

UCLA Technology Development Group



LABEST 2023

Los Angeles Bioscience Ecosystem Summit

MAY 24-25, 2023

Advancing Science, Fostering Partnerships

*An in-person event in 2023 is expected but cannot be guaranteed

ABOUT LABEST 2023

The Los Angeles Bioscience Ecosystem Summit 2023 (LABEST) is the premier showcase for bioscience innovation in Los Angeles County. This event is a collaboration with colleagues from across the county to present promising academic research, entrepreneurial faculty investigators, as well as local start-up companies. It is intended to promote awareness of the growing life science entrepreneurial ecosystem in Los Angeles and to foster partnerships with the biotechnology and life science industry.

Throughout the day, faculty members present their latest scientific breakthroughs, which will lead to the critical therapies of tomorrow. Leading bioscience translational research programs and start-ups will be showcased where Southern California Institutions have significant expertise, pioneering research, and resource commitments directed towards developing innovative patient therapies.



EVENT HIGHLIGHTS



ATTENDEES

~1,000 In-Person Attendees

500+ UCLA, USC, Caltech, City of Hope, Cedars-Sinai,
Cal State LA

300+ Biopharma

SPONSORS

25+ Valued Sponsors

SCIENTIFIC POSTERS

>100 Scientific Research Poster Submittals

AWARDS

Pearl Cohen Poster Competition Awards

RECIPIENT OF

Prestigious Certificate of Recognition from the City of
Los Angeles Mayor Eric Garcetti's office

THANK YOU TO OUR LABEST 2022 SPONSORS

INNOVATOR SPONSOR



UCLA GOLD SPONSOR



POSTER AWARD SPONSOR



BRUIN BLUE SPONSOR



REGIONAL SPONSOR



HONORARY SPONSOR

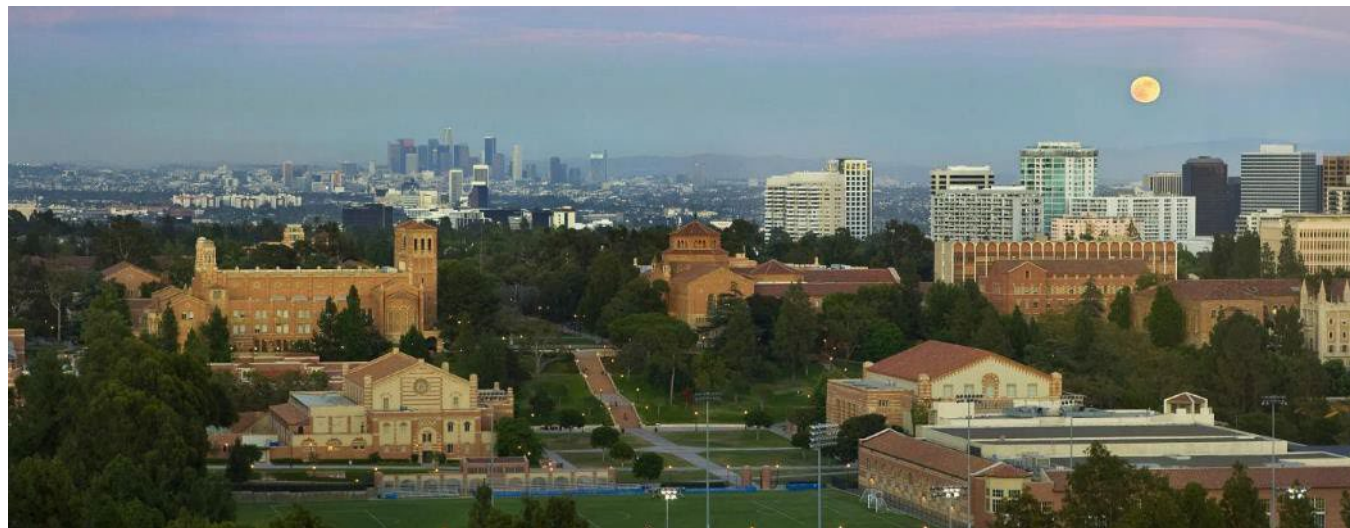


EVENT SPONSOR



LABEST 2023

The UCLA Technology Development Group is hosting its premier event, LABEST, in Los Angeles for the fifth year on May 24 and 25, 2023. It will highlight key research themes, and pioneering innovation to drive engagement and foster partnerships with pharmaceutical, biotechnology, and life science industries. Overall, engage with the leaders and investors in the biopharmaceutical industry, learn from panels about research programs and develop industry/academic collaborations. LABEST 2022 received the prestigious Certificate of Recognition from the City of Los Angeles Mayor Eric Garcetti's office, so this is an event you will not want to miss.



JOIN US!
SPONSOR

INNOVATOR

\$50,000

- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- Guaranteed inclusion on the LABEST Steering Committee
- Opportunity for Welcoming Remarks (2 mins):
 - Main Hall
- Five (5) complimentary tickets to LABEST VIP Pre-Event Program and Reception
- Five (5) complimentary preferred parking in Structure 8 for Pre-Event
- Fifteen (15) complimentary Main Event registrations, including lunch and Post-Event Reception
- Ten (10) complimentary parking in Structure 8 for Main Event
- Option for a private conference room for networking meetings
- Exhibitor Table opportunity at Main Event with three (3) exhibitor registrations, including lunch and Post-Event Reception

- Opportunity to participate in the review and ranking of the sponsored Poster Award competition
- One (1) company reserved table for lunch on the Centennial Terrace with leading UCLA researchers
- Full page ad in printed mini-event agenda booklet
- Full page ad in virtual event program
- Opportunity to provide a 2-minute informational video
 - Will be hyperlinked from company ad in the virtual event program
 - Showcased in select displays throughout venue
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays
- If eligible, the opportunity to participate in the Industry Sponsored Research Showcase.

LUNCH

\$40,000

- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- Guaranteed inclusion on the LABEST Steering Committee
- Opportunity for Welcoming Remarks (2 mins):
 - Centennial Terrace lunch
- Opportunity to co-brand Centennial Terrace for lunch
 - Includes table tents with company logo on all Terrace tables
- Three (3) complimentary tickets to LABEST VIP Pre-Event Program and Reception
- Three (3) complimentary preferred parking in Structure 8 for Pre-Event
- Fifteen (15) complimentary Main Event registrations, including lunch and Post-Event Reception
- Ten (10) complimentary parking in Structure 8 for Main Event
- Exhibitor Table opportunity at Main Event with three (3) exhibitor registrations, including lunch and Post-Event Reception
- Opportunity to participate in the review and ranking of the sponsored Poster Award competition
- Two (2) company-reserved tables for lunch on the Centennial Terrace with premium seating and with leading UCLA researchers
- Full page ad in printed mini-event agenda booklet
- Full page ad in virtual event program
- Opportunity to provide a 1-minute informational video
 - To be played in select displays throughout venue
 - Will be hyperlinked from company ad in the virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays
- If eligible, the opportunity to participate in the Industry Sponsored Research Showcase.

UCLA GOLD

\$25,000



- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- Guaranteed inclusion on the LABEST Steering Committee
- Two (2) complimentary tickets to LABEST VIP Pre-Event Program and Reception
- Two (2) complimentary preferred parking in Structure 8 for Pre-Event
- Eight (8) complimentary Main Event registrations, including lunch and Post-Event Reception
- Four (4) complimentary parking in Structure 8 for Main Event
- Exhibitor Table opportunity at Main Event with two (2) exhibitor registrations, including lunch and Post-Event Reception
- Opportunity to participate in the review and ranking of the sponsored Poster Award competition
- Half (1/2) page ad in printed mini-event agenda booklet
- Half (1/2) page ad in virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays
- If eligible, the opportunity to participate in the Industry Sponsored Research Showcase.

\$25,000



- Company logo included on event materials
 - Company logo and company description with a hyperlink on event website
 - Recognition on UCLA TDG social media channels
 - Guaranteed inclusion on the LABEST Steering Committee
 - Two (2) complimentary tickets to Main Event Reception
 - Two (2) complimentary tickets to Post-Event Reception
 - Three (3) complimentary exhibitor registrations, including lunch and Post-Event Reception
 - Opportunity to provide PowerPoint slide for select rotating displays

ME 35378; Fund 47911; <https://www.uclafoundation.org/disclosures>

INCUBATOR SHOWCASE

\$25,000



- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- Guaranteed inclusion on the LABEST Steering Committee
- Two (2) complimentary tickets to LABEST VIP Pre-Event Program and Reception
- Two (2) complimentary preferred parking in Structure 8 for Pre-Event
- Three (3) complimentary Main Event registrations, including lunch and Post-Event Reception
- Two (2) complimentary parking in Structure 8 for Main Event
- Exhibitor Table opportunity for Main Event with two (2) exhibitor registrations, including lunch and Post-Event Reception
- Sponsor all Incubator presenters and panelists with Main Event registrations, including lunch and Post-Event Reception
- Opportunity for 2 mins remarks either at the beginning or end of the Showcase
- Half (1/2) page ad in printed mini-event agenda booklet
- Half (1/2) page ad in virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays
- If eligible, the opportunity to participate in the Industry Sponsored Research Showcase.

ONE OPPORTUNITY AVAILABLE

BRUIN BLUE

\$10,000



- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- One (1) complimentary ticket to LABEST VIP Pre-Event Program and Reception
- One (1) complimentary preferred parking in Structure 8 for Pre-Event
- Three (3) complimentary Main Event registrations, including lunch and Post-Event Reception
- Two (2) complimentary parking in Structure 8 for Main Event
- Exhibitor Table opportunity at Main Event (on the second floor) with two (2) exhibitor registrations, including lunch and Post-Event Reception
- Quarter (1/4) page ad in virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays

MULTIPLE OPPORTUNITIES AVAILABLE

SPONSOR OF INSTITUTIONAL PARTNER

\$10,000

This special sponsor level provides the opportunity to support a Local Institutional Partner and support their participation at LABEST 2023



- Company logo included on event materials as Institutional Partner Sponsor
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- One (1) complimentary ticket to LABEST VIP Pre-Event Program and Reception
- One (1) complimentary preferred parking in Structure 8 for Pre-Event
- One (1) complimentary Main Event registration, including lunch and Post-Event Reception
- One (1) complimentary parking in Structure 8 for Main Event
- Sponsor up to Fifteen (15) Faculty & PI complimentary registrations for the selected local institutional partner (USC, COH, CalTech, or Cedars-Sinai)
- Exhibitor Table opportunity at Main Event (on the second floor) with two (2) exhibitor registrations, including lunch and Post-Event Reception
- Quarter (1/4) page ad in virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays

NUCLEATE | PDA SHOWCASE

\$10,000



- Company logo included on event materials as Nucleate|PDA Showcase Sponsor
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- One (1) complimentary ticket to LABEST VIP Pre-Event Program and Reception
- One (1) complimentary preferred parking in Structure 8 for Pre-Event
- One (1) complimentary Main Event registrations, including lunch and Post-Event Reception
- One (1) complimentary parking in Structure 8 for Main Event
- Sponsor up to Fifteen (15) PDA students' complimentary registrations
- Exhibitor Table opportunity at Main Event (on the second floor) with two (2) exhibitor registrations, including lunch and Post-Event Reception
- Quarter (1/4) page ad in virtual event program
- Opportunity to provide 16:9 PowerPoint slide for select rotating displays
- Opportunity to host an educational workshop in Nucleate|PDA Showcase room

REGIONAL PARTNER

\$5,000

This sponsor level is only available to non-profit LABEST partners



- Company logo included on event materials
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- Two (2) complimentary ticket to LABEST VIP Pre-Event Program and Reception
- Two (2) complimentary preferred parking in Structure 8 for Pre-Event
- Three (3) complimentary Main Event registrations, including lunch and Post-Event Reception
- Two (2) complimentary parking in Structure 8 for Main Event
- Quarter (1/4) page ad in the virtual event program
- Exhibitor Table opportunity at Main Event (on the second floor) with two (2) exhibitor registrations, including lunch and Post-Event Reception

INDIVIDUAL AND/OR ADD-ONS

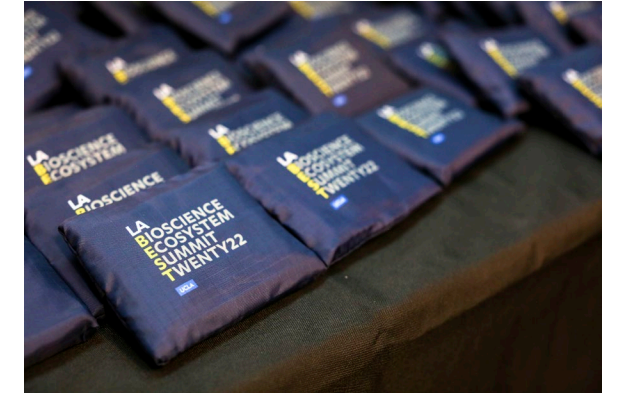
\$7,500 each

Each opportunity below comes with:

- Company logo included on event materials as respective Individual and/or Add-On sponsor
- Company logo and company description with a hyperlink on event website
- Recognition on UCLA TDG social media channels
- One (1) complimentary ticket to LABEST VIP Pre-Event Program and Reception
- One (1) complimentary preferred parking in Structure 8 for Pre-Event
- One (1) complimentary Main Event registration, including lunch and Post-Event Reception
- One (1) complimentary parking in Structure 8 for Main Event

INDIVIDUAL AND/OR ADD-ON OPPORTUNITIES

- Espresso bar from 8:00 am – 5:00 pm for Main Event
- Co-branded charging stations – 8 stations throughout event venue
- LABEST 2023 co-branded conference reusable bags
- Sponsor graduate students' event registration with guaranteed lunch at the Luskin Conference Center and an invitation to the Post-Event Reception



UCLA AND THE UCLA FOUNDATION'S DISCLOSURE STATEMENTS FOR DONORS

Privacy Notice

The 1977 California Information Practices Act requires UCLA to inform individuals asked to supply information about themselves of the following: UCLA is requesting this information to update the general resource files of its External Affairs Department. Furnishing the information is strictly voluntary and will be maintained confidentially. The information may be used by other university departments in the regular course of business, but will not be disseminated to others except if required by law.

You have the right to review your own data file. Inquiries should be forwarded to the Associate Vice Chancellor - Advancement Services, External Affairs, 10889 Wilshire Blvd., Suite 1100, Los Angeles, CA 90024.

Donor's Consent for Public Acknowledgment

The university is grateful for the support it receives from alumni, parents, and friends. One of the ways we express our thanks is by listing the names of donors on Web-based and/or print honor rolls. Should you wish that your name not appear as a donor, please notify donor relations at (310) 794-2447 if you have not already done so.

Fiduciary Responsibility of The Foundation

The Foundation is a California non-profit, public benefit corporation organized for the purpose of encouraging voluntary private gifts, trusts, and bequests for the benefit of the UCLA campus. Responsibility for governance of The Foundation, including investments, is vested in its Board of Directors.

Administrative Fee on Gifts

The Foundation and UCLA apply a one-time administrative fee to all gifts and pledge payments to provide essential support necessary to UCLA's overall operation. The fee is currently 6.5 percent.

Donor Advised Funds

Gifts for which a donor is entitled to receive any return benefits should be paid by individuals or entities other than a Donor Advised Fund.

QUESTIONS?



CONTACT US

labest@tdg.ucla.edu

Carol S. Lopez

LABEST Strategic Alliances & Programs Officer

carol.lopez@tdg.ucla.edu

310-794-0559

Mark Wisniewski

Senior Director, Biopharmaceuticals

mark.wisniewski@tdg.ucla.edu

310-794-0204

310-422-6776

Marivi Valcourt

Assistant Director, Marketing & Communications

Marivi.Valcourt@tdg.ucla.edu

310-794-8320

OPPORTUNITIES TO BRAND AT A PREMIUM LEVEL

We offer **premium sponsorship opportunities** that include a larger branding/marketing strategy for our sponsors throughout the Luskin Conference Center (event venue).

The following pictures feature the Cincinnati Bengals as LCC hosted them for the Super Bowl in February 2022. LCC was branded by the NFL.

Let us know if you would like us to send you the Premium Level sponsorship opportunities.

VIP EVENT ENTRANCE AND CHECK-IN



LCC VIP Event Entrance



LCC VIP Event Check-In

BRANDING OF LUSKIN CONFERENCE CENTER

Level 1



Outside of Main Ballroom

Outside of Main Ballroom



BRANDING OF LUSKIN CONFERENCE CENTER

Level 2 – South



2nd Floor Outside of Legacy AB



2nd Floor Top of Stairs



2nd Floor Elevator Lobby

BRANDING OF LUSKIN CONFERENCE CENTER

Level 2 - North



2nd Floor Outside of Optimist AB



2nd Floor Top of Stairs



2nd Floor Lounge Outside of Exploration

UCLA Technology Development Group

Thank You

UCLA® TECHNOLOGY DEVELOPMENT GROUP

10889 WILSHIRE BLVD., SUITE 920

LOS ANGELES, CA 90095

310.794.0558 | info@tdg.ucla.edu

www.tdg.ucla.edu

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