



# ENDING AGE-RELATED DISEASES 2021

INVESTMENT PROSPECTS

& ADVANCES IN RESEARCH

AUGUST 19 - 22 2021

## SPONSORSHIP PROPOSAL

## What is Ending Age-Related Diseases 2021 conference?

- **4-day virtual scientific conference focused on aging research and rejuvenation biotechnology**
- **Industry experts are discussing the progress in biomedical research as well as the investment and regulatory matters**
- **Highly interactive event that serves as a platform for networking and public dialogue**
- **Organized by Lifespan.io, US-based non-profit raising public awareness and funds for research on aging and longevity**

## Why Lifespan.io?

- **#1 source for longevity research news**
- **Spearheading the crusade to bring aging to an end**
- **Fiscally sponsoring longevity research projects**
- **Hosting pitch sessions for the investors**
- **Maintaining scientific dialogue on aging**

**Defeating age-related  
diseases with science  
and technology**

## How you can benefit from the partnership?

- **High-quality 4-day virtual event** that welcomes professionals from all over the world
- **Over 800 participants** are expected - early adopters, researchers, investors, medical doctors
- **Networking features** of the platform allow to engage with speakers and interviewees, find new clients and partners among the participants, and effectively **track leads**
- **Virtual booths** representing the sponsoring company, **display of the logo** on all conference-related communications
- **Deep look at longevity industry** with over 25 hours of selected research presentations, interviews, and discussion panels with post-conference access

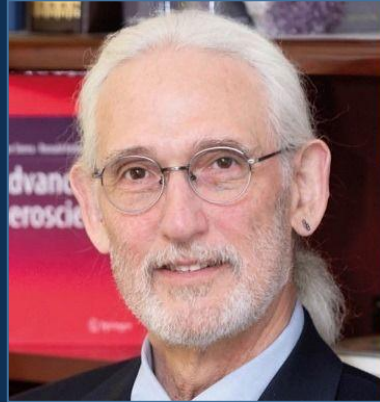
**Connect with top  
industry experts**



**Judith Campisi, Ph.D.**



**Aubrey de Grey, Ph.D.**



**Ron Kohanski, Ph.D.**



**Kristen Fortney, Ph.D.**



**Steve Horvath, Ph.D.**



**James Kirkland, Ph.D.**



**Sonia Arrison**



**Vadim Gladyshev, Ph.D.**



**Brian Kennedy, Ph.D.**

**Selected speakers from previous years**



# Sponsorship Benefits



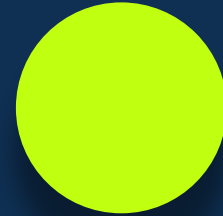
## Brand & Product Positioning

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



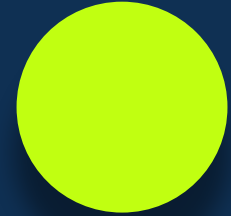
## Extra exposure

- 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 combating 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

# Ending Age-Related Diseases 2020 Demographic Reach



## EARD2020 attendees by region

- 58% United States
- 21% Europe
- 5% Canada
- 14% Other

## Demographics

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

“A perfectly sized event with exceptional speakers and flawlessly ran, ideal for learning the latest in the longevity field, both on the scientific and investment side of things. Also, great for networking and connecting with fellow longevityists. Well done Lifespan team”

- Maria Entraigues Abramson, SENS Research Foundation



# Ending Age-Related Diseases by the numbers

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

## 2020

**Two-day virtual conference**  
**800 attendees**

**Over 19 hours**  
of live content over two days

**3 panel discussions**  
involving additional speakers

**On Demand Content**  
with over 14 speakers

**Over 50,000 views on social media**

## 2021

**Four-day virtual conference**  
**800+ attendees expected**

**50 presentations**  
by aging researchers and investors

**4 interviews**  
with industry experts

**4 panel discussions**  
involving additional speakers

# Previous years' sponsors

Leading companies and thought leaders in the longevity field



MEDIA PARTNERS





Sponsorship Features				
Sponsorship Features	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,000
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 following keynote presentation	15 minutes			
Opportunity to host an Ask me Anything roundtable	15 minutes	15 minutes		
Banner ad on conference pages throughout the event, ordered by sponsorship level	Large Ad	Medium Ad	Logo	
Opportunity to sponsor panel sessions	1 panel	1 panel		
Opportunity 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 Deliverables

Sponsor Page Features	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,000
Access to sponsor portal	●	●	●	●
Adding company information, social links, and promotional materials for download	●	●	●	●
Opportunity to capture and rank leads, track ROI, export results for CRM	●	●	●	●
Opportunity for attendees and sponsors to request 1:1 video meetings	●	●	●	
Opportunity to add a custom background to sponsor profile	●	●	●	
Placing of demo video, commercial, or live product video demo on sponsor page	●	●	●	
Activation of sponsor page chat room	●	●	●	
Opportunity 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 team members	●	●		
Opportunity to post company job listings	●	●		

# Let's develop a longevity industry together!



To secure a sponsorship opportunity for EARD2021, please contact Denise Barker, at [denise.barker@lifespan.io](mailto:denise.barker@lifespan.io) and share brief information about your company and the desired level of sponsorship. 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](http://www.lifespan.io/conference)