

SPONSORSHIP INFORMATION

BIO Mid-America VentureForum

A NATIONAL VENTURE CAPITAL CONFERENCE IN THE
MIDWEST FOR THE BIOTECH AND MEDICAL DEVICE
INDUSTRIES IN THE U.S.

- Date:** September 25-27, 2006
- Location:** Intercontinental Hotel
Cleveland, Ohio
- 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 Background

BIO Mid-America VentureForum is the largest investor conference with a national focus in the Midwest. 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 8 state biotechnology associations, this conference is a showcase of some of the most promising companies in the industry.

CONFERENCE PARTNERS

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

BIO Mid-America VentureForum 2006

Sponsorship Benefits

BIO Mid-America VentureForum is the largest conference in the region for biotech and medical device 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.

Conference Components

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

Sponsorship Opportunities

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

- Four (4) complimentary registrations per each \$15,000 sponsorship (6 to 8 complimentary registrations for single sponsor at \$50,000)
- Sponsor suite
- Acknowledgment as a sponsor on Conference Web site, promotional literature and Conference materials
- Full page ad in Conference program book
- Literature displayed at sponsor table

Luncheons: \$25,000 (2 available)

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

Plenary Sessions: \$20,000 (2 available)

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

Workshops: \$15,000 (6 available)

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

Welcome Reception: \$10,000

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

Closing Reception: \$5,000

- One (1) complimentary 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 (2 available)

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

Sponsorship Opportunities continued

Break Sponsor: \$5,000 (4 available)

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

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 sponsors to identify items that meet 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

Conference Handbook Advertising

All sponsors at \$5,000 or above will be offered a 1-page ad. 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

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 insertion in the general Conference handbook prior to September 1, 2006.

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 Susanna Ling in BIO's Washington, D.C. office at (202) 312-9277 or sling@bio.org.