



Atlanta Marriott Marquis ● Atlanta, GA ● May 17 - 19, 2009 ● Sunday - Tuesday

SPONSORSHIP PROSPECTUS

Chairs' Reception

Level of Support: \$8,500

Exclusive

Date: Sunday, May 17th

- This relaxing reception welcomes attendees to the 2009 BIO Human Resources Conference
- All food and beverage provided by BIO, with no additional cost to the sponsor
- Sponsor recognition signage provided by BIO
- Opportunity to display literature and/or giveaways
- Recognition as a **Gold** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Meeting Bags

Level of Support: \$8,500

Exclusive

- This is an ideal promotional opportunity yielding maximum visibility for the entire conference and beyond as registrants take the meeting bags home to use in their own communities
- Sponsor's logo will be displayed prominently on each conference bag
- Recognition as a **Gold** sponsor
- *Additional sponsor benefits are listed in Benefits Matrix (page 4)*

Souvenir Gift

Level of Support: \$8,500

Exclusive

- The souvenir gift welcoming attendees to the 2009 BIO Human Resources Conference (*souvenir gift TBD by BIO*)
- Sponsor's logo will be strategically placed on the souvenir gift
- Recognition as a **Gold** Sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Plenary Luncheon

Level of Support: \$6,500 each

Opportunities Available: 2

- The Plenary Luncheon sessions feature a panel or guest speaker discussing relevant HR topics within the industry
- Luncheon food and beverage provided by BIO, with no additional cost to the sponsor
- Sponsor logo displayed on presentation screen in plenary room (to run during meal service)
- Sponsor recognition signage provided by BIO
- Opportunity to display literature on draped table near the plenary room entrance or have one corporate material placed at each seat within the plenary room
- Recognition as a **Silver** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Plenary Breakfast

Level of Support: \$6,500 each

Opportunities Available: 2

- The Plenary Breakfast sessions signal the start of the day's program and feature a panel or guest speaker discussing relevant HR topics within the industry
- Breakfast food and beverage provided by BIO, with no additional cost to the sponsor
- Sponsor logo displayed on presentation screen in plenary room (to run during meal service)
- Sponsor recognition signage provided by BIO
- Opportunity to display literature on draped table near the plenary room entrance or have one corporate material placed at each seat within the plenary room
- Recognition as a **Silver** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Water Bottles & Refill Stations

Level of Support: \$5,000

Exclusive

- As the exclusive water bottle & refill station sponsor, your organization will receive unparalleled branding throughout the conference and beyond as attendees use and reuse the item.
- Each attendee will receive the branded water bottle upon check-in at registration.
- Sponsor logo placement on water bottles.
- Sponsor recognition at each refill station in the conference area.
- Recognition as a **Bronze** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Final Program

Level of Support: \$5,000

Exclusive

- This exclusive sponsorship offers an excellent marketing tool to promote your corporate message for the duration of the conference
- Sponsor has premium choice for placing a full-page (four-color) ad on the front-inside cover or back-inside cover in the Final Program
- Sponsor logo and recognition on front cover of the Final Program
- Recognition as a **Bronze** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Internet Stations

Level of Support: \$5,000

Exclusive

- A computer with an open internet connection is a magnet, and provides the perfect placement to achieve visibility. Sponsor's logo will be seen on and around the screen every time attendees check their stocks and e-mail
- Sponsor recognition signage at stations
- Recognition as a **Bronze** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Lanyard

Level of Support: \$5,000

Exclusive

- Each attendee's name badge comes with a lanyard that will feature the Sponsor's logo, offering tremendous visibility for the entire conference
- Recognition signage as lanyard sponsor in registration area
- Recognition as a **Bronze** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

Track

Level of Support: \$3,500 each

Opportunities Available: 4

Track 1: HR Global

Track 2: HR Strategic

Track 3: HR Development

Track 4: HR Best Practices

- Exclusive sponsorship of a track featuring six 75-minute sessions that focus on related issues
- Sponsor recognition signage displayed outside presentation room for the duration of the program
- Opportunity to display promotional materials and giveaways on literature table
- Recognition as a **Bronze** sponsor
- *Additional Bronze Sponsor benefits are listed on the Benefits Matrix (page 4)*

Refreshment Breaks

Level of Support: \$3,000

Opportunities Available: 2

Dates: Monday, May 18th / Tuesday, May 19th

- Reach attendees throughout the day with your corporate recognition displayed on signage.
- Sponsorship of all breaks throughout selected day of programming
- Light refreshments and/or beverages provided by BIO, with no additional cost to the sponsor
- On-site corporate recognition signage provided by BIO
- Recognition as a **Supporting** sponsor
- *Additional Supporting Sponsor benefits are listed on the Benefits Matrix (page 4)*

2009 BIO Human Resources Conference Supporter

Level of Support: \$2,500

Limited Available

- Sponsor will receive one (1) complimentary 6' tabletop
- Recognition as a **Supporting** sponsor
- *Additional sponsor benefits are listed on the Benefits Matrix (page 4)*

SPONSORSHIP BENEFITS MATRIX

	Gold \$8,500	Silver \$6,500	Bronze \$5,000	Supporting \$2,500
Complimentary Full-Conference Registration(s)	Three (3)	Two (2)	One (1)	N/A
Opportunity to place one (1) pre-approved company material in meeting bag	Yes	N/A	N/A	N/A
Company Description in Final Program (50 words)	Yes	Yes	Yes	N/A
Recognition on conference website	Yes- Logo with hyperlink	Yes- Logo	Yes- Listing	Yes- Listing
Recognition on On-site signage	Yes- Logo	Yes- Logo	Yes- Listing	Yes- Listing
Recognition in Final Program	Yes- Logo	Yes- Logo	Yes- Listing	Yes- Listing
Final Program Advertisement	Full-page	Half-page	N/A	N/A
Mailing Labels of all attendees – available post-conference	Complimentary	Complimentary	N/A	N/A
6' Tabletop – includes one (1) complimentary exhibit-only registration	Complimentary	Complimentary	Complimentary	Complimentary

For more information or questions please contact:

Caroline Boch – cboch@bio.org, (202) 962-9232

For conference updates visit our website at: bio.org/hr