IOWA BIOTECHNOLOGY ASSOCIATION PRESENTS

IOWA BIOTECH SHOWCASE & CONFERENCE

MARCH 2 & 3, 2027

Ames & Ankeny, Iowa

2027 SPONSORSHIP PROSPECTUS





ABOUT IBSC

The Iowa Biotech Showcase & Conference (IBSC) is Iowa's premier gathering for biotechnology innovation and one of the region's fastest-growing bioscience events. **In 2026, IBSC welcomed 180+ attendees, sponsors, and exhibitors, and the momentum continues to build heading into 2027.**

Each year, IBSC unites the state's most influential biotech minds: startups pitching breakthrough ideas, industry leaders, investors, policymakers, researchers, and ecosystem partners, all in one room, over two high-energy days.

Sponsoring IBSC means your brand is front and center where Iowa's bioscience future is being shaped. Your investment connects you to decision-makers across agriculture, pharmaceuticals, animal health, renewable fuels, and life sciences; the people and organizations defining what's next.

Attendees experience thought-provoking keynotes, dynamic panel discussions, curated networking, and the highly anticipated Biotech Showcase Pitch Competition. Every element is designed to spark collaboration, drive investment, and strengthen Iowa's bioscience ecosystem.

This is where ideas turn into action and where sponsors gain meaningful visibility, authentic relationships, and lasting impact in a community that's growing year over year.

Your sponsorship doesn't just support an event. It's an investment in Iowa's bioscience future.

Securing your sponsorship is simple. Reach out today to reserve your tier, ask questions, or explore custom partnership opportunities; spots at several levels are limited and fill quickly.

Contact Mary Lyon at Mary@IowaBio.org for sponsorship and partnership inquiries, or click here to register your sponsorship online.

INDUSTRY FIRESIDE CHAT SPONSORSHIPS



Kyla Scanlon

Contributor & Economic Analyst for CNN | Financial Educator and Content Creator | New York Times Bestselling Author, In this Economy? How Money and Markets Really Work

Kyla Scanlon is an economic commentator and author, and the founder of Kyla Labs.

She writes about money, markets, and the systems that shape them for an audience of over one million people across TikTok, Instagram, Substack, and YouTube, covering the pressing issues of the day – including tariffs, artificial intelligence, energy markets, and why the traditional rungs of the economic ladder have gotten harder to climb.

Her debut book, In This Economy? How Money and Markets Really Work, was a New York Times bestseller and used hand-drawn diagrams to make the machinery of the economy clear. In her newsletter, she coined the term "vibecession" to describe the disconnect between strong economic data and negative public sentiment – a concept since referenced by Treasury Secretary Scott Bessent and taken up in research by former CEA chair
Jared Bernstein.

Raised in Kentucky, Scanlon studied finance, economics, and data analytics at Western Kentucky University. She started out trading options and selling cars, where she first saw how inaccessible finance had become to the people it affected most. She began making whiteboard videos and comedy skits to decode markets and economic trends for everyday audiences (and often dressed up as Jerome Powell).

She writes monthly for New York Times Opinion, has a video partnership with Foreign Policy, and is a contributor and analyst at CNN. She is also a senior fellow at the Vanderbilt Policy Accelerator and a research fellow at the
American Institute of Boys and Men. Scanlon was named to Barron's 100 Most Influential Women in U.S. Finance and the TIME100 Creators list, and has appeared on The Daily Show with Jon Stewart and The Ezra Klein Show.

At work on her second book, she lives in the mountains with her dog, Piglet.

HARVEST PARTNER – **SOLD**

- 6 complimentary conference registrations
- 3 VIP dinner registrations
- Named Presenting Fireside Chat Sponsor in all event materials, communications, and signage
- Logo prominently featured on screen during the presentation
- Option to provide branded lanyards worn by all attendees
- Private 20-minute meet & greet with Kyla (up to 6 attendees)
- Group photo opportunity with Kyla taken by IowaBio and approved by Kyla prior to the sponsor receiving the photo
- Full-page ad in event program
- Premium exhibit table placement
- Exclusive short-form social media video post prior to the event and provided by the sponsor (LinkedIn, Facebook, X)

SEED PARTNER – $7,500

- 4 complimentary conference registrations
- 2 VIP dinner registrations
- Logo recognition on all event materials and signage
- Option to provide branded pens and notepads to be placed at every seat
- Group photo opportunity with Kyla taken by IowaBio and approved by Kyla prior to the sponsor receiving the photo
- Full-page ad in event program
- Exclusive short-form social media video post prior to the event and provided by the sponsor (LinkedIn, Facebook, X)

ROOT PARTNER – $3,500

- 3 complimentary conference registrations
- Logo recognition on all event materials and signage
- Group photo opportunity with Kyla, taken by IowaBio and approved by Kyla prior to the sponsor receiving the photo
- Half-page ad in event program
- Opportunity to suggest a fireside chat topic
- Exclusive social media post (LinkedIn, Facebook, X)

CULTIVATOR – $1,500

- 2 complimentary conference registrations
- Quarter-page ad in event program
- Stage recognition during fireside chat
- Grouped social media post with all Cultivator sponsors (LinkedIn, Facebook, X)





UNLIMITED SPONSORSHIPS

Unlimited sponsorships are available to multiple sponsors at the same level. All sponsorship levels include the option to host a booth during the conference.

STEM SPONSOR - $5,000

- 4 complimentary registrations
- 1 VIP dinner registration
- Sponsorship donated directly toward IowaBio's Future Biotech Leaders Fund as a charitable contribution
- Sponsorship recognition on website, email, and media messages highlighting the STEM fund
- Full-page ad in the printed event program
- Exclusive media posts announcing sponsorship (Twitter, Facebook, LinkedIn)
- Recognition of sponsorship and donation during STEM presentation
- Opportunity to provide 1-minute remarks about company's STEM efforts/giving during STEM presentation

GOLD SPONSOR - $3,500

- 3 complimentary registrations
- Sponsorship recognition on website, event materials, and on stage screens at conference
- Half-page ad in event program
- Exclusive social media mention

SESSION SPONSOR - $2,000

- 2 complimentary registrations
- Logo recognition on event website and program
- Quarter-page ad in the printed event program
- Sponsorship recognition on signage outside session rooms
- Grouped media posts announcing sponsorship (Twitter, Facebook, LinkedIn)

SILVER SPONSOR - $1,500

- 2 complimentary registrations
- Sponsorship recognition on website, event materials, and on stage screens at conference
- Quarter-page ad in event program
- Grouped social media mention





EXCLUSIVE SPONSORSHIPS

Each exclusive sponsorship is available to one sponsor only. All sponsorship levels include the option to host a booth during the conference.

BIOTECH SHOWCASE SPONSOR- $5,000

- 4 complimentary registrations
- 1 VIP dinner registration
- Logo recognition on event website, program, and projected on stage screens during Showcase
- Exclusive media posts announcing sponsorship (LinkedIn, Facebook, X)
- Full-page ad in the printed event program
- Verbal sponsorship recognition by event moderator(s) during the Biotech Showcase
- 3-minute company remarks or pre-recorded video before Showcase
- Announcement of the Biotech Showcase winner

VIP DINNER SPONSOR - **SOLD**

- 4 complimentary registrations for conference and VIP dinner
- Exclusive media posts announcing sponsorship (LinkedIn, Facebook, X)
- Quarter-page ad in the printed event program
- Co-host of VIP dinner featuring IowaBio board members, event speakers, judges, and committee members
- Ability to collaborate with IowaBio on VIP dinner guest list

IOWA BIOTECH LEADER AWARD SPONSOR - **SOLD**

- 3 complimentary registrations
- 1 VIP dinner registration
- Logo recognition on event website, program, and projected on stage screens during award presentation
- Exclusive media posts announcing sponsorship (LinkedIn, Facebook, X)
- Sponsorship recognition on website, email, and media messages highlighting the award
- Half-page ad in the printed event program
- Opportunity to give 1-minute introduction of award recipient
- Seat on the Iowa Biotech Leader Award selection committee

POLICY KEYNOTE SPONSOR - $3,500

- 3 complimentary registrations
- Logo recognition on event website, program, and projected on stage screens during keynote presentation
- Exclusive media posts announcing sponsorship (LinkedIn, Facebook, X)
- Half-page ad in the printed event program
- Opportunity to provide 1-minute introduction of policy keynote speaker

VIP COCKTAIL RECEPTION SPONSOR - **SOLD**

- 3 Complimentary Registrations for conference
- 1 Invitation to the VIP Dinner on March 2
- Sponsorship recognition on website and event materials
- Quarter-page ad in the printed program
- Exclusive sponsorship recognition on signage at cocktail reception
- Exclusive media posts announcing sponsorship (Twitter, Facebook, LinkedIn)

CONFERENCE RECEPTION SPONSOR - $3,000

- 3 complimentary registrations
- Sponsorship recognition on website and event materials
- Quarter-page ad in the printed event program
- Exclusive sponsorship recognition on signage at reception
- Exclusive media posts announcing sponsorship (LinkedIn, Facebook, X)

BREAKFAST + COFFEE STATION SPONSOR - $2,750

- 2 complimentary registrations
- Exclusive sponsorship signage at breakfast and coffee stations
- Sponsorship recognition on website and event materials
- Grouped social media post

LUNCH + SNACK BREAK SPONSOR - $2,750

- 2 complimentary registrations
- Exclusive sponsorship signage at lunch and snack break stations
- Sponsorship recognition on website and event materials
- Grouped social media post

LEGISLATIVE UPDATE SPONSOR - $2,000

- 2 complimentary registrations
- Logo recognition on event website and program
- Sponsorship recognition projected on stage screens during presentation
- Grouped media posts announcing sponsorship (LinkedIn, Facebook, X)

NETWORKING COFFEE SPONSOR - $1,000

- 1 complimentary registration
- Exclusive sponsorship signage at venue
- Sponsorship recognition on website and event materials