



Sponsorship
Opportunities
Tampa Bay, Florida
February 1st-3rd, 2022



Who are we?

The Berry Health Benefits Symposium (BHBS) is the premier international forum on berries and human health.

Renowned scientists present their latest berry health benefits research to members of industry and the press.





Our Mission

To foster the cutting-edge science needed to support berry health messaging in order to:

- drive overall consumption of berries
- improve the reputation of berries relative to other fruits

BHBS At A Glance

- Founded in 2005
- Held Biennially
- Rotating Location Among Top US Berry Growing Regions
- 150+ attendees
- 25+ Scientific Presentations
- 20+ Scientific Posters
- Media Reach: 1.5 million



Join us at BHBS 2022
Feb 1st – 3rd

Hotel Alba
Tampa, Bay ~ Florida

- 9th Biennial Symposium
- 150+ attendees
- 25+ Scientific Presentations
- 20+ Scientific Posters
- Media Reach: 1.5 million

TAPESTRY
COLLECTION
by Hilton™



“This is an important (industry) event that helps spread the good news to health professionals and consumers about the benefits of eating berries.”

Dr Navindra Seeram, PhD

*Department of Biomedical and
Pharmaceutical Sciences,
University of Rhode Island*



BHBS Benefits YOU!

- Increased industry presence and recognition
- Relationship building with scientists, peers, and press
- Access to the latest scientific studies
- Tools and information to build robust health communication messaging in support of your brand goals

Source: BHBS 2019 Sponsor Satisfaction Survey



Achieve your business goals with BHBS

- All donations are eligible for a 501c3 tax deduction!
- Choose from:
 - **Meals and Breaks** - Lunch Buffets, Sit Down Dinners, Morning Breaks
 - **Special Events** – Seminar Sessions, Florida Berry Tour
 - **Conference Elements** - Name Badge Lanyards, Audio Visual, Beverage Sponsor



2019 Sponsors

- Global Berry Brands
- Commodity Commissions
- Berry Focused Product Producers
- Scientifically Driven Berry Researchers



Sponsor Benefit Levels

GOLD \$12,500	SILVER \$6,500	BRONZE \$3,500	BERRY \$2,500
A brief introduction by a company representative at a lunch or dinner			
1 complimentary conference registration			
8+ Live mentions during the event	4+ Live mentions during the event	2+ Live mentions during the event	
Premium booth space - trade show in conference hall	2 nd tier booth space - trade show in conference hall	Booth space – trade show in conference hall	Booth space – trade show in conference hall
Large logo on all conference print materials	Medium logo on all conference print materials	Medium logo on a conference print materials	Small logo on all conference print materials
Attendee Mailing List	Attendee Mailing List	Attendee Mailing List	Attendee Mailing List
Website – large logo and link	Website – medium logo and link	Website – medium logo and link	Website – small logo and link

Host a Dinner \$7,500

- 2 available
 - Welcome Dinner
 - Keynote Dinner
- Dedicated on-site branding
- Company introduction at dinner by your rep
- Logo displayed prominently
- Promotional materials on display



Host a Lunch Buffet \$3,500

- 2 Available
- Dedicated on-site branding opportunity
- Logo prominently displayed
- Promotional materials on display
- You are the sole provider of berries (or other product of your choosing) at this meal



Host an AM Break \$1,500

- 2 available
- Dedicated on-site branding opportunity
- Logo displayed at break
- Promotional materials on display
- You are the sole provider of berries (or other product of your choosing) at the break



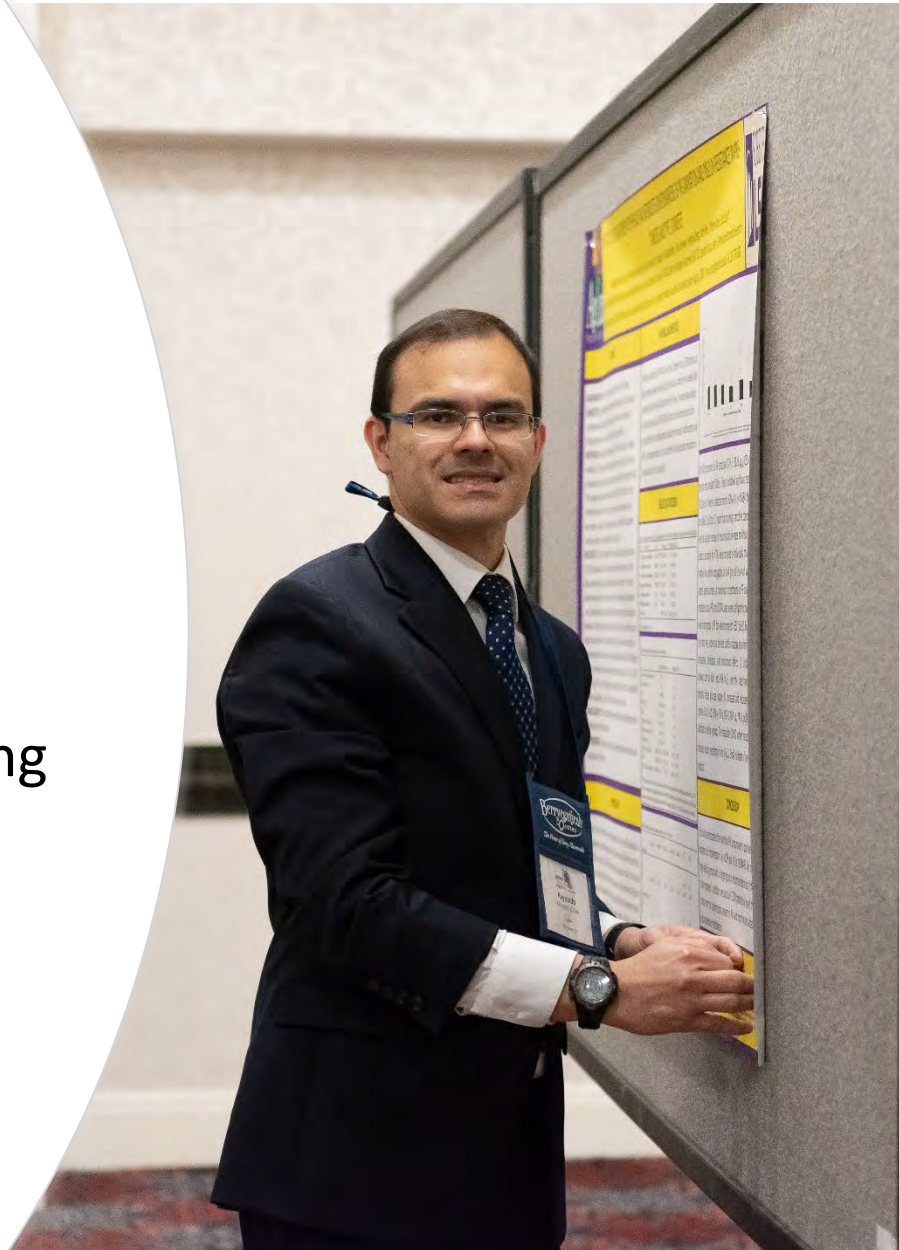
Host a Seminar Session \$2,500

- 4 available: topics TBA
- Dedicated on-site branding opportunity
- Speaking rights; 3 to 4-minute welcome address at your session
- Logo displayed on signage
- Promotional materials on display



Host the Poster Session \$2,500 or Reception \$1,500

- 1 poster session (2 days) and 1 poster reception available
- Dedicated on-site branding opportunity plus logo displayed throughout the full symposium
- Recognition at keynote dinner presentation of poster session awards



Host the FL Berry Discovery Tour \$6,000

- One available, can be a shared sponsorship
- A half-day bus tour to discover the local berry region
- Dedicated branding
- Speaking rights; 3 to 4-minute welcome address
- Signage and promotional materials on display



Sponsor Conference Elements

- Name Badge Lanyards - \$2,000
 - Prominent representation for your company on this handy accessory used by all throughout the event
- Beverage Sponsor - \$2,500
 - Prominent logo placement on symposium tables and sessions, on all hot/cold cups and at coffee, tea & water cooler stations



Sponsor Conference Elements

- Audio Visual - \$5,000
 - The largest canvas for your company's logo and messaging
 - Your logo shown between every presentation – more than 20+ times throughout the symposium





Let's work together to create a goal-oriented presence for your brand at BHBS 2022 – Tampa Bay, Florida!

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