



**Date:** September 24 – 26, 2007

**Location:** Hyatt Regency, Milwaukee, WI

**Mission:** To provide a single venue for medical device and biotech companies to meet a national audience of venture capitalists and provide business development opportunities.

**Target Audience:**

- CEOs and CFOs of bioscience, biofuel and medical device companies
- Angel investors and investment banks
- Corporate and private venture capitalists

**The Forum features:**

- Workshops highlighting trends in the financial markets and challenges faced by bioscience, biofuel and medical technology companies
- Presentations from up to 60 bioscience, biofuels and medical device startups
- The Partnering system facilitating the evaluation of partnering opportunities and the scheduling of one-on-one meetings at the conference
- A variety of formal and informal networking opportunities

**Conference Background:**

BIO Mid-America VentureForum is the Midwest's largest annual event showcasing bioscience, biofuel and medical device product and platform companies from across the country. Approximately 60 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 promising companies in the industry.

**Sponsorship Benefits:**

Conference sponsorship provides exclusive opportunities and values:

- 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
- Company 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
- Recognition as a sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

### **Luncheons: \$25,000 (2 available)**

- Five (5) complimentary registrations
- Sponsor suite
- Recognition as a sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

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

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

### **Workshops: \$15,000 (6 available)**

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

### **Welcome Reception: \$10,000**

- Two (2) complimentary registrations
- Recognition as a sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

### **Closing Reception: \$5,000**

- One (1) complimentary registration
- Designation as supporting sponsor in Conference program book
- Recognition as a supporting sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

### **Continental Breakfast: \$5,000 (2 available)**

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

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

- One (1) complimentary registration
- Designation as supporting sponsor in Conference program book
- Recognition as a supporting sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

## **Leadership Level: \$5,000**

- One (1) complimentary registration
- Designation as a sponsor in Conference program book
- Recognition as a supporting sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

## **Industry Supporter: \$2,500**

- Designation as supporting sponsor in program book
- Recognition as a supporting sponsor on Conference Web site, promotional literature and Conference materials
- Literature displayed at sponsor table

## **Other Promotional Opportunities** Exclusive of Conference Registration(s)

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

## **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 7, 2007.

### **Registration**

All representatives of sponsoring companies attending the Conference must be registered prior to arrival. Register online at <http://bma.bio.org/opencms/bma/2007/registration/index.jsp>

### **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](mailto:sling@bio.org).