



September 27-28, 2012

Bethesda North Marriott  
Bethesda, MD

## Sponsorship & Exhibit Opportunities\*

(\*Sponsorship benefits/pricing are subject to change)

Mid-Atlantic Bio is one of the country's premier bioscience and investor conferences. The mid-Atlantic area (MD, VA, DC, NC) is the industry's epicenter of bioscience research funding, reimbursement and regulatory policy. Mid-Atlantic Bio's regional proximity to the federal government and federal labs, applied commercial research and developmental activities, academic excellence and a growing number of angel and venture investors make it a uniquely valuable event for those in the life sciences community: the epicenter of bioscience, capital and policy.

Our 2012 conference is a personalized, relationship-building environment we have designed to connect you to the right people and help you build your business. More than 800 national and international industry leaders, government representatives, executives, researchers, investors, entrepreneurs, and professional services firms—representing 30 states and 10 countries—are expected to attend the 2012 Mid-Atlantic Bio conference.

Enclosed you will find our basic sponsorship opportunities. Our goal is to be sure that one of our sponsorships meets your specific goals and maximizes the benefits of sponsorship for your organization.

**Strategic Partner:** \$50,000

### CONFERENCE BENEFITS

*Available upon request.* Interested? Contact us at 703-442-2010

**Diamond Sponsor:** \$25,000

### CONFERENCE PARTICIPATION

- Eight (8) complimentary event registrations (a \$6,000 value), each additional registration at a special reduced rate of \$400
- Invitations for three (3) to the exclusive CEO & Investor Event
- Two (2) representatives to serve on Program Committee or Marketing 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 and 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
- Company description in special dedicated Resource Guide section of conference program and on website

## OTHER BENEFITS

- Final list of event registrants (electronically) post conference

**Platinum Sponsor:** **\$16,500**

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## CONFERENCE PARTICIPATION

- Six (6) complimentary event registrations (a \$4,500 value), each additional registration at a special reduced rate of \$400
- Invitations for two (2) to the exclusive CEO & Investor Event
- One (1) representative to serve on Program Committee or Marketing 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 and 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
- Company description in special dedicated Resource Guide section of conference program and on website

## OTHER

- Final list of registrants post conference

## **Gold Sponsor:**

**\$10,000**

### **CONFERENCE PARTICIPATION**

- Three (3) complimentary event registrations (a \$2,250 value), each additional registration at a special reduced rate of \$400
- Invitations for three (3) guests to attend the Opening Reception (a \$450 value)
- Opportunity to coach one (1) selected presenting company or serve on the marketing committee
- 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
- Company description in Resource Guide section of special dedicated conference program and on website

## **Silver Sponsor:**

**\$5,000**

### **CONFERENCE PARTICIPATION**

- Two (2) complimentary event registrations (a \$1,500 value), each additional registration at a special reduced rate of \$400
- Invitations for two (2) guests to attend the Opening Reception (a \$300 value)
- Opportunity to coach one (1) selected presenting company or serve on the marketing committee

### **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
- Company description in special dedicated Resource Guide section of conference program and on website

## Other Sponsorship Opportunities:

**Research University Sponsor:** **\$5,000**

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### CONFERENCE PARTICIPATION

- Four (4) complimentary full event registrations (\$2,200 value), each additional registration at a special reduced rate of \$400
- 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

- Up to Four (4) Science Poster Displays in the Innovation Corridor (*Additional registrations will be provided to the researcher(s) accompanying their science poster.*)

## Other Opportunities to Show Your Support:

- Recognition of corporate support in conference program  
The conference program will be distributed to all attendees and made available on the conference website. These corporate support recognition pages are available on a first-come, first-serve basis.

<input type="checkbox"/> Full Page Back Cover .....	\$4,000
<input type="checkbox"/> Full Page Inside Front or Inside Back Cover .....	\$3,500
<input type="checkbox"/> Full Page Advertisement in Conference Program .....	\$2,500
<input type="checkbox"/> ½ Page Advertisement .....	\$1,500
<input type="checkbox"/> ¼ Page Advertisement .....	\$1,000

- Attendee Bag Inserts ..... \$1,500

Promote your message directly to the attendees via their meeting bags. Sponsor is responsible for printing costs.

- Resource Guide Description ..... \$500

Company description in special dedicated Resource Guide section of conference program and on website

## Exhibitor Opportunities

Note: Exhibit space priority is given to conference sponsors. Space is limited. Exhibitor-only packages may be placed on a waitlist 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)
- Online Exhibitor listing
- Must be a member of MdBio/TCM, VABIO or MAVA

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

- One exhibit space
- One (1) complimentary full event registration for conference (non-transferable and provides access to both exhibit hall or full conference)
- Online Exhibitor listing

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