

2011 Media Planner

BUILD YOUR BRAND IN THE BIO COMMUNITY

Advertise with BIO to reach more than 100,000 leaders in the biotech and pharmaceutical industry.

The **2011 BIO International Convention** will draw more than 15,000 senior-level executives from business and governments around the world. And even before the event, your advertising messages can reach attendees and prospects from around the globe who are thirsty for the latest innovations.

In our print and digital publications and website advertisements, your message will be seen over and over by more than 100,000 BIO Members, BIO State Affiliates, past attendees, subscribers to industry magazines and industry professionals from more than 65 countries.

BIO Attracts the Right Decision Makers

C-level executives, small business owners, pharma executives and other global industry leaders gather each year for collaboration at the BIO International Convention. Get on their radar!

- **70% of BIO Attendees** are upper management (C-Level, Executive Management, Manager)

Strategic Branding Opportunities for Any Budget

BIO offers plenty of choices based on cost, size, frequency, timing, medium, placement and more. Tell us your goals and we'll help you create an effective package to get your corporate brand, products and services before the audience you want to reach. Choose from—

- **Two pre-event brochures**, delivered to more than 60,000 executives and decision makers
- **Two interactive digital conference brochures**, sent to more than 100,000 executives and international decision makers
- **Website advertisements on convention.bio.org**, including keyword search optimization, profiles in the myBIO Company Participation Directory, and more
- **Onsite promotional opportunities**, including on-site signage, advertising in the 2011 Show Daily, Bag Inserts and more
- **Event host opportunities**



Ask us how to get the right visibility for your brand-building goals. convention.bio.org
Contact **Eric Mistic**, **Evan Hart** or **Gary Zgorski** at +1.202.312.9264 or exhibit@bio.org.

What Kind of Visibility Are You Looking For?

BIO offers a wide range of brand-building opportunities before, during and after the **2011 BIO International Convention**. Tell us your goals and we will build a customized package that is right for your business.

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Advertising Opportunities

Enhance brand awareness before and during the event.

- Hanging banners
- Print ads in the Highlights Brochure, Full Conference Brochure and the BIO Show Daily
- Digital signage
- Banner ads on convention.bio.org, bio.org, e-mails and e-newsletters
- Escalator ads
- Floor marker / footpath decals
- Hotel key cards / taxi cards / VIP dining cards
- Hand sanitizing kiosks

myBIO Advertising

Engage with the BIO community by maximizing your visibility on these valuable planning tools.

- myBIO Connections
- myBIO Maps
- myBIO Online ads
- myBIO Video
- myBIO Mobile

Promotional Opportunities

Attract potential customers and generate leads while on site in Washington.

- Airport meet & greet
- VIP car service
- Massage break
- Oxygen bar
- Health profiles
- Shoe shine station
- Pedometer contest
- Golf challenge

Event Host Opportunities

Entertain your audience!

- BIO Golf Outing
- Wine pour
- BIO 5K run
- VIP car service and airport pickup

and more! Call us to discuss your ideas and needs to get your name out there.

2 for the price of 1!

When you purchase a print ad in the **2011 Highlights Brochure** or **2011 Full Conference Brochure**, you automatically receive an ad in the digital version distributed to over 100,000 biotech professionals.

Contact our
**Customer
Service
Team**
to discuss
the package
that meets
your strategic
goals.



2011 Highlights Brochure Advertising (Print & Digital)

The **2011 BIO International Convention Highlights Brochure** is the first comprehensive look at what to expect in Washington, DC, this June. Key biotechnology decision makers searching for business solutions can find them at BIO—and connect those solutions with your brand!



Print & Digital Ads: 2 FOR THE PRICE OF 1!

When you advertise in the printed brochure, your ad will automatically run in the digital brochure as well.

Brochure size: 6" x 10.5"

Publication date: February 2011

Ad materials due date: December 15, 2010

2011 Rates

	Member	Non-member
Cover (IFC & IBC)	\$7,200	\$8,640
Full Page	\$5,250	\$6,300

Reserve
space by
December 8
2010!

Get Early Exposure to a Global Audience

- **More than 60,000 BIO members**—past attendees and industry thought leaders—will receive the printed brochure in February 2011.
- **More than 100,000 biotech professionals around the globe** will receive the digital brochure via email—and its exposure on our website will be limitless.
- **The 2011 Digital Highlights Brochure** allows readers to access your ad instantly from their desktops. With user-friendly features such as 3D page turning, ability to search and “send to a friend” sharing, the digital brochure is a popular tool in the BIO community.

Want Even More Visibility Online?

Place a banner ad on convention.bio.org or purchase a myBIO enhancement! Visit convention.bio.org or email exhibit@bio.org for details.



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2011 Full Conference Brochure and Editorial Insert Advertising (Print & Digital)



Prospects await the **2011 BIO International Convention Full Conference Brochure** because it includes detailed descriptions of events and programming, first announcements of keynote speakers, session descriptions and the exhibitor list to date.

This piece also features a popular pull-out editorial insert by the editors of *The Scientist* that covers hot topics and highlights the must-see sessions at BIO.

Put Yourself in the Path of the Big Players in Biotech

- **More than 50,000 BIO members**, current and past attendees and qualified prospects will receive the printed brochure in April 2011.
- **More than 100,000 biotech professionals around the globe** will receive the digital brochure via email—and its exposure on our website will be limitless.
- **The 2011 Digital Full Conference Brochure** allows readers to access your ad instantly from their desktops. With user-friendly features such as 3D page turning, ability to search and “send to a friend” sharing, the digital brochure is a popular tool in the BIO community.

Reserve
space by
February 8
2011!

Print & Digital Ads: 2 FOR THE PRICE OF 1!

When you advertise in the printed brochure, your ad will automatically run in the digital brochure as well.

Brochure size: 9" x 12"

Editorial Insert size: 8.25" x 10.75"

Publication date: April 2011

Ad materials due date: February 16, 2011

2011 Tabloid Rates	Member	Non-Member
Cover-IFC & IBC	\$8,500	\$9,350
Center Spread	\$15,000	\$16,500
Center Spread & Insert Cover	\$20,000	\$23,000
2011 Editorial Insert Rates	Member	Non-Member
Cover-IFC & IBC	\$7,250	\$7,975
Full Page	\$5,250	\$5,975
½ Page	\$4,325	\$5,150

Maximize Your Presence Online

- **Place your logo on the front page of the 2011 Digital Full Conference Brochure**—You will have the undivided attention of 100,000+ biotech professionals. (\$2,000)
- **Reserve space early and get a free banner ad**—All advertisers who reserve space by January 7, 2011 will receive a free 1-month banner ad placement on convention.bio.org!



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2011 Onsite Show Daily Advertising (Print Only)

Great news! We're partnering again with great editors to deliver the hottest breaking news and coverage on the Convention. This tabloid is distributed by live models in high-traffic areas of the Walter E. Washington Convention Center and in major hotel lobbies. This is a daily "must read" for attendees—so don't miss out.



Sample cover from 2009

Publication dates:

Monday, June 27, 2011

Tuesday, June 28, 2011

Wednesday, June 29, 2011

The 2011 Show Daily will be distributed by live models to attendees at major hotels and common areas of the Walter E. Washington Convention Center.

Ad materials due date: May 27, 2011

Tabloid size: 10" x 11.75"

3 Ads for 1 Price

2011 Show Daily Print Rates (for all three issues)
(net)

	Member	Non-Member
Center spread	\$20,600	\$22,600
OBC	\$18,540	\$20,350
IFC & IBC	\$15,350	\$16,850
Front cover banner	\$9,990	\$10,900
Full-page	\$9,990	\$10,900
¾ Page (vertical)	\$7,930	\$8,700
½ Page (horizontal)	\$5,350	\$5,850
½ Page (vertical)	\$5,350	\$5,850
¼ Page (vertical)	\$3,090	\$3,400
¼ Page (square)	\$3,090	\$3,400

Reserve
space by
May 6
2011!

Attention BIO Exhibitors: INCREASE YOUR EXHIBITOR ROI WITH BIO ADVERTISING

Don't limit your presence to the exhibit floor when you can add advertising options like these!



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