

Investor Categories & Costs	Counties	Cities > 15,000 Pop.	Cities < 15,000 Pop.	Bio/ Life Science Companies > 100 employees	Bio/ Life Science Companies < 100 employees	Industry Service Providers	Educational Institute / Non-profit
	\$ 50,000	\$ 25,000	\$ 10,000	\$ 5,000	\$ 2,500	\$ 2,000	\$ 1,500
PR, MARKETING & ADVERTISING							
NBSA web page	✓	✓	✓	✓	✓	✓	✓
• Investor name, logo Identity & link	✓	✓	✓	✓	✓	✓	✓
• Includes content management login/ control	✓	✓	✓	✓	✓	✓	✓
• Area to upload news stories and press releases	✓	✓	✓	✓	✓	✓	✓
• Area to upload news stories and press releases	✓	✓	✓	✓	✓	✓	✓
Your logo and/or feature in all NBSA promotional materials	✓	✓	✓	✓	✓	✓	✓
• Print ads	✓	✓	✓	✓	✓	✓	✓
• Quarterly industry newsletter to 10,000+ life science companies	✓	✓	✓	✓	✓	✓	✓
• Direct mail & email campaigns	✓	✓	✓	✓	✓	✓	✓
PR opportunities	✓	✓	✓	✓	✓	✓	✓
• Your organization in case studies and features	✓	✓	✓	✓	✓	✓	✓
• PR support and press release distribution	✓	✓	✓	✓	✓	✓	✓
• Opportunities for comment in national, regional and industry stories	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓
• Your organization's news updates pushed through NBSA social channels	✓	✓	✓	✓	✓	✓	✓
Trade Shows and Conferences	✓	✓	✓	✓	✓	✓	✓
• Opportunities to promote your organization at nationwide industry events	✓	✓	✓	✓	✓	✓	✓
INDUSTRY AND NORTH BAY NETWORKING							
Quarterly NBSA events	✓	✓	✓	✓	✓	✓	✓
• Free attendance for you and your team at regional networking events	✓	✓	✓	✓	✓	✓	✓
• Speaking opportunities	✓	✓	✓	✓	✓	✓	✓
BUSINESS RECRUITMENT FOR CITIES/ COUNTIES							
Prospect identification and referral	✓	✓	✓				
One-on-one prospect calling	✓	✓	✓				
Industry Research & Policy Reports	✓	✓	✓				
Direct mail & email campaigns	✓	✓	✓				
Tours & special events to bring Life Sciences businesses to the North Bay	✓	✓	✓				
ADVOCACY AND TAX INCENTIVE SUPPORT FOR COMPANIES							
Industry Research & Policy Reports				✓	✓		
Free seminars and one-on-one sessions to advise on tax incentives				✓	✓		
Active policy and advocacy at local, regional and state level				✓	✓		
Funding Resources and investment opportunities				✓	✓		