

# EUROPE BIOBANK WEEK 2021

[europebiobankweek.eu](http://europebiobankweek.eu)

8-10 NOVEMBER | VIRTUAL CONGRESS



BIOBANKING FOR OUR FUTURE -  
OPPORTUNITIES UNLOCKED



**Europe Biobank Week** welcomes you to our annual congress on **8-10 November 2021!** **#EBW21** will again go fully digital to give you the chance to engage and share knowledge with the global biobanking community without having to travel. Europe Biobank Week is the largest international congress on biobanking jointly organised by ESBB and BBMRI-ERIC with this year's theme 'Biobanking for our Future - Opportunities Unlocked'. Around 700 professionals (biotechnology, pharmaceutical, biobank associations, scientific institutes, hospitals, etc.), patients and government representatives will exchange and gather insights. The congress offers three impactful days of influential keynote, dynamic discussions and virtual networking opportunities, as well as showcase of technological advancements and product innovations. Whether your goal is to demonstrate your expertise or your products, differentiate yourself from the competition, engage with your target audience, increase brand awareness or simply boost your annual sales, you cannot afford to miss out on connecting with this targeted community.

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## CONFERENCE HIGHLIGHTS



**86% delegates were satisfied with  
EBW 2020 virtual congress edition**



**Around 700 delegates**



**more than 45 countries  
represented delegates**



**33 LIVE or on-demand  
sessions**



**3 scientific workshops**



**83 e-posters**



**more than 25 sponsors**

- AGILENT
- ASKION
- BBMRI.AT, BBMRI.IT & BBMRI.CY
- BBMRI.BE
- BBMRI.DE
- BBMRI.PL
- BBMRI.UK
- BC PLATFORMS
- BD LIFE SCIENCES
- BIOBANK SWEDEN
- BLUECHIIP
- BROOKS LIFE SCIENCES
- BRUKER
- CELLBOX
- CHART INDUSTRIES
- CLOUD LIMS
- CLST CRYO LIFE SCIENCE
- CON SARCTIC
- CRYO BIO GERMANY
- CRYO PRODUCTS BV
- CRYOTHERM
- FLUIDIGM CORPORATION
- GA INTERNATIONAL
- GENEPOINT
- GENOHM
- GERMAN BIOBANK NODE
- GREINER BIO-ONE
- HAMILTON STORAGE
- ICBIOMEDICAL
- INFORMELEON
- INTERACTIVE SOFTWARE
- IRELEC ALCEN
- KAIROS GMBH
- KWKW
- LAB BIOTECH
- LABVANTAGE
- LICONIC
- LIFESCIENCE
- LLC NATIONAL BIOSERVICE
- LVL TECHNOLOGIES
- MICRONIC
- MODUL-BIO/AIRLIQUIDE (CRYOPAL)
- NNC-LIN
- OMEGA BIOTEK
- PERKIN ELMER
- PREANALYTIX
- SAMPLISION
- SCIENTIST
- SIAD HEALTHCARE
- SOFT COMPUTER
- STIRLING
- SWISS BIOBANKING PLATFORM
- SYSMEX
- TEDI TECHNISCHE DIENSTE GMBH
- THERMO FISHER
- TOPA THERMAL
- TTP LABTECH
- UPM
- WORTHINGTON INDUSTRIES
- ZIATH

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### SPEAKING OPTIONS/NETWORKING

#### /01 - INDUSTRY WORKSHOP

Price: 4.000 € | Amount: 6

Organize your company's 60 minutes online workshop or training session within the EBW programme. During this session you are entitled to give a product demo or present your best practices.

This option includes:

- 3 Complimentary registration passes
- Marketing of the tutorial on the conference website
- Sponsors can interact with registered attendees
- Attendees can ask questions
- Sponsor can publish polls

#### /02 - PRE-CONFERENCE INTERVIEW

Price: 500 € | Amount: 6

A 3-minutes pre-recorded interview with a representative of your company. This will be published on the conference website prior to the virtual event.

P.S: Interview topics should be coordinated with the EBW 2021 conference organizers and the video must be recorded and provided by the sponsor.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### SPEAKING OPTIONS/NETWORKING



#### /03 - PRE-CONFERENCE INTERVIEW (SESSION)

Price: 4.000 € | Amount: 6

A pre-recorded 2-minute interview by a member of the BBMRI and/or ESBB leadership with a representative of your company. The interview will be broadcasted prior to a scientific session\*, based on a first-come, first-served basis.

This option includes:

- 3 Complimentary registration passes

P.S: Interview topics must be coordinated with the EBW 2021 conference organizers. The video will be recorded by the conference organizers.

\*Keynote, Opening & Closing sessions are excluded from the option.

#### /04 - SCIENTIFIC SESSION SPONSORSHIP



Price: 2.000 €

Be the sponsor of a session of your choice in the EBW21 Programme.

This option includes:

- 2 Complimentary registration passes
- A "Session is supported by" message on the session page
- A countdown page prior the session with the banner of the sponsor

P.S: The banner will be produced by the sponsor

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### SPEAKING OPTIONS/NETWORKING

#### /05 - COFFEE CORNER



Price: 2.500 € | Amount: 6

Virtual “Coffee Corner” is a virtual networking area where you can meet peers and experts during breaks and outside of official programme times.

Be the sponsor of one of the “Coffee Corners” and engage with the participants around one of the “hot” biobanking topics.

#### This option includes:

- 2 Complimentary registration passes
- Participation in a round-table discussion with attendees on a specific topic
- An image provided by your company will be used as a visual background of this virtual session
- Your company’s logo will be strategically displayed on the “Coffee Corner” page
- Representatives of the BBMRI and ESBB leadership will be co-chairing the discussion

P.S: “Coffee Corner” topics will be pre-defined by the EBW 2021 Scientific Programme Committee and a sponsor will be able to choose a “Coffee corner” topic based on a first-come, first-served basis.

#### /06 - SPONSORED POLL DURING A SESSION



Price: 750 € | Amount: 5

Data is critically important for companies, biobanks, and organizations who are working in this ecosystem. This opportunity allows you to sponsor a poll after the session of your choice. Poll questions are developed by the EBW 2021 conference organizers.

P.S: Sessions are available on a first-come, first-served basis. Keynote, Opening & Closing sessions are excluded from the option.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### SPEAKING OPTIONS/NETWORKING

/07 - PRESSURE COOKER



Price: 2.500 € | Amount: 5

Express your views in this candid session and position your company as a thought leader. The goal is to gather a diversity of up to 5 guest companies around one virtual table to extend their views, vigorously and vibrantly, on a topic that is passionate to them, and critically relevant to biobankers.

Your moderator has an envelope containing five questions. One by one, he/she will read them out and you will discuss, debate and express your views.

This option includes:

- 2 Complimentary registration passes

The Pressure Cooker session's recording will be shared with the sponsor after the Conference.

P.S: Session topics will be co-created with the EBW21 Scientific Committee.

/08 - PITCH ARENA



Price: 3.000 € | Amount: 6

It is time to grasp the attention of attendees with your elevator pitch. Can your 5-minute speech spark the interest of EBW leaders in what your company does?

The session attendees will cast their vote and the best pitch will be the winner!

Please note that:

- 6 companies can take part in the Pitch Arena.
- The winner gets recognition and a dedicated Podcast opportunity.
- The Pitch Arena's recordings will be shared with the sponsor after the Conference.

This option includes:

- 2 Complimentary registration passes



## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### SPEAKING OPTIONS/NETWORKING

/09 - WORKOUT SESSION



Price: 2.000 € | Amount: 5

Organize a daily workout session for EBW attendees! As a unique sponsor/organizer of this session, choose an activity like yoga, strength training, or any physical instruction that is easy to do over streaming. Let the instructor of your choice wear the branded materials of your company. This option is great for brand exposure and early sign-up for these sessions is also great for lead generation.

This option includes:

- 2 Complimentary registration passes

P.S: The instructor will be selected and organized by the sponsor.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### VIRTUAL DISPLAY

#### /10 - VIRTUAL SPONSORS' PAGE

Price: 1.600 €

A dedicated page to your company in a virtual environment to convey your message by using digital solutions.

By default, this option includes the following:

- 2 Complimentary registration passes
- 1 Commercial video
- Possibility to have an advertisement banner on your company page linked to an external website/document
- Display of your company's products list
- Your company's description
- Your company's contact details
- Your company's social media links
- Your company's logo on the "Sponsors & Partners" page
- Possibility to add documents
- Access to networking/matchmaking
- Chat box
- Possibility to schedule video calls with participants

#### /11 - INDUSTRY DISPLAY IN THE E-POSTER GALLERY

Price: 350 €

Dedicated advertising poster showcasing your product or research in the e-Posters platform. Interact with the audience on your poster page (Q&A box option).

Advertising posters will be displayed together with the scientific posters for greater sponsors' visibility.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### VIRTUAL DISPLAY

#### /12 - CONFERENCE E-POSTER GALLERY SPONSORSHIP

Price: 3.500 € | Amount: 1

Be the unique sponsor of this content driven hub. You will be the overarching sponsor for the e-Posters platform.

By default, this option includes the following:

- 3 Complimentary registration passes
- Your company logo or banner on all communications to poster submitters
- Your company logo on the e-Posters gallery
- Your company logo on the sidebar of every scientific poster
- Your company logo on the e-Posters submission page
- Dedicated poster newsletter endorsing the unique sponsor

### BRANDING OPPORTUNITIES

#### /13 - BANNER ON THE VIRTUAL EVENT PLATFORM (MAIN PAGE)

Price: 1.600 € | Amount: 5

Your company's banner on the main page of the virtual event platform. It can redirect to an external website or your company's virtual page.

The banner should be provided by the sponsor. Format: 1080x1920px (9:16 ratio) image (PNG or JPEG), no larger than 1MB.

P.S: Your banner will be on rotation with other partners who purchase this option.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### DIGITAL SOLUTIONS

#### /14 - PODCAST

Price: 750 € | Amount: 5

Podcast option is built around an outline we create with you to cover your marketing goals and your company agenda. You can use the same highly technical, conversational format our audience enjoys while discussing your company and product.

This option entails a maximum 30-minute podcast which will be published on the conference website.

P.S: Podcast topics should be coordinated with the EBW 2021 conference organizers and the podcast must be recorded and provided by the sponsor.

#### /15 - DEDICATED E-BLAST

Price: 1.600 € | Amount: 5

Your email sent to EBW 2021 database before the event.

#### /16 - BANNER IN E-BLAST

Price: 500 € | Amount: 5

A hyperlinked banner in an email to the EBW 2021 database before the event.

#### /17 - RETARGETING ADVERTISING

Price: 1.500 € | Amount: 6

Place your advert across popular websites and social media channels browsed by visitors interested in products like yours. Your advertisement will be targeted to specific countries or worldwide and each targeted professional will be shown your advert between 2 to 20 times. You will be asked to provide a list of countries where your advertisements will be targeted.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### DIGITAL SOLUTIONS

#### /18 - POSTER AWARDS

Price: 1.200 € | Amount: 1

Be the unique sponsor of the poster awards during the entire duration of the conference. Your logo will be prominently shown on the poster award certificate during the closing ceremony, and together with ESBB and BBMRI chairmanship, you will virtually present the poster prize to the awardee.

#### /19 - INNOVATION AWARD

Price: 500 € | Amount: 1

Your logo will be prominently shown on the innovation award certificate, and together with the ESBB and BBMRI chairmanship virtually present the innovation award to the awardee.

#### /20 - ARTICLE IN THE "HIGHLIGHTS OF THE NEXT DAY" CONFERENCE NEWSLETTER



Price: 1.500 € | Amount: 2

Sponsor a daily conference newsletter to the conference attendees, that places the next day's highlights at their fingertips.

Sponsor will need to submit an article and a banner. Sponsor's article and banner will appear on the email as the official sponsor for the chosen event day.

P.S: Article topics should be coordinated with the EBW 2021 conference organizers.

P.S: Submission days are available on a first-come, first-served basis.

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### BECOME A "BIOBANK PARTNER" IN 3 STEPS

#### HOW IT WORKS

1

See the best match of opportunities from the listed sponsorship items

2

Identify your sponsorship category (Platinum Package, Gold Package, Silver Package)

3

Invest the credits that you are entitled with your sponsorship package into the opportunities that match your company's agenda

### EBW 2021 VIRTUAL SPONSORSHIP PACKAGES

ADDITIONAL BENEFITS	The Platinum Package 12.500 € +	The Gold Package 10.500 € +	The Silver Package 7.500 € +
Recognition	As a Platinum Sponsor	As a Gold Sponsor	As a Silver Sponsor
Complimentary Registration Passes	9	7	5
Company logo on the homepage of the virtual event platform.	✓	✓	✓
Company logo on a dedicated page of europebiobankweek.eu website	✓	✓	✓
Credit amount to be spent on the preferred items	12.500	10.500	7.500

## SPONSORSHIP OPPORTUNITIES AND PACKAGES

### THE PLATINUM PACKAGE:



- Recognition as a Platinum Sponsor
- Your company logo will be displayed on the homepage of the event virtual platform as well as on a dedicated page on europebiobankweek.eu website ensuring direct visibility to each visitor
- 9 Complimentary registration passes
- Recognition on sponsor appreciation slide to maximize your visibility
- A credit worth 12.500 Euros to invest in the opportunities listed in the sponsorship portfolio

### THE GOLD PACKAGE:



- Recognition as a Gold Sponsor
- Your company logo will be displayed on the homepage of the event virtual platform as well as on a dedicated page on europebiobankweek.eu website ensuring direct visibility to each visitor
- 7 Complimentary registration passes
- Recognition on sponsor appreciation slide to maximize your visibility
- A credit worth 10.500 Euros to invest in the opportunities listed in the sponsorship portfolio

### THE SILVER PACKAGE:



- Recognition as a Silver Package
- Your company logo will be displayed on the homepage of the event virtual platform as well as on a dedicated page on europebiobankweek.eu website ensuring direct visibility to each visitor
- 5 Complimentary registration passes
- Recognition on sponsor appreciation slide to maximize your visibility
- A credit worth 7.500 Euros to invest in the opportunities listed in the sponsorship portfolio

Please return a scan of this completed form to: [ebw2021@mci-group.com](mailto:ebw2021@mci-group.com)

## COMPANY DETAILS

Contact Name:

Company:

Position:

Address:

Post Code:

City:

Country:

Phone: +

Mobile: +

E-mail:

VAT Number:

## SPONSORSHIP OPPORTUNITIES

### Speaking Options/Networking

- Industry Workshop ————— 4.000 €
- Pre-conference Interview ————— 500 €
- Pre-conference Interview (Session) — 4.000 €
- Scientific Session Sponsorship ——— 2.000 €
- Coffee Corner ————— 2.500 €
- Sponsored Poll During a Session ——— 750 €
- Pressure Cooker ————— 2.500 €
- Pitch Arena ————— 3.000 €
- Workout Session ————— 2.000 €

### Branding Opportunities

- Banner on the virtual event platform (Main Page) ————— 1.600 €

### Virtual Display

- Virtual Sponsors' Page ————— 1.600 €
- Industry Display in the e-Poster Gallery – 350 €
- Conference e-Poster Gallery Sponsorship ————— 3.500 €

### Digital Solutions

- Podcast ————— 750 €
- Dedicated E-blast ————— 1.500 €
- Banner in E-blast ————— 500 €
- Retargeting Advertising ————— 1.500 €
- Poster Awards ————— 1.200 €
- Innovation Award ————— 500 €
- Article in the "Highlights of the next day" Conference Newsletter ————— 1.500 €

## SPONSORSHIP PACKAGES

The Platinum Package  
12.500 € +

The Gold Package  
10.500 € +

The Silver Package  
7.500 € +



Please return a scan of this completed form to: [ebw2021@mci-group.com](mailto:ebw2021@mci-group.com)

## METHOD OF PAYMENT

Bank Transfer

Credit Card Payment

Visa

Mastercard

Amex

Credit card number:

Expiry date:

CVS Security Code\*:

\*Visa/MasterCard: final 3 digits on the reverse side of card

Total amount due (with credit card processing fee):

Name of card holder:

Authorised signature:

All credit card transactions will incur an additional 2.5% credit card processing fee. This fee will be applied to the total amount payable. Upon receipt of your booking form, MCI Benelux SA will send you an invoice for a 100% payment equivalent to the value of your reservation. Payment of the invoice before the start of the event is a prerequisite condition for the Sponsor's participation to the conference.

## CONFIRMATION

In order to ensure a smooth operational process, I accept that my data might be shared with MCI suppliers and partners. By signing the booking form, I have read and accepted the below terms and conditions and the cancellation policy, including the GDPR information. This booking is legally binding. All mentioned rates exclude VAT.

Date:

Name:

Signature and Company Stamp

## 1. Definitions

"EBW" shall mean the Virtual Congress, the Europe Biobank Week, which will take place 8-10 November 2021 online. "Organizers" shall mean ESBB and BBMRI-ERIC in collaboration with MCI Benelux SA. "Sponsor" shall mean any person, firm or organization allocated any sponsorship item or package mentioned in this document by the Organizers of the above-mentioned congress, or with a confirmed sponsorship as outlined in this document.

## 2. Application for participation and acceptance

All applications for participation shall be made on the prescribed booking form. The application shall be submitted to the Organizers. Upon receipt of the invoice, the sponsor will promptly transfer the required deposit equivalent to 100% of the total charges and sponsor package. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the Terms & Conditions © as stated herein. The application shall become a valid contract upon the Organizers accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval.

## 3. Creation of virtual sponsor page and other sponsorship items

The individual design and content of the virtual sponsor page or other sponsorship items (banners, ads, video recordings, poster displays, podcasts, etc.), if otherwise not specified in the offer, is the concern of each individual Sponsor. All the above items shall, however, be subjected to the guidelines set by the Organizers.

## 4. Terms of payment

- a) 100% of total packages and items sponsored.
- b) The invoice shall be paid by the Sponsor upon receipt.
- c) For other additional services, payments must be made in full upon receipt of the additional invoice.
- d) Payment by the stipulated date is a prerequisite condition for the Sponsor's participation in the virtual congress.
- e) In the event of default of payment by the stipulated date (a), the Sponsor's application shall be deemed to be cancelled and 50% forfeited as penalty fees more than 3 months prior to the event and 100% within 3 months prior to the event; and (b), the Organizers shall reserve the right to claim all payment due from the defaulting Sponsor. The Sponsor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

## 5. Withdrawals

The Sponsor will not be permitted to withdraw from, cancel, alter, or reduce in any way their booking of the congress. However, the Organizers may consider special cases and in their sole discretion grant partial refunds according to how many months/weeks prior to the start of the congress that the proposed withdrawal or change is made known to the Organizers in writing. Months prior to start of the congress cancellation fees:

- a) More than 3 months 50%
- b) Within 3 months 100%

## 6. Liability and Insurance

The Sponsor shall indemnify and hold the Organizers, their directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organizers, their directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organizer of Sponsors' staff, agents or contractors) caused as a result of any act of omission of the sponsor, representatives, employees, agents, contractors or invitees. If the Organizers so demand, the Sponsor shall provide proof

to the Organizers that the Sponsor has adequate insurance coverage. The Organizers shall not in any event be held responsible for any loss or damages whatsoever including loss of profits suffered by the Sponsor as a result of the failure of any service normally provided at the congress, for the cancellation or part-time opening of the virtual congress either as a whole or in part, or for amendments or alterations to all or any of the Terms & Conditions © caused by any circumstance not within their control.

## 7. Compliance with laws

Sponsors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the virtual congress platform for all purposes concerned with the implementation of these regulations, of the regulations and stipulations laid down or prescribed in the future by the Organizers by virtue thereof, and of all other contracts relating to the congress the Sponsor shall be deemed to be domiciled at the office of the Organizers in Brussels. Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Sponsor's participation, from the enforcement of these regulations, or from any other contracts relating to the congress, including the Terms & Conditions © stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organizers, shall be governed and construed accordingly and the Sponsor hereby submits to the nonexclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these Terms & Conditions © shall be deemed to be final.

## 8. Supplementary clauses

Whenever necessary to ensure the smooth management of the congress, the Organizers shall have the right to issue Supplementary regulations and instructions in addition to those in the Terms & Conditions ©. All such additional written instructions form a part of the Terms & Conditions © and are binding on all Sponsors.

## 9. Infringement of Terms & Conditions ©

The infringement of the above-mentioned Terms & Conditions ©, and any other future rules and regulations determined by the Organizers, will result in the exclusion of the Sponsor from the congress, and the Sponsor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Sponsor be released from their contractual obligation to pay.

## 10. Unforeseen Occurrences

In the event of any occurrence not foreseen in these Terms & Conditions ©, the decision of the Organizers shall be final.

## 11. Disclaimer and "force majeure"

The Organizers do not accept liability for any damages or costs in the event of Internet connection disruption, network disruption and costs incurred because of "force majeure". "Force majeure" reasons include but are not limited to: war or threat of war, riots, civil strife, terrorist activity, industrial disputes, natural or nuclear disaster, adverse weather conditions, epidemics, health risks, fire and closure of airports or airspace.

## 12. Data Privacy and Security

The European General Data Protection Regulation (EU GDPR) entered into force as of 25 May 2018 and it involves some additions to data protection. The Organizers take your privacy very seriously and perform its activities and services in compliance with GDPR requirements. MCI Benelux SA is acting as Data Processor for this event on behalf of ESBB and BBMRI-ERIC. You can view the applied Privacy Policy [here](#).



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