



# ISBER 2018 ANNUAL MEETING & EXHIBITS

## Corporate Opportunities

\*All prices in USD, tax not included



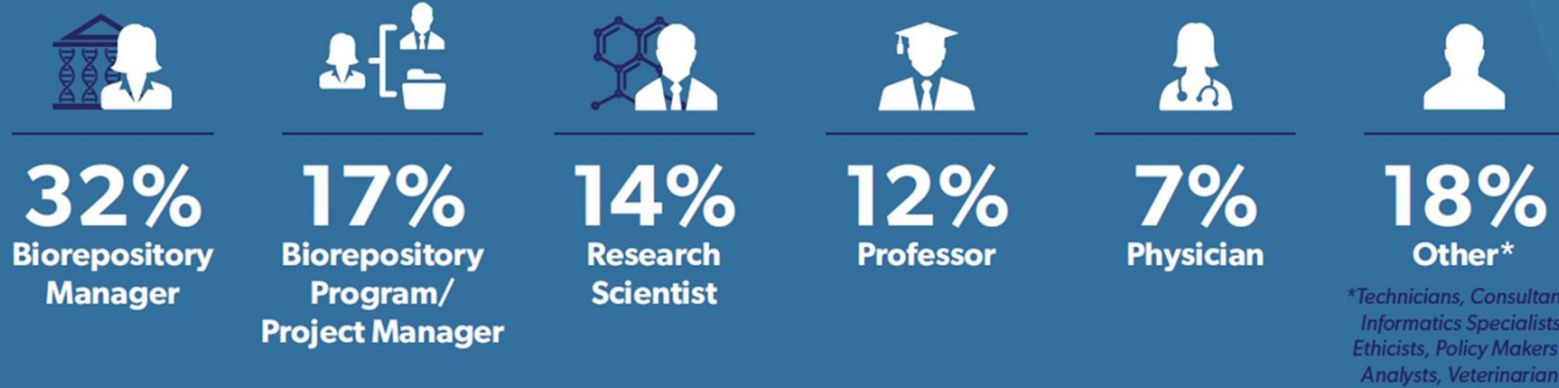
visit [isber.org](http://isber.org)

# Who attends ISBER?

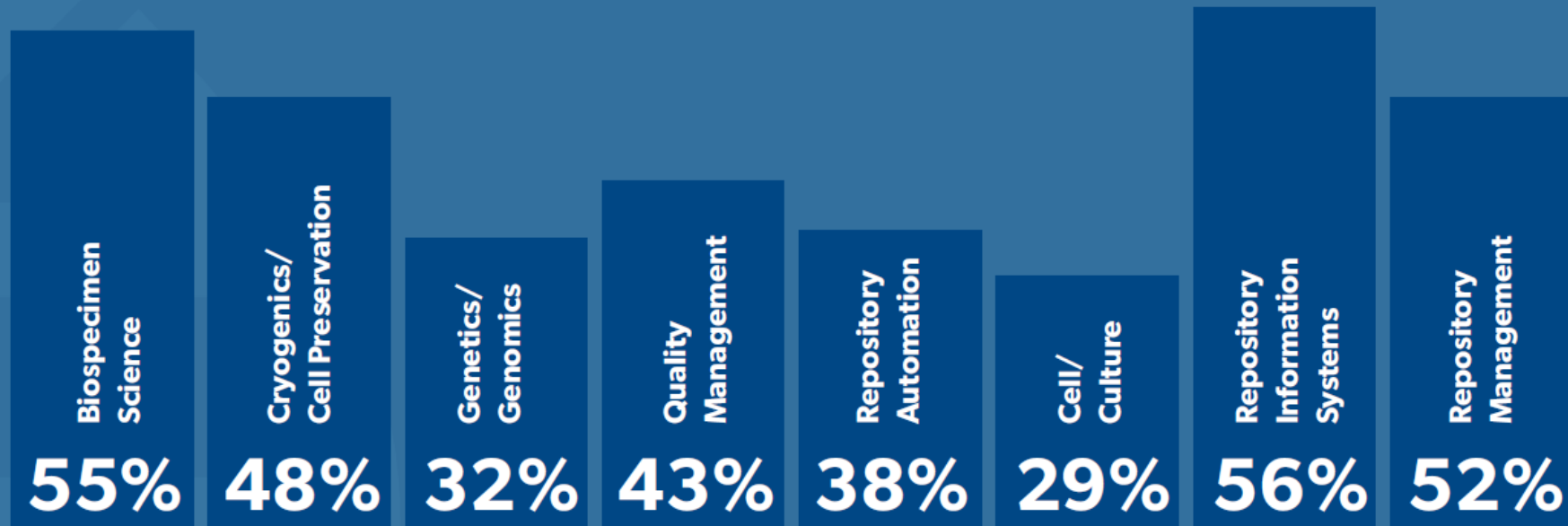
700+  
delegates  
from 38  
countries

59%  
with 10+  
years of  
field  
experience

# Delegate Occupations



# Delegate Interests and Expertise





# Build Your Custom Package!

Select your preferred exhibit, marketing, and educational opportunities from the following options. Based on the total investment of your sponsorship package, companies will be recognized as platinum, gold, silver, or bronze.

## PLATINUM

Total investment greater than \$20,000

## SILVER

Total investment of \$10,000 - \$14,999

## GOLD

Total investment of \$15,000 - \$19,999

## BRONZE

Total investment of \$5,000 - \$9,999





# Build Your Custom Package!

Additional benefits of platinum, gold, silver, bronze sponsorship:

- ✓ Additional full conference registrations: *platinum (3), gold (2), silver (1)*
- ✓ Use of the ISBER platinum, gold, silver, or bronze corporate partner logo
- ✓ Commensurate company recognition through signage and announcements, the meeting program, and the meeting website
  - ✓ Company logo and hyperlink on the ISBER website ([ww.isber.org](http://ww.isber.org))
  - ✓ Priority booth allocation



Do you want to interact with delegates or share information? The following opportunities are for you!



# Exhibit Booth

\$2,000 - \$4,500

Meet face-to-face with your target audience!

**Plus the following additional benefits:**

- ✓ Pre- and post-conference delegate mailing lists
  - ✓ One full conference registration
  - ✓ One exhibit only registration
- ✓ Company logo and profile in meeting program and app





# Corporate Symposium

\$12,000, Exclusive\*  
Expected Attendance = 200

Present information directly to your target audience! Determine the content, speakers, and promotional materials for a one-hour lunch symposium.

**Plus the following additional benefits:**

- ✓ Company logo and description in the program and app
- ✓ Symposium listing, summary, and objectives in the program and app
  - ✓ Pre- and post-conference delegate mailing lists
  - ✓ Lunch included





# Corporate Workshop

\$4,500, Non-Exclusive  
Expected Attendance = 50

Present information directly to your target audience! Determine the content, speakers, and promotional materials for a one-hour concurrent workshop.

**Plus the following additional benefits:**

- ✓ Company logo and description in the program and app
- ✓ Workshop listing, summary, and objectives in the program and app



# Mobile App

\$8,000, Exclusive\*

Make multiple, daily impressions on the meeting delegates and interact in a fun and novel way!

2017 Statistics	Details of Sponsorship
<ul style="list-style-type: none"><li>✓ 60% adoption rate in 2017</li><li>✓ 68,894 page views</li><li>✓ 164 page views per user</li></ul>	<ul style="list-style-type: none"><li>✓ One customized push notification</li><li>✓ Pick one question within the mobile app game</li><li>✓ Your company logo on the splash screen and rotating banner</li></ul>





# Push Notifications

\$1,000

The optimal way for you to make important announcements and promotional offerings to attendees directly. Use a push notification to remind delegates to stop by your booth, attend your corporate event, or take part in a challenge!

*Helpful hint:*

*Keep it fun! Use your push notification to challenge delegates to a contest or let delegates know of a tasty treat available at your booth to encourage them to stop by and talk to your representatives.*





# Program Advertisements

\$500 - \$2,750

Let delegates know what your company has to offer in 2018!

## Options include:

Outside back cover, full page, color - \$2,750

Inside front cover, full page, color - \$2,500

Inside back cover, full page, color - \$2,250

One page, color - \$1,500

One page, B/W - \$1,200

Half page, full color - \$1,000

Half page, B/W - \$750

Quarter page, B/W - \$500





# E-Blast

\$1,500 - \$2,500

Build a buzz around your new products in advance of the meeting by letting delegates know what you have to offer!

March - \$1,500    May - \$2,500

April - \$2,000    Post-Conference - \$2,500

*Helpful hint:*

*Include a quick survey with your e-blast to gain feedback regarding what delegates are most excited to see from your company at the meeting!*



# Hotel Drops

\$1,500 - \$2,500

Share information with delegates staying at the conference venue by having a flyer dropped in their hotel room.

*Helpful hint:*

*Use this opportunity to let delegates know about new company products or services and encourage them to stop by your booth or attend your corporate workshop for more information.*



Do you want to increase your brands  
visibility at the meeting? Check out these  
high-visibility opportunities!





# Reception Sponsorship

\$5,000 - \$15,000

Sponsor a reception for conference delegates to encourage networking, and your company logo will be front and center!

**Welcome Reception - \$6,000 - \$15,000**

*All conference delegates invited to attend, takes place in exhibit hall*

**Industry Reception - \$10,000 Exclusive**

*All conference delegates invited to attend*

**Early-Stage Professionals Reception - \$5,000 Exclusive**

*All early stage professionals invited to attend*





# Gala Dinner Sponsorship

The ISBER Gala is the premiere social event at the ISBER Annual Meeting, with tickets selling out the past two years! Make your brand visible at this event!

**Platinum Event Sponsor - \$10,000**

*(corporate table (10 tickets), company colors in décor, logo on all signage)*

**Gold Event Sponsor - \$5,000**

*(logo on all signage)*

**Entertainment Sponsor - \$3,000**

**Wine Sponsor (2) Red/White - \$3,000**

**Corporate Table (10 tickets) - \$1,000**



# Elevator Door Wrap/ Escalator Decal

\$6,000 each, per level | \$12,000 both

Put your company image front and center by wrapping the elevators and/or escalators that delegates will take between conference levels and up to their hotel rooms in your branding!



# Wi-Fi Sponsorship

\$7,500

Prominent signage around the meeting venue and in the program will let delegates know that their Wi-Fi is a result of your company's generosity!

*Helpful hint:*

*Create a custom password for connecting to the Wi-Fi network that will highlight your company and your products.*

*Ex. Password: CryoStorage*

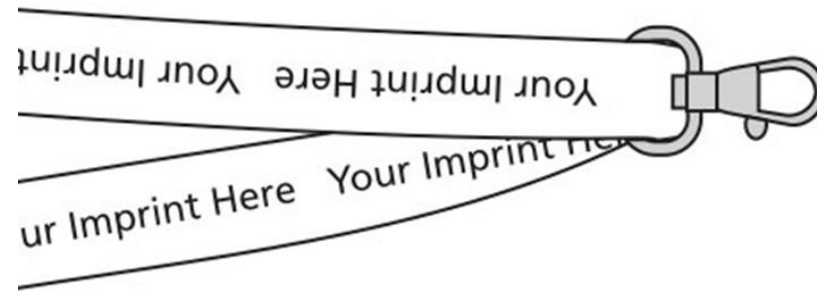




# Delegate Bag/Lanyard

\$4,500 Delegate Bag | \$3,500 Lanyard

All delegates receive a delegate bag and a name badge lanyard. Have your logo included on these items for constant brand impressions during and after the event.







# Live Webcast Sponsorship

\$5,000

In 2017 ISBER hosted its first-ever live webcast of a plenary session at the meeting to viewers around the world! Be a part of this exciting educational opportunity!

## Sponsorship includes:

- ✓ Acknowledgement on conference signage
- ✓ Acknowledgement to live webcast viewers
- ✓ Acknowledgement on webcast recording
- ✓ Acknowledgment on marketing materials



# E-Poster Station/ Charging Station

\$5,000 each

The **e-poster station** is a popular location at the meeting as this is where delegates go to view the abstract posters. Brand the area with your company logo and colors!

New in 2018 we will have a **charging station** for delegates to charge their various devices. We expect this to be a heavily visited area that you can brand with your logo and company colors!



# Photo Booth

\$5,000

The photo booth is a popular and fun attraction in the exhibit hall! Increase your visibility at the meeting by having your logo front and center!

*Helpful hint:*

*Provide props that double in promoting your products! Examples: cardboard cut-outs of cryo storage containers, test tubes, lab goggles. Remember, keep it fun and goofy!*





# Hotel Keys

\$5,000

Have your company logo included on the hotel key cards that each delegate staying at the conference venue will receive when checking in to their hotel room and will use for the duration of the meeting.





# Questions?

If you have any questions please contact:



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