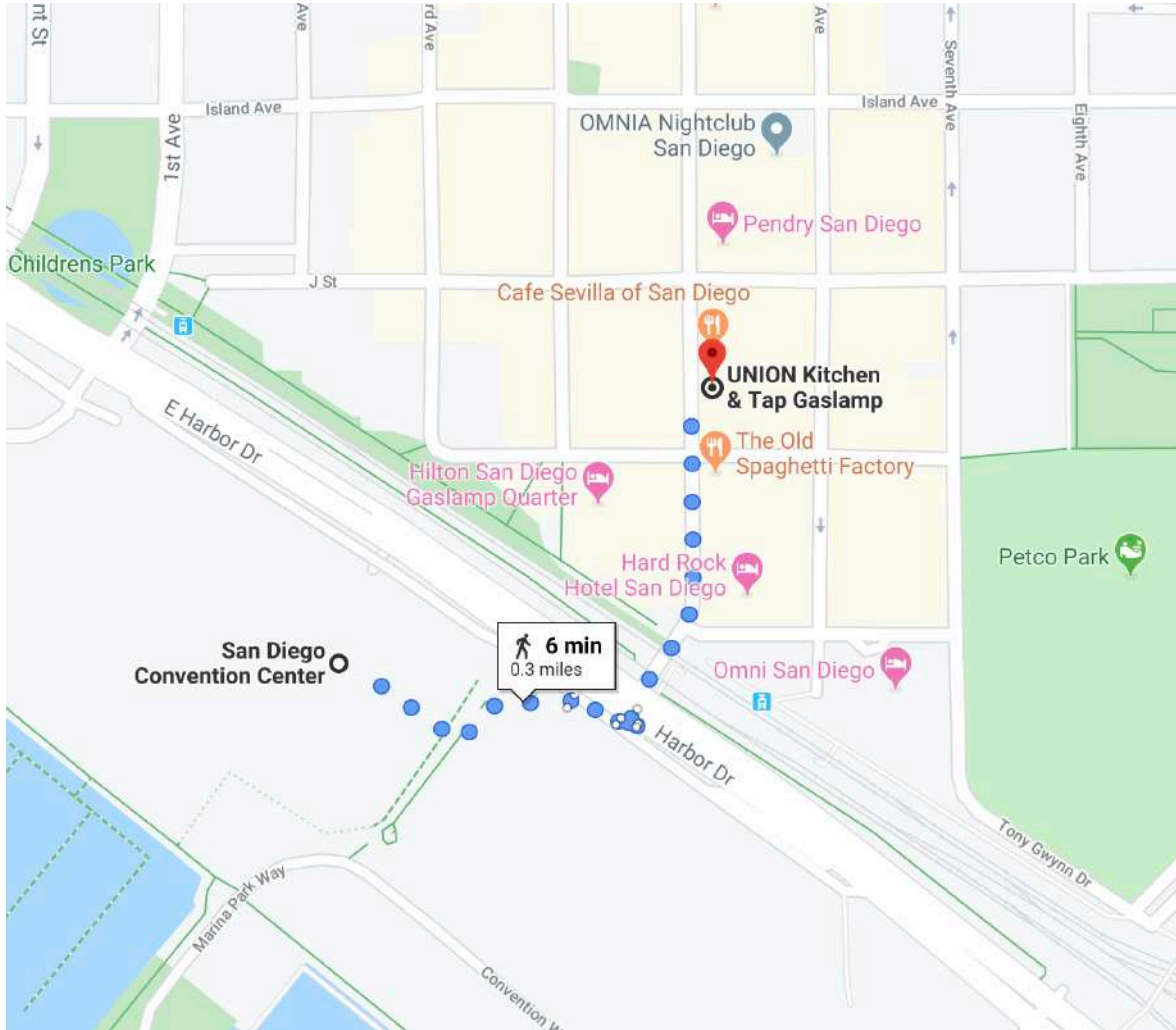


NEW JERSEY RECEPTION

Union Kitchen & Tap | Monday, June 8, 2020 | 5-7pm

Join Choose New Jersey in sponsoring the New Jersey Reception. Guests will mingle with life sciences executives, business leaders, academic partners, and State officials while enjoying cocktails and hors d'oeuvres.

NEW JERSEY RECEPTION



UNION Kitchen & Tap San Diego is just a short walk from the San Diego Convention Center

NEW JERSEY RECEPTION LEAD SPONSOR - \$30,000

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 display throughout the reception and on invitations
- Literature and logo display in pavilion
- Inclusion on Choose New Jersey's website with a link to your company

ACCESS

- 20 tickets to the New Jersey Reception
- 2 exhibit hall badges
- Use of the pavilion for meetings

NEW JERSEY RECEPTION SPONSOR - \$5,000

VISIBILITY

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

ACCESS

- 2 Tickets to the New Jersey Reception
- Use of the pavilion for meetings (based on availability)

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.