



# INDIA UNLIMITED !

**India Biotech Handbook 2022**

**India Evening June 13 India Offsite event June14**

## **Racing towards a US \$ 150 billion BioEconomy by 2025**

The world's largest biotech event, the BIO International Convention 2022 is being held in San Diego, USA, from June 13-16, 2022. This event is happening for the first time physically after 2019. In the past two years India has shown global leadership in handling the COVID crisis and has produced close to 2 billion doses that have been exported to many countries.

Bangalore Bioinnovation Centre (BBC) is coordinating the India Pavilion to show case the best of India's biotech sector with active participation of various stakeholders including Central & State Governments. The pavilion is supported by the Department of Biotechnology, Government of India.

To give the 16,000+ delegates from over 60 countries, an insight into India's fast-growing biotechnology sector, BBC is publishing an **India Biotech Handbook 2022** that will provide a glimpse of India's biotech industry.

The Handbook will be officially released during the Convention and distributed at the INDIA pavilion and at affiliated events to be conducted by BBC on June 13 and June 14 to a curated set of audience of investors industry leaders. Companies/Organizations that are participating at BIO and even those are not are most welcome to advertise in the India Biotech Handbook 2022. A soft copy of the handbook will also be disseminated before the event.

The Handbook is a guide presented in a reader-friendly format, while providing authentic information to help understand the direction that India is taking along with other strategic inputs to forge alliances, short and long-term initiatives across industries and across government departments at the central and state levels.

### **Content Highlights**

Details of the content are being created and designed for publication. The sections will have views from industry leaders, interviews from regulators & policy makers, and pointers on how to collaborate with Indian companies.

### **Exhibitors Directory**

All exhibitors from India at the BIO Exhibition will be listed in the Handbook with their contact details.

The Handbook has several attractive advertisement options to ensure that both, the participating and non-participating companies can showcase their brands and capabilities to a global audience attending BIO 2022.

### **The advertisement rates (inclusive of 5% GST)**

Full Page color advertisement	: Rs 30,000
Double Spread display advertisement:	Rs 50,000
Inside Front Page	: Rs 60,000
Inside Back Cover	: Rs 55,000
Back Cover	: Rs 75,000
Size of Handbook	: A5
Advertisement Specifications	: Supplied on request.

We request you to confirm all your advertisement booking **by May 5, 2022** for timely publication of the Handbook in time for distribution @ BIO San Diego

### **Co-sponsorship Opportunities**

**India Evening June 13 @ India Pavilion (5:00-6:30 PM)**

**India Offsite event @ Venue TBD June14 (6:00-8:00 PM)**

BBC is planning two events to promote India's biotechnology sector during the BIO.

### **India Evening June 13 (5:00-630 PM)**

The first event will be held at the India Pavilion where approx 250-300 delegates are expected. This will be a hospitality reception in which the co-sponsors' teams can meet and exchange cards with visitors. Snacks and beverages will be served.

**Deliverables** for co-sponsors are:

- Publicity for co-sponsoring the event through social media beginning in first week of May.
- Networking with the visitors who will be from a number of countries.
- Opportunity to invite visitors to the stall of the exhibiting co-sponsor and to partner if the co-sponsor is not an exhibitor
- Distributing company mementos (no literature please) by co-sponsor teams.

Please note that BBC will not be responsible for distributing the mementos that will have to be done by the co-sponsor teams themselves as per the Organizer floor rules. BBC does not take any financial liability for littering etc. that will be the sole responsibility of the co-sponsor's team

## **India Offsite event June 14 (6:00-8:00 PM) Invitation only event**

The second event will be an India- focused events where through two panel discussions India's achievements and future prospects will be highlighted. Leading Indian companies and senior Indian officials will participate. The broad areas being considered are 1. Bio-pharmaceuticals (Vaccines, Biosimilars) 2. Contract Services 3. Investing in India. We will limit participation to 125 pax and it will be an "By invitation only" event.

The two sessions will be 30 minutes each with a maximum of 5 panelists and one moderator.

There will be a snacks and beverages after the sessions.

**Deliverables** for co-sponsors are.

- Publicity for co-sponsoring the event through social media beginning in first week of May.
- Networking with the visitors who will be from a number of countries.
- 5 passes to invite co-sponsor delegates - that include co-sponsor teams or clients.
- One panelist opportunity for a senior level nominee who is well versed in the session topic

### **Investment for Co-sponsorship.**

1. India Evening @ 1 lakh INR plus 18% GST      **Number of co-sponsorships available 15**
2. India offsite event 1.5 lakh INR plus 18% GST      **Number of co-sponsorships available 8.**

Terms and conditions can be modified. Latest will apply.

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