

CALL JAN ALF @ 262.691.7873 FOR MORE INFORMATION

Join the Wisconsin Bio Team!



Become a Wisconsin Bio 2009 Sponsor

SIX SUPER REASONS TO BE AT BIO 2009

1. **Maximum exposure for your organization.** It is the largest bioscience conference in the world. About 20,100 biotech executives, investors, journalists, policy makers and scientists from more than 70 countries are expected to attend Bio 2009.
2. **Opportunity to bolster your business marketing effort by joining a larger marketing initiative.** The State of Wisconsin marketing effort, focused on bringing visibility to all Wisconsin organizations, will feature a total budget of about \$250,000, approximately 200 Wisconsin representatives, and 50+ sponsoring and participating organizations.
3. **Multiple activities to promote your organization.** The State of Wisconsin marketing effort at Bio 2009 will include a 1600-square-foot exhibit pavilion, a meeting area, a Discovery Theater featuring opportunities for Wisconsin firms to make presentations, and an invitation-only Wisconsin reception for 200 national and international biotechnology company executives in downtown Atlanta.
4. **Generate “real” business for your organization.** Numerous joint ventures, partnerships, sales, research collaborations, and even the successful recruitment of employees, have come about through companies attendance at the Bio conferences. The Commerce’s Investment & Trade Division will even assist you in setting up meetings, if you wish to gain more access to worldwide markets.
5. **Visit an area known as a biotech hotbed.** Bio 2009 will take place on May 18-21 in Atlanta at the Georgia World Congress Center and all 48 states will have exhibits, along with over 70 countries. The Atlanta area provides an excellent backdrop for marketing your biotech-related organization.
6. **Work hard and have fun!** If you have never worked as a team to market the State of Wisconsin **AND** your organization at a Bio conference, you are in for a treat. The Wisconsin Bio Team, made up of many familiar industry “faces”, works hard to get business prospects to the Wisconsin exhibit pavilion and directs them to the appropriate partner organizations. And, yes, we have our share of fun as well.