



## L2WS:LabToWallStreet® Sponsorship Opportunities

Since its inception in early 2002, L2WS:LabToWallStreet® has delivered value-added insight on the New York biotech industry in the context of the fast-moving global pharmaceutical business climate. Concurrently, we have created a venue for enhanced connectivity and the solidification of personal and professional relationships through our m2:Molecular Mixers professional events.

During this time, we have experienced tremendous state-wide, national, and international growth, and we have received regular feedback from a readership demanding more coverage and opportunities for interaction. To fuel our growth, we rely on sponsorship from friends and partners. Through our multiple media channels and dynamic content, we are able to offer a wide variety of sponsorship opportunities.

The hallmark of a L2WS:LabToWallStreet® partnership is flexibility. We recognize that the needs of our sponsors are as variegated as the types of readers who rely on us for analysis and commentary, and we are able to work with our avenues and content to satisfy your professional needs. Sponsorship privileges and duration can be discussed in accordance with the level of commitment, but typical relationship guidelines appear below.

<b>L2WS:LabToWallStreet® Web Property: Annual Sponsorship<sup>1</sup></b> <i>Most optimal for sponsors interested in achieving recurring recognition with the value-added L2WS readership.</i>
<b>Platinum Sponsorship</b> (\$15,000) <ul style="list-style-type: none"><li>✓ Premium visibility banner advertisement on LabToWallStreet.com</li><li>✓ Corporate logo, premium visibility, and paragraph descriptor on the L2WS website with click-through rights</li><li>✓ A short corporate descriptor with click-through rights in L2WS email announcements<sup>2</sup></li><li>✓ Name recognition at quarterly m2 events</li></ul>
<b>Gold Sponsorship</b> (\$10,000) <ul style="list-style-type: none"><li>✓ Banner advertisement on LabToWallStreet.com</li><li>✓ Corporate logo and short paragraph descriptor on the L2WS website with click-through rights</li><li>✓ A short corporate descriptor with click-through rights in L2WS email announcements</li></ul>
<b>Silver Sponsorship</b> (\$8,000) <ul style="list-style-type: none"><li>✓ Corporate logo with short paragraph descriptor on L2WS website</li><li>✓ A short corporate descriptor in L2WS email announcements</li></ul>

<sup>1</sup> All sponsorship rates are on an annual basis. Discounted rates may be applied to sponsorships of a longer duration.

<sup>2</sup> Email blasts occur a minimum of six times per quarter. Special one-time email blasts can also be tailored.

## **m2: Molecular Mixers Events**

As indicated above, name recognition is provided at m2 events for all Platinum Level sponsors. However, sponsorship of m2 events is also available on a standalone basis. L2WS:LabToWallStreet® hosts a minimum of four m2 events per calendar year. As with sponsorship of the web property, the hallmark of our relationships is flexibility; it is also possible to tailor specific m2 events based on the desires of our sponsors.

<b>m2: Molecular Mixers Event Sponsorship</b>
<b>Event Sponsorship</b> (\$3,000 per event with two event minimum <sup>3</sup> ) <ul style="list-style-type: none"><li>✓ Signage at m2 events</li><li>✓ Distribution of pamphlets/ promotional material at m2 events</li><li>✓ A short corporate descriptor with click-through rights in L2WS email announcements pertaining to m2 events (minimum of three announcements per event)</li><li>✓ Logo with premium visibility on the L2WS website during the period of sponsorship</li></ul>

### **Testimonials**

“It was a pleasure meeting you last night at the Molecular Mixer. I congratulate you on providing a fantastic venue for biotech/ pharma professionals to meet, socialize and network. Last night was my first time at a Molecular Mixer and I can assure you I will be at all future events.”

-Barry J. Marenberg, Esq., *Sills Cummis Epstein & Gross, P.C., Intellectual Property Group*

“Just wanted to drop you a quick note of thanks for the LabToWallStreet event last night. It was a great opportunity to meet people in fields related to the life sciences. In a short time, I was able to make several meaningful contacts that are definitely worth follow-up. I invited some friends in the industry to attend and got favorable reviews on the event from them as well. Looking forward to future events!”

-Mark S. Wuttke, Ph.D., *Marketing and Sales Manager, Cognia Corporation*

“It was really good seeing you at the L2WS event - I wanted to let you know that people have contacted me after the event saying they liked the gathering and mix of people and were able to make some meaningful contacts!”

-Kira Sheinerman, Ph.D., MBA, *The Arcus Group, LLC*

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<sup>3</sup> With m2 sponsorship, at least one regularly occurring event must be sponsored; the second can be optional, one-time only event e.g. to coincide with an investment conference or an event specific to the business activity of the sponsor