



EVENTS POSTING/ADVERTISING POLICY FOR THE BIOTECHNOLOGY INITIATIVE (TBI)

All requests for EVENT postings should be emailed to eventlisting@ontbi.org.

EVENTS:

1. All TBI sponsored or partnered events will be posted free-of-charge.
2. All events of our partner* organizations can be posted free-of charge on ontbi.org. Partners include: York Biotech, WGATCC, MEDEC, BioDiscovery Toronto, BIOTECCanada, GHBN, and all members of the BioTech Accord (BioAlberta, Ag-West Biotech, Ontario Agri-Food Technologies, Ottawa Life Sciences Council, BioQuebec, BioAtlantech, BioNova, LifeSciences BC, MaRS Landing).^
3. Events of interest to the members may be posted for free as long as the agency/organization hosting the event is a not-for-profit. Final decision regarding the posting to be made by the President or the Executive Director of TBI.
4. Events of interest hosted by a for-profit agency/organization may be posted free-of-charge only at the discretion of the President or the Executive Director of TBI.

*Partner Organizations: Inclusion as a TBI partner organization is at the discretion of the TBI executive committee. Thus far it includes GTA organizations involved in biotechnology development and support and members of the BioTech Accord.

^ If another organization wishes to post an event that is deemed to compete with a TBI event, TBI will request that TBI members receive a discount to the competing event in exchange for the posting.

ADVERTISING:

1. Any for-profit agency/organization wishing to post their event on ontbi.org may do so with the approval of the President or the Executive Director of TBI. Cost for a posting will be \$200 for a 3 month period, after which time the posting will be removed. If the agency/organization is not a member of TBI the cost for the posting will be \$400 for a 3 month period or TBI must become a partnered sponsor of the event. The posting may be reposted for an additional 3 months or part thereof for an additional fee (as laid out above) at the discretion of TBI. All postings will be removed once the event has occurred
2. Any for-profit agency/organization wishing to advertise an event including having a banner† on the ontbi.org Events page, a listing on the Events page and Homepage, and one notice in the e-Bioscan newsletter may do so with the approval of the President or the Executive Director of TBI. Cost for a banner/notice will be \$500 and will be posted for a 3 month period, after which time the banner/notice will be removed. If the agency/organization is not a member of TBI the cost for the posting will be \$1000 for a 3 month period or TBI must become a partnered sponsor of the event. The posting may be reposted for



an additional 3 months or part thereof for an additional fee (as laid out above) at the discretion of TBI. All postings will be removed once the event has occurred

EVENT POSTING ON ONTBI.ORG:

HOME Page:

1. Home page will include notice of all TBI events with information on how to register for those events. Events to be listed in chronological order.
2. Home page may also include notice of 1-2 other events deemed to be of high interest to TBI members. Generally these would be local events.

EVENTS Page:

The events page contains a listing of all events in chronological order separated into sections:

1. **Major Events:** lists major events including TBI Gala, Research To Revenue and C-level Forums. Also includes events such as bioFinance, BIO International, BioContact and other major National or International conferences of interest to the members. These can be posted free-of-charge if hosted/organized by a not-for-profit agency/organization. Otherwise posting is considered advertising and a charge for the posting will apply.
2. **Business Events:** lists other events in chronological order. Includes breakfast meetings or conferences that build business knowledge but not necessarily skills. These can be posted free-of-charge if hosted/organized by a not-for-profit agency/organization. Otherwise posting is considered advertising and a charge for the posting will apply.
3. **Technical and Compliance Events:** lists training type events, events that build skills. Should include workshops, training courses, and seminars. These can be posted free-of-charge if hosted/organized by a not-for-profit agency/organization. Otherwise posting is considered advertising and a charge for the posting will apply.
4. **Industry Events:** includes events sponsored by a specific company, including workshops, award ceremonies and competitions. These can be posted free-of-charge if TBI or one of TBI's partners are partnered sponsors of the event.

†Banner/ Artwork Specifications:

The banner system supports all standard banner formats. This includes "flat" file images (jpg, gif, png), and also rich media (html and Flash). Artwork should be supplied to TBI as a "flat" file camera ready.

Banner Sizes

Top - 468x60

Bottom - 468x60

Left - 120x600

Right - 120x600



Rich Media Specifications: Flash Banners and the MFAA clickTag Variable

There should be no links set in the original flash file. This will impede the ability to maximize the visitors to the ad. It is important that the clickTag variable be set correctly, or the browser will not correctly track the click-throughs of the user.

Size: 30K maximum, 3 loop maximum

If layout and design of the banner is required, Promotive Communications Inc is the recommended supplier to design the banner ad, the rate is \$65/hour for non-rich media format.