

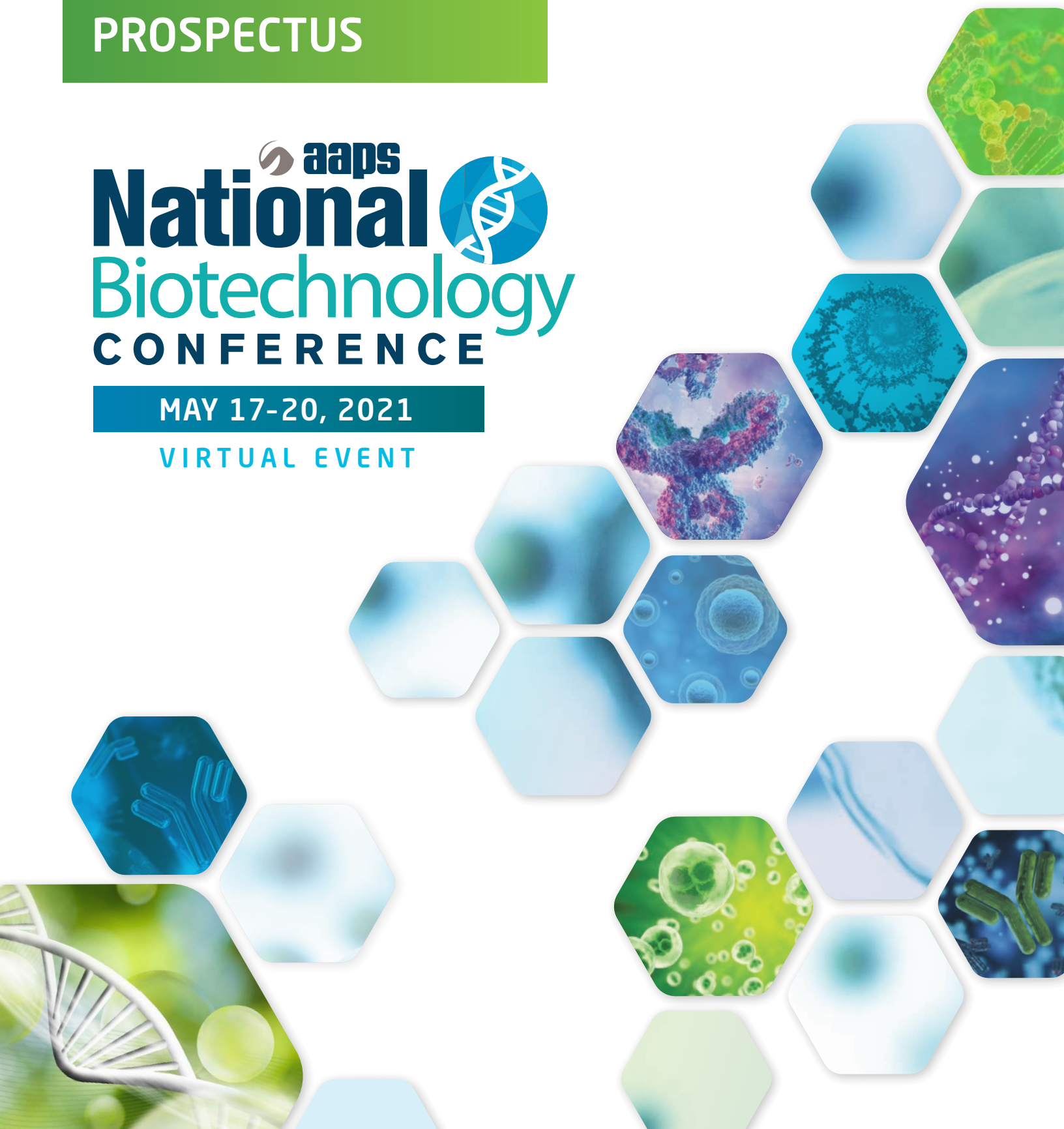
www.aaps.org/nbc

**PARTNERSHIP
AND ENGAGEMENT
PROSPECTUS**

aaps
National 
Biotechnology
CONFERENCE

MAY 17-20, 2021

VIRTUAL EVENT





aaps
National
Biotechnology
CONFERENCE

MAY 17-20, 2021

Dear Partner,

I hope you will join me in celebrating the return of the renowned, and now reimagined, National Biotechnology Conference (NBC). This entirely virtual event will take place May 17-20, 2021.

Our members value your partnership and the caliber of the science and solutions you bring to them. I believe that the NBC will connect you with the scientists with whom you wish to speak, while showcasing your research and expertise in solving the challenges facing them at work. In this prospectus you will find opportunities to **actively participate in the NBC program so that you can your share your science with the community.**

The NBC is returning at a critical moment in the advancement of the pharmaceutical sciences. The topics of the meeting, laid out in a three-track structure, are:

1. Next in Sequence? Nucleic-Acid-Based Therapies: Current State and Future Promise
2. Antibody Therapies: Tackling New Frontiers
3. Cell-Based Therapies: The Future of Regenerative Medicine

The NBC will also offer a Career Development Program focused on developing management and leadership skills, as well as support and opportunities for job hunters.

The strategies AAPS is using to bring participants together with partners online will further evolve with the NBC. Connect 360—an AI-powered matchmaking tool introduced at PharmSci 360—will return with some enhancements. Poster authors will be guaranteed a scheduled time to speak with individual attendees live by video conference.

Director of Corporate Engagement Erik Burns and I both feel communication is vital during this period. We'd like to hear from you as your organization makes decisions about how you'll connect with your clients in 2021, and how AAPS can help in this effort as a partner organization.

Thank you for your continued support of AAPS. I look forward to seeing you at the NBC!



Andrew M. Vick, Ph.D.
2021 AAPS President



Erik Burns, Ed.D., MA, MBA
AAPS Director of Corporate Engagement

TABLE OF CONTENTS

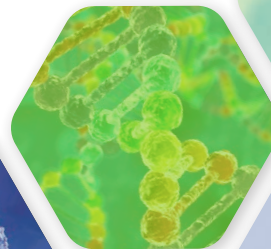
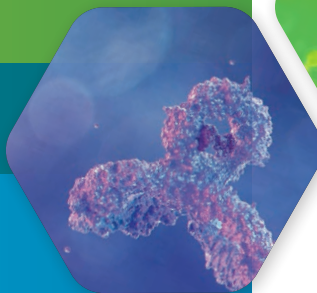
PROGRAM OVERVIEW	4
About AAPS	4
About NBC	4
MEMBER DEMOGRAPHICS AND COMMUNITIES	5
CONNECT 360 – Virtual Matchmaking Success at the NBC!	6
PARTNERSHIP PACKAGES: Be Seen and Support Science	7
THOUGHT LEADERSHIP PACKAGES: Put Your Science on Stage	8
ENHANCEMENT OPPORTUNITIES DETAILS	9
ROI Analysis	9
Pre-Show or Post-Show Webinar	9
Pre-Show or Post-Show Emails	9
Pre-Show Mailing List	9
Attendee List	9

BRANDING PACKAGES: Draw Attention to You!	10
Healthy Start Sponsor	10
Registration Confirmations	10
Connect 360 Confirmations	10
General Session Video	10
Daily Symposia Recognition	10
Rotating Hero Banner	10
Rotating Session Tower Ad	10
Virtual Poster Video Commercial	11
Continued Conversations	11
Recruiter Package	11
ADVERTISING PACKAGES: Promote Your Products and Services	11
PROGRAMMING REQUIREMENTS	12
Partner Presentation	
Rules & Requirements	12
What Is Proprietary	12

PROGRAM OVERVIEW

ABOUT AAPS

The American Association of Pharmaceutical Scientists (AAPS) is a professional, scientific organization of approximately 6,000+ members employed worldwide in industry, government, and academia. Founded in 1986, AAPS advances the capacity of pharmaceutical scientists to develop products and therapies that improve global health.



ABOUT THE AAPS NATIONAL BIOTECHNOLOGY CONFERENCE

AAPS' well-respected **National Biotechnology Conference (NBC)** returns as a virtual experience May 17-20, 2021. Join hundreds of pharmaceutical professionals from industry, academia, and regulatory organizations as we convene online for a **remarkable and reimagined** 4-day event.

SCIENTIFIC PROGRAMMING WILL EXPLORE THREE TRACKS FROM MULTIPLE PERSPECTIVES:



**NEXT IN SEQUENCE?
NUCLEIC-ACID-BASED THERAPIES:**
Current State and Future Promise



ANTIBODY THERAPIES:
Tackling New Frontiers



CELL-BASED THERAPIES:
The Future of Regenerative Medicine

**LEAD THE
CONVERSATION
AND BE SEEN
DOING IT!**

Contact bd@aaps.org to
build your plan for the NBC!



MEMBER DEMOGRAPHICS AND COMMUNITIES

AAPS' 6,000+ scientists include thousands of members working in, or adjacent to, biotechnology. They continue to advance this field through their research as well as through their support of AAPS' unique, broad perspective on biotechnology and its relationship to other fields of research.

6,000+ SCIENTISTS

MOST AAPS MEMBERS BELONG TO A BIOTECHNOLOGY-RELATED AAPS COMMUNITY



A SELECTION of AAPS' Members-only Communities Working in Biotechnology

71% OF MEMBERS*

Bioanalytical	18%
Bioequivalence	12%
Biomarkers & Precision Medicine	10%
Biopharmaceutical Product Attributes & Biological Consequences	9%
Biosimilar Development, Strategy, and Implementation	8%
Chemical and Biological Active Pharmaceutical Ingredient	5%
Global Health	5%
Lipid Based Drug Delivery Systems	12%
Personalized Medicine	8%
Preformulation & Formulation Design/Development	17%
Protein Purification, Storage, Transportation, & Drug-Device Combination	4%
Regulatory Sciences	5%
Sterile Products	9%
Systems Pharmacology	5%
Therapeutic Protein Immunogenicity	9%

* Members may belong to more than one AAPS Community.



CONNECT 360

VIRTUAL MATCHMAKING SUCCESS AT THE NBC!

Connect 360 is an AI-powered matchmaking platform introduced at PharmSci 360 in October, where it drove partner-attendee engagement.

Connect 360 stats at PharmSci 360

40K
RECOMMENDATIONS
MADE

2,196
CONNECTIONS
MADE

596
MEETINGS ACCEPTED

Connect 360 enables you to:

- **SEARCH ATTENDEES** by name, company, and other fields
- **SIFT THROUGH RECOMMENDATIONS** made to you by Connect 360 based on the connections you make
- **INTRODUCE YOURSELF** with a chat message that will jump to attendees' email if they are offline
- **CHAT ONLINE**
- **INVITE ATTENDEES** to meet with you by video chat on the Connect 360 platform
- **UPDATE YOUR CALENDAR** so attendees can see when you're available

After PharmSci 360, the platform received **STRONG, POSITIVE FEEDBACK** from participants who answered the question, "Should AAPS use Connect 360 at future events?"

“Yes. It would be helpful to have everyone on it and use it to share news!”

“Yes, it makes it easy for professionals to meet and exchange ideas.”

“Yes. It seemed like an easier and better approach to networking. Response was also better.”

“Yes! Gives attendees a chance to network in an environment (COVID-19!) where this has been made difficult.”

“YES! Great platform which gives a lot of flexibility and does not require travel, which is getting harder and harder to get approved.”



WATCH A VIDEO of
Connect 360 and
learn more about it.

PARTNERSHIP PACKAGES

BE SEEN AND SUPPORT SCIENCE




Increase your company's exposure while supporting the biotechnology community—be a thought leader at the National Biotechnology Conference!

PARTNER LEVELS

Become an NBC Partner by increasing your total investment spend to reach the Silver Level or higher partnership. In addition to the benefits below, your partnership includes:

- LOGO RECOGNITION ON THE EVENT WEBSITE
- LOGO RECOGNITION ON SLIDES AT THE OPENING AND CLOSING PLENARY SESSIONS

ADDITIONAL BENEFITS BY PARTNERSHIP LEVEL

	 SILVER \$12,500-\$17,500	 GOLD \$17,501-\$25,000	 PLATINUM \$25,001+
LEVEL BENEFITS			
COMPANY LANDING PAGE			
Company Name and Logo	✓	✓	✓
Company Description	✓	✓	✓
Contact Info	✓	✓	✓
Website and Social Media Links	✓	✓	✓
Additional Video Uploads (max 10 minutes)	2	3	4
Top Tier Placement on Exhibitor Page	✓	✓	✓
REGISTRATION			
Complimentary Full Conference	1	3	5
ADVERTISEMENT			
AAPS Newsmagazine Online (Spotlight)	✓	✓	✓
Complimentary Tower Ad		✓	
Complimentary Hero Banner			✓
PRIORITY POINTS			
Additional Bonus Points	250	350	450
DISCOUNTS			
Pre- or Post-Show Webinar	10%	15%	20%
Pre- or Post-Show Email	10%	15%	20%

THOUGHT LEADERSHIP PACKAGES

AAPS scientists are especially interested in seeing research and solutions from the companies that are solving today's challenges.

PUT YOUR SCIENCE ON STAGE

NEW! We've added branding and networking options to select Thought Leadership packages. Every package also includes an optional company landing page. You can add additional options to your package at a discount to maximize your exposure.

All Thought Leadership packages must be purchased by March 1, 2021, to ensure partners can participate fully in scientific programming.

	PARTNER PRESENTATION \$5,000	ROUNDTABLE TECH TALKS \$5,000	TECH CHALLENGES \$5,000	PRE-SHOW WEBINAR* \$6,500
	1-Hour Presentation	1-Hour Presentation	1-Hour Presentation	1-Hour Webinar (at least 8 weeks before the NBC)
PRESENTATION				
Presentation Title (max 10 words)	✓	✓	✓	✓
Presentation Description	✓	✓	✓	✓
Digital Handouts	✓	✓	✓	✓
Pre-recorded Presentation/Talk	✓	✓	✓	✓
Complimentary Full Conference for Speakers	2	2	2	2
Complimentary Networking Only	2	2	2	2
Live Text Q&A	✓	✓	✓	✓
Live Chat	✓	✓	✓	✓
Speaker Profile (name, company, headshot, bio)	✓	✓	✓	✓
COMPANY LANDING PAGE				
Deadline to Upload Task: APRIL 16, 2021				
Company Name and Logo	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Contact Info	✓	✓	✓	✓
Website and Social Media Links	✓	✓	✓	✓
Video Uploads (max 10 minutes)	1	1	1	1
Handouts	5	5	5	5
NETWORKING				
Access to Connect 360	✓	✓	✓	✓
MARKETING				
Pre-Show Email to Target Audience	✓	✓	✓	

* Pre-show webinars are recorded and available on-demand during the NBC.

You will be able to **PROMOTE YOUR PRESENCE** at the show during the webinar and promote the webinar recording while networking at the meeting!

ENHANCE YOUR PACKAGE: Add any of these options to your package at a 25% discount

- ROI Analysis \$2,250
- Pre- or Post-Show Webinar \$5,500
- Partner Session \$3,250
- Roundtable Tech Talk \$3,250
- Tech Challenge \$3,250
- Special Poster Collection \$3,250
- eChalk Talk \$3,250
- Tower Ad \$3,450
- Hero Banner \$9,950
- Pre-Show or Post-Show Email to Target Audience \$1,000
- Pre-Show Mailing List \$1,000

ENHANCEMENT OPPORTUNITIES DETAILS

ROI ANALYSIS

Receive daily access to real-time data showing your company's interactions at NBC or a summary report released after the meeting.

[Click here to receive sample report.](#)

PRE-SHOW OR POST-SHOW WEBINAR

Produce a peer-reviewed webinar with AAPS!

- Focus on the topics you care about
- Promote it to your contacts as part of your pre-event networking
- Watch as AAPS promotes it to 65K+ contacts
- Collect contact information for each webinar registrant, which will be provided after the live event
- Continue directing contacts to your webinar for 30 days before it goes into AAPS' members-only archive, where members will continue to access it

PRE-SHOW/POST-SHOW EMAILS

Target pre-registered participants with your customized message embedded in an NBC template! We'll match your message to the attendees most interested in it. You'll select the audiences you want based on your areas of focus and we'll compare them to registration information we're collecting from attendees. Through a third-party consultant, upload your content or HTML code with your unique message. Dates are available first-come, first-serve.

PRE-SHOW EMAIL DATES

- **6 weeks to show:** April 5–9
(reserved for Pre-Show Webinar)
- **5 weeks to show:** April 12–16
(reserved for Pre-Show Webinar)
- **3 weeks to show:** April 26–30
- **2 weeks to show:** May 3–7
- **1 week to show:** May 10–14

POST-SHOW EMAIL DATES

- **1 week post show:** May 24–28
- **2 weeks post show:** May 31–June 4
- **3 weeks post show:** June 7–11

PRE-SHOW MAILING LIST

Reach registrants with a direct mail piece created and mailed by you. Mailing list includes first name, last name, company, job title, and mailing address to be used once, exclusively for this event. The sample mail piece must be submitted and approved before AAPS will release the list.

ATTENDEE LIST

Receive a registration list of NBC participants so you can prep for the meeting. The list includes attendee name, company name, job title, city/state, and country. Two lists will be emailed to you before the meeting.



BRANDING PACKAGES

DRAW ATTENTION TO YOU!

EXCLUSIVE SPONSORSHIP

HEALTHY START SPONSOR

\$5,750

Virtual 5K: Showcase your brand by sponsoring the Virtual 5K Fun Run/Walk Race! Your brand will be acknowledged on 5K t-shirts and welcome notes as well as general marketing for the event. Then, join the post-run/walk celebration of participants held during the NBC. Your company can open the celebration with a 30-second promotional video.

Morning Yoga: Support a relaxing start to the meeting and put your logo in front of attendees before programming starts. Your company can open the session with a 30-second promotional video.

DEADLINE TO ORDER: March 19, 2021

EXCLUSIVE SPONSORSHIP

REGISTRATION CONFIRMATIONS

\$5,500

Put your customized ad in every registration confirmation. Every participant receives their confirmation upon registration. Includes a Pre-Show Attendee List. Ad placement determined by AAPS.

DEADLINE TO ORDER: April 1, 2021

EXCLUSIVE SPONSORSHIP

Connect 360 CONFIRMATIONS

\$5,500

Sponsor our networking platform, Connect 360. Your company will be featured in the Connect 360 launch email sent to all registrants and will be promoted as a premier sponsor in the exhibitor listing. Includes a Pre-Show Attendee List.

DEADLINE TO ORDER: April 1, 2021

FEATURED SPONSORSHIP

GENERAL SESSION VIDEO

\$8,950

Promote your company's product or service with a 15-second commercial video before the Opening or Closing Plenary.

DEADLINE TO ORDER: April 1, 2021

DAILY SYMPOSIA RECOGNITION

\$2,750

See your company's logo featured on the walk-in slides for all sessions. Select one day of the meeting to be featured. Walk-in slides run in a loop for 10 minutes before each session.

4 AVAILABLE

DEADLINE TO ORDER: April 1, 2021

ROTATING HERO BANNER

\$9,950



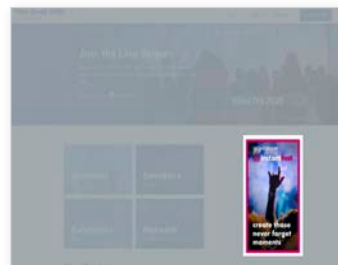
Promote your marketing message by highlighting a new product, hosted session, or special activity on this rotating banner. Select from placement on the session, speaker, exhibitor, or career development landing pages.

LIMITED TO 4 BANNERS PER LANDING PAGE

**DEADLINE TO ORDER AND
SUBMIT GRAPHICS: April 10, 2021**

ROTATING SESSION TOWER AD

\$3,400



Ads rotate on each individual session page alongside the session's speaker information and description.

LIMITED TO 10 BANNERS

**DEADLINE TO ORDER AND
SUBMIT GRAPHICS: April 16, 2021**

BRANDING PACKAGES *CONTINUED*

VIRTUAL POSTER VIDEO COMMERCIAL

\$5,000

Sponsor posters in the area(s) of science that align with your company's focus. You can showcase your products and services in the poster viewing site—one of the most visited content areas at an AAPS meeting!

Your organization's 15-25 second video clip can be featured prior to viewing a poster. Select a track, the Best Abstract Collection, or create your own Special Poster Collection. Then get a report of impressions and "Ask a Representative to Contact Me Later" clicks.

LIMITED TO 1 PER TRACK

UNLIMITED CUSTOM SPECIAL POSTER COLLECTIONS

DEADLINE TO ORDER: April 1, 2021

CONTINUED CONVERSATIONS

\$3,250

Tuesday, Wednesday, and Thursday, attendees will join chat room(s) to discuss topics related to the three tracks, or to network with colleagues.

BONUS: Thank your attendees by sending them a Starbucks card valued at \$10 after the meeting. Enhancement package for \$5,000.

LIMITED TO 1 SPONSOR PER TRACK

DEADLINE TO ORDER: April 19, 2021

Recruiter Package

\$2,500

OFFERINGS

Company Landing Page

Company Name and Logo	✓
Company Description	✓
Contact Info	✓
Website and Social Media Links	✓
Video Uploads (max 10 minutes)	1
Postings (PDF)	5

Networking

Access to Connect 360	✓
-----------------------	---

DEADLINE TO ORDER: April 1, 2021

ADVERTISING PACKAGES PROMOTE YOUR PRODUCTS AND SERVICES

ADVERTISING OPPORTUNITIES ARE AVAILABLE IN:

AAPS Newsmagazine

(PRINT)



AAPS Newsmagazine

(ONLINE)



NBC emails






PROGRAMMING REQUIREMENTS



PARTNER PRESENTATION RULES & REQUIREMENTS

TO ENSURE THE INTEGRITY OF THE NBC PROGRAM and to best position your company for success, AAPS uses a peer-review process and will not allow for product-pitching in these discussions.

All partner sessions must be pre-recorded and submitted to AAPS by April 1, 2021. Missed deadlines may lead to your program's removal from the schedule or limit the opportunity to market your session.

- 1 Your presentation cannot focus on the benefits or developing awareness of a particular product or service. All presentations must focus on scientific research or insight. Product pitching is not permitted.
- 2 Case studies that explore solutions to a problem and discussions about the science underlying an approach are acceptable.
- 3 Sales materials about your products and services—including flyers, slides, and other content that promotes sale of your product, not the research behind it—may not be included in the discussion.
- 4 You may invite attendees to join you at another location—such as your virtual booth or on a separate call—to discuss your products and services after the promoted discussion is completed.
- 5 We strongly encourage you to have the expert scientists in your company lead discussions. AAPS' member scientists wish to speak to other scientists about their work. Make sure that the person they talk to from your company is a thought leader, not a salesperson.
- 6 Discussion leaders must complete a proposal through AAPS' programming submission site with information detailing proposed discussions and speakers.
- 7 Each proposal's content must align with at least one of the three programming tracks, or be related to Career Development:
 -  **Next in Sequence? Nucleic-Acid-Based Therapies:** [Current State and Future Promise](#)
 -  **Antibody Therapies:** [Tackling New Frontiers](#)
 -  **Cell-Based Therapies:** [The Future of Regenerative Medicine](#)
- 8 Complete your proposal by the specified deadlines.
- 9 Proposals are peer-reviewed. AAPS reserves the right to reject any speaker or topic.
- 10 If your submission is rejected, AAPS will work with you to revise the submission to meet AAPS' programming standards and ensure your scientists are seen in the best light by participants.
- 11 All pre-recorded sessions must meet timing requirements and adhere to the NBC schedule.

Partner Presentations, Roundtables, TechTalks, and Tech Challenges present an opportunity to lead a discussion with a small group of scientists, positioning your organization as a scientific thought leader. NBC participants are looking for peer-to-peer dialogue that allows them to articulate the challenges they face at work. You can lead that discussion!

WHAT IS PROPRIETARY?

AAPS registrants expect a scientific and application-based discussion in partner events—not a hard sell or a product pitch. Therefore: speakers, moderators, and others may not discuss a company's products, features and benefits, or services before or during an education course or other scheduled discussion.

Speakers, moderators, and others are permitted to discuss a company's products and services once the scheduled discussion is concluded. Materials used to support a session or discussion may bear the company logo, but they must not promote a particular product or service. Presenters are encouraged to include their contact information at the end of their pre-recorded session for registrants to follow-up if they have any questions.

Contact AAPS' Exhibit Operations Manager BD@aaps.org, if you have questions.