

# Bioscience West

*"The World's Center for Healthcare Innovation"*

**Put your  
company  
"On the Map."**

**Bioscience West**

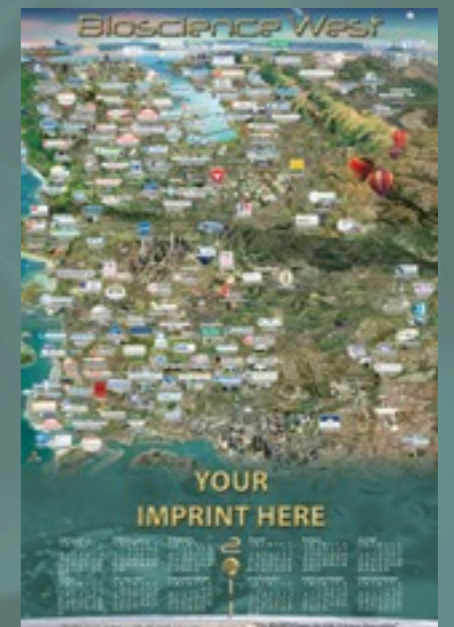
**YOUR IMPRINT HERE**

January	February	March	April	May	June
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# Proven Promotional Effectiveness

- **Participation promotes your company as an industry leader, world-class healthcare innovator and preferred employer.**
- **Touts your company's commitment to treatment and prevention of human disease worldwide.**
- **60,000+ copies published annually (includes BioEast and BioWest totals).**
- **95%+ display rate!**
- **Exacting Graphic Designs -- Suitable of framing!**
- **Rich Foil Custom Imprint – your “mini billboard” (below the map), features your message. -- Clearly readable from 25-30ft.**
- **12 Month Calendar: Keeps your target audience looking at your custom imprint, inculcating your message all year!**
- **Foil Embossed Header. -- Creates quality impression.**
- **High-Grade Paper Stock. -- Quality work demands choice paper!**
- **Interactive Logos on landing page. Monthly Average Visits: 80,000 – 90,000!**
- **Airport Signage – 6ft. x 6ft. backlit signs displayed at pertinent International Airports. Features your ad *within* Map design.**
- **Worldwide Distribution. Over 300 companies participating!**
- **Affordable Print, Internet and Airport advertising!**



# How It Works

## Poster Insertion Includes:

- 60,000+ Promotional Posters (BioEast and BioWest)
- Airport Signs - Ad Space featured (within map design).
- Interactive Logo on landing page. Monthly Average Visits: 80,000 – 90,000

Send us...

1. Your logo in Adobe Illustrator (vector .EPS) format

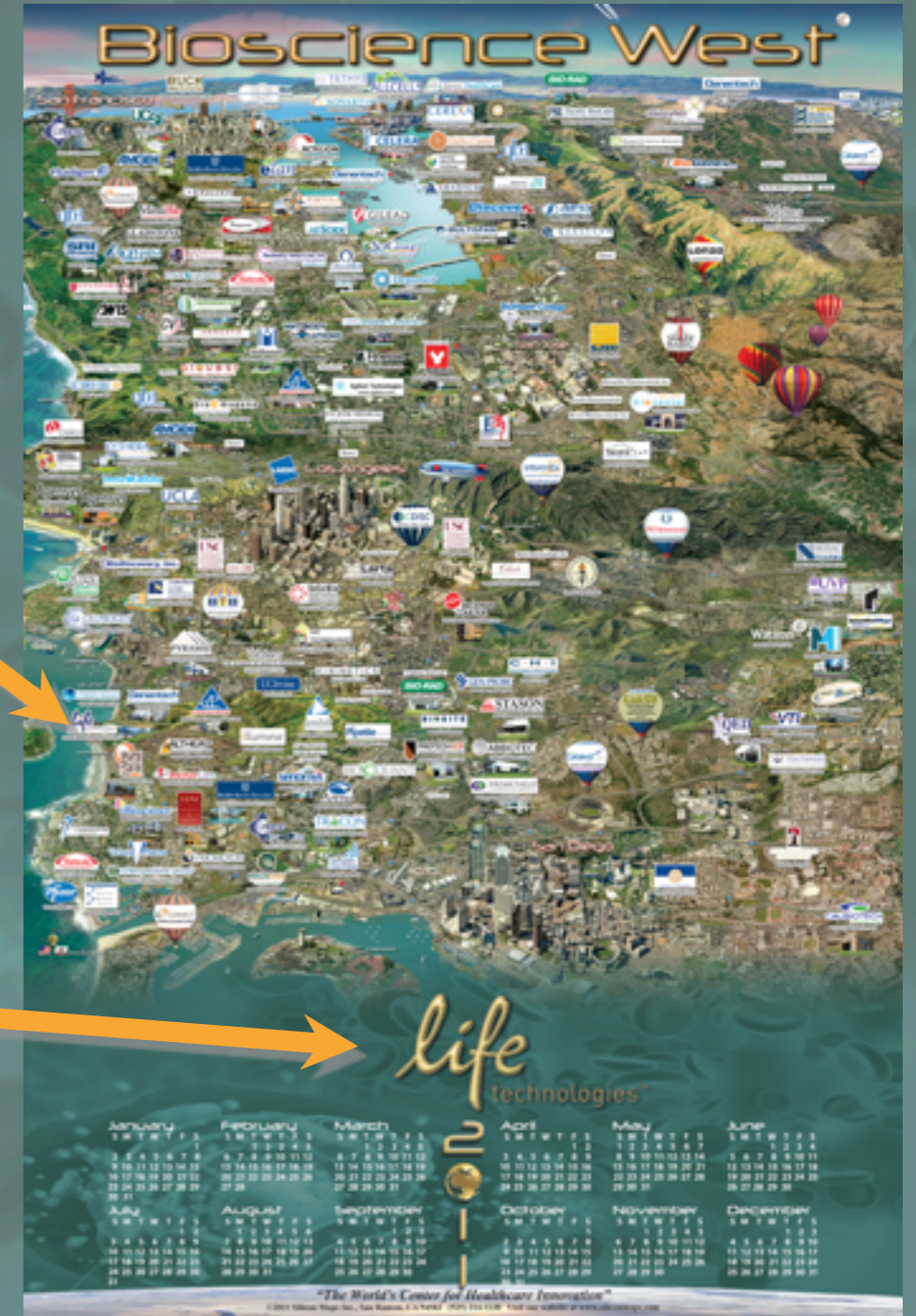


2. A high-quality JPEG photo of your building



3. Your imprint information

"Include your logo, address, telephone,

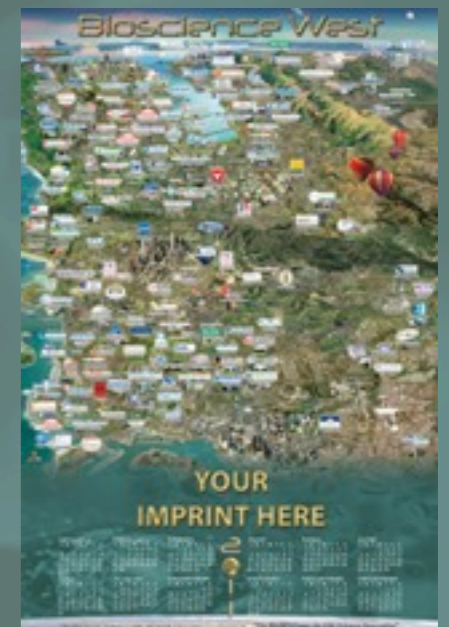


20" x 30" Promotional Poster

# Airport Sponsorship Program

- Over 350 healthcare innovators are participating: most of the world's top-20 biotech and pharmaceutical companies, as well as numerous emerging and midsize firms.
- The one of kind boards provide a powerful and effective opportunity to deliver your message and position your company as a partner of choice in Life Sciences.
- The distinctive boards grab the attention of life science professionals, at all levels—and millions of travelers.
- Our unique media brings together an audience of the world's most innovative, most admired and most trustworthy healthcare companies.
- As Airport Sponsors your display ad is outstanding alongside the engaging Map(s); effectually promoting your identity, brands, products, services and locations.
- The signs create market success while branding your company a “Global Leader in Healthcare Innovation.”

Airport Signs



**Not typical signs:** “Travelers put their bags down to view the maps; other (airport) signs don’t produce this interaction.”

-- JCDecaux, international Media and Communications Company

# Put Your Company on The Map.

Limited Space Available!

**Contact:**

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*“Maps are a universal medium for communication, easily understood and appreciated by most people, regardless of language or culture.” --Merriam 1996.*