



Attracting Business to Wisconsin

NEWS

For Immediate Release

March 1, 2006

For more information contact:

Jan Alf, 262.691.7873

FORWARD WISCONSIN COORDINATING LARGEST MARKETING EFFORT EVER

Attracting biotechnology jobs, investment and research the focus of aggressive initiative at BIO 2006

MADISON - - With a total budget of nearly \$300,000, over 150 Wisconsin representatives scheduled to attend, and close to 50 sponsoring and participating organizations, Wisconsin's promotional effort at BIO 2006 will be the largest single marketing initiative ever undertaken to attract business and investment to the state. BIO 2006 is the largest biotechnology conference in the world and is visiting the Midwest for the first time in its history. It will take place April 9-12 in Chicago at the McCormick Place Convention Center. Over 20,000 biotech executives, investors, journalists, policy makers and scientists from more than 60 countries are expected to attend BIO 2006.

Wisconsin Governor Jim Doyle and UW-Madison stem cell pioneer Dr. James Thomson will lead a diverse group of Wisconsin life science executives, economic developers, state government officials, lawyers, venture capitalists, researchers, technology licensing representatives and higher education professionals to BIO 2006. Forward Wisconsin President Pepi Randolph and Forward Wisconsin Business Development Director Jan Alf have been working with an advisory group of industry leaders for months in preparing for the Wisconsin marketing effort at BIO 2006. Forward Wisconsin has coordinated the state's presence at the BIO conferences since 1999.

"Forward Wisconsin is pleased to partner with the Wisconsin Department of Commerce, the Wisconsin Biotechnology and Medical Device Association, the Wisconsin Technology Council and countless other biotechnology leaders from around the state to help coordinate the Wisconsin presence at BIO 2006," said Forward Wisconsin President Pepi Randolph. "While we have been at this event for many years, the close proximity of the conference in Chicago, combined with Wisconsin's growing strength in biotech, demanded that we pull out all the stops. We must attract more life science investment and high-end jobs to the state and BIO 2006 is a great forum in which to do that."

BIO 2006 is organized by the Biotechnology Industry Organization (BIO) and is the primary annual educational conference for the life science industry. A 1600-square-foot large Wisconsin exhibit pavilion area will highlight the state's marketing program. The pavilion will include a "BIOTheatre" featuring video and live presentations from many of Wisconsin's top biotech firms. Governor Doyle and Dr. Thomson will visit the Wisconsin pavilion and will appear at multiple events in Chicago to help promote Wisconsin's biotechnology resources and cutting-edge research and technology.

Quarles & Brady LLP, one of the nation's top business and intellectual property law firms, is sponsoring an exclusive, invitation-only reception on April 10th for over 100 national and international biotechnology company executives as part of Wisconsin's life science marketing effort. The event will take place atop the John Hancock Center at The Signature Room at the 95th and will be hosted by Quarles & Brady attorneys, Governor Doyle and Dr. Thomson. A short program touting Wisconsin as a biotech leader will highlight the reception that will focus on encouraging partnerships between Wisconsin life science firms and those outside the state, as well as attracting investment and business to the state.

"Quarles & Brady LLP has supported Forward Wisconsin since it began in 1984. We strongly believe in encouraging Wisconsin business growth and economic development," said Cory Nettles, former Wisconsin Secretary of Commerce and Forward Wisconsin Board Member. "Our firm regularly works with start-up and emerging companies to help them commercialize their discoveries and grow their businesses."

To further promote Wisconsin life science firms, Forward Wisconsin is spearheading several marketing pieces and presentations for BIO 2006.

- Wisconsin biotechnology and medical device company directory
- Printed marketing piece highlighting Wisconsin's industry strengths
- Pre-show postcard mailer to the all the BIO 2006 pre-registered attendees
- Wisconsin "BIOTheatre" and Wisconsin pavilion layout
- 30-second "rich-media" video, sent via e-mail, encouraging attendees to visit our pavilion
- 3-minute promotional DVD with testimonials highlighting Wisconsin's life science assets
- CD-ROM that includes the "Bioscience Wisconsin 2006" report authored by the Wisconsin Association for Biomedical Research & Education
- Wisconsin 2006 Pavilion Directory of Sponsors

"Our charge is to let people outside Wisconsin know that our state is the up and coming place to be if you want to be successful in the life sciences - and we can get that message out with an aggressive presence at BIO 2006," said Randolph. "We have such great potential in the biotech area to create wonderful employment opportunities for Wisconsin residents and we must put our best foot forward."

BIO 2006 will bring added focus on Wisconsin as the birthplace of stem cell research and home to the only National Stem Cell Bank by featuring eight panel sessions on the topic during the four-day conference. Wisconsin's three leading research institutions – University of Wisconsin-Madison, the Medical College of Wisconsin and The Marshfield Clinic – will also boast a strong presence at the conference.

Among the growing list of BIO 2006 Wisconsin sponsor and participating organizations are:

AEI Affiliated Engineers	NeoClone, LLC
Alliant Energy	Neurognostics, Inc.
Anteco Pharma	Next Generation Clinical Research Consulting
Biomedical Technology Alliance	PhysioGenix, Inc.
Blood Center of Wisconsin	Promega Corporation
Cambridge Major Laboratories, Inc.	Quarles & Brady LLP
Cellular Dynamics International	Quincy Bioscience, LLC
Children's Research Institute	Reed Sendecke & Krebsbach
EMD Biosciences	Restaino Bunbury & Associates
EraGen Biosciences	Schroeder Solutions
Fisher Scientific Company	Scientific Protein Laboratories LLC
Fitchburg Technology Neighborhood	Third Wave Technologies
Flad & Associates	University Research Park
Forward Wisconsin	UW-Madison Office of Corporate Relations
Gilson, Inc.	Waisman Clinical BioManufacturing Facility
Global GeneTechs	We Energies
GWC Technologies	Whyte Hirschboeck Dudek S.C.
HGA Architects & Engineers	WICell Research Institute
Hilb Rogal & Hobbs	Wisconsin Alumni Research Foundation
Madison Gas & Electric	WI Assoc for Biomedical Research & Education
Marshfield Clinic Research Foundation	Wisconsin Bio Industry Partnership
Medical College of Wisconsin	WI Biotechnology & Medical Device Assoc.
Michael Best & Friedrich LLP	Wisconsin Department of Commerce
Milwaukee County Research Park	Wisconsin Technology Council
Milwaukee Economic Development Corporation	

Forward Wisconsin (www.forwardWI.com) created in 1984, is the state's business attraction organization and is a unique public-private marketing group, chaired by Governor Doyle. Its job is attracting new businesses, jobs and increased economic activity to the state. Forward Wisconsin identified biotechnology as a target industry for the state in 1988 and continues to market Wisconsin for life science growth.