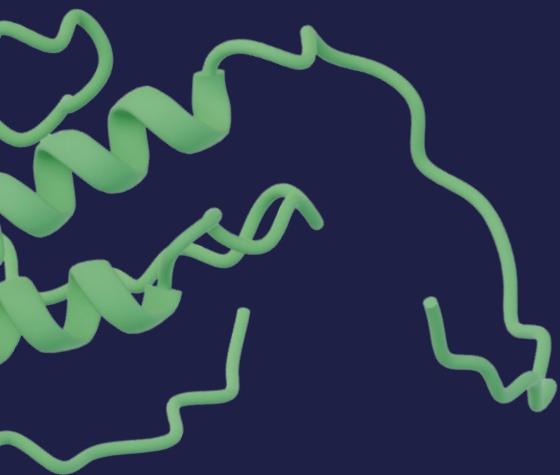


**BPS 2027**  
**philadelphia**  
FEBRUARY 20–24, 2027

# ADVERTISING & SUPPORT OPPORTUNITIES



**Meeting Dates: February 20–24, 2027**

**Exhibit Dates: February 21–23, 2026**

Philadelphia Convention Center, Philadelphia, Pennsylvania, USA

**BUILD YOUR BRAND IN 2027 WITH BPS**

[biophysics.org/2027meeting](https://biophysics.org/2027meeting) | [exhibits@biophysics.org](mailto:exhibits@biophysics.org) | 240-290-5609





## SUPPORT OPPORTUNITIES

### Biophysical Society

Biophysics is one of the fastest growing scientific disciplines, bringing together cell biology, physics, chemistry, biomedical engineering, and a myriad of other research areas to understand biological phenomenon. Biophysicists study life at every level, from atoms and molecules to cells, organisms, and environments. As innovations come out of physics and biology labs, biophysicists find new areas to explore where they can apply their expertise, create new tools, and understand the mechanics of biology. Biophysicists always aim to find out how biological systems work.

The Biophysical Society was founded in 1958 to lead the development and dissemination of knowledge in biophysics. It does so through its many programs, including its meetings, publications, and committee outreach activities. The Society's members, now over 7,000, work in academia, industry, and in government agencies throughout the world.

Take full advantage of these support opportunities to drive traffic to your booth, achieve your company's exhibit goals, maximize your ROI, spotlight your company at the meeting, reach new prospects in the biophysics community, and extend your presence far beyond exhibit hours. Every sponsorship opportunity is designed to provide access to a targeted audience from the science and technology community. Let us work with you to customize a branding program to fit your goals and budget.

All Biophysical Society supporters will be acknowledged in the Daily Schedule, online Meeting Program, *BPS Bulletin* newsletter, on the website, onsite signage, sponsor ribbons at the meeting, and in the Mobile App. Supporters will receive additional priority points toward booth selection for the next year. Additional benefits are listed where applicable.

### BPS Priority Point System

The priority point system is utilized by the Biophysical Society to allow exhibitors the opportunity to select their booth space based on the greatest number of points. Points are accumulated based on relevant activity with the Biophysical Society over the past ten years. Earn additional priority points by supporting the Biophysical Society at the Annual Meeting and year-round.

#### Exhibits

1 point per \$1,000 of booth space purchased

#### Sponsorship

1 point per \$1,000 of Annual Meeting support

#### Advertising

1 point per \$1,000 of advertising in all BPS publications and mailing lists

#### Industry Partner Membership

Platinum	11 points
Gold	6 points
Silver	3 points

“

“The BPS Annual Meeting is the perfect place to showcase new products, meet researchers, and get up to date with the latest developments in the field of biophysics. We are looking forward to returning next year!”

”

—*Kassandra Barbetsea*, Marketing Manager, LUMICKS

**LET'S WORK TOGETHER**

Contact us at 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org)

## PRE-MEETING OPPORTUNITIES

### PROMOTION EMAIL ADS

Investment: \$8,500

Receive the ultimate exposure before the meeting by choosing from the November, December, or January email blasts. Place a clickable ad at the top of the email sent to registered and non-registered attendees (62K+ stakeholders).

### "KNOW BEFORE YOU GO" EMAIL BANNER AD

Investment: \$6,500

Place a clickable ad at the top of the email sent to all registered attendees two weeks prior to the meeting in February. This email is read top to bottom because it contains everything attendees need to know about the meeting in Philadelphia.



**BIG OPPORTUNITIES TO BOOST YOUR VISIBILITY**

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## ON-SITE OPPORTUNITIES

### THE ART OF SCIENCE IMAGE CONTEST & PRIZES

Investment: \$9,200

As a special feature of BPS meetings, we offer the popular Art of Science Image Contest with entry open all registered attendees. Help showcase the artistic side of scientific imaging. The finalists' images will be on display down the main aisle in the Exhibit Hall and each attendee can vote for up to two images.

### NON-SWIVEL LANYARDS

Investment: \$8,000

This sponsorship creates continuous visibility for your company throughout the entire meeting. Support includes company logo on each lanyard along with BPS' logo, one scientific badge, and highlighted booth in mobile app.

### PENS

Investment: \$8,000

Pens are placed in the registration area, Society booth, Publications booth, Exhibit Hall, and other Annual Meeting events in Philadelphia.

### "YOU ARE HERE" SHOW FLOOR MAP

Investment: \$6,500

Displayed in the registration area and near the entrance of the Exhibit Hall, make sure your company is the first to be seen on each board. Company and booth location are highlighted on each board that make you stand out.

### ONLINE DAILY SCHEDULE QUICK REFERENCE

Investment:       \$4,500 Premium Ads  
                          \$3,000 Full Page Ads  
                          \$2,000 Half Page Ads

Attendees use this important tool for navigating the meeting. Prime real estate for an ad or message!



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## ON-SITE OPPORTUNITIES

### EXHIBITOR PRESENTATIONS

Investment: \$2,400

BPS invites current exhibitors to submit a short abstract summary. Use this opportunity to educate attendees about your new products and services, technologies, and industry challenges. Reach a focused audience in Philadelphia.

Each presentation slot is 90 minutes. Audio Visual support includes an LCD projector, screen, laser pointer, podium mic, wired handheld microphone with a floor stand, head table with two chairs, and a table in the back of the room for literature. Exhibitors have the option of purchasing food and beverage through the Pennsylvania Convention Center.

BPS promotes your presentation in the online Daily Schedule, online Program Book (if submitted by the deadline), complimentary tweet, on the Annual Meeting website, in the January Newsletter, and includes a mobile app alert. A banner will be displayed on the Annual Meeting page to highlight Exhibitor Presentations, which will link to this page (Exhibitor Presentation summaries will be displayed on this page. The sooner a summary is received, the sooner it can be promoted fully). An email will be sent to all registered Annual Meeting attendees highlighting all Exhibitor Presentations. Additional signage will be displayed throughout the Convention Center to direct attendees to the Exhibitor Presentations. Lastly, a QR code will be added on the signage outside your Presentation room. The QR code will direct attendees to your summary.

Exhibitors are strongly encouraged to promote their presentations through their own marketing channels (company website, announcements, newsletters, mailers, etc.) BPS is not responsible for attendance at your presentation.



### PROMO GIVEAWAY IN PHILADELPHIA

Investment: \$550

Elevate your brand visibility by sponsoring a promotional item distributed to all attendees at registration. Suggested quantity is 5,000. Giveaways and shipping are at the sponsor's expense.

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## EXHIBIT HALL AND SIGNAGE OPPORTUNITIES

### POSTER PUSH PIN STATIONS

Investment: \$7,500

Two prominent stations positioned near the poster boards on each end of the Exhibit Hall, providing convenient push pins for our hundreds of poster presenters! Your advertisement or logo are displayed on the panel of each stand.

### MORNING COFFEE & AFTERNOON SNACK BREAKS

Investment: \$6,500 EACH

Attendees highly anticipate each break in the Exhibit Hall over three days. Morning breaks include coffee and tea and afternoon breaks include popcorn. These breaks provide a great opportunity for your company to showcase your brand as attendees relax, recharge, and network! Additionally, this sponsorship includes a dedicated sign displayed at each station.

### COFFEE SLEEVES

Investment: \$5,000

Placed your company logo prominently displayed on each coffee sleeve distributed at all morning coffee breaks. Additionally, this sponsorship includes signage and includes production and shipping.

### DOUBLE SIDED METER BOARD SIGN

Investment: \$3,500

Reach thousands of attendees by playing a meter board sign in the Exhibit Hall. Meter boards are double-sided, 38 1/8" x81" viewing area and includes the production and placement by BPS.

### AISLE SIGN BANNER LOGO

Investment: \$3,500

Guide attendees to your booth by placing your logo on the overhead hanging aisle sign in the Exhibit Hall. Make sure attendees know where your booth is located. For current exhibiting companies only and limited to one per company.

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## EXHIBIT HALL AND SIGNAGE OPPORTUNITIES

### BOOTH PROMOTION FLOOR STICKER

Investment: \$3,500

As buyers explore the Exhibit Hall, lead them directly to your booth and let them walk all over you, but in this case, that is a good thing! Display your company logo or advertisement in a 2' x 2' decal.

### LITERATURE DISPLAY

Investment: \$500 (exhibitor), \$1,000 (non-exhibitor)

Make sure your company is in the spotlight whether you can make it to the meeting or not. This table is located in a high-traffic area either near the entrance of the Exhibit Hall, in the main aisle, or near a morning or afternoon break. Table is monitored by BPS Exhibit Management and replenished daily.

### EDUCATION & CAREER OPPORTUNITIES FAIR

Investment: \$350

**Don't miss the chance to highlight your program or career opportunities.**

**Sunday, February 21, 1:00 PM–3:00 PM**

This fair offers a dynamic opportunity for exhibitors to connect with and recruit motivated students, early- to mid-career scientists, and professionals in transition who are eager to explore the programs, resources, and career paths your institution or company has to offer. For \$350, you'll have a table at the fair to:

- Connect directly with the next generation of biophysicists
- Highlight the career opportunities and resources your company/organization offers
- Strengthen your visibility and engagement within the community

By participating, your company will be able to engage with and recruit talented biophysicists, while also helping make this fair a valuable experience for attendees.

For more information and to register, visit <https://www.biophysics.org/2027meeting/program/career-development-center/education-career-opportunities-fair>. The registration deadline is January 8, 2027. Contact [society@biophysics.org](mailto:society@biophysics.org) if you have any questions.

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## DIGITAL SPONSORSHIP

### PRODUCT SPOTLIGHT EMAIL BLAST TO REGISTRANTS

Investment: \$3,000

Showcase your product before the meeting to all registered attendees. Showcase your product with an image, description, learn more button, and contact information. Limited to 50 words, this is a great way to capture the attention of those in the biophysics community.

### WEBSITE BANNER ADS

Investment: \$1,000-\$4,500

Target the Biophysical community when you advertise on our Society and Annual Meeting websites. Build brand identity among hard to reach life science researchers throughout the year. Not only is banner advertising crucial before the Annual Meeting, it also can give you exposure year-round.

### SOCIAL MEDIA POSTS

Investment: \$2,000 EACH

Let BPS' official social media accounts do the work for you – advertise your company! Drive brand awareness with your logo, gif, or image on a BPS-branded post. Post appears on BPS' official X, BlueSky, Facebook, and LinkedIn accounts from @BiophysicalSoc. Reach thousands of biophysical followers and within your own dedicated network. Sponsor can provide social media handles.

### ONLINE DAILY SCHEDULE & PROGRAM BOOK UPGRADES

All exhibitors receive the BASIC package that includes 600 characters including spaces company description and 8 product categories.

**BRONZE \$600:** Includes all BASIC plus a company logo

**SILVER \$850:** Includes company logo, 1200 characters, 15 product categorie

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## MOBILE APP SPONSORSHIP

Mobile App Sponsorship is an effective and innovative way to extend your brand presence and to reach attendees on the move. Let us help you position your brand presence and increase your exposure at the BPS Annual Meeting in Philadelphia.

### MOBILE APP UPGRADES

You have the option to add the following upgrades to your order

#### PUSH ALERT PACKAGE

Investment: \$2,500

This package enables real-time, targeted push alerts to attendees' devices across iOS and Android. Encourage attendees to take action, visit your booth, or show up to your Exhibitor Presentation or other booth events.

- Geo-fence alerts.
- Subject line can include up to 29 characters.
- Choose which day you want the alert to appear (Saturday-Tuesday).
- Can contain an outbound link
- Most recent alerts appear at the top of the dashboard page.
- All alerts are saved in the message center.
- Receive analytics at the conclusion of the Annual Meeting.

#### BANNER AD PACKAGE

Investment: \$2,500

Get your brand in front of Annual Meeting attendees! This is a great entry level package that includes banner ads that rotate at the top of the app's dashboard and online planner. It also clicks through to an in-app landing page.

- Highlight your brand, products, services, booth, or show specials.
- Bring your own creative.
- Banner Ad is shown in the app-pre event, during the event, and post-event.
- Banner Ads link to a complimentary landing page which can link to an external website.
- Receive analytics at the conclusion of the Annual Meeting.

### ENHANCED LISTING PACKAGE

Investment: \$3,000

Designed for companies who want powerful brand presence, additional exposure, and multimedia options.

- Upload company's logo to your exhibitor listing which displays on the floor plan.
- Add booth materials, product brochures, press releases, and documents.
- Give digital access to your materials.
- Increase the traffic to your booth by elevating brand and booth awareness.
- Receive analytics at the conclusion of the Annual Meeting.

### PRODUCT SPOTLIGHT PACKAGE

Investment: \$3,000

Highlight the products that you want to spotlight at the Annual Meeting right in the app. Position your products for engagement inside the app.

- Includes up to 4 thumbnail product images, name and company name within the Featured Product list on the app Dashboard.
- Full-length product description.
- Product listing links to exhibitor's profile.
- Receive analytics at the conclusion of the Annual Meeting.

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## MOBILE APP SPONSORSHIP

### FEATURED BRAND PACKAGE

Investment: \$5,000

Deliver a strong and memorable brand presence within the app. Bring your brand to life with a powerful in-app presence with this package.

- Includes a rotating banner ad, app landing page, and embedded video.
- Additional enhanced directory listing and an exhibit hall map booth space background color.
- Receive analytics at the conclusion of the Annual Meeting.

### VIDEO PACKAGE

Investment: \$5,000

Stand out from the crowd with this attention-grabbing package that includes a banner ad that links to a landing page with a video.

- Includes a rotating banner ad, app landing page, and embedded video.
- Amplify your brand exposure by going from a click to a video.
- Receive analytics at the conclusion of the Annual Meeting.

### TITLE SPONSOR PACKAGE

Investment: \$10,000

Designed for brands looking to maximize their digital presence through innovative, high-impact opportunities.

- Includes secondary launch page, schedule page watermark, weighted banner ad, in-app landing page, enhanced exhibitor directory listing, exhibit hall map booth space background color, and embedded video.
- Receive analytics at the conclusion of the Annual Meeting.

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## SPECIAL EVENTS

### SATURDAY NIGHT OPENING MIXER

Investment: \$9,500

Held the night before the Annual Meeting kicks off, this a premiere social event that you don't want to miss! Additionally, this sponsorship includes a half page ad in online Daily Schedule and Meeting Program, tabletop that includes literature and giveaways, and additional signage.

### SRAA SUNDAY POSTER COMPETITION

Investment: \$2,500

Features students who are presenting posters at the meeting giving five to seven minute oral presentations of their posters to several judges. Food and beverage are provided to presenters and judges. While students and judges are checking in, get recognized on signage and place your literature and giveaways on the registration tables (at the sponsor's expense).

### UPAC POSTER AWARD COMPETITION MIXER

Investment: \$2,500

Support our future researchers on Saturday afternoon where undergraduates can come to this social and scientific mixer to network. The mixer provides an opportunity to polish presentation skills before the general poster sessions begin. Food and beverage are provided at this event. Additionally, this sponsorship includes signage and the option to provide literature and giveaways during the event (at the sponsor's expense).

**DRIVE SALES IN 2027**

Contact us at 240-290-5609 or [exhibits@biophysics.org](mailto:exhibits@biophysics.org)

**DON'T MISS OUT**

**SECURE YOUR SUPPORT  
TODAY AND BE PART OF**

**BPS2027**  
**philadelphia**  
FEBRUARY 20–24, 2027

Our experienced exposition management staff is always available to answer questions on exhibiting, planning or promotion to support your participation in BPS2027. Online resources and monthly email newsletters will be distributed to every exhibitor to assist in the planning and operation of your exhibit and keep you apprised of additional resources and deadlines. Some opportunities are not available to publishers; please contact BPS for details.

**FOR MORE INFORMATION, CONTACT US TODAY!**

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