



BIOTECH CORRIDORSM
— ROCKVILLE, MD —

Brand Implementation Update



Where We Stand

- Landing page launched
- Biotech Corridor brand unveiled at BIO International Convention – June 2025



Momentum Since Launch

- 20+ meetings booked at BIO → One converted to Baltic delegation visit (10 companies)
- Website inquiries: lab space, new companies, collaborations, networking and event requests



Momentum Since Launch

- Sponsored Events:
 - Maryland Booth at BIO International 2025
 - Thermo Fisher PPD Dinners
 - USG Employer Connect
 - BioHealth Capital Region Forum 2025
 - HLTH USA 2025
- Content Promoted:
 - INNOVATE Maryland feature
 - Seven Biotech Corridor companies on WBJ's largest employer list



Implementation Plan Goals

- **40%** → Local awareness within Rockville & Montgomery County
- **60%** → National/international awareness and lead generation from out-of-market biotech executives + service providers

Phased Approach

- **Phase 1 (Oct. '25 - Feb. '26):** Build local awareness and adoption
 - Engage Rockville biotech community & stakeholders
 - Build-out and promote website features
 - Generate and promote Biotech Corridor content and events in local market
- **Phase 2 (Nov. '25 - Mar. '26):** Promotion in targeted publications/groups/events
 - Targeted paid content and ads
 - Highlight Rockville success stories and assets
 - Feature Rockville biotech thought-leader pieces
- **Phase 3 (Feb. 26' - June '26):** Amplification leading up to BIO International 2026



Phase 1 - Local Awareness and Adoption

- Engage Rockville biotech community & stakeholders
 - Event to introduce brand to local companies and solicit feedback on proposed website features
 - Provide Biotech Corridor branding to local companies



Phase 1 - Website Upgrades

- **Biotech Collaboration Portal**
 - Searchable directory with company profiles
 - Interactive map featuring biotech company locations
 - Events and Networking Calendar
 - Industry Blog and Knowledge Hub
 - Investor and Partner Analytics Dashboard
 - Marketplace for Services and Equipment
 - Funding and Investor-Connect Module
 - Integrated Messaging Tools

Phase 2 - Targeted Publications/Groups

Local Examples

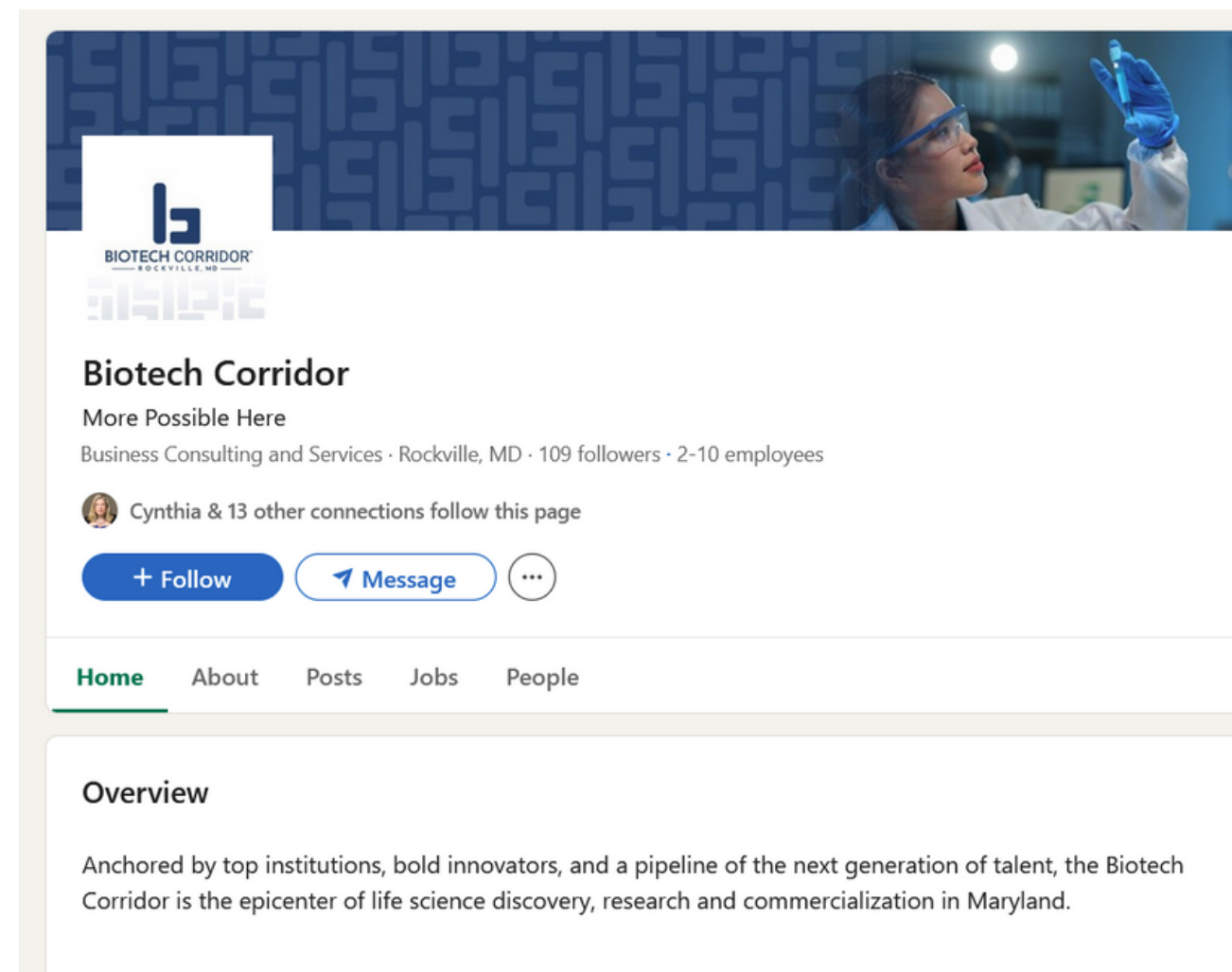
- Washington Business Journal
- The Banner
- BioBuzz Maryland
- BisNow

National/International Examples

- Genetic Engineering & Biotechnology News
- BioSpace
- BioWorld
- Pharmaceutical Executive
- Site Selection Magazine
- Fierce Biotech
- Life Science Leader

Phase 3 - Amplification

- Paid targeted LinkedIn ads
- Paid targeted display ads on bio/life science industry websites
- Explore sponsorship at BIO International 2026
 - Co-hosting Maryland event with Department of Commerce





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MORE POSSIBLE HERE

biotechcorridor.com



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