

BIA Summer Party **Supporting opportunities**

**14th July 2022,
The Gherkin**

BIA
UK BioIndustry Association

The BIA Summer Party 2022 will bring together 200-250 attendees for a networking drinks reception at the top of the Gherkin.

The three hours event will be a chance for the industry to meet and mingle in one of London's most iconic skyscrapers, while sipping cocktails and tasting delicious canapés.

We have booked the 39th and 40th floor and a few supporting opportunities are up for grabs. [Click here to see a 3D video of the spaces we will be using.](#)

This event is a highlight of the BIA social event calendar and sponsoring it will enhance your company's visibility within the industry.

All supporting opportunities include logo on all pre-event marketing and 2+ delegate tickets.

Please scroll down to find out more.



Giant thought bubbles

Thought Bubbles utilise the Bernoulli Principle, which states that spheres will float on columns of high flow, low-pressure air. The rate of airflow can be changed causing the bubble to rise & fall.

The 50cm diameter bubbles can be branded with your logo and colours and will be placed on 40th floor along the glass wall.

Cost of 6 bubbles: £5,690 + VAT

It includes **three** delegate tickets

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Branded photobooth*

Photobooths are a lot of fun. Attendees will be able to take group photos in front of a balloons backdrop. Props will be made available.

Your branding will be placed on the booth itself.

Cost: £3,190 + VAT

It includes **three** delegate tickets



***Note:** the hire of the photobooth will cover a 3h period, from 18.30 to 21.30



Caricaturist* - SOLD

You could have your very own caricaturist mingle with our attendees and design digital caricatures with your logo on them. The caricaturist would also be happy to sport a t-shirt with your branding (BIA can source).

They will either walk around the space chatting to attendees or sit next to a screen displaying their drawings, or a mix of the two!

Caricatures are then sent to the attendees via airdrop or email.

Cost: £2,990 + VAT

It includes **two** delegate tickets



***Note:** the hire of the caricaturist will cover a 3h period, from 18.30 to 21.30



Branded giant balloons

Giant balloons are a nice way to showcase your brand. You can have 3+ helium balloons with your logo on them. The balloons are 29 inches wide and would be placed on 39th floor.

Cost of 3 branded balloons: £757 + VAT

- It includes **two** delegate tickets
- Additional balloons can be purchased



Branded cocktail tables - **SOLD**

What better way to have your logo under everyone's nose than by branding the poseur tables?

You could have your logo on the side or at the top of 6 poseur tables, which will be positioned across the two floors.

Cost: £1,750 + VAT

It includes **two** delegate tickets

