

How to Add Member Benefits on Your Association Website

In partnership with BIO Business Solutions®

Option 1: Link to your existing association webpage on bio.org. This webpage displays your unique endorsed programs available to members. Level: Easy

1. Add a Member Benefits/Member Discounts tab, button, or text on your website and link to your association's website.
 - a. All participating affiliate links can be found here - <https://www.bio.org/save/programs>.
2. If you would like to provide intro copy, tailor the following:
 - a. *[ASSOCIATION NAME] offers its members cost-savings on business-critical products and services through its partnership with Biotechnology Innovation Organization (BIO). In 2021, more than 4,700 life science companies saved over \$705 million on lab supplies, finance, HR, and other BIO Business Solutions programs. Join them, reduce overhead costs, and save by clicking on the link below.*

Option 2: Display endorsed programs and direct member companies to existing programs' pages on bio.org/save. Level: Moderate

1. Work with your website team to create a Member Benefits/Member Discounts, etc. page on your association website.
2. Access and download the BBS Partner logos on ShareVault.
3. Add the logos to your Member Benefits page.
4. Add an action button or link, such as "Learn More," to direct your members to the Partners' pages on bio.org/save.
 - a. I.e. <https://www.bio.org/save/adp>, <https://www.bio.org/save/avantor-delivered-vwr>, and <https://www.bio.org/save/ups>.
 - b. All links can be found here - <https://www.bio.org/save/programs>.

Option 3: Display your endorsed programs and accompanying member benefits on your association website. Customize this webpage and member experience. Level: Requires a bit more time and effort.

1. Access and download the BBS Partner logos on ShareVault.
2. Add the logos to your Member Benefits page.
3. Access the programs' information on <https://www.bio.org/save/programs>.
4. Work with your website/marketing teams to format this content on your website.

Email dcarrillo@bio.org for assistance and with any questions.