



# BIOCHINA2024(EBC)

Your Gateway to Chinese Bio-industry

March 15-16, 2024

Suzhou International Expo Center



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# About BIOCHINA (EBC)

BIOCHINA, know as EBC, is a biopharmaceutical industry conference with more than 20,000 participants, including three different systems - exhibition, conference, and event. Our target is to help Chinese biopharmaceutical enterprises to develop by offering opportunities in technology sharing, project cooperation, supply and procurement docking, talent exchange, and other aspects. BIOCHINA exhibition covers raw materials, reagents, consumables, instruments and equipment, technical services, etc. BIOCHINA conference includes organizations from different domains like antibody drugs, cell therapy, gene therapy, nucleic acid drugs, in vitro diagnostics, and so on. We link upstream and downstream to build a comprehensive ecosystem of government, clinical enterprises, research, and capitals.



# About the Organizer

## Enmore Healthcare

Since its establishment in 2009, Enmore Healthcare has hosted hundreds of high-end branded exhibitions over the past decade. We have successfully built the BIOCHINA (EBC) brand with tens of thousands of attendees in China's bio-industry and launched hundreds of summits, with a total of over 100,000 attendees until now. We use various methods to facilitate the exchange of information and products and to empower the Chinese bio-industry, such as content marketing, products exhibition, offline networking, etc.



# Booth Opportunities

## Raw Space

- Maximize brand's visibility
- Setup as your will for infinite creativity
- Core location in the exhibition hall

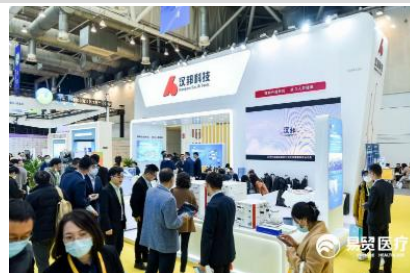
## Standard Booth

- Testing drive
- First Attempt

Raw Space	Size (m <sup>2</sup> )	Size (Square Feet)	Early-Bird Price (USD)	Regular Price (USD)	Description
	192m <sup>2</sup> (12*16)	2066	160,000	160,000	The organizer provides raw space. Design and building will be conducted by exhibitors
	192m <sup>2</sup> (12*16)	2066	130,000	150,000	
	96m <sup>2</sup> (12*8)	1033	80,000	90,000	
	64m <sup>2</sup> (8*8)	688	50,000	60,000	
	32m <sup>2</sup> (4*8)	344	25,000	30,000	
16m <sup>2</sup> (4*4)	172	12,500	15,000		
Standard booth	Size (m <sup>2</sup> )	Size (Square Feet)	Early-Bird Price (USD)	Regular Price (USD)	Description
	9m <sup>2</sup> (3*3)	96	7,500	9,000	The organizer provides standard exhibition building (excluding graphic design and spray painting)
	6m <sup>2</sup> (3*2)	64	5,000	6,000	

Note: Extra 750 USD for a corner booth

Deadline of early-bird price with signage opportunity : May 31th; Deadline of early-bird price: July 31th



# Speech Opportunities

## Special Session

- Work with Enmore and top-name speakers during one of the theme sessions in the conference zone
- Brand Signage in indoor flags and chairs

**25,000 USD**

- 20 minutes of speech opportunity for C-level leader to output your technical insights

## Super Session

- Working with Enmore to organize a 3-hour-long special session in the conference zone
- Site display freely

**45,000 USD**

- Including ceremony/speech/signing and other various forms

## Seminar

- Working with Enmore to organize a 1 to 2 hour-long
- Speech of biopharma or biotech will be required

**25,000 USD**

- Holding in exhibition area

## New Product Launch

- Holding at central stage of the exhibition area

**15,000 USD**

- 30 minutes speech opportunity to share your new product and latest industrial insights



# Immersive Branding Opportunities

## Breakfast/Lunch Session

8,000 USD

- Make the best use of the exhibition time
- Close informal connection with customers

## Fun Run

8,000 USD

- Closer connections with customers through exercises
- Other exercises are also available like yoga

## Alumni Reunion

8,000 USD

- Explore business opportunities with alumni

## Special Dinner

- Exclusive networking opportunity with 50 CEO

- Speech and other activities available

45,000 USD



## Official Dinner Party

- Networking opportunity with 500+ C-level leaders
- Include speeches opportunity, brand signage in dinner tickets
- Seats in the main table

75,000 USD

# Signage Opportunities

## Attendee Bags

25,000 USD

- 1000+ exquisite information kits
- Brand exposed to thousands of people



## Lanyard Signage for All Access Ticket

15,000 USD

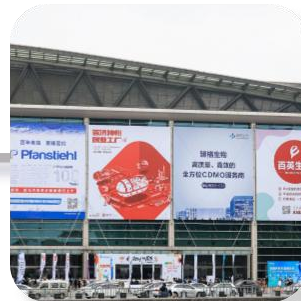
- 5000+ lanyard for display
- Exposure to senior leaders



## Lanyard Signage for Exhibition Ticket

25,000 USD

- 10000+ lanyard for display
- Exposure to largest number of audience



## Building Wraps

9,000 USD

- Display of 192 m2



## Wall Banners

8,000 USD

- Near the outdoor check-in point
- Clear display for product descriptions



## Hanging Banners

2,500 USD

- Hanging over the exhibition hall
- Draw in visitors to your booth

# Signage Opportunities

## Outdoor Guide 8,000 USD

- Maximize your reach with 10+ signage displays.
- Visually engage once entering the exhibition



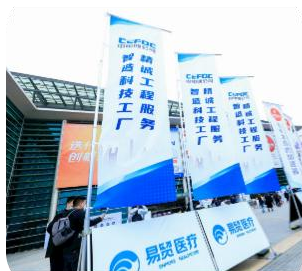
## Indoor Guide 8,000 USD

- Maximize your reach with 10+ signage displays.
- Guide audiences with instructions



## Outdoor Flag 4,500 USD

- 3 flags per set
- Promote your brand in a striking way with outdoor display



## Staff Supplies Signage

8,000 USD

- Enhance your visibility
- Walking brand showcase



## Escalator and Stair Clings

8,000 USD

- Maximize visibility with an unavoidable passage from one venue to another



## Check-in point Signage

1,500 USD

- Distribute flyers at check-in points to increase visibility.
- Draw more attendees to the booth





## Sponsoring Opportunity

- Official partner 145,000 USD
- Platinum sponsor 120,000 USD
- Gold sponsor 75,000 USD
- Silver sponsor 45,000 USD





# THANKS

Looking forward to meet you at  
**BIOCHINA 2024 (EBC)!**

Tel: +86 18516293589/+86 21550819

Email: [biochina@enmore.com](mailto:biochina@enmore.com)