

SPONSORSHIP  
OPPORTUNITIES

**CONNECTOR**

A PRODUCT OF **EBD** GROUP



## WHAT IS THE **CONNECTOR** ?

Connecting and building your personal network is now more important than ever. EBD Connector is here to help fill that void!

Effectively connect with the business leaders in **pharma, biotech, technology transfer, investors** via personalized messaging. Enjoy the priceless perk of **live networking**, a steady stream of digital connections, **on-demand content, webinars** and more. You might even find a mentor or become a mentee! The opportunities are endless.



**INFINITE OPPORTUNITIES TO BUILD LIFE SCIENCE  
INDUSTRY CONNECTIONS!**

### INTERVIEW SPONSORSHIP

**LAUNCH PRICE: EUR 4,000**

**LIST PRICE: EUR 5,000**

#### Position a Thought Leader!

Reach a new audience with an interview or video of a leader to highlight your offer.

Your sponsored interview will include your logo\* on:

- the Dashboard and
- the Leadership Spotlight page

\*Your logo on the Leadership Spotlight page can be linked to your company website if desired.

**DURATION:**

2 WEEKS ON DASHBOARD  
3 MTHS ON PEOPLE PAGE

**EXCLUSIVITY:**

-

**1 ANNUAL MEMBERSHIP:**



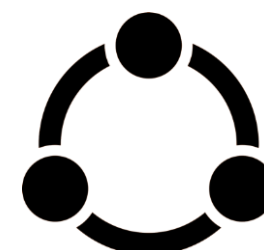
**LINK INCLUDED:**



**LEAD GENERATION:**



### DID YOU KNOW?



**73%**

of life science experts report that content is seen as more credible when it is created by, or co-branded with an independent third party, rather than produced solely by a vendor.

2021 Audience Survey: informa connect life sciences

### PROGRAM EXTENSION

**LAUNCH PRICE: FREE OF CHARGE**

**LIST PRICE: EUR 2,500**

Repurpose and extend the reach of your previously produced video content!

Your content piece will be posted on the CONNECTOR website, as well as in the CONNECTOR itself.

**DURATION:**

1 MONTH

**EXCLUSIVITY:**

-

**1 ANNUAL MEMBERSHIP:**



**LINK INCLUDED:**



**LEAD GENERATION:**



### DID YOU KNOW?



**82%**

report challenges in finding enough high-quality content to stay informed.

2021 Audience Survey: informa connect life sciences



### COMPANY SPOTLIGHT

**LAUNCH PRICE: EUR 4,000**

**LIST PRICE: EUR 5,000**

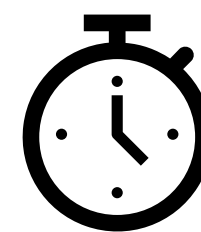
#### OPTION 1 – PUBLIC AUDIENCE:

Put your company in the spotlight with your own content on the official EBD CONNECTOR website. Your logo will be featured prominently on the HOME page for 1 month and link to a landing page created by us where your content will be placed.

In addition, you will also be featured within the Company Spotlight page on CONNECTOR

Links to your company members on CONNECTOR can be included.

<b>DURATION:</b>	1 MONTH
<b>EXCLUSIVITY:</b>	-
<b>1 ANNUAL MEMBERSHIP:</b>	<input checked="" type="checkbox"/>
<b>LINK INCLUDED:</b>	<input checked="" type="checkbox"/>
<b>LEAD GENERATION:</b>	-



**93%**

say it's too time-consuming to find and validate high-quality and relevant content online.

2021 Audience Survey: informa connect life sciences

## COMPANY SPOTLIGHT

**LAUNCH PRICE: EUR 4,000**

**LIST PRICE: EUR 5,000**

### OPTION 2 – CONNECTOR AUDIENCE:

Put your company in the spotlight!

Your company will be featured on the CONNECTOR Spotlight page, and will feature your logo, company name linked to your company website, up to 500 words short description, and a video or any other content piece you provide including lead generation.

Links to your company members on CONNECTOR can be included.

**DURATION:**

1 MONTH

**EXCLUSIVITY:**

-

**1 ANNUAL MEMBERSHIP:**



**LINK INCLUDED:**



**LEAD GENERATION:**



**LIVE NETWORKING SESSION**

**LAUNCH PRICE: 2,500**

**LIST PRICE: EUR 3,500**

**Ask me anything!**

Engage directly with prime industry leaders and host your own one hour live networking session.

Promoted via Connector Dashboard, networking page, and announcements in digest e-mails.

Contains your company logo, hosted on Networking page and in the weekly digest.

**Optional:** Host recorded session for one month on Networking Page

<b>DURATION:</b>	1 HOUR
<b>EXCLUSIVITY:</b>	-
<b>ANNUAL MEMBERSHIP:</b>	-
<b>LINK INCLUDED:</b>	-
<b>LEAD GENERATION:</b>	+ EUR 1,000



### **STRAVA CLUB SPONSORSHIP**

**LAUNCH PRICE: EUR 2,500**

**LIST PRICE: EUR 3,500**

Your company name and logo will be featured on the STRAVA club banner within the CONNECTOR page and you may add a banner ad to the club page.

Option to organize a raffle amongst participants or donate to a charitable organization per activity in the group.

Let's get out of that chair!

# STRAVA

**DURATION:**

1 MONTH

**EXCLUSIVITY:**



**ANNUAL MEMBERSHIP:**

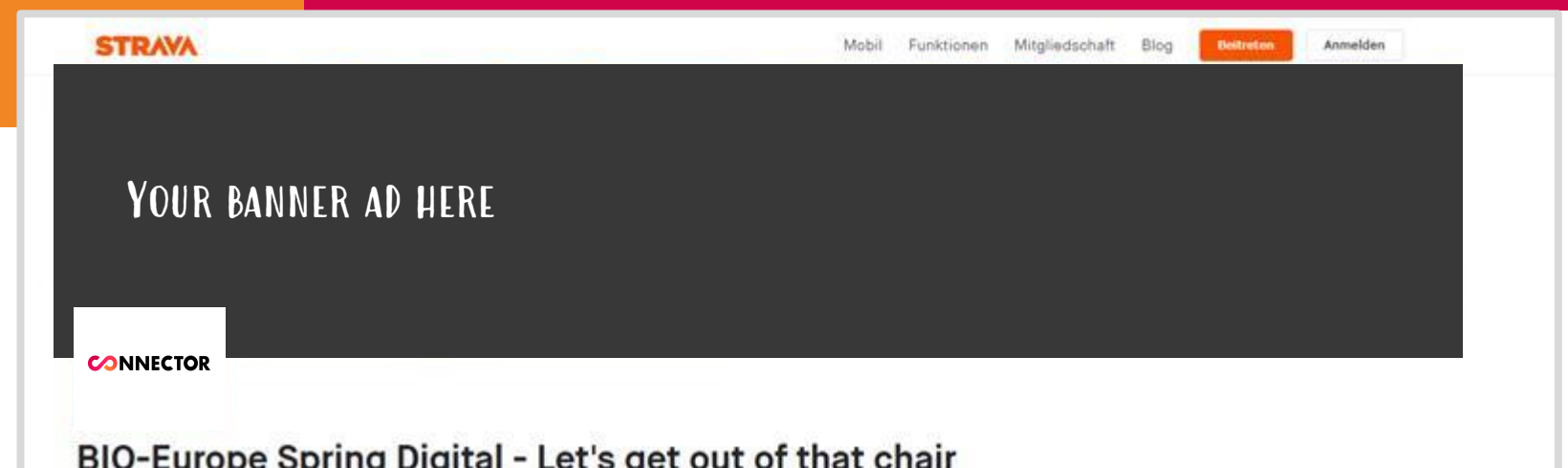
-

**LINK INCLUDED:**



**LEAD GENERATION:**

-





### CONNECTOR SPONSORSHIP

**LAUNCH PRICE: EUR 5,000**

**LIST PRICE: EUR 7,500**

As Connector Sponsor, your logo will be in the spotlight by being included on the Connector header branding. This is included on every page of the Connector and at the top of all notification emails sent by the platform, including the weekly digest.

<b>DURATION:</b>	1 MONTH
<b>EXCLUSIVITY:</b>	✓
<b>1 ANNUAL MEMBERSHIP:</b>	✓
<b>LINK INCLUDED:</b>	-
<b>LEAD GENERATION:</b>	-

### WHAT WILL IT LOOK LIKE?



### **“THERAPEUTIC” SPONSORSHIP**

**LAUNCH PRICE: EUR 4,000**

**LIST PRICE: EUR 5,000**

#### Sponsor the “Therapeutic Spotlight” topic!

Your company logo will be prominently displayed on the “Therapeutic Spotlight” page. It will also be included in the Connector digest emails promoting the next therapeutic spotlight topic. Your logo can also be linked to your company website or any other website of your choice.

Upgrade possibility: Company Spotlight.

**DURATION:**

1 MONTH

**EXCLUSIVITY:**



**1 ANNUAL MEMBERSHIP:**



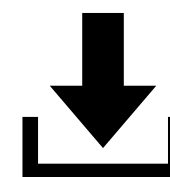
**LINK INCLUDED:**



**LEAD GENERATION:**

POSSIBLE

### **DID YOU KNOW?**



**88%**

of decision makers rely on use communities, forums, industry events and experts as a typical source of information.

### DASHBOARD BANNER AD

**LAUNCH PRICE: EUR 4,000**

**LIST PRICE: EUR 5,000**

Prime visibility on **CONNECTOR** dashboard!

Your banner ad will be featured prominently on the dashboard. It may include a trackable link to your website or any other website of your choice.

Upgrade possibility: Company Spotlight.

**DURATION:**

1 MONTH

**EXCLUSIVITY:**



**1 ANNUAL MEMBERSHIP:**



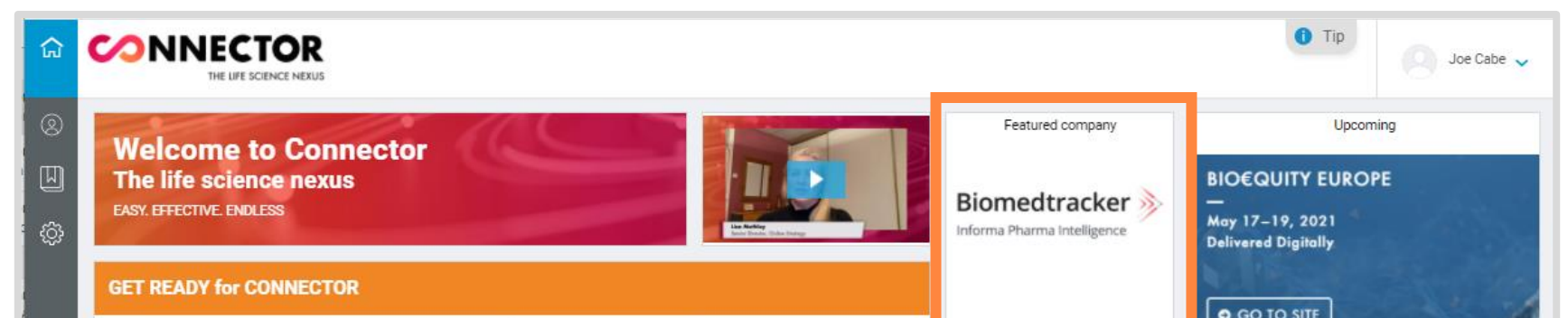
**LINK INCLUDED:**



**LEAD GENERATION:**

POSSIBLE

## WHAT WILL IT LOOK LIKE?



**“THERAPEUTIC” BANNER AD**

**LAUNCH PRICE: EUR 2,500**  
**LIST PRICE: EUR 3,500**

Associate your company with the  
“Therapeutic Spotlight” hot topic!

Your banner ad will be featured on the  
“Therapeutic Spotlight” page. It may include a  
trackable link to your website or any other  
website of your choice.

Upgrade possibility: Company Spotlight.

<b>DURATION:</b>	1 MONTH
<b>EXCLUSIVITY:</b>	-
<b>1 ANNUAL MEMBERSHIP:</b>	<input checked="" type="checkbox"/>
<b>LINK INCLUDED:</b>	<input checked="" type="checkbox"/>
<b>LEAD GENERATION:</b>	POSSIBLE



**BANNER AD COMBO PACKAGE**

**LAUNCH PRICE: EUR 5,000**

**LIST PRICE: EUR 7,500**

**Put yourself in the spotlight!**

Feature your large banner ad on the public Connector website, as well as on the Connector Content Hub.

<b>DURATION:</b>	1 MONTH
<b>EXCLUSIVITY:</b>	-
<b>1 ANNUAL MEMBERSHIP:</b>	<input checked="" type="checkbox"/>
<b>LINK INCLUDED:</b>	<input checked="" type="checkbox"/>
<b>LEAD GENERATION:</b>	-

**CONTACT US TO  
DISCUSS YOUR IDEAS!**

**[sponsor@ebdgroup.com](mailto:sponsor@ebdgroup.com)**

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<https://informaconnect.com/connector/>