



M A K E Y O U R M A R K

Reinforce Your Industry Presence  
**BECOME A BIO SPONSOR**

**Bio**<sup>®</sup>  
BIOTECHNOLOGY  
INDUSTRY ORGANIZATION

## BIO Sponsorship Opportunities

Every day, the biotechnology industry works toward a future of better health, higher agricultural productivity and a cleaner environment. Your organization can make its mark in this transformational industry by becoming a Biotechnology Industry Organization (BIO) sponsor.

BIO is a dynamic nonprofit industry organization that drives biotech growth through networking and advocacy services for more than 1,100 member life science companies and related organizations. We represent start-ups, Fortune 500s, regional and national bioscience associations, state biotech centers and academic institutions around the globe.

When you sponsor BIO events, you not only boost your firm's visibility, you support expansion of the rapidly growing biotech industry and further the mission of its leading advocacy organization. Our events range from regional venture capital conferences to the world's largest annual biotech convention. BIO events identify the trends, bring the key players together and spark the relationships that keep the industry growing.



## The Benefits of Sponsorship

When it comes to biotech events, BIO is the undisputed leader in scale, variety and quality. We host conferences throughout the year, with sponsorship packages to fit every business plan and budget. Partnering with BIO as a sponsor is one of the most effective ways to promote your company to the biotech community.

The BIO Sponsorship Team can help you identify opportunities to meet specific goals and maximize the benefits of sponsorship for your organization. Use BIO events to:

- Improve visibility with prospective licensing and research partners
- Connect with customers or clients
- Showcase internal research and programs
- Reinforce brand image and life sciences positioning
- Establish a presence and credibility as a leader in biotech research, manufacturing, law, financial services or consulting
- Introduce new products or research programs
- Spotlight key executives
- Elevate your profile with the media
- Demonstrate a regional commitment to growing biotechnology



### Sponsorship Opportunities Include:

- Regional and international investor conferences
- Corporate partnering conferences in the United States, Europe and Japan
- Industrial and environmental biotechnology conferences
- Conferences for business development executives, attorneys and human resources executives
- The industry's largest annual event, the BIO International Convention

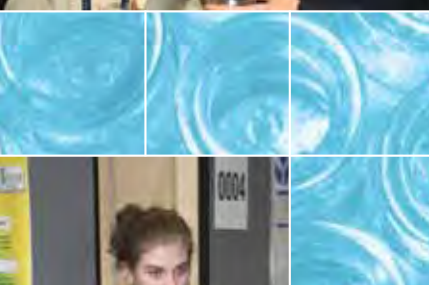
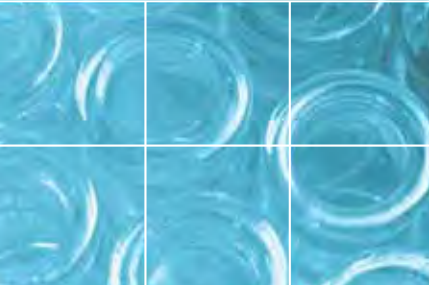
Single or multi-event sponsorship packages can be tailored to your company's objectives to help maximize visibility and return on investment.



## Choose a Level That Fits

Whatever your budget, BIO sponsorships offer a prime opportunity to reach biotech decision-makers. You can choose a single sponsorship at a single event or a more comprehensive package. Our Sponsorship Team can work with you to create a unique sponsorship opportunity that custom fits your organization.

The most prestigious BIO sponsorship categories are the Double Helix at the \$300,000 annual sponsorship level, and the Helix at the \$200,000 annual sponsorship level. These high-level sponsors support BIO activities and the industry year-round. They also enjoy special recognition and added benefits at the events they sponsor. Throughout the year, the logos of Double Helix and Helix sponsors are featured on bio.org. These elite sponsors also have the chance to become involved in areas such as program development.



### BIO SPONSORS As of January 2, 2007

- Abbott
- ABD Insurance & Financial Services
- Abengoa Bioenergy R&D
- Advancis Pharmaceutical Corporation
- Agri-Food Innovation Forum
- Alberta Agricultural Research Institute and Bioproducts Innovation
- Alexandria Real Estate Equities, Inc
- Alkermes, Inc
- Almac Sciences Group Ltd
- Almirall
- Althea Technologies
- American Association for Cancer Research
- Amgen, Inc
- Applied Biosystems
- Aquilo Partners
- ARADIGM
- ArborGen, Inc
- Arent Fox LLP
- Arnold & Porter LLP
- Arque, Inc
- Astellas Pharma US, Inc
- AstraZeneca
- Austin Chemical Company, Inc
- Avalon Pharmaceuticals, Inc
- Avecia Biotechnology
- Bank of America

## 2007 BIO Double Helix Sponsors As of January 2, 2007



## 2007 BIO Helix Sponsors As of January 2, 2007



## Who Participates in BIO Events?

- Biotech executives
- Financial analysts & investors
- Pharmaceutical executives
- Business development executives
- Manufacturing & energy leaders
- Intellectual property experts
- Top researchers
- Regulatory experts
- Agricultural biotech leaders
- Public officials
- Journalists
- University leaders
- Economic development officials
- Human resources executives

## BIO Sponsors Are as Diverse as Our Industry

- Biotech therapeutic, diagnostic & platform companies
- Pharmaceutical firms
- Energy companies
- Industrial enzyme manufacturers
- Agricultural biotech companies
- Law firms
- Consulting firms
- Banks and venture capital firms
- Lab equipment suppliers
- Insurance companies
- Economic development agencies
- Regional, state and national government agencies
- Universities

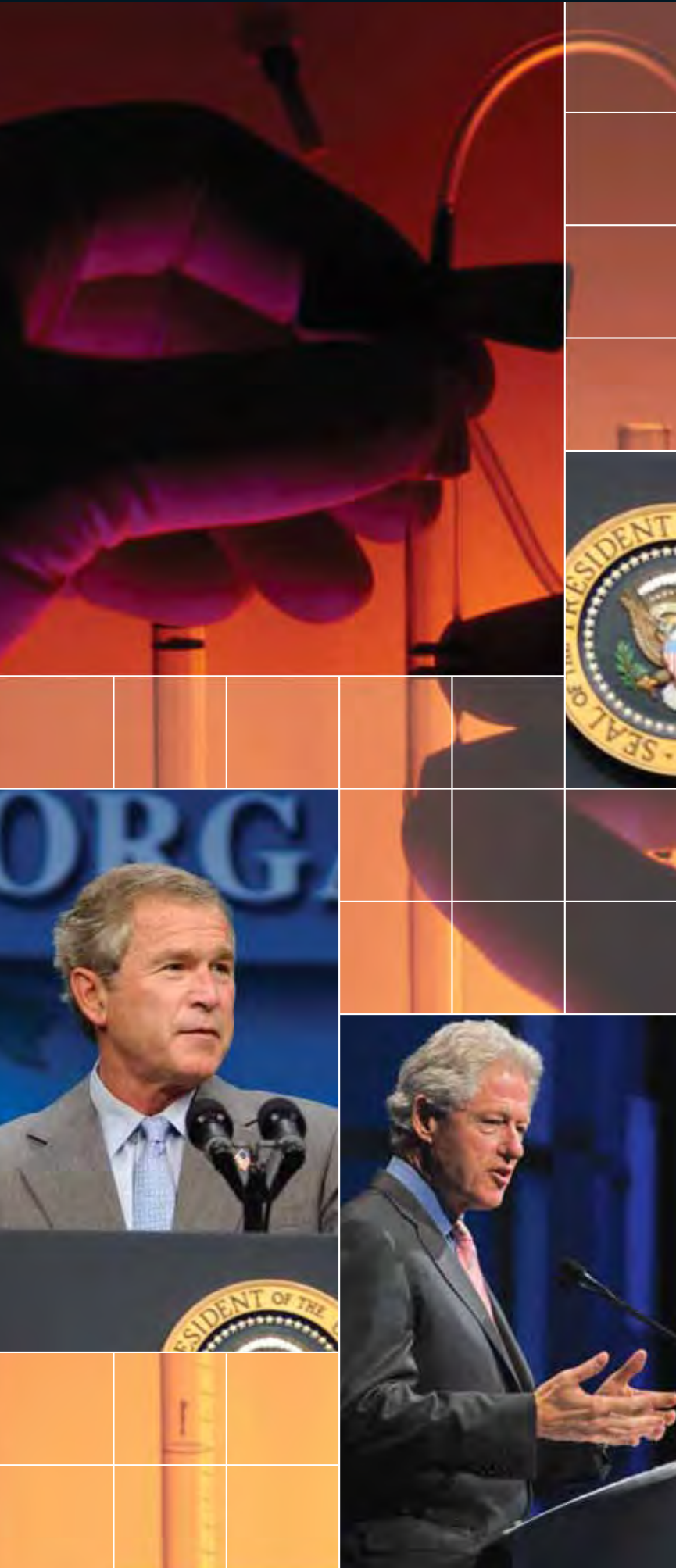
- BASF Plant Science
- Baxter Healthcare Corporation
- Bayer CropScience
- Bayer HealthCare
- Bell, Boyd & Lloyd LLC
- BIO IB
- Bio in Ohio (Omeris)
- Biogen Idec
- BioMaryland
- Bioproducts Alberta
- BioSpace
- BIOTECanada
- BioTechLogic, Inc
- Biotechnology Council of New Jersey
- BIOWA, Inc

- BioWorld Today
- BMO Capital Markets
- Booz Allen Hamilton
- Bristol-Myers Squibb
- Burrill & Company
- Campbell Alliance
- Cardinal Health
- Cargill
- CAS (Chemical Abstracts Service)
- CB Richard Ellis
- ChemJobs
- Celltrion, Inc
- Cephalon, Inc
- Ceres, Inc
- Charles River Laboratories

- Choate Hall & Stewart
- Chubb Group of Insurance Companies
- Chugai Pharmaceutical Co., Ltd
- CIBC
- City of Chicago
- Codexis
- Colliers International
- Comerica Bank
- Cook Pharmica LLC
- Covance Inc
- Culpepper and Associates, Inc
- Dechert
- Decision Resources
- Deloitte
- Dewey Ballantine LLP

- Diosynth Biotechnology, Inc
- Diversa
- Domain Associates, LLC
- Dorsey & Whitney LLP
- Dow AgroSciences LLC
- Dowpharma
- DSM
- DuPont
- Dyadic
- Edwards Angell Palmer & Dodge LLP
- EMD Serono, Inc
- EntreMed, Inc
- Ernst & Young
- Ewing Marion Kauffman Foundation
- Ferghana Partners Group

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## Enjoy Unmatched Benefits

If you're looking to make your mark in biotechnology, you won't find a better vehicle than BIO sponsorship. It is your most effective tool for reaching industry leaders. Sponsoring a BIO event connects you with decision-makers, amplifies your message and brand and provides many benefits. Those benefits may include:

- Free registrations for your executive team\*
- Web presence, with your logo appearing on the conference Web site, and for highest-level sponsors, on bio.org
- Print advertising in which sponsors are prominently featured in event programs and other publications (some packages include ads)
- Program participation such as speaking opportunities at BIO events
- On-site visibility, with your company logo featured in on-site signage (some packages include exhibit, literature display and information table opportunities)
- Private space for meetings with prospective investors, customers or partners (included with some sponsorships)

And of course, every sponsor receives impeccable service from BIO's seasoned sponsorship team, pre-conference and on-site.

\*Number depends on sponsorship level

### BIO SPONSORS

- |   |   |
|---|---|
| ■ Financial Dynamics                                  | ■ Fulcrum Pharma Developments                   |
| ■ Finnegan, Henderson, Farabow, Garrett & Dunner, LLP | ■ Genencor                                      |
| ■ Fish & Neave IP Group of Ropes & Gray               | ■ Genentech                                     |
| ■ Fish & Richardson P.C.                              | ■ GenVec, Inc                                   |
| ■ Fisher BioServices                                  | ■ Genzyme Corp                                  |
| ■ Fisher Scientific                                   | ■ Georgia Biomedical Partnership                |
| ■ Foley Hoag LLP                                      | ■ German Pavilion/Leipziger Messe International |
| ■ Foley & Lardner LLP                                 | ■ Gilead Sciences                               |
| ■ Ford Motor Company                                  | ■ GlaxoSmithKline                               |
| ■ Forest City Science +Technology Group               | ■ Goodwin Procter LLP                           |
| ■ Frederick County, MD Office of Economic Development | ■ Government of Victoria - Melbourne, Australia |
|   | ■ Grant Thornton LLP                            |

## Sponsorship Opportunities

For 2007, more than 400 BIO sponsorship opportunities are offered across more than a dozen events, including the BIO International Convention.

**Plenary sessions.** Nobel laureates, Presidents Bush and Clinton and entertainers Melissa Etheridge and Bernie Mac are among BIO's past plenary speakers. Sponsorships of plenary sessions featuring notable speakers are available for many BIO conferences.

**Networking receptions.** Making new contacts at networking receptions is a major draw at any conference. Nearly every BIO conference features a networking reception at a unique location.

**Topic tracks, workshops and sessions.** Branding your organization in a specific field is a snap when you sponsor a BIO conference educational session. Sessions focus on law, human resources, regulations, science, specific technology and disease areas, business and finance, marketing and communications.

**Internet cafés.** The biotechnology world changes fast, and industry professionals need to stay connected. Sponsor a bank of Internet-connected computers at a BIO conference, and every time attendees check e-mail, they'll see your company logo.

**Refreshment breaks.** Business often gets done at conferences over a coffee break between sessions. Reach attendees at this critical moment by sponsoring BIO refreshment breaks.

**Meeting bags.** Attendees carry home a positive impression of your company when you sponsor BIO conference meeting bags. Act fast— these sponsorships go quickly!

Many more sponsorship opportunities are available. Contact our Sponsorship Team to learn more.



- Greater Boston Convention & Visitors Bureau
- Greenblum and Bernstein
- Heller Ehrman LLP
- HIG Ventures
- Hoffmann & Baron, LLP
- Hollis-Eden Pharmaceuticals
- Hospira, Inc
- HSBC
- Human Genome Sciences, Inc
- Humboldt Storage and Moving Company / United Van Lines
- Hunton & Williams, LLP
- Hungarian Biotechnology
- Illinois Finance Authority
- Illinois Institute of Technology

- Immtech Pharmaceuticals
- Invitrogen
- Iowa Department of Economic Development (State of Iowa)
- ITI Life Sciences
- Jackson & Hertogs, LLP
- Jefferies & Company
- Johnson & Johnson Pharmaceutical Companies
- Johnson & Johnson Corporate Office of Science & Technology (COSAT)
- Johnson & Johnson Development Corporation
- Jones Day
- Kentucky Cabinet for Economic Development
- Kenyon & Kenyon LLP

- King & Spalding LLP
- Knight Trading Group
- Knobbe Martens Olson & Bear
- KPMG LLP
- L.E.K. Consulting LLC
- Latham & Watkins, LLP
- Lazard Freres & Co. LLC
- Leydig, Voit & Mayer
- Lilly
- Maryland Department of Business & Economic Development
- Mayo Clinic
- McCarter & English
- MdBio
- MedImmune, Inc
- Medmarc Insurance Group

- Medtronic
- Mendel Biotechnology
- Merck & Co., Inc
- Metabolix
- Millennium Pharmaceuticals, Inc
- Mintz Levin
- Missouri Biotechnology Association
- Monsanto Company
- Montgomery & Co., LLC
- Montgomery County Department of Economic Development
- Montreal International (Montreal InVivo)
- Morgan Stanley
- Morgan, Lewis & Bockius LLP

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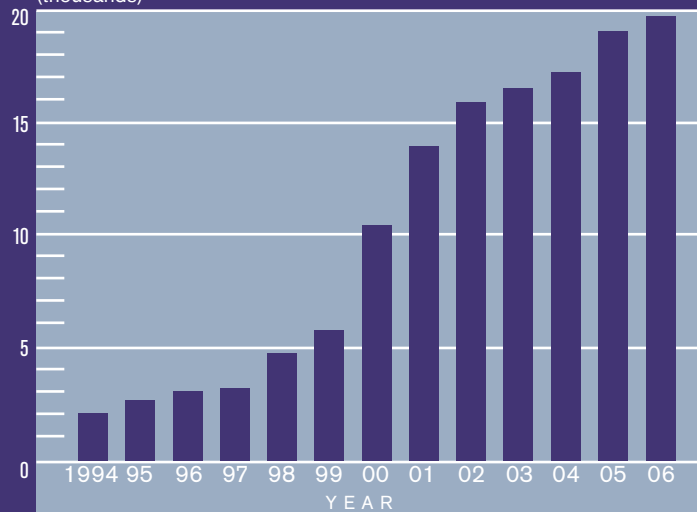
## Growing Events Mirror Growing Industry

In just 10 years, biotech investment has soared five-fold as a raft of new medicines, crops and biobased industrial processes hit the market. BIO has nurtured and shared in that growth by providing the forums for investor and partnering outreach, networking, professional education, corporate branding and marketing.



## BIO International Convention Attendance Grows Steadily

(thousands)



## BIO SPONSORS

- NatureJobs
- New Jersey
- New Jersey Commerce, Economic Growth & Tourism Commission
- New Jersey Economic Development Authority
- Nixon Peabody LLP
- Northern Trust
- Northwestern University
- Novartis Pharma AG
- Novo Nordisk Inc
- Novozymes
- NYSE Group
- Ontario
- ORC Worldwide
- Otsuka America Pharmaceutical Inc
- Ovation Pharmaceuticals, Inc
- PA Early Ventures
- Pacific Growth Equities
- Patheon Inc
- Pepper Hamilton LLP
- Perkins Coie LLP
- Pfizer Inc
- Pillsbury Winthrop Shaw
- Pittman LLP
- Positively Minnesota

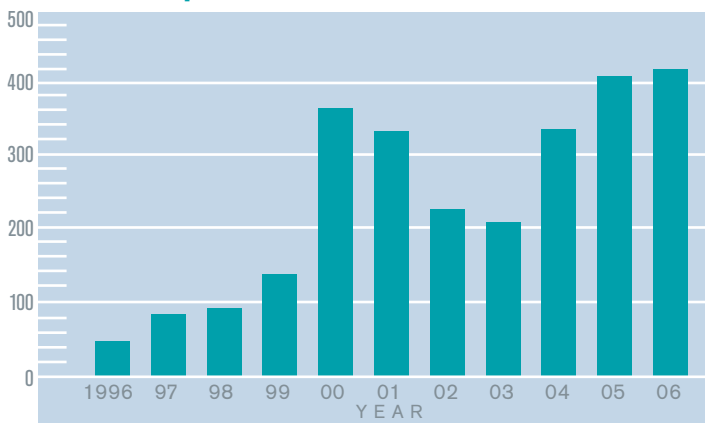


## Participation in BIO Investor & Partnering Events Continues to Climb

TOTALS	2000	2001	2002	2003	2004	2005	2006	2000-06 INCREASE
Attendees	2,562	5,824	6,116	7,933	9,994	11,333	13,089	<b>410%</b>
Individual Companies	940	1,972	2,401	2,926	3,680	4,358	4,853	<b>416%</b>
Corp. Presentations	363	713	855	1,015	1,157	1,333	1,394	<b>284%</b>
One-on-One Meetings	1,655	2,543	6,132	10,351	16,910	21,463	27,125	<b>1,540%</b>

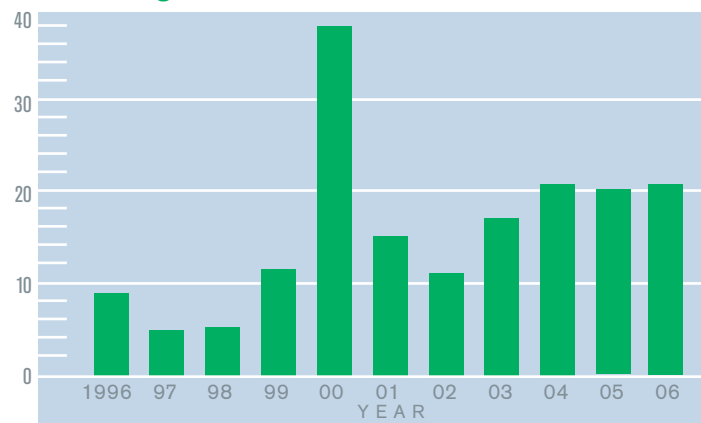
## The Biotechnology Industry Keeps Growing

**Market Cap** (in billions of dollars)



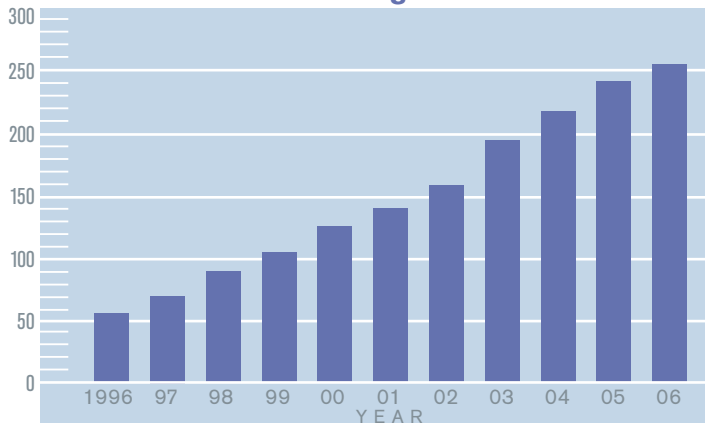
Sources: Ernst & Young, *BioWorld*

**Financing** (in billions of dollars)



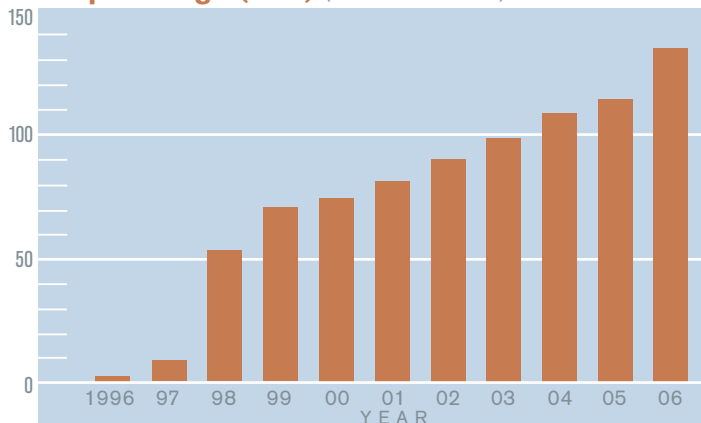
Source: *BioWorld*

**Number of Marketed Drugs**



Source: BIO

**Crop Acreage (U.S.)** (in millions of acres)



Source: International Service for the Acquisition of Agri-biotech Applications

- PR Newswire
- PricewaterhouseCoopers
- Procter & Gamble Co
- ProQuest Investments
- Proskauer Rose LLP
- ProtoGroup LLC
- PsychoGenics, Inc
- Puerto Rico Industrial Development Company (PRIDCO)
- Quintiles Transnational
- Radford Surveys + Consulting
- RBC Capital
- RECRUTECH INTERNATIONAL
- Roche Pharma Japan
- Rockville Economic Development, Inc / BIOCON, Inc
- Rodman & Renshaw
- Ropes & Gray LLP
- sanofi-aventis
- sanofi pasteur
- Saylor & Hill Company
- Scheer Partners, Inc
- Schering Plough
- ScienceCareers.org
- ScienceJobs.com / New Scientist / Cell
- Sidley Austin LLP
- Sonnenschein Nath & Rosenthal LLP
- Stanford Group
- State of Illinois
- State of Michigan
- Sun Grant Initiative
- Syngenta
- Tate & Lyle
- Takeda Pharmaceuticals North America, Inc
- TAP Pharmaceutical Products Inc
- The Bank of New York
- The City of South San Francisco
- The Government of Canada & The Province of Ontario
- The Government of Canada (Agriculture and Agri-Food Canada, Natural Resources Canada, Industry Canada)
- The NASDAQ Stock Market
- The Northern Illinois AgTech Initiative
- The Scientist Careers
- TransPerfect Translations
- US Department of Agriculture
- UK Trade & Investment Group
- University of Chicago
- University of Illinois
- Venable LLP
- Vertex Pharmaceuticals
- VWR International
- Wachovia Insurance Services
- Western Australia Trade & Investment Office
- Western Management Group
- William Gallagher Associates
- WilmerHale
- World Business Chicago
- Woodcock Washburn LLP
- Wyeth



## Reach the Decision-Makers

Our events bring together everyone you need to reach in biotechnology and related fields. We can help you meet client and customer prospects, CEOs and other corporate decision-makers. For example, 70% of BIO International Convention attendees are in senior management.

## Did You Know?

**BIO hosts events throughout the year.** We are best known for the annual BIO International Convention, but we host more than a dozen events each year. Visit [bio.org/events](http://bio.org/events) for an updated calendar.

**BIO can tailor a sponsorship package just for you.** With some 400 sponsor opportunities across more than a dozen events, we can create a package that fits any organization with an interest in the life sciences. We work with hundreds of sponsoring organizations— life sciences companies, law firms and consultants, universities and state and regional governments.

**Our reach is global— our touch is local.** More than one-third of our convention attendees are from outside the United States. BIO hosts events throughout the United States and in Europe, Canada and the Asia-Pacific region. We collaborate with affiliate biotech organizations, regional universities and local economic development officials to maximize the regional impact of every BIO event.

**We unite all of biotechnology under one big tent.** BIO members and event attendees are using biotechnology to transform healthcare, agriculture, manufacturing and energy. They hail from start-up companies and the Fortune 500.

**Your investment in BIO sponsorship helps the industry grow.** When you sponsor a BIO event, you support both the event and the Biotechnology Industry Organization. We promote biotechnology growth policies in Washington, in state capitals and in forums around the world.





**Secure Your Place  
in a Fast-Growing  
Industry—Become  
a Sponsor Today**

While BIO's 2007 sponsorship offerings are diverse, they're also limited. Secure the best opportunities for your organization by contacting the BIO Sponsorship Team today at +1.202.962.9200 or [sponsor@bio.org](mailto:sponsor@bio.org).



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**or E-mail [sponsor@bio.org](mailto:sponsor@bio.org)**

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