

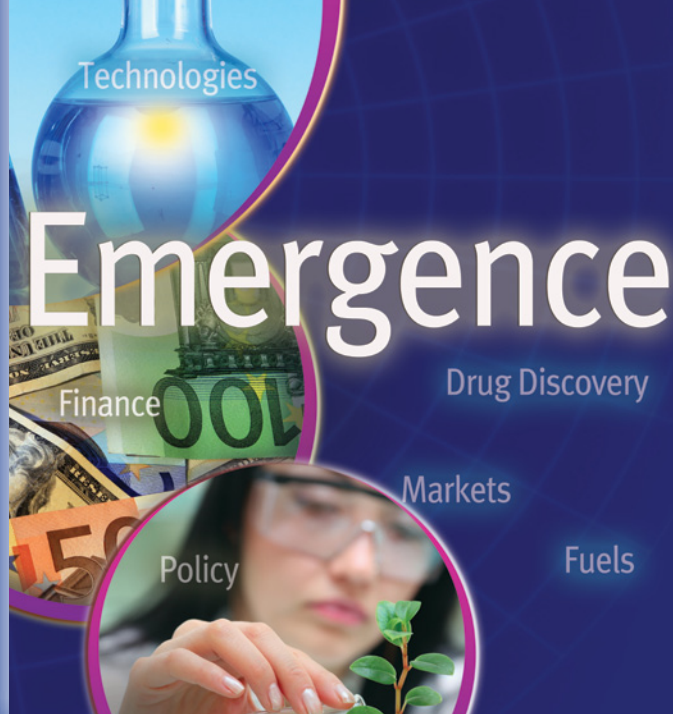
NYBA 21st ANNUAL MEETING
May 2-3, 2012
New York Marriott Marquis

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Contact Joe Tortorice:
jtortorice@nyba.org, 631-444-8861
For more information,
go to www.nyba.org



The Cures Start Here®



Keynote Luncheon Sponsor – \$35,000 **2 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

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)

Event Partners

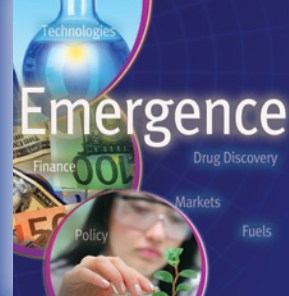
Pfizer Inc.

- **Alexandria Real Estate Equities • BIO • Con Edison**
- **Conner Strong Companies, Inc. • Eisner Amper • Forest Laboratories, Inc.**
- **Harter, Secrest & Emery LLP • Heartland Payment Systems**
- **Kadmon • Kenyon & Kenyon LLP • Mintz Levin**
- **Opus Scientific • PhRMA • Prix Galien USA • VWR**

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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

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

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.