

Bio
BIOTECHNOLOGY
INDUSTRY
ORGANIZATION
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www.bio.org

BIO Mid-America VentureForum 2005

September 21-23, 2005
Hilton Hotel
Minneapolis, MN

SPONSORSHIP INFORMATION



SEPTEMBER 21-23 • MINNEAPOLIS/ST. PAUL

BIO Mid-America VentureForum

THE REGIONAL VENTURE CONFERENCE FOR
THE FINANCIAL COMMUNITIES, BIOTECH ARENA
AND MEDICAL DEVICE COMPANIES
IN AMERICA'S HEARTLAND

CONFERENCE PARTNERS

- | | |
|--|--|
| Colorado BioScience Association | Medical Alley/MNBIO |
| Illinois Biotechnology Industry Organization | MichBio (Michigan) |
| Indiana Health Industry Forum | Missouri Biotechnology Association |
| Iowa Biotechnology Association | Omeris (Ohio) |
| | Wisconsin Biotechnology and Medical Device Association |

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Overview

BIO Mid-America VentureForum 2005

- Target Audience:** CEOs and VCs from the biomedical arena
- Mission:** To provide a single venue for medical device and biotech companies to meet a national audience of venture capitalists

Conference Components

- Networking Luncheons
- Plenary Sessions
- Keynote Speakers
- Presentations
- Gala Reception

Conference Background

BIO Mid-America VentureForum is the largest Midwest regional investor conference **for private biotechnology and medical device firms**. Approximately 75 prescreened biotechnology, medical device and diagnostic companies seeking seed, early-and late-stage funding will present their portfolios and platforms to top venture capital firms. Hosted by BIO and 9 state biotechnology associations, this conference is a regional showcase for the most promising companies in the industry.

Sponsorship Benefits

Mid-America VentureForum is the largest venture forum in the region for biotech companies.

The region has the largest presence of medical device companies in the nation.

Conference sponsorship has added value.

- Build your brand in the Midwest arena.
- Highlight the value of your services to participating CEOs.
- Gain access to valuable networking opportunities at all conference activities.
- Receive national exposure through nationwide invitation distribution, promotional literature and the BIO Web site.

Coming soon to the Midwest...

BIO 2006 Annual International Convention
Chicago - April 9-12, 2006

BIO 2006

Sponsorship Opportunities

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

- Three 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

Luncheons: two at \$25,000 each

- Five 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

Plenary Sessions: two at \$20,000 each

SOLD!

- Four 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

Workshops: six at \$15,000 each

**4 WORKSHOPS
REMAINING!**

- Three 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

Sponsorship Opportunities

Welcome Reception: \$10,000

SOLD!

- Two 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 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: \$7,500

SOLD!

- One 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 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 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

Sponsorship Opportunities

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 1-page ad in the BIO Mid-America VentureForum 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

General Sponsorship Notes

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 general Conference handbook prior to August 1, 2005.

Registration

All representatives of sponsoring companies attending the Conference must be registered prior to arrival. Register online at 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.

Current Sponsors (as of 02/05)

Robert W. Baird & Co. Inc.	Minnesota Department of Employment and Economic Development
City of St. Paul	MNBIO/Medical Alley
Dorsey & Whitney, LLP	Pfizer Inc.
Faegre & Benson	Roland Mann & Associates
Foley & Lardner LLP	University of Minnesota
Guidant	VWR International
Lindquist and Vennum	
Manitoba Energy, Science and Technology	

www.bio.org