



October 27-29, 2010
North Bethesda Marriott Conference Center, Bethesda MD

Sponsorship & Exhibit Opportunities

PREMIER SPONSOR: \$50,000

CONFERENCE PARTICIPATION

- Twelve (12) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for these twelve (12) registered guests to attend the Opening Reception
- Invitations for four (4) to the exclusive CEO & Investor Event
- One (1) representative to serve on Conference Steering Committee and other opportunities as available for staff to serve elsewhere on various working committees
- Steering Committee Member Listing on conference materials
- Prominent exhibit booth space
- Opportunity to be the presenting sponsor of a major component of the Conference, depending on availability (i.e. Presenting Sponsor of the Closing Plenary Luncheon)

VISIBILITY

- Logo listing as Premier sponsor in printed program*
- Logo listing as Premier sponsor on website
- Premier sponsor logo listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Premier on-site signage recognition*
- One premium placement full-page program acknowledgment
*Inside/back cover, as available**
- Inclusion of one piece of approved collateral item in conference registration materials
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

OTHER BENEFITS

- "Concierge Service" personal assistance to help you get the most out of the event.
*We will make two personal visits to your local facility to brief staff, and discuss the event, its opportunities and how your organization can take full advantage of the event and your sponsorship. Including plenary sessions, Exhibit Hall & official collateral materials**
- Final list of event registrants (electronically) post conference

* If returned prior to printing and production schedule deadlines. Does not necessarily include all forms of electronic marketing.

** Not offered outside sponsorship privileges.

*** Exhibit Hall is open one day with conference lunch & reception held in the hall.

Diamond Sponsor:

\$25,000

CONFERENCE PARTICIPATION

- Eight (8) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for these eight (8) registered guests to attend the Opening Reception
- Invitations for three (3) to the exclusive CEO & Investor Event
- One (1) representative to serve on Conference Steering Committee, Program Committee or Company Outreach and Development Committee
- Committee Member Listing on conference materials
- Prominent exhibit booth space
- Presenting sponsor of a one-day track, which includes:
 - Logo recognition on signage outside the room
 - Onscreen logo recognition
 - Display literature in the back of the room
 - Recognition from the podium

VISIBILITY

- Logo listing as Diamond sponsor in printed program*
- Logo listing as Diamond sponsor on website
- “Diamond” logo listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Prime on-site signage recognition*
- One full-page program acknowledgment
- Inclusion of one piece of approved collateral item in conference registration materials
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

OTHER BENEFITS

- “Concierge Service” personal assistance to help you get the most out of the event
We will make two personal visits to your local facility to brief staff and discuss the event, its opportunities and how your organization can take full advantage of the event and your sponsorship
- Final list of event registrants (electronically) post conference

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Platinum Sponsor:

\$16,500

CONFERENCE PARTICIPATION

- Six (6) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for these six (6) registered guests to attend the Opening Reception
- Invitations for two (2) to the exclusive CEO & Investor Event
- One (1) representative to serve on Program Committee or Company Outreach and Development Committee
- One exhibit booth space in prime location within the exhibit hall
- Presenting sponsor of a panel, which includes:
 - Onscreen logo recognition in the room for that panel ONLY
 - Display literature in the back of the room

VISIBILITY

- Logo listing as Platinum sponsor in printed program*
- Logo listing as Platinum sponsor on website
- “Platinum” level logo listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- On-site signage recognition*
- One full-page program acknowledgment in printed program**
- Inclusion of one piece of approved collateral material in conference registration materials
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

OTHER

- Final list of registrants (electronically) post conference

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Gold Sponsor:

\$10,000

CONFERENCE PARTICIPATION

- Three (3) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for three (3) guests to attend the Opening Reception
- Opportunity to coach one (1) selected presenting company or serve on any active committee (Marketing, Company Outreach and Development, Government Affairs, Innovation)
- One exhibit booth space

VISIBILITY

- Listing as Gold sponsor in printed program*
- “Gold” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Listing on website
- On-site recognition signage*
- One half-page program acknowledgment in printed program**
- **NEW in 2010!** Company description in Resource Guide section of special dedicated conference program and on website

OTHER

- Final list of event registrants(hard copy)

Silver Sponsor:

\$5,000

CONFERENCE PARTICIPATION

- Two (2) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for two (2) to attend the Opening Reception
- Opportunity to coach one (1) selected presenting company or serve on any active committee (Marketing, Company Outreach and Development, Government Affairs, Innovation)

VISIBILITY

- Listing credit in printed program*
- “Silver” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors and investment bankers worldwide
- On-site signage recognition*
- Company listing on event website
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

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Unique Sponsorship Events & Other Opportunities

CEO & Investor Event: **\$25,000**

Bioscience CEOs, investors and select guests will gather for this annual invitation-only, executive event. This is the premier exclusive C-level networking event for top officials at the Mid-Atlantic Bio Conference. The sponsoring organization receives invitations for six (6) to the CEO & Investor Event along with the following benefits:

CONFERENCE PARTICIPATION

- Four (4) complimentary event registrations included: with ability to add additional registrations at a special reduced rate of \$450 each
- Opportunity to make welcoming remarks at the CEO & Investor Event
- Prominent exhibit booth space

VISIBILITY

- Logo listing as CEO & Investor Event sponsor in printed program*
- Listing as CEO & Investor Event sponsor on invitations to the CEO & Investor Event
- Logo on event website
- Logo listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Premier listing on signage at the CEO & Investor Event
- On-site signage recognition
*Including plenary sessions, Exhibit Hall & official collateral materials**
- One half-page program acknowledgment in printed program**
- Opportunity to provide promotional gifts to all attendees at CEO & Investor Event
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

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“Mid-Atlantic Life Sciences Gala Reception” Sponsor: \$15,000

The Mid-Atlantic Life Sciences Gala Reception is the premiere networking reception for all conference attendees. Heavy *hors d'oeuvres* will be served to the sounds of lively music and non-stop networking. The exclusive sponsor will receive:

CONFERENCE PARTICIPATION

- Five (5) complimentary full event registrations, with opportunity to add additional registrations at a special reduced rate of \$450 each.
- Opportunity to present brief welcome remarks during reception
- Opportunity for exhibit booth at discounted price, additional \$1,000

VISIBILITY

- Logo listing in printed program*
- Company listing on event website
- “Mid-Atlantic Life Sciences Gala Reception” sponsorship listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Premier signage in Exhibit Hall during reception
- One half-page sponsorship recognition in printed program**
- Opportunity to provide promotional gift to all conference attendees
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

Plenary Luncheon Sponsor: \$15,000

The Plenary Luncheon Sponsorship provides the opportunity to introduce one of the event’s most high-profile programs at the conference’s only seated luncheon. This high-value sponsorship includes:

CONFERENCE PARTICIPATION

- Six (6) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Opportunity to introduce luncheon speaker
- Opportunity to obtain an exhibit booth space in the exhibit hall for an additional \$1,000 on a space available basis

VISIBILITY

- Logo listing in printed program*
- Company listing on event website
- “Plenary Luncheon” sponsorship listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Recognition signage in luncheon room
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

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Welcome Reception:

\$12,500

The Welcome Reception is the official welcoming event for conference attendees. The sponsor receives:

CONFERENCE PARTICIPATION

- Four (4) complimentary event registrations, with opportunity to add additional registrations at a special reduced rate of \$450 each
- Opportunity to obtain exhibit booth space in the exhibit hall for an additional \$1,000 on a space available basis

VISIBILITY

- Listing as Welcome Reception sponsor on electronic reception invitation
- Listing as Welcome Reception sponsor in printed program*
- Listing as Welcome Reception sponsor on website
- Welcome Reception listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- On-site signage recognition*
- One half-page program acknowledgment in printed program**
- Inclusion of one piece of approved collateral material in conference registration bag
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

Exhibit Hall Networking Luncheon Sponsor:

\$10,000

One of the most popular sponsorships at Mid-Atlantic Bio, this opportunity provides a sponsor with exclusive recognition at one of the most dynamic networking events at the conference. The sponsor receives:

CONFERENCE PARTICIPATION

- Three (3) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Opportunity to obtain exhibit booth space in the exhibit hall for an additional \$1,000 on a space available basis

VISIBILITY

- Sponsor credit in printed program*
- Company listing on event website
- "Exhibit Hall Luncheon" sponsorship listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Recognition signage in Exhibit Hall where the networking luncheon is served*
- One half-page ad in printed program
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

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Conference Bag Sponsor:

\$10,000

CONFERENCE PARTICIPATION

- Two (2) complimentary full event registrations, each additional registration at a special reduced rate of \$450

VISIBILITY

- Exclusive logo on one side of the attendee conference bags
- Sponsor credit in printed program*
- Company listing on event website
- “Conference Bag” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors and investment bankers worldwide
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

Research University Sponsorship:

\$5,000

CONFERENCE PARTICIPATION

- Four (4) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Invitations for all guests to attend the Opening Chairman’s Reception
- One exhibit booth space

VISIBILITY

- Logo listing and description in printed program*
- Logo listing as University/Research Institute sponsor on website
- “Research University” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- On-site signage recognition*
- One full-page sponsor recognition in printed program**
- Inclusion of one piece of approved collateral material in conference registration materials

OTHER

- Final list of event registrants (hard copy)
- Up to Four (4) Science Posters Displays in the Innovation Corridor (*Additional registrations will be provided to the researcher(s) accompanying their science poster.*)

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Lanyard Sponsor: **\$5,000**

- Name and logo (one color, as graphically possible) on name badge lanyard
- Sponsor credit in printed program*
- Company listing on event website
- “Lanyard” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- **NEW in 2010!** Company description in special dedicated Resource Guide section of conference program and on website

Life Sciences Investor Leader: (Investors only) **\$3,500**

CONFERENCE PARTICIPATION

- Four (4) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Host of VC Only Hospitality event
- Partners and Associates are invited to the exclusive *Invitation-only* CEO & Investor Event

VISIBILITY

- Fund profile in conference book*
- “Investor Leader” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Fund listed on signage at conference*

OTHER

- Participation on committee that will solicit and select companies to make investment/partnership presentations

New Sponsorship Opportunities in 2010!

Internet Café Sponsor (only 3 available) **\$3,500**

- Two (2) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Sponsor credit in printed program*
- Company listing on event website
- “Internet Café” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Recognition credits/signage in Internet Café area

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BioMatch Sponsor (only 3 available)**\$3,500**

- Two (2) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Sponsor credit in printed program*
- Company listing on event website
- “BioMatch” level listing in pre-event marketing* distributed to more than 25,000+ bioscience leaders, entrepreneurs, research institutions, venture capitalists, angel investors, and investment bankers worldwide
- Recognition credits/signage in BioMatch area

Exhibitor Opportunities*:**

Note: Exhibit space priority is given to conference sponsors. Space is limited. Exhibitor-only packages may be placed on a wait list pending space availability. A deposit may be required to hold exhibit space, and will be refunded if space is not provided by Mid-Atlantic Bio.

Member Companies:**\$2,500**

- One exhibit space
- One (1) complimentary full event registration for conference (non-transferable and provides access to both exhibit hall or full conference)
- Opportunity to purchase additional one (1) day *Exhibitor-only* badge for \$300 (non-transferable, and includes Thursday Lunch and General Reception on Thursday, October 28)
- Online Exhibitor listing
- Must be a member of MdBio/TCM, VaBIO or MAVA

Non-Member Companies:**\$3,750**

- One (1) complimentary full event registration for conference (non-transferable and provides access to both exhibit hall or full conference)
- Opportunity to purchase additional one (1) day *Exhibitor-only* badge for \$300 (non-transferable, and includes Thursday Lunch and General Reception on Thursday, October 28)
- Online Exhibitor listing

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