

Sponsorship Opportunities for Bio 2009

COLLABORATE
COMMERCIALIZE
CONNECT



**GAIN A FIRM LEAD ON GROWING
YOUR BUSINESS & BECOME A
WISCONSIN PAVILION SPONSOR!**

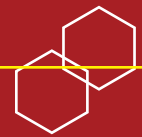
**SHOW DATES:
MAY 18-21, 2009
GEORGIA WORLD CONGRESS CENTER
ATLANTA, GA**

**RESERVE YOUR SPACE NOW.
MORE DETAILS INSIDE...**

**Contact: Jan Alf
Forward Wisconsin
Ph: 262-691-7873 / Fax: 262-691-7876
jalf@execpc.com
www.biowi.com**



WISCONSIN EXHIBIT PAVILION SPACE



GRAPHIC PANEL PACKAGE: \$10,000

Graphic Panel Package includes:

- Bio exhibit space and a share of property rental, the graphic panels on one of the Wisconsin pavilion display areas, carpeting, electricity, padding, cleaning and standard electricity
- Shared cost of signage, furnishings, material handling, installation, dismantling, lead readers, tower and theater space, shipping and handling
- Corporate logo/picture displayed regularly on the plasma screen monitor under "Major Pavilion Sponsor" category with larger exposure than a regular "Pavilion Sponsor"
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Corporate name as a Wisconsin sponsor on BIO 2009 distributed literature, news releases and signage as well as within the Wisconsin BIO directory
- Sponsorship recognition on BioWI.com
- Complimentary use of meeting space (schedule applies)
- Receipt of one (1) complimentary full registration, if your organization is a BIO member
- Four (4) complimentary exhibit hall passes

PLASMA SCREEN MONITOR PACKAGE: \$2,000 AND \$4000

Basic Logo/Pic Display \$2,000
Custom Display* \$4,000

Plasma Package includes:

- Corporate logo/picture displayed on a continuous loop on the plasma screen monitor under "Pavilion Sponsor" category
- One brochure pocket or shared shelf space for a quantity of one piece of company literature
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Corporate name as a Wisconsin sponsor on BIO 2009 distributed literature, news releases and signage as well as within the Wisconsin BIO directory
- Corporate logo displayed as a vinyl application on the front reception counters at the entrance to the Wisconsin Pavilion.
- Sponsorship recognition on BioWI.com
- One (1) complimentary exhibit hall pass

** Upgraded/Custom Display Package would include everything listed above plus being listed as a "Major Pavilion Sponsor"; receipt of an additional complimentary exhibit hall pass (two in total) and other customized benefits.*

**CONTACT JAN ALF FOR MORE DETAILS ON HOW
TO MEET YOUR ORGANIZATION'S NEEDS
WITH THIS PACKAGE!**



WI BIO THEATER BUSINESS PRESENTATION



The Wisconsin Bio Theater will again be organized and sponsored by the Wisconsin Biotechnology & Medical Device Association (WBMA). Please contact Karen Dettinger from WBMA at 608.236.4693 to inquire about available times and for more details. Media site videos will be sponsored by the Wisconsin Technology Council.

Presentation Package: \$1,750

- A 15-minute presentation, within a 30-minute timeframe, to an audience of your peers
- Presentation may include video clips, PowerPoint and handouts
- Studio videotaping and editing of the presentation by Wisconsin Technology Council after the Bio show for marketing purposes (15-minute limit, a \$500 value)
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2008 Pavilion Directory
- Corporate name as a Wisconsin sponsor on BIO 2009 distributed literature, news releases and signage as well as within the Wisconsin BIO directory
- Sponsorship recognition on BioWI.com
- One (1) complimentary exhibit hall pass

"Forward Wisconsin and WBMA enabled Invivosciences to meet major biotech and pharmaceutical companies at the BIO 2008 show that would normally take more than a year to coordinate. We worked in advance of BIO to invite all potential customers and clients to meet with us at BIO. Four of them, including our Japanese distributor and our European partner preferred to come to the presentation in the Wisconsin booth. Some of the pharmas preferred to send their reps to the booth presentation since it was more convenient for them. This type of opportunity is priceless for small start-ups like ourselves."

-Ayla Annac, Principal, Invivosciences

PUBLICATIONS AND MARKETING MATERIALS

Wisconsin Biotech & Medical Device Company Directory

\$2,500/5,000

- Full-page sponsor recognition/company advertisement - \$5,000
- Half-page sponsor recognition/company advertisement - \$2,500
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Sponsorship recognition on BioWI.com
- Two (2) complimentary exhibit hall passes

Wisconsin Pre-Show Postcard Mailer

\$6,000

- Company name and logo recognized on mailer
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Sponsorship recognition on BioWI.com
- Three (3) complimentary exhibit hall passes

Wisconsin BIO 2009 Pavilion Directory

\$5,000

- Full-page sponsor recognition/company advertisement
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Sponsorship recognition on BioWI.com
- Two (2) complimentary exhibit hall passes

BIO Full Conference Brochure Full-Page Ad

\$5,500

- Company name and logo recognized on advertisement
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Sponsorship recognition on BioWI.com
- Two (2) complimentary exhibit hall passes



SPECIAL OPPORTUNITIES

Co-Host of Wisconsin Governor's Reception

\$15,000

- Corporate recognition on Governor's Invitation to reception
- Welcoming remarks to worldwide biotech leaders
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Corporate logo/picture displayed regularly on the plasma screen monitor under "Wisconsin Governor's Reception" category
- Corporate name as a Wisconsin sponsor on BIO 2009 distributed literature, news releases and signage as well as within the Wisconsin BIO directory
- Sponsorship recognition on BioWI.com
- Six (6) complimentary exhibit hall passes



Meeting Space Sponsor

\$6,000

- Table tent recognition on meeting table
- Sponsorship recognition on BioWI.com
- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Three (3) complimentary exhibit hall passes

Snack/Food Sponsor

\$4,250

- Company listing and description in final BIO 2009 program and corporate name, listing and logo in Wisconsin BIO 2009 Pavilion Directory
- Sponsorship recognition on BioWI.com
- Two (2) complimentary exhibit hall passes



Sponsorship Form For Bio 2009 - Detach - Mail or Fax

Name: _____ Phone: _____ E-mail: _____
 Company Name: _____ Address: _____
 City: _____ State: _____ Zip: _____

Yes, I would like to maximize my investment in Bio 2009. Please include me in one of the following:

- | | |
|---|---|
| <input type="checkbox"/> Graphic Panel Package \$10,000 | <input type="checkbox"/> Plasma Screen Monitor Basic Picture \$2,000
<small>Basic logo/picture display</small> |
| <input type="checkbox"/> Bio Theater Presentation Pkg \$ 1,750
<small>A 15-minute presentation</small> | <input type="checkbox"/> Plasma Screen Monitor Custom Display \$4,000
<small>Upgraded/custom display</small> |

I would like to increase my company's presence at Bio 2009. Please include my company in the following:

- | | |
|---|---|
| <input type="radio"/> \$5,000 - Biotech/Medical Device Directory Full-page Ad | <input type="radio"/> \$6,000 - Pre-show Postcard Mailer to Attendees |
| <input type="radio"/> \$2,500 - Biotech/Medical Device Directory Half-page Ad | <input type="radio"/> \$5,500 - Bio Full Conference Brochure Ad |
| <input type="radio"/> \$5,000 - WI Bio 2009 Pavilion Directory | <input type="radio"/> \$4,250 - Snack/Food Sponsor |
| <input type="radio"/> \$6,000 - Meeting Space Sponsor | <input type="radio"/> \$15,000 - Co-host Wisconsin Governor's Reception |

Pay by Check Pay by Credit Card Visa Mastercard Credit Card # _____

Cardholder's Full Name: _____

Expiration Date Month: _____ Year: _____ 3-Digit Security #: _____

Mail form to: Forward Wisconsin Attn: Jan Alf
800 Main Street, Pewaukee, WI 53072

Fax to: Jan Alf, Forward Wisconsin
262-691-7876 (fax)
262-691-7873 (phone)