

## SPONSORSHIP INFORMATION

# BIO VentureForum East 2005



THE PREMIER EAST COAST BIOTECHNOLOGY  
VENTURE CONFERENCE ORGANIZED FOR  
PRIVATE BIOTECH COMPANIES AND THE  
VENTURE INVESTMENT COMMUNITY.

**May 9-11, 2005**

**Intercontinental Hotel • Atlanta, GA**

### PARTNERS:

BioFlorida  
BIOTECCanada  
Biotechnology Association  
of Alabama  
Biotechnology Council of New Jersey  
Connecticut United for  
Research Excellence, Inc. (CURE)  
Delaware BioScience Association

Georgia Biomedical  
Partnership, Inc.  
New York Biotechnology Association  
North Carolina Biosciences  
Organization  
Pennsylvania Bio  
Technology Council of Maryland  
Virginia Biotechnology Association

## Overview

### BIO VentureForum East 2005

<b>Date:</b>	May 9–11, 2005
<b>Location:</b>	Atlanta, Georgia
<b>Target Audience:</b>	CEOs and VCs from the life science arena
<b>Mission:</b>	To showcase a rich representation of the nation's most innovative biotechnology and healthcare companies with a significant emphasis on firms from the East Coast and Canada.

### Conference Background

BIO VentureForum East is the largest East coast regional investor Conference for private biotechnology and healthcare firms. Approximately 120 pre-screened biotechnology, device and diagnostic companies seeking seed, early- and late-stage funding will present their portfolios and platforms to a national audience of top venture capital firms. Hosted by BIO, 11 state biotechnology associations, and BIOTECCanada, this conference is a regional showcase of the most promising companies in the industry.

### Why BIO Venture Forum East 2005?

- The East coast is home to the largest number of life science hotbed communities.
- The best emerging companies in the U.S. and Canada are presented at one venue.
- A national audience comprised of the most prestigious life science venture capital firms.
- Multiple networking opportunities with industry CEOs, pharmaceutical executives and venture capital leaders.

### Conference Components

- Networking Luncheons
- Gala Reception
- Welcoming Reception
- Workshops
- Presentations
- Keynote Speakers

## Sponsorship Opportunities

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## General Sponsorship Notes

### Gala Reception: \$50,000 (or four at \$15,000 each)

- Three (3) complimentary registrations per each \$15,000 sponsorship (6 complimentary registrations for single sponsor at \$50,000)
- Full page ad in Conference program book
- Acknowledgment as a sponsor on Conference web site, promotional literature and Conference materials
- Literature displayed at sponsor table
- Sponsor suite included

### Luncheons: two at \$25,000 each

- Five (5) complimentary registrations
- Literature displayed at sponsor table
- Full page ad in Conference program book
- Acknowledgment as a sponsor on Conference web site, promotional literature and Conference materials
- Sponsor suite included

### Plenary Sessions: two at \$20,000 each

- Four (4) complimentary registrations
- Opportunity to introduce or moderate the panel
- Literature displayed at sponsor table
- Full page ad in Conference program book
- Acknowledgment as a sponsor on Conference web site, promotional literature and Conference materials
- Sponsor suite included

### Workshops: six at \$15,000 each

- Three (3) complimentary registrations
- Moderator and panelist opportunities
- Literature displayed at sponsor table in workshop area
- Full page ad in Conference program book
- Acknowledgment as a sponsor on Conference web site, promotional literature and Conference materials

### Welcome Reception: \$10,000

- Two (2) complimentary registrations
- Literature displayed at sponsor table
- Full page ad in Conference program book
- Acknowledgment as a sponsor on Conference web site, promotional literature and Conference materials

### Closing Reception: \$5,000

- One (1) complimentary Conference registration
- Designation as supporting sponsor in Conference program book
- Acknowledgment as a supporting sponsor on Conference web site, promotional literature and Conference materials

### Continental Breakfast: \$5,000

- One (1) complimentary Conference registration
- Designation as supporting sponsor in Conference program book
- Acknowledgment as a supporting sponsor on Conference web site, promotional literature and Conference materials

### Break Sponsor: \$5,000

- One (1) complimentary Conference registration
- Designation as supporting sponsor in Conference program book
- Acknowledgment as a supporting sponsor on Conference web site, promotional literature and Conference materials

### Leadership Level: \$5,000

- One (1) complimentary Conference registration
- Designation as a sponsor in Conference program book
- Acknowledgment as a supporting sponsor on Conference web site, promotional literature and Conference materials

### Industry Supporter: \$2,500

- Designation as supporting sponsor in Conference program book
- Acknowledgment as a supporting sponsor on Conference web site, promotional literature and Conference materials

### Conference Handbook Advertising

All sponsors above the \$5,000 level will be offered a page ad in the BIO VentureForum East Handbook. Additional ads may be purchased separately for \$1,500 each. All ads will be "banked" (placed adjacent to each other) in an advertising section within the book. Three premium advertising positions are being offered at the following rates:

- Inside front cover \$5,000
- Inside back cover \$3,000
- Outside back cover \$7,500

### Other Promotional Opportunities

*Exclusive of Conference Registration(s)*

#### Collateral Materials:

Co-branded conference handouts (include both conference & sponsor names/logos). The following materials are offered as guidelines. BIO will work with sponsors to identify items meeting mutually agreed to levels of price and quality.

- Conference Tote bags
- Conference Notepads
- Conference Pens
- Water bottle
- Mug
- Disposable camera
- Calculator
- Clipboard pad & notebook
- Stress Reliever
- Internet Café

### Sponsor Listings

On most Conference materials sponsors will be listed by order of sponsorship level and in font sizes relative to support level. Certain alphabetical listings are excluded.

### Advertising Requirements & Deadlines

Sponsors are required to submit preprinted advertising inserts for insertion in the general Conference handbook prior to April 1, 2005.

### Registration

All representatives of sponsoring companies attending the Conference must be registered prior to arrival. Register online at [www.bio.org](http://www.bio.org).

### Sponsorship

Questions and inquiries relating to sponsorship should be directed to Christine Cook in BIO's Washington, D.C. office at (202) 962-6690 or [ccook@bio.org](mailto:ccook@bio.org).

[www.bio.org](http://www.bio.org)