At SynBioBeta, we are passionate about harnessing the power of biology to create transformative solutions for a better world. Our mission is to connect the brightest minds, showcase groundbreaking technologies, and foster collaborations that will shape the future of the bioeconomy.

Our primary focus is facilitating connections within the synthetic biology industry and our influence extends far beyond the physical event experience. We can help you reach the full spectrum of synthetic biology professionals across a suite of media platforms.

**Newsletters**
Speak directly to a highly curated and engaged group of decision makers in synthetic biology.

**Podcasts**
Join industry pioneers sharing groundbreaking bio-innovations worldwide.

**Webinars**
Engage with experts in virtual sessions exploring cutting-edge biotech.

**Website**
Showcase your organization to a focused audience of over 30k, and growing, monthly visitors.

**Social Media Posts**
Use our social media following to get visibility on anything from a product announcement to a webinar.

**Job Postings**
Find the talent you have been searching for by posting your open positions on our active job board.

---

**Digital Reach over 100k**

<table>
<thead>
<tr>
<th>Digest Subscribers</th>
<th>Average monthly sessions</th>
<th>Conference Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>40K+</td>
<td>Website Engagement</td>
<td>2K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn Followers</th>
<th>Twitter Followers</th>
<th>Meta Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.7K</td>
<td>48.9K</td>
<td>10.6K</td>
</tr>
</tbody>
</table>
At SynBioBeta, we're committed to driving innovation and collaboration, connecting businesses, partners, academics, and thought leaders for mutual success.

### Ecosystem

**Entrepreneurs**
Looking for investment opportunities, forming strategic partnerships and discovering the latest technological advancements.

**Investors**
Looking for groundbreaking technologies and applications and meet innovators of tomorrow.

**Academia & Students**
Build bridges between research and early innovation to real world implementation.

**Government**
Discuss societal and regulatory implications, facilitate informed policy making, and ensure responsible and beneficial advancements.

**Service Providers**
Build relationships with cutting-edge startups and organizations innovating with biology.

### Decision Makers

- **22%**
  - C-Suite Level
- **10%**
  - VP Level
- **20%**
  - Director Level

### Industries

**Human Health**
- Engineered Human Therapies
- Biopharma Solutions: Tools & Technologies
- Neurotech
- Psychedelics
- Longevity

**Business of Biology & Society**
- DeSci Capital Markets
- Bioeconomy & Policy
- Consumer Products
- Biodesign
- Biosecurity & Bioethics

**Tools & Technology**
- AI & Digital Biology
- Biomanufacturing
- Scale-Up
- Reading, Writing & Editing DNA

**Planetary Health**
- Climate Tech & Environment
- Chemicals & Materials
- Food & Agriculture
- Space Exploration

### Organization Type

- **Academia** 10.0%
- **Funding** 7.4%
- **Government** 5.4%
- **Industry** 24.5%
- **Service Provider** 8.8%
- **Non-Profit Media** 8.1%
- **Startup** 37.7%

### Diversity from Start-ups to Fortune 500

- **Number of Employees**
  - 1-10: 30.1%
  - 11-100: 33.6%
  - 101-500: 19.6%
  - 501-5,000: 12.0%
  - 5,001+: 13.7%
Sponsored Digest - SynBioBeta Weekly Digest

Inclusions:
- 150 words or less with linking URL
- Branded banner with sponsor graphic (jpeg or png)

Tech-Focused Digest (topic-specific) - Take advantage of our extensive experience producing well-respected e-newsletters. There are several opportunities to align your content with our relevant content. Samples of topics we will focus on are:
- Reading, Writing & Editing DNA
- BioManufacturing Scale-Up
- Human Health
- AI & Digital Biology
- Food & Ag
- Chemicals & Materials

Inclusions:
- Banner ad positions
- Links to your online content
- 150 words or less with linking URL
- Branded banner with sponsor graphic (jpeg or png)
Newsletters

Advertising:

Get your innovation in front of 10,600+ synbio decision-makers with our high-engagement newsletter – it’s like having a backstage pass to the industry’s inbox. The SynBioBeta Digest is delivered weekly and has a proven 40% open rate.

Standard 300x250, and 728x90 banner ads available.

- Linking URL
- Branded banner with sponsor graphic (jpeg or png)

Job Postings:

Post a job on our online job board (30 days) and receive a job posting announcement in our Newsletter that first week it comes out.
Podcasts

Audio Podcast

30-minute (max) audio sessions hosted by SynBioBeta featuring your subject matter experts. Underwritten by sponsors, allowing you to align with experts around topical content and industry insights. Podcasts can also be conducted in interview style with our moderator and a representative from your company.

- Topics agreed upon between SynBioBeta and the sponsor
- Includes sponsor recognition at the beginning and the end of the podcast
- Promoted and featured in the weekly digest
- Promoted on SynBioBeta’s social network
- MP4 file to use in marketing efforts.

Number of users of podcasts in the U.S. 2020-2029

Source: www.statista.com

Video Podcast

10 to 15-minute videos that run on SynBioBeta’s website. This is short-form, memorable content.

- Pre-call with subject matter expert to determine the topic
- Promoted and featured in the weekly digest
- Promoted on SynBioBeta’s social networks
- MP4 file to use in marketing efforts.
**Webinars**

**Custom Webinars**

Communicate and educate your customers on your product/service, build awareness of your company’s expertise and brand, showcase customer testimonials, and explain product differentiators.

Custom Webinars are single-sponsored and include:
- Opt-In registration list (GDPR compliant)
- Consultation with our content director
- Full autonomy to provide your speakers, topics, and slides
- Logo exclusivity on various landing pages
- Customizable registration page
- Polling questions
- MP4 file to use in your marketing efforts.
- Sponsor(s) mention/logo inclusion in all webinar marketing efforts
  - Social media
  - Dedicated emails
  - Newsletters

**Editorial Webinars**

A turnkey package and an ideal platform for your company to share thought leadership while generating leads. This presentation can be enjoyed live and on-demand for up to six months.

Editorial webinars are open to multiple sponsors and include:
- Opt-In registration list (GDPR compliant)
- Branding of logos(s) on the webinar interface
- MP4 file to use in your marketing efforts.
- Sponsor(s) mention/logo inclusion in all webinar marketing efforts
  - Social media
  - Dedicated emails
  - Newsletters
Sponsored/Submitted Content: Placing your content on synbiobeta.com benefits your business by providing targeted reach, connecting your industry articles with interested prospects, and boosting potential leads. It establishes thought leadership, builds trust, and attracts business consideration. By addressing industry challenges, you showcase solutions that resonate and attract.

- White Papers: Generate leads and raise brand awareness
  - You’ll receive registration contact reports
  - Client submits content (white paper, case study, etc.)
  - SynBioBeta will include e-blasts & social media posts

- Native Ads: Place a compelling headline image and link back to your content
  - Article provided by sponsor
  - Content can be product page/case study/news/interview
  - Published and promoted on synbiobeta.com

- Website Advertising:
  - Unlock marketing excellence with standard 300x250, 300x600, and 728x90 banner ads on SynBioBeta.com
A virtual symposium can increase awareness and visibility, educate attendees, generate leads, and deepen connections with target audiences. Virtual symposiums bring targeted professionals together in an interactive, online environment that provides education through webinars and other thought leadership content. Attendees can learn about new products, services, or messages from sponsors.

Sponsorship Levels:

**Keynote (Exclusive)**
- 45-minute executive keynote address by SynBioBeta
- 15-minute Fireside chat with sponsor
- Logo placement on all marketing materials
- Logo placement on the registration page
- A turnkey toolkit that includes banners, marketing copy, and links
- All registration leads (GDPR compliant)

**Breakout Session: (Limit 3)**
- One-hour presentation webinar presented by your industry expert(s)
- Logo placement on the registration page
- A turnkey toolkit that includes banners, marketing copy, and links
- Leads from sponsored session

**Lighting Talks (Limit 8)**
- 15-minute opportunity to pitch your company. It may include some commercial aspects highlighting your company’s work. The talk should also focus on big-picture ideas that are relevant to an audience within your customer base
- Logo placement on the registration page
- A turnkey toolkit that includes banners, marketing copy, and links
- Leads from sponsored session
Our Team

Anissa Cooke
Director of Sales & Business Development
anissa.cooke@synbiobeta.com

Fiona Mischel
Director of International Outreach
fiona.mischel@synbiobeta.com

Stephanie McCall
Senior Account Manager
stephanie.mccall@synbiobeta.com

Ivan Jaubert
Strategic Partnerships
ivan.jaubert@synbiobeta.com

We help you connect with, better understand, and do business with those using biology to make the planet a better place.

www.synbiobeta.com