

Biocom Webinar

Sponsorship Opportunities

Be a sponsor of Biocom's Webinar Programming. Each year Biocom offers our members the opportunity to engage in valuable programs, while connecting with industry experts from where and when its most convenient for them. In an era of over calendaring, Biocom Webinars cater to the life science professional who is looking for educational forums without the time commitment of commuting. Corporate Sponsors have the choice between participating as a Webinar Series Sponsor (which includes multiple programs in a 12 month period) or Sponsor one custom Webinar.



WEBINAR SERIES SPONSORSHIP

SPONSORSHIP INVESTMENT IS \$7,500 FOR THE SERIES

Up to 3 non-competing sponsors for the series.

We will provide 4-6 educational webinars featuring industry experts per year. These webinars will be open to members and non-members and will average 100 attendees during the live presentation. After the live program, recordings of The webinars will be available on our on-demand library located at www.Biocom.org.

Sponsorship of Biocom's Webinar Series will allow for, increased brand awareness, industry education, and provide a high-quality list of new business development contacts.

Programming

- Opportunity to help drive content
- Opportunity to address the attendees prior to the webinar event to highlight organization—2 times within the series (at Biocom's discretion)

Business Development

- Access to 75-100+ registered attendees including access to final registration list

Brand Exposure/Corporate Marketing

- Positioned as Biocom Webinar Series Sponsor, including logo recognition and link featured on our webinar page and in all promotion of the series
- Sponsorship recognition at the beginning and end of each program within the series, both live and on-demand recordings
- Opportunity to utilize Biocom's social media (Twitter, Facebook, LinkedIn) to promote additional information about company specific items not related to conference (upcoming events, promotions, etc.)
- Opportunity to be a "Featured Sponsor" in our Biocommunique newsletter that targets 15,000 readers. The "Featured Sponsor" article includes a brief description of the company, the events they are currently sponsoring, and additional information that might be beneficial to Biocom members.
- Webinar added to Biocom On Demand Video Library for at least a 12 month period

Webinar Sponsorship Opportunities

CUSTOM BIOCOM SPONSORED WEBINAR

SPONSORSHIP INVESTMENT IS \$5,000 PER LIVE WEBINAR

Based on Biocom Team Approval

Sponsorship of a Biocom Custom Webinar will allow for, increased brand awareness, industry education, and provide a high-quality list of new business development contacts.

Programming

- Opportunity to drive content.
- Opportunity to moderate/facilitate a Biocom Exclusive Webinar, presented by your organization. Based on Biocom Team Approval.

Marketing Add On Opportunity- \$2,000

- Webinar added to Biocom On Demand Video Library for at least a 12 month period
- Opportunity to have sponsored editorial content published in Biocom's Events Blast

Business Development

- Access to 75-100+ registered attendees including access to final registration list

Brand Exposure/Corporate Marketing

- Positioned as webinar sponsor, including logo recognition and link featured on the webinar page and in all promotion of the live webinar
- Sponsorship recognition at the beginning and end of the webinar (Slide recognition)
- Opportunity to work with Biocom to create content relevant to the entire Biocom membership, this will be offered in webinar format using Biocom FUZE Platform
- Opportunity to provide registered webinar attendees a company overview/one pager

INTERESTED IN SPONSORSHIP OPPORTUNITIES?

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www.biocom.org

