

NYBA  
20th ANNUAL  
MEETING  
APRIL 6&7, 2011  
New York Marriott Marquis



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Contact Joe Tortorice:  
jtortorice@nyba.org, 631-444-8861  
For more information, go to [www.nyba.org](http://www.nyba.org)



The Cures  
Start Here  
because  
The Science  
Starts Here.

## Keynote Luncheon Sponsor – \$35,000 2 available (one sold, 1 available)

- Introduction of keynote speaker
- Four complimentary meeting registrations
- One reserved table at luncheon keynote
- One seat reserved at the NYBA Board of Directors Table & Keynote Speaker at lunch
- Company link & logo on website
- 8 x 10 prime exhibit booth space
- Full page black and white ad in final program
- Logo listing in pre-event marketing under keynote sponsor
- Signage during sponsored event
- Opportunity to submit promotional item at designated lunch event table and submit promotional material in meeting registration bags
- Early registration lists (names & addresses)

## Premium Evening Cocktail Reception Sponsor – \$20,000 (sold)

### Track Sponsor – \$20,000 6 available

- Exclusive promotion of full conference track (4 sessions)
- Opportunity for introduction of your organization in every session in track
- Two complimentary meeting registrations
- Tabletop exhibit booth space
- Half page black and white ad in final program
- Logo listing in pre-event marketing under track sponsor
- Signage during sponsored event
- Early registration list (names & addresses)

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### Event Partners

**OSI Pharmaceuticals, Inc. • Pfizer Inc.**

- Alexandria Real Estate Equities • Conner Strong Companies, Inc.
- Forest Laboratories, Inc. • Harter, Secrest & Emery LLP
- Hogan Lovells US LLP • PhRMA

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## Diamond Sponsor – \$15,000

- Five complimentary meeting registrations
- Three exhibit hall only passes
- One complimentary room at the New York Marriott Marquis
- Reserved table at keynote luncheon
- Company link and logo on website
- Presentation opportunity at a NYBA breakfast networker
- 8 x 10 prime exhibit booth space
- Full page black and white ad in final program
- Logo listing in pre-event marketing under diamond sponsor
- Signage in luncheon networking receptions
- Opportunity to submit promotional material in meeting registration bags
- Early registration list (names & addresses)

## Platinum Sponsor – \$12,000

- Four complimentary meeting registrations
- Two exhibit hall only passes
- One complimentary room at the New York Marriott Marquis
- Company link and logo on website
- Reserved table at keynote luncheon
- 8 x 10 prime exhibit booth space
- Half page black & white ad in final program
- Logo listing in pre-event marketing under platinum sponsor
- Signage in luncheon networking receptions
- Opportunity to submit promotional material in meeting registration bags
- Early registration list (names & addresses)

## Gold Sponsor – \$6,500

- Three complimentary meeting registrations
- Two exhibit hall only passes
- Company link on website
- 8 x 10 exhibit booth space
- Half-page black and white ad in final program
- Listing in pre-event marketing under gold sponsor
- Purchase early registration list at discount rate of \$350.00

## Silver Sponsor – \$4,500

- Two complimentary meeting registrations
- One exhibit hall only pass
- Tabletop exhibit booth space
- Listing in pre-event marketing under silver sponsor
- Purchase early registration list at discount rate of \$500.00

## Bronze Sponsor – \$3,000

- One complimentary meeting registrations
- One exhibit hall only pass
- Tabletop exhibit booth space
- Listing in pre-event under bronze sponsor
- Purchase early registration list at discount rate of \$500.00

## OTHER OPPORTUNITIES

<b>Exhibit Hall Coffee Breaks</b> 4 available	<b>\$8,000</b>
<b>Internet Lounge</b>	<b>\$10,000</b>
<b>Innovation Alley/ Poster Session</b> 4 available	<b>\$5,000</b>
<b>Meeting Bag Tags</b>	<b>\$5,000</b>
<b>Meeting Lanyards</b>	<b>\$5,000</b>
<b>Meeting Bag Insertion</b>	<b>\$5,000</b>
<b>Corporate Showcase</b> 4 available	<b>\$5,000</b>

## ADVERTISING OPPORTUNITIES

### Advertising in Final Meeting Program

	Member	Non-Member
Full Page Black & White	\$1,500	\$2,000
Full Page Color	\$3,000	\$4,000
Inside Front Cover (color)	\$4,000	\$4,500
Inside Back Cover (color)	\$4,000	\$4,500
Back Cover	\$5,500	\$6,000

## Notes

- All sponsors receive the following: company description in final program and additional registration(s) at member rate discount.