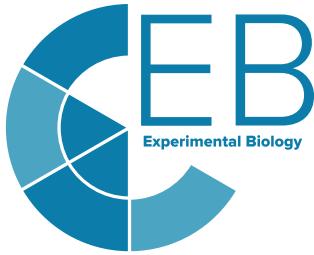


**2021 APRIL  
27–30**

**Virtual Exhibit and Sponsorship Opportunities**



# 2021 APRIL 27–30

## A new virtual experience

Experimental Biology is the annual meeting of five societies comprised of more than 12,000 scientists and over 25 guest societies.

Our new virtual meeting will offer opportunities to connect with scientists from around the world representing academic institutions, government agencies, non-profit organizations and industry, exploring cutting edge science in anatomy, biochemistry, molecular biology, investigative pathology, pharmacology and physiology.

The virtual experience at this multidisciplinary, scientific meeting will feature plenary lectures, workshops, symposia, career services, over 7,000 scientific poster presentations, and wouldn't be complete without exhibits spotlighting products and services integral to this professional community.

Exhibit and sponsor at EB 2021 and take advantage of virtual tools to build new relationships with global scientists and generate leads.

The Annual Meetings of



# Virtual Exhibit Packages

BENEFITS	GOLD	SILVER	BRONZE
Company Description (1000 characters)	◆	◆	◆
Product Categories	◆	◆	◆
Company Logo	◆	◆	◆
Website Links	5	3	1
Brochure / PDF Upload	5	3	1
Analytics Report	◆	◆	◆
Video Chat	◆	◆	◆
Raffle Giveaway	◆	◆	◆
Full Conference Registrations	3	2	1
Product Video (up to 3 minutes)	◆	◆	
Attendee List (Mailing addresses only)	◆	◆	
Booth Banner Ad	◆		
Lead Retrieval	◆		
EB Talk (30 minutes)	◆		
<b>Exhibit Booth/Sponsorship Fee</b>	<b>\$4,500</b>	<b>\$2,500</b>	<b>\$1,200</b>

## Virtual Exhibit Upgrades

### Lead Retrieval – \$400 a la carte

Make the most of your virtual exhibit booth by receiving detailed, real time attendee information. Leads are generated when attendees click the “Request Info” button on your booth, granting attendee contact information from those who have opted to release their contact information. Exhibitors are able to access real time analytics reports, detailing booth views, asset views, information requests, and attendee contact information.

### Booth Banner Ad – \$300 a la carte

Ramp up your booth’s style with a prominent banner ad at the top of your exhibitor profile. This 1920 x 250 pixel jpeg or png banner will feature your company’s custom artwork, and link to your preferred URL.

# Virtual Sponsorship Opportunities

Virtual sponsorships at EB 2021 give your company highly visible brand recognition. With prominent, hyperlinked logo placement and detailed analytics, you can reap the benefits of the virtual pivot and support EB 2021, all in one.

All EB 2021 sponsorship opportunities include the following benefits:

- Company logo listed on EB website with hyperlink
- Company logo listed on virtual platform with hyperlink
- Sponsor recognition on pre-session screens
- Sponsor ribbon on virtual exhibit booth

## Educational Opportunities

### ePoster Gallery \$8,000

Support the presentation award program, which align your company with one of the most highly anticipated features of EB 2021 as the official sponsor of the ePoster Gallery. In this extremely interactive virtual gallery, attendees can access the digital poster, poster audio, poster abstract and presenter information. They can also rate the posters, engage in Q&A, a discussion board, and video chat. Posters can be browsed in a number of ways, including by day, theme, category, presenter and a thumbnail gallery. Sponsorship benefits include a prominent banner ad in the ePoster Gallery.



### EB Talks \$2,500

Promote your company's products and services with a pre-recorded 20-minute product demonstration with 10-minute live Q&A during prime meeting attendance times. The webinar will be available for on-demand viewing after the presentation has concluded. Virtual booth required. Additional benefits include:

- Logo recognition in virtual session room
- Access to live platform for Q&A via text chat
- Session description listing on the EB Agenda
- Benefits presented live within the platform and on-demand after the live event has concluded
- Attendee viewership statistics for each sponsored presentation

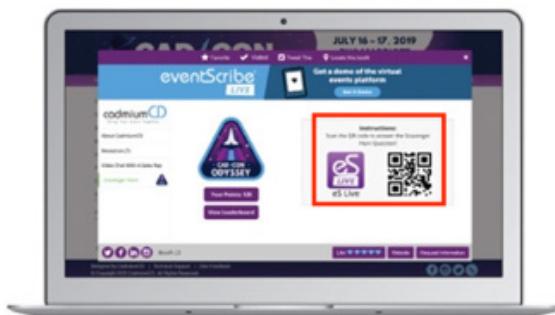
## Networking Opportunities

### Trivia Quest \$1,000 (Maximum 30 participants)

Drive traffic to your booth and generate leads with the virtual Trivia Quest game! As a participating exhibitor, you will have a Trivia Quest button in your virtual booth and exhibitor listing. When the button is clicked, or the unique QR code is scanned, a custom trivia question will be displayed, and a lead is captured for your booth. Attendees must answer these trivia questions to earn points for a chance to win prizes. The program includes a real-time leaderboard within the event platform. Attendees will be encouraged to visit all participating exhibitors to increase their chances of winning. EB will recognize participating exhibitors in each prize announcement.

Sponsor receives the following benefits:

- Recognition as a Trivia Quest participant with a booth badge
- Lead capture for all attendees that access your booth and scan the QR code
- Promotion as a Trivia Quest participant in all contest promotions



## Networking Opportunities (cont.)

### Trivia Quest Leaderboard \$5,000 (Exclusive)

Drive traffic to your booth and generate leads with the Gamification is an essential part of any conference, and its strategy and success translate perfectly to the virtual format. Post your company's logo in one of the most frequented places on the platform: the real-time Trivia Quest leaderboard. The leaderboard allows participating attendees to see the status of the top scorers of the game, which creates a sense of competition between the attendees as they refer to it to see how they're scoring.

### Birds of a Feather Networking Room \$1,000

Promote your company's products and services with a Use your networking room to bring attendees with similar interests together or offer a virtual session on a variety of fun topics. Companies can choose a theme for the topic and invite attendees who have indicated interest. Sessions don't have to be all work and no play. With some creativity, you can pull together out-of-the-box sessions that generate buzz, like hosting a yoga session, cocktail hour or trivia contest. Your 60-minute networking room would be included in the EB Schedule at a Glance. Topic must be approved by EB. Limited number of rooms available. Maximum 75 participants. Virtual booth required.



### Morning Buzz \$1,000 (4 opportunities available)

Drive traffic to your booth by treating attendees to coffee first thing in the morning! Give away \$5 Starbucks e-giftcards to the first 50 booth attendees of the day and begin the day by generating 50 leads. Host an optional 5 minute introduction or demo, and post the giveaway link at the end. Sponsorship includes promotion from EB via social media and agenda item to alert participants of your giveaway.

## Email Marketing Advertising

Attendees are more dependent than ever on the information they receive from EB via email. Take advantage of this great opportunity to send your company's message along with vital conference information, reaching a mailing list of over 100,000 recipients.

### Registration Email Confirmation \$7,500 (Exclusive)

Be the first to welcome attendees to EB 2021! Your banner ad will be clickable from the final registration confirmation screen. Your company's banner ad will also be included near the top of registration confirmation emails and the platform access event reminder. (Minimum 2 emails sent per registrant.)

### Know Before You Go Email \$7,500 (Exclusive)

An exclusive opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message can reach all of the registered EB attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

### EB 2021 Prospect Messaging \$5,000 per newsletter

Include your banner ad at the top of the EB 2021 promotional messaging. EB will send approximately five (5) promotional newsletters counting down to the conference, to a list of over 100,000. Your company message can reach the EB attendees as they plan for the new virtual conference. Take advantage of this great opportunity to send your company's message along with vital conference information.

### EB 2021 News Daily Emails \$5,000 per day (One sponsor per day)

Cut through the noise with an ad in the EB 2021 News Daily. These daily show emails are sent to the full promotional EB list of over 100,000 attendees and include important conference updates and highlights. With one (1) advertising opportunity available per day, your brand will be featured prominently in front all of the conference attendees. Sponsorship includes one (1) banner ad with link to your preferred URL on day of your choice.

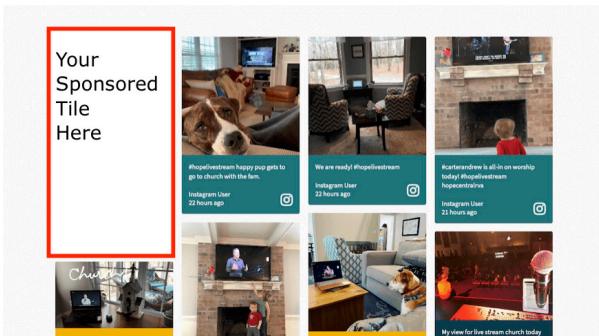
## Social Media

### Social Media Outreach \$4,000

Reach the EB audience on social media and maximize your visibility. Sponsorship includes two (2) posts on Twitter and two (2) posts on Instagram during EB 2021. EB will work with the sponsor to develop the post schedule.

### EB Social Wall \$1,000 (5 opportunities available)

The EB Social Wall, from third party vendor Walls.io, will collect and display all social media content during EB 2021. Sponsorship includes a static tile ad on the wall, visible to attendees every time they check the social wall during the conference.



## Branding Opportunities

### EB Session Banner Ad \$5,000

Place your company's banner ad on the EB Session for the host society or track of your choosing. Your company message will be visible to attendees as they watch sessions throughout the conference. Your banner ad will include a click-through link that sends attendees directly to your exhibit booth.



### EB Welcome Video \$5,000

Sponsor the EB Welcome Video and be the first to welcome attendees to the conference. Your company message will be visible to attendees as they come into the virtual platform on the EB Virtual Platform Landing Page, where all the action takes place. Your video ad can include a click-through link that sends attendees directly to your exhibit booth.

### EB Landing Page Tile Ad \$4,000

Receive worthwhile impressions with an ad on the EB Virtual Platform Landing Page, placed among all major destination buttons. Your ad will include a hyperlink to your exhibit booth or preferred URL. No more than five ads will rotate on this tile.



## Branding Opportunities (cont.)

### EB Scientific Session Promotional Slide (4 opportunities available per host society)

**\$3,500**

Feature your company's message on a full-screen slide, shown between EB scientific sessions. Align your company with the EB society of your choice. Each Society will have slides rotating between sessions. Your slide will play consistently throughout the entire day of that society's scientific sessions, offering you thousands of impressions. Choose the day you want your slide to play.

### Exhibit Hall Advertising

**\$2,000**

Brand the EB Virtual Exhibit Hall with your ad on the Exhibit Hall page and on the Exhibit Browsing page. Attendees will navigate the interactive exhibit hall to access additional information about exhibitors, and frequent the hall for the event's gamification, Trivia Quest. Sponsorship includes your company logo on 2 pages, both with links to your preferred URL.



## EB Career Central

### Career Central

**\$7,500**

Put your banner ad at the top of the EB Career Center Landing Page. All attendees will check this page to see the opportunities that the EB Career Center can offer them. This page will definitely receive thousands of impressions. Your sponsorship includes your hyperlinked banner ad. Exclusive. Only one sponsorship available!

### Micro-Learning Hubs

**\$4,000**

Sponsor your choice of three (3), 10-15 minute pre-recorded, on-demand sessions on a range of topics. Sponsorship benefits include a video session banner ad on all related sessions, and prominent, hyperlinked logo placement on the Micro-Learning Hub page. No booth required.

### Career Conversation Round Tables

**\$4,000**

Graduate and post-doc attendees will be reaching out for mentoring through the EB Career Center. Your hyperlinked banner ad can be placed at the top of the Career Conversation Round Tables sub-page where it will be seen repeatedly throughout the conference, and logo recognition in the mentor video chats.

### Doctoral Program Recruiting

**\$2,000**

Formerly Doctoral Tables. Set-up your own private networking room and meet with talented and diverse students to explore how your scientific doctoral program can help them further their career goals. This sponsorship includes a branded video meeting room, with one-on-one and group chat capabilities, available to your company throughout the conference.

## Reserve your virtual opportunity

### Exhibit Sales and Management

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EB 2021 Exhibit Manager

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