THE GLOBAL SYNTHETIC BIOLOGY CONFERENCE

MAY 23-25, 2023 OAKLAND MARRIOTT CALIFORNIA

The Future Belongs to Biology
"With the ability to read, write and edit biology we now have the ability to edit the future!"

John Cumbers, Founder, SynBioBeta

At SynBioBeta we share your passion for using biology to build a better and more sustainable world. That's why each year we host The Global Synthetic Biology Conference! Bringing together our community of biological engineers, innovators, entrepreneurs, investors, and policymakers to celebrate new ideas and cutting edge discoveries that will help fuel, heal and feed the world. We are eager to provide our partners with valuable opportunities for collaboration, education and networking.

We invite you to take a closer look at the exciting ways that SynBioBeta 2023 can support you to Building a Better Future With Biology.
PARTNER WITH SYNBIOBETA TO CONNECT, COLLABORATE, LEARN AND GROW
View more photographs from SynBioBeta 2022 events
SYNBIOBETA 2023 EXAMPLE TOPICS

- AI / Machine Learning
- Biopharma / Drug Discovery
- Cell-free Synthetic Biology Chemicals / Materials Climate Crisis / Energy
- Computational Biology
- Consumer Products
- CRISPR/ Gene Editing
- DNA Data Storage
- Education/Engagement with Society / Storytelling
- Engineering Human Cells
- Enzymatic DNA Synthesis
- Food & Ag Tech
- Manufacturing / Scale Up
- Microbiome
- National Security / Policy Initiatives
- Neurotech
- Protein Engineering / Genetic Design
- Public and Private Sector Investments
- Therapeutic Bacteria
AUDIENCE BREAKDOWN

Tools / Tech: 20.4%
Biopharma: 19.1%
Food & Agriculture: 13.8%
Other: 13%
Chemicals & Materials: 11%
Education: 10.4%
Venture: 5.2%
Neurotech: 3%
Press: 1.9%
Beauty / Cosmetics / Fashion: 1.5%
Services: 1.3%
Advocacy: 0.4%
OUR AUDIENCE: COMPANY SIZE

- 1-10 Employees: 30.8%
- 11-100 Employees: 28.2%
- 101-500 Employees: 13.8%
- 501-5,000 Employees: 13.6%
- +5,000 Employees: 13.6%
AUDIENCE TITLES & LEVELS

- CEO / President / Principal / Founder: 26.3%
- Director / Mid-Level Manager / Lab Manager: 21.5%
- VP / General Manager / Partner / Managing Director: 14.2%
- Research / Academic / Principal Investigator / Student: 11.5%
- Other: 10.1%
- Chief Officers: 8.9%
- Associate: 4.4%
- Freelance / Journalist / Reporter: 1.7%
- Educator / Lecturer / Faculty / Professor / Dept. Head: 1.4%
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<thead>
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<th>Platform</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Digest Subscribers</td>
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<td>Facebook</td>
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Keynote (20 Minutes)

Keynotes are thought leadership discussion with a topic of your choosing. Whatever your topic, we suggest it be something that your company is already leading in or aiming to lead in (like sustainable manufacturing for example). The topic can outline challenges and share your vision for the industry and should expand far beyond your company’s activities. Please note, this is not an ad or commercial pitch this is a Thought Leadership opportunity.

The one commercial exception is for MAJOR launches / announcements (example - when Inscripta launched their Onyx machine in 2019). This is not for small updates to existing products or services. Other examples could include launching bio-based consumer products like skis or shoes. Even if you are announcing a major launch, we strongly encourage that you connect it with broader thought leadership topics.

Example of Leadership Keynote
Fireside Chat (20 Minutes)
- Thought Leadership conversation between you and a moderator
- Moderator should be independent of you and your company
- Conversation between you and a fellow thought leader
- Opportunity to have an engaging dialogue that shapes and frames your big-picture message
- Please note, this is not an ad or commercial pitch, this is a Thought Leadership opportunity

Example of Fireside Chat

Main Stage Panel (30 Minutes)
- Thought Leadership conversation between you, other other thought leaders, with a moderator
- Opportunity to have an engaging dialogue on key challenges, potential solutions, and shared vision
- Fellow panelists and moderators should not be from the same company
- Conversation should be relevant to a broad audience and convey ideas beyond your company’s activities
- Please note, this is not an ad or commercial pitch, this is a Thought Leadership opportunity

Example of Main Stage Panel

Main Stage Breakout Session (30 Minutes)
- Opportunity to hosts a panel or share a presentation
- This may be more commercial in nature but please be sure to share a bigger challenge / vision for the synthetic biology industry as well as your company perspective

Example of a Breakout Session

Spotlight Talk (5 Minutes)
- Your chance to highlight an issue or key topic on the main stage with a focus on your company’s approach to solving it
- You may include some commercial aspects highlighting your company’s work, the talk should also focus on big picture ideas that are relevant to a broader audience beyond your customer base

Example of Spotlight Talk

Lightning Talk (4 Minutes)
- Opportunity to pitch your company from the main stage
- You may include some commercial aspects highlighting your company’s work, the talk should also focus on big picture ideas that are relevant to an audience beyond your customer base

Example of Lightning Talk
BRANDING AND EXHIBITS

Booths & Kiosks Include

• Signage
• Booth table (1) & chairs (2)
• Kiosk stools (2)
• Pipe & drape
• Electronic outlet (1)
• Badge scanning with custom survey option
• Landing page on app
• Exhibitor promotion pkg
• Exhibitor booth sizes
  20 x 20 / 10 x 20 / 10 x 10
  and Kiosk sizes

Click here for more exhibitor examples
BRANDING AND EXHIBITS
HOST A SPECIAL EVENT

Welcome Reception | Investor Luncheon | CEO Breakfast
VIP Dinner | Private Cocktail Hour | Yoga & Meditation
<table>
<thead>
<tr>
<th>Sponsored meals</th>
<th>Partner branding on conference locations</th>
<th>Partner branding on conference items</th>
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<tbody>
<tr>
<td>Lunch Sponsorship</td>
<td>Private Meeting Room</td>
<td>Product Launch Package</td>
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<tr>
<td>Afternoon Coffee Break</td>
<td>Networking Pods</td>
<td>Sponsored Digest, Digest Ads, Articles and Job Posts</td>
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<tr>
<td>VIP Lunch</td>
<td>Partner Lounge</td>
<td>Napkins, Lanyards, Badges</td>
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<td>VIP Dinner</td>
<td>Charging Station</td>
<td>Coffee Cart</td>
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"I cannot understate the energy I get just from being around other no-holds-barred visionaries who are intent on vast scale beneficial change through technology as their life’s aim."
Jon Rees PhD, CEO, MitoRx Therapeutics

“Biology has always been with us, now we have learned to harness it. Synbiobeta has fostered a wonderful community that has dedicated itself to using biology to help heal, feed, clothe and house humankind while preserving the fragile ecosystems in which we must live. With these great accomplishments comes the grave responsibility of using our science in line with our best instincts and always in the service of humankind and the planet.”
Una Ryan PhD, Founder & CEO of ULUX

"One of the most exciting events of the year, uniting deep science with entrepreneurs doing cutting-edge work."
Eben Bayer, CEO, Ecovative Design
"A conference not to be missed - this is the place for SynBio power users, experts, key opinion leaders, investors, vendors, students and novices."
Emily Leproust PhD, CEO, Twist Bioscience

"SynBioBeta could have gone on for a month and we would have only scratched the surface for potential collaborative opportunities. It is a thought-provoking and congenial forum for sharing solution-driven innovation."
Jonny Ohlson, Founder & CEO, Touchlight Genetics

"A must-do meeting for anyone working in, or investing in synthetic biology companies."
Lindy Fishburne, Executive Director, Breakout Labs / Thiel Foundation
We hope to see you at the SynBioBeta 2023 Global Synthetic Biology Conference. To learn more about becoming a partner at our event, contact Anissa Cooke.

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Purchase tickets to the 2023 Conference  
SynBioBeta 2023 Event Tickets  

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Oakland Marriott Reservations  

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