

AUGUST 20-21



**ENDING
AGE-RELATED
DISEASES
2020**

**INVESTMENT PROSPECTS &
ADVANCES IN RESEARCH**

GOING ONLINE

SPONSORSHIP PROPOSAL



Defeating age-related diseases with science and technology

The conference in brief

- Over 20 hours of selected **research presentations, interviews, and discussion panels**
- **Lifespan Factory** with a pre-recorded workshop, presentations from biotechnology startups, and promising research projects
- **Networking features** to engage with speakers and interviewees, interact with like-minded attendees, and effectively **track leads**
- Access to **presentation materials** and exclusive **early access to videos of all the sessions** shortly after the event



**INVESTMENT PROSPECTS
& ADVANCES IN RESEARCH**

What you get as a sponsor



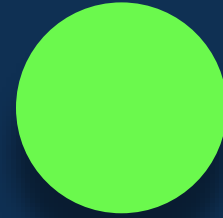
Brand & Product Positioning

- Present your products & services to highly engaged members of the longevity community
- Stand together with leading companies and research institutions in the longevity field



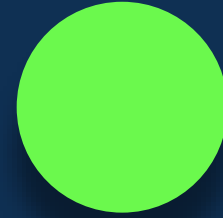
Extra exposure

- Show up on our website, app and conference platform
- Benefit from Lifespan.io's news releases and extensive presence on social media after the conference



Favorable public opinion

- Show the longevity community your devotion to supporting scientific research on aging and combatting age-related diseases with the most cost-effective approach: targeting the root causes

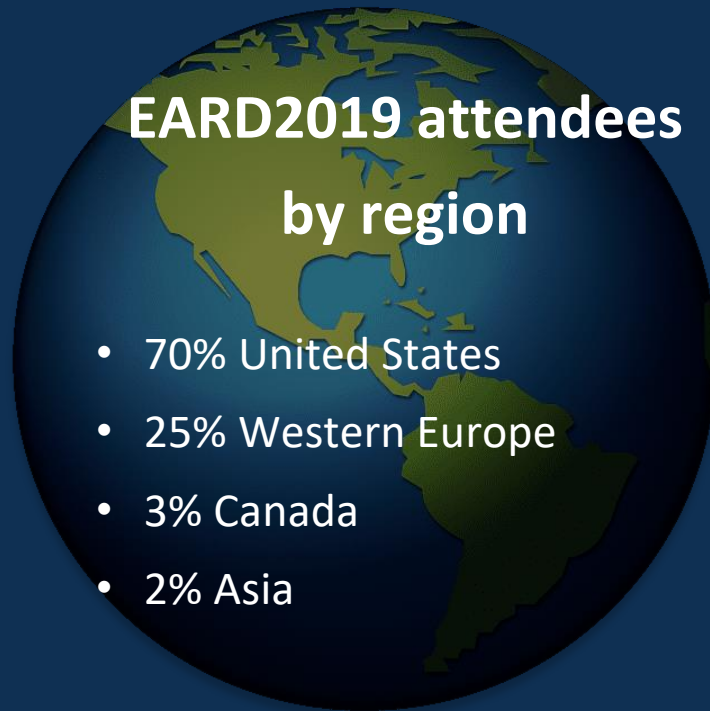


Advocacy impact

- By supporting the conference, you are helping Lifespan.io to expand our advocacy and education initiatives.
- We engage early adopters of rejuvenation drugs and help the market grow and mature

EARD2019 in numbers / Our estimates for 2020

Our events attract people who share a passion for healthy life extension



Demographics:

- Male/female 80/20
- High education
- Longevity enthusiasts (over 50%), researchers (15%), investors (15%), longevity biotech CEOs (5%)

2019

SOLD OUT! 215 attendees

Number of attendees increased by 30% in 2019

30 presentations by aging researchers and investors in 2019

3 panel discussions involving additional speakers

Advocacy impact:

Over 50,000 views on social media

2020

Over 700 participants are expected

We already have >500 registrations

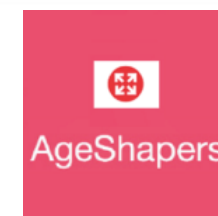
50 presentations by aging researchers and investors

5 interviews with industry experts

5 panel discussions involving additional speakers

Previous years' sponsors

Leading companies and thought leaders in the longevity field



Sponsorship package

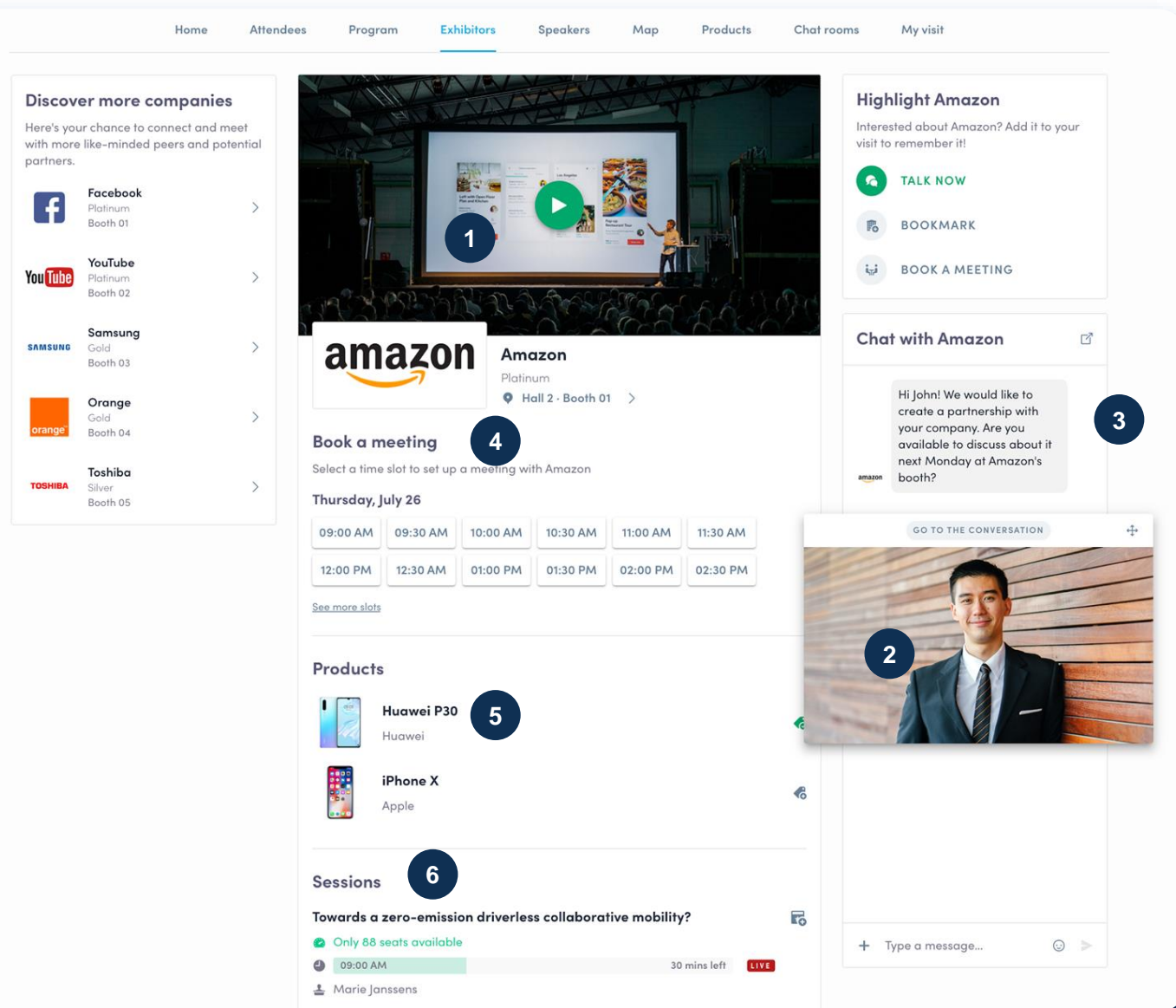
Sponsorship Features	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,000
Premium tickets to the conference	8 people	5 people	3 people	2 people
Acknowledgement in the welcome and closing remarks of the conference	●	●	●	●
Logo on the main website of the conference and mobile app (size depends on level)	●	●	●	●
Logo appearing on conference-related emails	●	●	●	●
Sponsor page to showcase your company (networking features based on level)	●	●	●	●
Listing in the sponsor directory of the conference platform, ordered by sponsorship level	●	●	●	●
Opportunity to place a pre-recorded video in the Lifespan Factory showcase area	●	●	●	●
Opportunity to give a talk about your company	20 minutes	10 minutes	5 minutes	
Placing a banner ad on conference pages throughout the event	●	●	●	
Placing a large, tall banner ad on conference pages throughout the event	●	●		
Ability to sponsor specific conference sessions	All	1 group		
Ability to have email or push notifications sent to conference attendees	1 each day	1 total		
Acknowledgment in Lifespan.io social media posts about the conference	●	●		

Sponsor page features

Sponsor Page Features	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,000
Adding company information, social links, and promotional materials for download	●	●	●	●
Ability to capture and rank leads, track ROI, export results for CRM	●	●	●	●
Ability for attendees to book 1-1 video meetings with designated sponsor representative	●	●	●	●
Ability for sponsor to request 1-1 video meetings with attendees	●	●	●	
Placing of demo video, commercial, or live product video demo on sponsor page	●	●	●	
Activation of sponsor page chat room	●	●	●	
Ability to list products on sponsor page	4 products	2 products	1 product	
Your own public video conference room (50-person capacity, 12 on camera at once)	●	●	●	
Enhanced matchmaking and meeting booking, which can be assigned to 4 sales team members	●	●		
Ability to post company job listings	●	●		

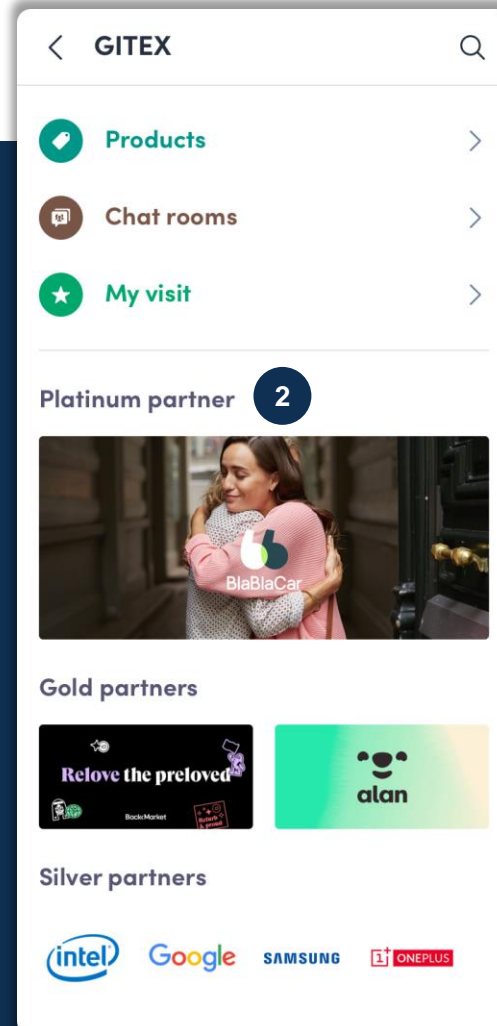
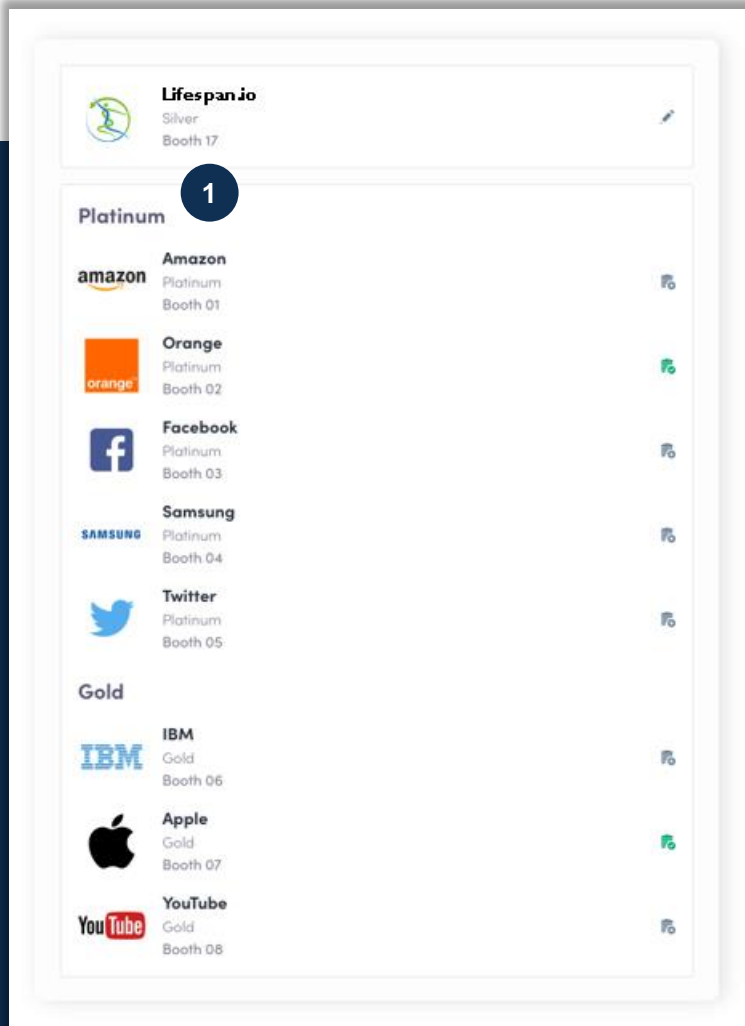
Check out a few examples of sponsorship features on the next slides!

Sponsor pages that generate leads



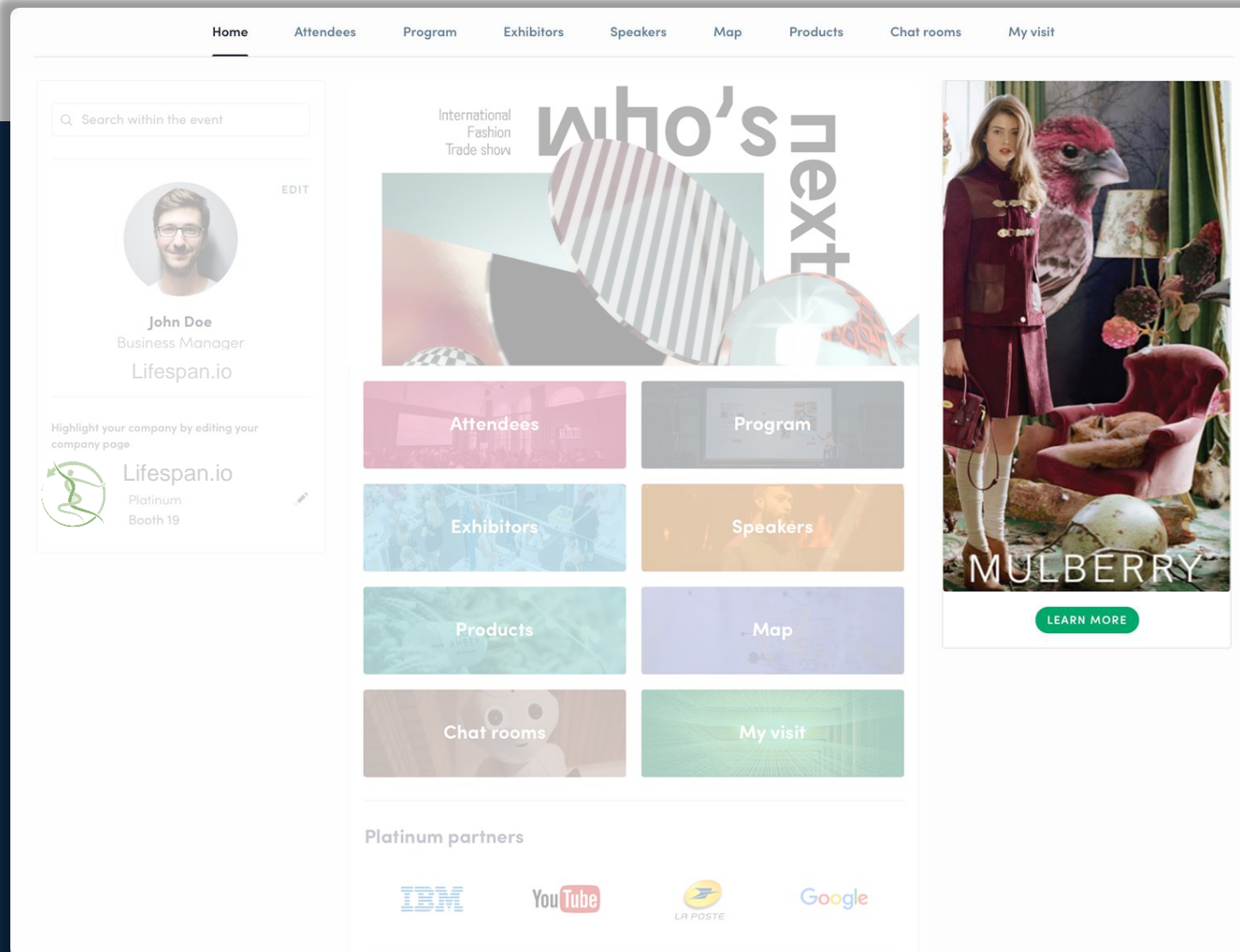
1. Exhibitor video and collateral
2. Instant Video Calls with lead scoring
3. Live chat with sales staff
4. Inbound meetings
5. Showcase products
6. Live stream product demos with Q&A

— Exposure from the first minute



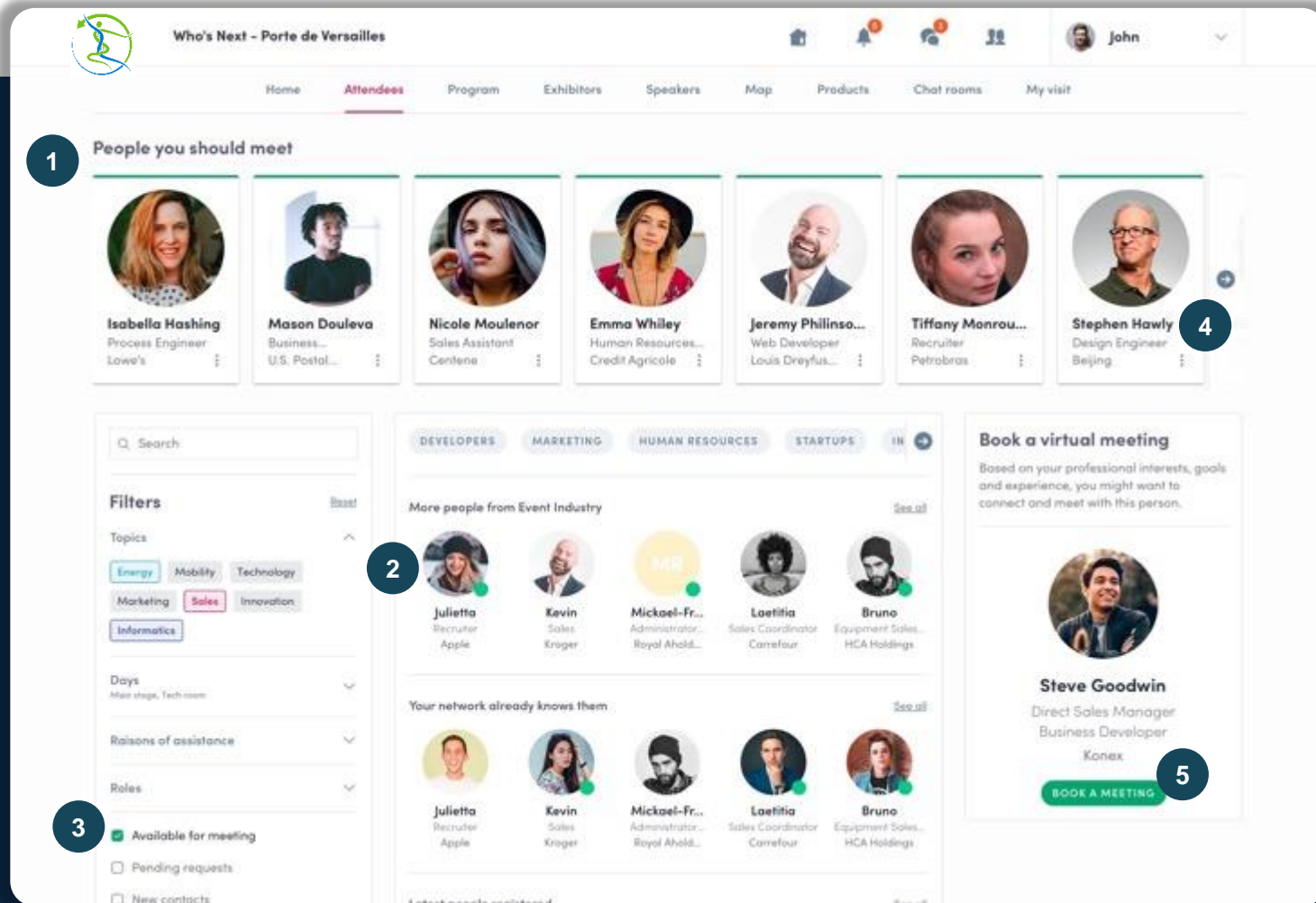
1. Appear on top of the sponsors' list with a higher sponsorship level
2. Large or smaller ads depending on sponsorship level

Banner and column ads



Your ads can be displayed in different formats and target specific groups of attendees.

Virtual Meetings – Outbound



1. Meet AI-recommended people

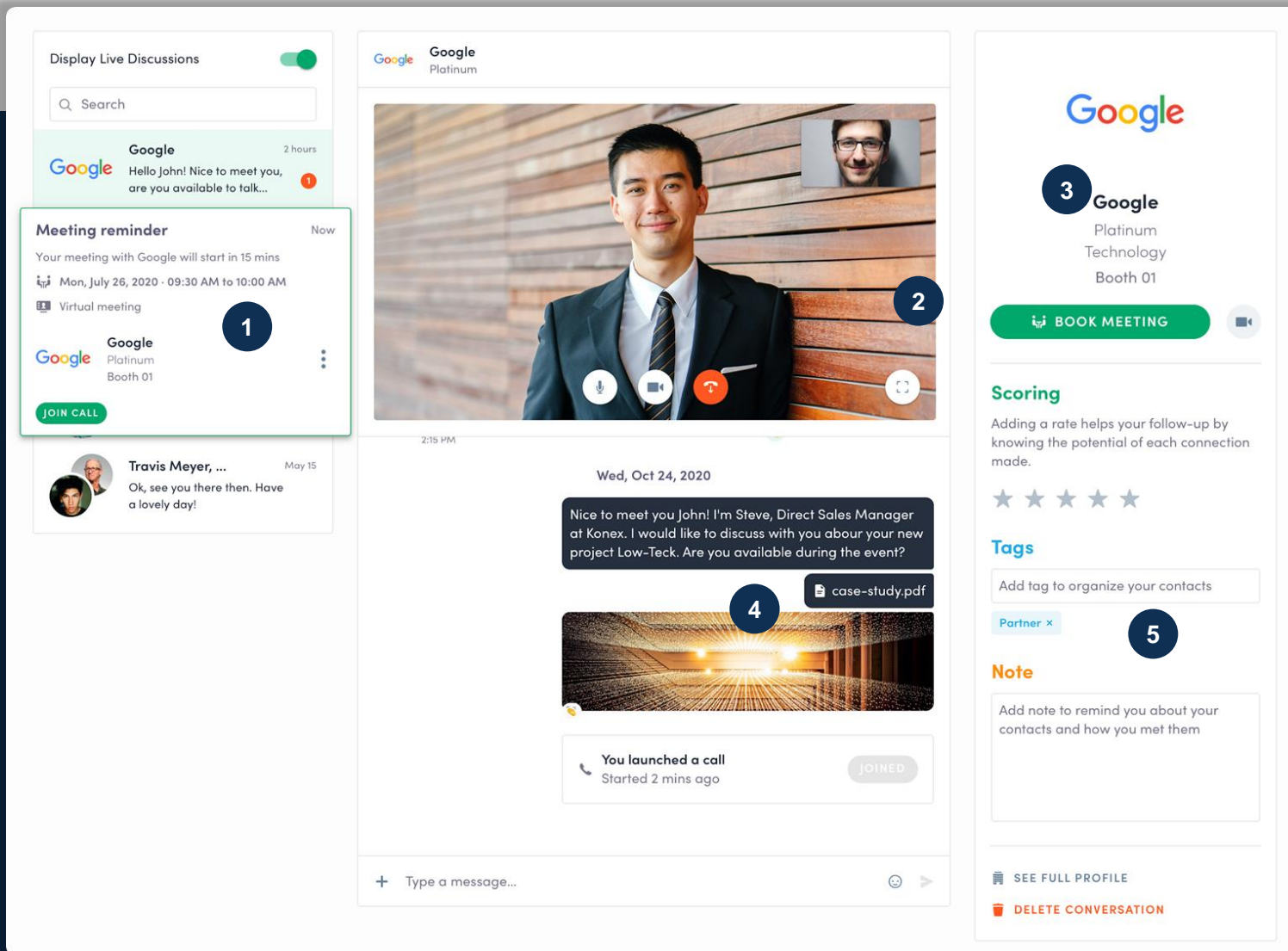
2. See who's online

3. Advanced filters

4. Chat with anyone

5. Book virtual meetings

Virtual meetings that promote partnerships



1. Reminder notifications
2. Launch video calls with clients during the event
3. Get clients redirected to your sponsor profile in one click
4. Share documents
5. Add notes, ratings, tags and export leads

Let's develop a longevity industry together!

To secure a sponsorship opportunity for EARD2020, please contact the conference director, Elena Milova, at elena@lifespan.io and share brief information about your company and the desired level of sponsorship, and we will reply to you promptly.

All sponsorship offers are reviewed by the Lifespan.io Board on a case-by-case basis.

Learn more at www.lifespan.io/conference