



DRIVING
BIO-INDUSTRY
GROWTH

2026 Partnering Prospectus

Event Sponsorships | Marketing Opportunities



Driving Growth & Innovation:
Partnership Opportunities in Michigan's Life Sciences Ecosystem



TABLE OF CONTENTS

Are you ready to make an impact in Michigan's thriving life sciences sector? Partnering with MichBio connects you to the innovators, organizations, and resources driving the future of the life sciences industry. By collaborating with us, your organization will play a vital role in fostering growth, innovation, and opportunity while maximizing your own visibility and impact in this dynamic ecosystem.

For additional information, or to take advantage of the opportunities presented, please contact Jamie Krajny, Director, Marketing and Industry Engagement at jamie@michbio.org.

03	Why Partner with MichBio?
04	Year at a Glance
05	Networking Events
06	Advocacy Events
07	Signature Events
09	Advertise with MichBio
10	Contact Us



WHY PARTNER WITH MICHBIO?

ELEVATE MICHIGAN'S LIFE SCIENCES INDUSTRY

Partnering with MichBio positions your organization at the forefront of Michigan's thriving life sciences sector. Your partnership contributes to the advancement of our state's innovators by enabling us to:

- **Attract** critical investment, new businesses, and diverse talent
- **Retain** Michigan-made innovations, homegrown businesses, and skilled talent
- **Influence** business-friendly policies while enhancing public perception of the industry

CONNECT KEY STAKEHOLDERS ACROSS THE ECOSYSTEM

MichBio serves as a connector in Michigan's life sciences community. Together, we strengthen the industry by:

- **Forging Relationships** that foster partnerships, growth, and mentorship
- **Staying ahead** of industry needs, challenges, and emerging trends
- **Strategizing** on impactful initiatives and resources to address shared goals

UNIFY INDUSTRY VOICES AND RESOURCES

Collaboration is at the heart of a resilient industry. By partnering with MichBio, you'll play a key role in aligning and amplifying the life sciences message across Michigan. We'll help you to:

- **Align Messaging** to showcase the power of Michigan's life sciences
- **Stimulate Synergy** between organizations, ideas, and partnerships
- **Collaborate Strategically** on shared challenges to tackle them more effectively

With MichBio, you're not just a partner—you're an active participant in shaping Michigan's future as a leading hub for life sciences. Partner with us to build relationships, drive innovation, and elevate the entire ecosystem.

For additional information, or to take advantage of the opportunities presented, please contact Jamie Krajny, Director, Marketing and Industry Engagement at jamie@michbio.org.

INVEST WHERE MICHIGAN'S LIFE SCIENCES CONNECT AND GROW.



YEAR AT A GLANCE 2026

January

- Jan. 27 | 4:00-6:00 PM
2026 Legislative Welcome Reception | Lansing

February

- Feb. 11 | 5:00-7:00 PM
BioMixer | Grand Rapids
- Feb. 19 | TBD
Patient Advocacy Forum | Virtual

March

- March 4 | 5:00-7:00 PM
BioMixer | Detroit
- March 11 | 5:00-7:00 PM
BioArbor | Ann Arbor
- March 16 | TBD
Michigan BioTalent Summit | Lansing

April

- April 8 | 5:00-7:00 PM
BioArbor | Ann Arbor
- April 22 | 5:00-7:00 PM
BioMixer | Oakland County

May

- May 11 | TBD
Drug Discovery & Development Symposium | Ann Arbor

June

- June 3 | 5:00-7:00 PM
BioMixer | Kalamazoo
- June 10 | 5:00-7:00 PM
BioArbor | Ann Arbor

August

- Aug. 24 | 5:00-7:00 PM
BioMixer | Marquette

September

- Sept. 30 | TBD
Michigan Medical Device Summit | Ann Arbor

October

- Oct. 7 | 5:00-7:00 PM
BioArbor | Ann Arbor
- Oct. 14 | 5:00-7:00 PM
BioMixer | Traverse City

November

- Nov. 4 | 5:00-7:00 PM
BioArbor | Ann Arbor

December

- Dec. 9 | 5:00-7:00 PM
BioArbor | Ann Arbor
- Dec. 10 | 5:00-7:00 PM
BioMixer | Lansing



MICHBIO NETWORKING EVENTS

Where Connections Spark Opportunity

MichBio's networking programs unite Michigan's life sciences community—entrepreneurs, researchers, investors, educators, and students—to share ideas and spark collaboration. Through year-round events, sponsors connect their brand with innovation, growth, and statewide impact.



BioMixer events are informal, after-hours gatherings held statewide—bringing professionals, academics, and students together to network, collaborate, and celebrate Michigan's biosciences community.

SOLD

\$35,000 (ANNUAL)

- Exclusive sponsor of 10 after-hours statewide events
- Opportunity to present an informational talk at one event
- Logo featured on all event materials and promotions
- Option to distribute branded collateral at events

BioArbor

Life Science Forum

Presented by 

BioArbor blends expert-led discussion with valuable networking among entrepreneurs, investors, and innovators.

BioArbor Sponsorship Options

- **Exclusive Annual Sponsor - \$10,000**
- **Co-Sponsor (3 available) - \$5,000 each**

Benefits

- Sponsorship of six BioArbor sessions
- Option to moderate or give brief welcome remarks at events
- Serve on BioArbor steering committee
- Logo on all event promotions

MICHBIO ADVOCACY EVENTS

2026 Legislative Welcome Reception

Tuesday, January 27, 2026 | 4:00-6:00 PM

Kelley Cawthorne

208 N. Capitol Ave 3rd Floor, Lansing

Join us as we welcome Michigan's legislators and staff at this exclusive reception. Your support is essential in shaping the future of our industry and connecting innovation with policymaking.

Sponsorship allows you to engage directly with Michigan's policymakers, showcase the economic impact of the life sciences sector, and highlight groundbreaking advancements. Together, we'll foster impactful discussions and set priorities to drive growth and innovation.

Your participation will help build connections and ensure that the statewide lifescience industry thrives.

Note: Attendance limited to Michbio members and sponsors only.

Premium Supporter \$1500 (Members \$1000)

- Logo prominently featured on event website
- Logo placement on all event promotions (digital and print)
- Social media posts (highlighting company + tagging)
- Logo placement on event signage
- Introduction/recognition at event



Academic or Non-profit Organization Supporter \$350 (Members \$250)

- Logo placement on event website
- Logo placement on event signage
- Recognition at event





MICHBIO SIGNATURE EVENTS

WHERE MICHIGAN'S LIFE SCIENCES COMMUNITY COMES TOGETHER

Each year, MichBio convenes the state's leading biosciences professionals for high-impact conferences and forums focused on collaboration, education, and innovation. From patient engagement to emerging therapies and medical technology, these events attract top decision-makers and offer unmatched opportunities for brand exposure and thought leadership.

Signature Event Sponsorships varies but generally include:

- Complimentary registrations
- Exhibitor space
- Recognition in event promotions
- Speaker/moderator opportunities

**STAND OUT WHERE MICHIGAN'S
BIOSCIENCES LEADERS
CONVENE, COLLABORATE, AND
CREATE THE FUTURE.**





PATIENT ADVOCACY FORUM

February 19, 2026
Virtual Event

This virtual event unites Michigan's patient advocacy community, policymakers, and life sciences leaders to advance patient-centric innovation. Participants will explore best practices and collaborations that elevate the patient voice from discovery through commercialization.

[**>> CLICK TO LEARN MORE**](#)

CUTTING EDGE DRUG DISCOVERY & DEVELOPMENT SYMPOSIUM

May 11, 2026
Washtenaw Community College, Ann Arbor

This symposium brings together researchers, students, and bio-industry professionals to highlight Michigan's growing R&D ecosystem. Attendees will explore emerging discoveries, academic-industry collaborations, and innovations driving new therapeutic breakthroughs.

[**>> CLICK TO LEARN MORE**](#)

BIOTALENT SUMMIT

March 16, 2026
Lansing Community College, Lansing

A statewide forum connecting educators, employers, and workforce leaders to strengthen Michigan's life sciences talent pipeline. Discussions will focus on aligning education and industry needs, closing talent gaps, and developing strategies to recruit and retain top biosciences talent.

[**>> CLICK TO LEARN MORE**](#)

MICHIGAN MEDICAL DEVICE SUMMIT

September 30, 2026
Washtenaw Community College, Ann Arbor

MichBio's flagship conference for the medtech sector convenes innovators, manufacturers, suppliers, and policymakers to discuss the future of medical device development. The Summit showcases Michigan's leadership in advancing technologies that improve patient care and cluster growth.

[**>> CLICK TO LEARN MORE**](#)

Want to support an event but don't see an option that works for your brand, contact us! We would be happy to work with you to help you reach your goals. Please contact Jamie Krajny, Director of Marketing and Industry Engagement at jamie@michbio.org.



ADVERTISE WITH MICHBIO

Social Media Advertising - Members \$300; Nonmembers \$500

- Advertisers to provide copy and image for social post in PNG, JPG, GIF or MP4/MOV format along with a URL for direction
- All posts will indicate an ad with #ad

LinkedIn Followers: 2500+
X Followers: 1400+
Facebook Followers: 300+

Quarterly BioLink E-Newsletter Sponsorship - \$1,000

- Exclusive sponsor in one quarterly newsletter (i.e. six newsletters per quarter)
- Ad position placement in the e-newsletter (per MichBio discretion)
- Social media promotion on MichBio channels

In 2025 BioLink was distributed to approx. 15,000 contacts 2x/month, with an open rate of 32% and a click-through rate of 36%

Website Advertising - Members \$500; Nonmembers \$700

- Monthly ads - one company per month
- Ad Specs TBD with new site roll out

Michbio's website was redesigned in 2025. There are now new advertising opportunities available across the site.

BioMatters® Advertising - \$750-\$2,500

- Quarter, half, or full-page color advertisement
- Physical distribution to over 1,000 members, partners, and legislators
- Digital distribution to over 22,000 industry contacts and social media followers
- 2026 publications distributed in May and September

2025 stats
Digital Reach: 20,000+
Estimated Readership: 30,000+

BioMatters® Sponsored Content - \$1,000-\$2,500

- Half or full-page featured content, including images and logo
- Distributed in hard copy and digitally



CONTACT US

MichBio has been driving bio-industry growth in Michigan by providing access to resources and information critical to success, advocating for policy decisions that support the long-term viability of the life sciences, and connecting the people, companies, and ideas necessary to create the next generation of bio-innovation.

Interested in the listed sponsorship, partnership, or marketing opportunities? Want to explore an option you don't see listed? **OUR TEAM IS READY TO HELP YOU IDENTIFY THE BEST WAYS TO ENGAGE WITH MICHIGAN'S THRIVING LIFE SCIENCES COMMUNITY.**

Whether you're looking to showcase your organization, expand your network, or support industry growth, we want to ensure your investment delivers meaningful results.

MichBio – Michigan Biosciences Industry Association

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