

IAEE Initiatives, Procedures & Reminders

Inclusive Learning Environments

IAEE values diversity and inclusiveness providing opportunities for all who wish to participate in IAEE Expo! Expo! learning environments.

Sustainability

IAEE asks all attendees to support IAEE's sustainability and social impact initiatives at the Expo! Expo! event!

Emergency Evacuation



A series of announcements will be played over the PA system

Cell Phone Devices

Please take a moment to turn off your cell phone devices or move to silent during the session.

Session PPT Slides and/or Handouts

Sessions are not being video recorded, however the PPT Slide Deck or Handout, if authorized, is housed in the Swapcard event app under each session listing and is available through the end of January 2026.

Evaluations – We Value Your Feedback!

Please scan the QR at the end of the session or within the Swapcard event app to provide us with your session/speaker feedback.

Download Participant Materials

Step 1:

- In the Expo! Expo! event app, select the session name.

Step 2:

- Scroll down to and select the Participant Materials link to download the handouts to your device.



Utilize NoteAffect to take notes, utilize closed captions, or translations for presenter slides



 Go to the **Expo! Expo! app** and tap the link in the session description or **scan the QR code**.

 **Take notes, highlight, translate, and annotate** your copy of the presenter slides in real-time during the session!

 **30 Days Post- Event access to all presenter slides** with your personalized notes, transcripts, and AI session summaries.





iaee expo!
annual meeting
& exhibition
2025

#expoexpo

From Logos to Loyalty

How One Event Reimagined Sponsorship
and Boosted Revenue by 41%



↗ the
place
to be

Presented by:



Bel Hanson, CMP
Senior Director, Operations and Programs
International Society for Computational Biology



Veronika Hotton
Sponsorship Team Lead
Showcare



Why We're Here

- Sponsorship shouldn't be a transaction; it should be a relationship
- We'll share how ISCB turned a static prospectus into a strategy that worked
- Spoiler: it's all about value, not logos

Who We Are

About ISCB

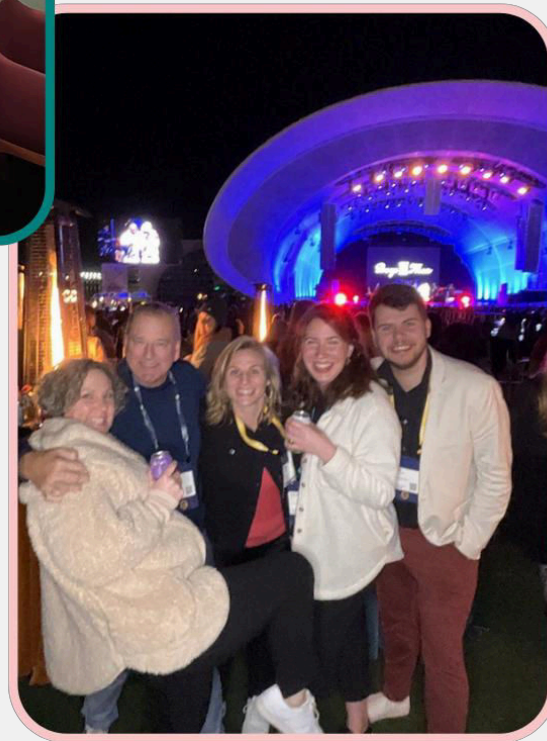
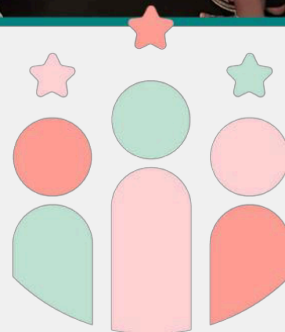
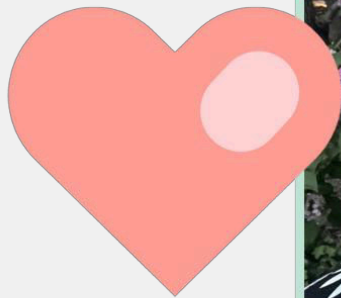
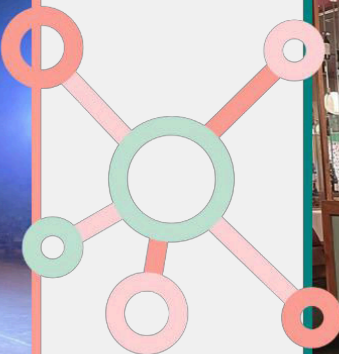
- Founded in 1997
- 501(c)(3) non-profit
- The leader in computational biology and bioinformatics
- Global membership across 100+ countries
- Offer a mix of in-person and virtual engagement year round



About Showcare

- Founded in 1982
- Formerly known as LaserReg
- 40+ years helping associations drive measurable event success
- Experts in registration, housing, onsite support, lead retrieval, event marketing, and sponsorship





ISCB Sponsorship Opportunities

- Intelligent Systems for Molecular Biology (ISMB):
 - Flagship event founded in 1992
 - The world's largest bioinformatics and computational biology conference
 - 2,000+ attendees
- Additional conferences in 2026:
 - ISCB UK | 270 attendees
 - Canadian Bioinformatics Hub Conference (CBHC) | 200 attendees
 - International Conference on Bioinformatics (InCoB) APAC | 270 attendees
 - Genome Informatics Workshop (GIW) Asia | 800 attendees
 - ISCB LATAM | 200 attendees
- ISCB year-round engagement

ISMB 2025

Liverpool UK



The Challenge

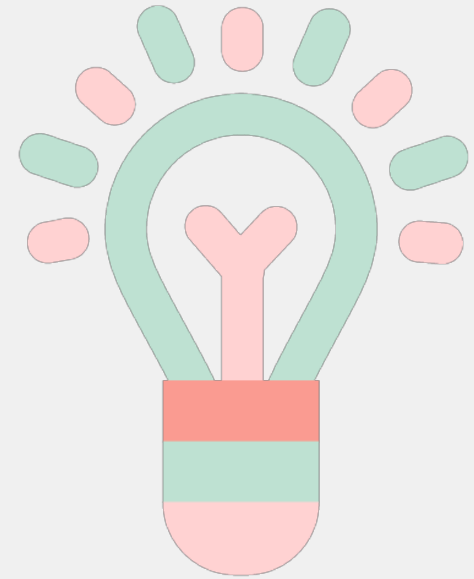
- Sponsors saw logos, not value
- Relationships were minimal
- Sponsorship revenue had plateaued

The Opportunity

- Build trust through relationship selling
- Align offers with sponsor goals
- Expand the market with research and personalization

When was the last time you revisited your sponsorship prospectus?

How much of it was designed around your sponsors' goals rather than your own event needs?



Strategy Implemented



Strategy #1

Lead with Value

- Shifted from event-based to value-driven sponsorships
- Introduced a hybrid model for year-round engagement
- Gathered direct sponsor feedback to align opportunities with real goals

Strategy #2

Make it Personal

- Prioritized relationship-based selling over one-time deals
- Kept the prospectus high-level; focused on discovery, not sales
- Became trusted advisors by understanding sponsor's goals and cadence

Strategy #3

Customization

- Designed sponsorships around sponsor objectives (not event tiers)
- Created tailored packages that made sense for every budget
- Built trust through transparency and meaningful collaboration

Strategy #4

Flexibility = Loyalty

- Offered à la carte and hybrid options to fit any sponsor
- Empowered partners to create activations that reflected their goals
- Welcomed organizations of all sizes; no one was turned away

The Results



What Happened Next

- 41% increase in sponsorship revenue
- 35% more sponsors
- 22% retention from past years
- 1.25x larger average package size



How to Drive Revenue Growth

- Design offerings around sponsor goals; make them want to sponsor
- Create access for smaller budgets and niche objectives
- Guide every sponsorship conversation with insight and strategy

How to Retain Sponsors

- Build relationships that last beyond the event
- Adapt programs to match evolving sponsor priorities
- Stay connected year-round with meaningful check ins

How to Grow Your Sponsor Base

- Streamline communication and make renewals effortless
- Free up time to focus on high-potential new partners
- Use data and tech to identify lookalike or theme sponsors

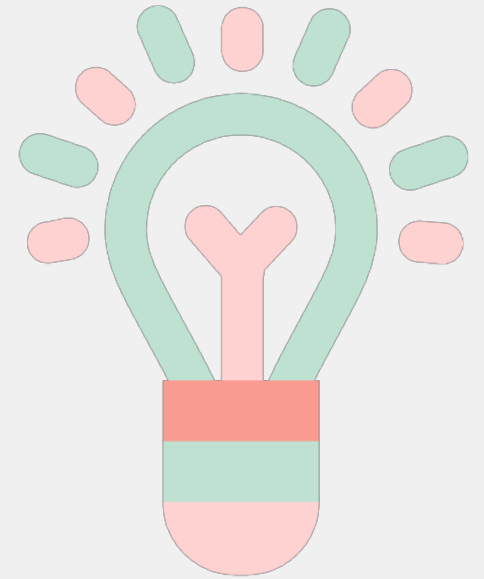
How to Increase Average Spend

- Build hybrid models that tie spend directly to impact
- Replace “benefits” with meaningful opportunities
- Let trust and reputation open doors to bigger budgets

Audience Reflection



What's one outdated sponsorship "rule" you're ready to challenge?



If you redesigned your program tomorrow, what would you change first?



Questions for us?

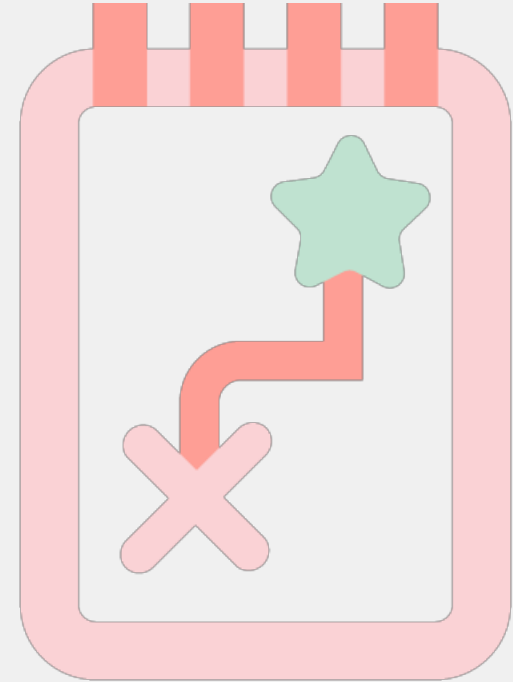


Key Takeaways



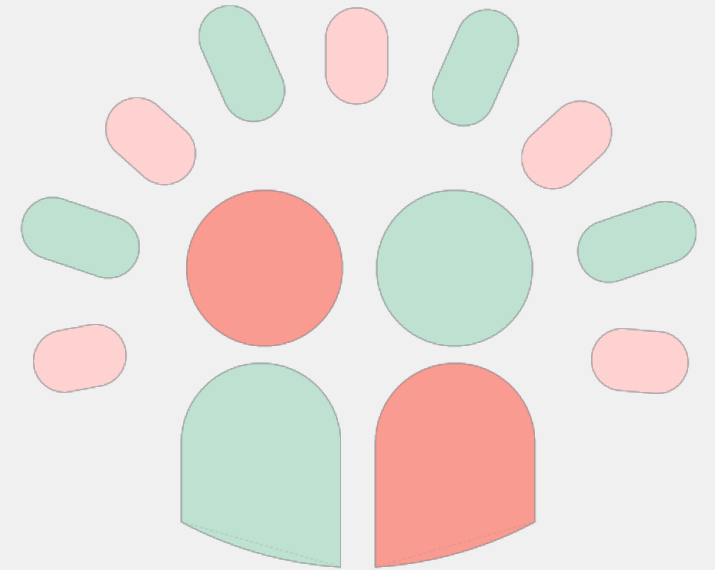
Your Sponsorship Checklist

1. Lead with value, not logos
2. Turn your prospectus into a conversation
3. Adopt a year-round mindset
4. Invest in relationships, not transactions



Your Challenge

1. Pick one sponsorship relationship you'll nurture in the next 30 days
2. Identify a package to rethink with a hybrid mindset



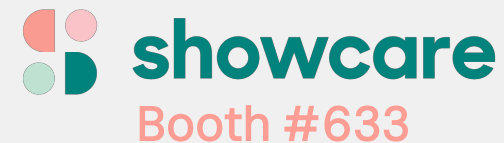
Stay Connected!



Bel Hanson, CMP



Veronika Hotton



Session Evaluation

OPTION 1

- Scan the QR Code here and follow instructions.
- You will be asked 1 time to fill in personal information.
- You will not be asked again when completing additional session evaluations.

OPTION 2

- Open the IAEE Expo! Expo! show app from Swapcard.
- Find the session you want to evaluate.
- Under the documents and link section click on Evaluation icon.
- Your info will auto-populate – rate session.

Thank You!



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houston, tx
8–10 December 2025



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