

## SPONSORSHIP INFORMATION PACKAGE

The conference is hosted by the Bioindustrial Innovation Centre. As a sponsor of the 2012 BIC International Conference, you will have an opportunity to position your organization as a leader and supporter of the bioproduct industry in Canada. For pricing and additional information, please contact Mary Prendiville, Manager of Business Development at (519) 383 8303 ext 238 or [mprendiville@researchpark.ca](mailto:mprendiville@researchpark.ca)

### **PLATINUM SPONSOR: (Name Badge Lanyard) \$8,000**

*All attendees will be wearing a name badge and lanyard with your company's name and/or logo. What better way to have your company's brand consistently present throughout all areas of the conference.*

#### **Recognition on Name Badge Holder & Lanyard**

- Company logo printed on name badge lanyards for all attendees

#### **Marketing/Branding Opportunities:**

- One complimentary (8 X 10) premium exhibit space in the main auditorium
- Two e-mail blasts to all conference attendees
- One piece insert in all conference bags
- Company logo and link to company website on the conference website
- Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website
- Company logo (linked to company website) on every e-mail blast promoting the event. Company literature at designated sponsor table in high traffic area
- Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation
- Full page advertisement in onsite program guide
- Three complimentary full conference registrations

### **GOLD SPONSOR : Lunch \$5,000 (TWO AVAILABLE)**

*Take a break from the conference sessions to network with business colleagues and contacts. Enjoy a great meal while signage highlights your company throughout the luncheon. A captive audience and a great way to showcase your company*

- Recognition at lunch
- Company logo on signage displayed at event
- Tabletop cards displaying company logo on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees

**Marketing/Branding Opportunities:**

- One piece insert in all conference bags
- Company logo and link to company website on every page of the conference website
- Company name and logo together with the conference name and logo displayed on a Welcome Banner in the conference registration and information area for the duration of the conference
- Acknowledgement at opening and closing conference
- Visual recognition in general session sponsor slide presentation
- Two complimentary full conference registrations

***GOLD SPONSOR: Welcome Reception \$5,000***

*An opportunity to meet and mingle with industry representatives, the evening reception is located in the hotel and will be attended by most registrant. This sponsorship offers maximum exposure and includes prime marketing opportunities at the event and through promotional materials*

- Company logo on signage displayed at event
- Tabletop cards displaying company logo on buffet tables
- Verbal recognition during reception
- Opportunity for sponsor representative to address reception attendees

**Marketing/Branding Opportunities:**

- One piece insert in all conference bags
- Two e-mail blasts to all conference attendees
- Company logo and link to company website on every page of the conference website
- Company name and logo together with the conference name and logo displayed on a Welcome Banner in the conference registration and information area for the duration of the conference
- Acknowledgement at opening and closing conference
- Visual recognition in general session sponsor slide presentation
- Two complimentary full conference registrations

***SILVER SPONSOR: Breakfast \$3,000 (Two available)***

- Recognition at breakfast
- Company logo on signage displayed at event
- Tabletop cards displaying company logo on buffet tables

**Marketing/Branding Opportunities:**

- One piece insert in all conference bags
- Company logo and link to company website on every page of the conference website
- Company name and logo together with the conference name and logo displayed on a Welcome Banner in the conference registration and information area for the duration of the conference
- Acknowledgement at opening and closing conference
- Visual recognition in general session sponsor slide presentation
- Two complimentary full conference registrations

***BRONZE SPONSOR : Refreshment Break \$2,000 (three available)***

***: Session sponsors \$2,000 (five available)***

- Recognition at Refreshment Break
- Tabletop cards displaying company logo on buffet tables
- Company logo on signage displayed at events

**Marketing/Branding Opportunities:**

- One piece insert in all conference bags
- Company logo and link to company website on every page of the conference website
- Company name and logo together with the conference name and logo displayed on a Welcome Banner in the conference registration and information area for the duration of the conference
- Acknowledgement at opening and closing conference
- Visual recognition in general session sponsor slide presentation
- Opportunity to promote separate side event to conference attendees through the conference website
- One complimentary full conference registration

**We would be pleased to discuss other levels of sponsorship and corresponding benefits.**

SPONSORSHIP & ADVERTISING OPPORTUNITIES	
Company/ Organization: _____	
Address: _____ _____	
Phone: (____) _____ Fax: (____) _____	
Email: _____	
Manager / Contact: _____ Title: _____	
Authorizing Signature: _____ Date: _____	
Platinum	\$8,000
Gold	\$5,000
Silver	\$3,000
Bronze	\$2,000

**Please make sponsorship checks out to:**  
**Bioindustrial Innovation Centre**  
**1086 Modeland Road,**  
**Sarnia, Ontario, Canada**  
**N7S 6L2**

If you need to be invoiced for your sponsorship, please contact Mary Prendiville or Murray McLaughlin by e-mail so an invoice can be sent to you for processing.

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