Underwriting Sponsorship Package
Date: April 21, 2016 | Location: The Marriott

**POWER BREAKFAST FORMAT:**

- IBJ’s editorial department will select a panel of four to six (4-6) professionals from the industry, leading the panel’s discussion at the Power Breakfast
- Q&A – Following the discussion, questions are collected from the audience and directed to the panelists. A feature story related to the panel questions and discussion will be published in the Life Sciences focus section May 9.

**Underwriting Sponsors** of *IBJ’s Life Sciences* Power Breakfast receive:

- **Logo Representation** on all marketing materials:
  - A minimum of four (4) full-color advertisements promoting the Power Breakfast in *Indianapolis Business Journal*
  - One color advertisement promoting the Power Breakfast in *Indiana Lawyer*
  - Power Breakfast Invitation – 18,000 to be inserted into *IBJ*
  - E-vite to all 30,000+ IBJ Daily subscribers
  - Signage at the Power Breakfast
  - Event Program, Event Notepad and Event Tickets
  - Sponsor logo on web ads to run on ibj.com and select e-news products
  - Event registration page
  - A ¼ page “thank you” ad recognizing sponsors in the Technology focus section

- One table of ten (10) at the Power Breakfast with **Corporate Table Signage**

- Opportunity to provide one (1) piece of marketing collateral *or* one (1) memento to all attendees at the power breakfast event

- **Print Advertisement** – Half horizontal or vertical, 4-color advertisement in an IBJ Life Sciences focus section featuring the Power Breakfast topics

- **Web ads** on event registration page at IBJ.com (300x250 & 728x90)

**UNDERWRITING SPONSORSHIP INVESTMENT:** $8,500 net

*Maximum of eight (8) underwriting sponsors for each power breakfast*