



27 – 30 October 2009
Melbourne Convention & Exhibition Centre,
Victoria, Australia

Partnership Opportunities

Event Overview

AusBiotech 2009 is the premier biotechnology conference for the Asia Pacific region.

A comprehensive conference program together with an extensive BioIndustry Exhibition and Business Matching Program will bring together representatives from the global biotechnology industry to create a world leading event.

We look forward to welcoming you to Melbourne for AusBiotech 2009.

AusBiotech 2008 Conference yet another successful event:

- 1327 delegates attended from 32 countries
- 1785 participants attended the Conference and all Satellite Events
- 627 Presidents, VPs, CEOs, EOs, CFOs, MDs and CSOs from national and international companies
- Over 380 international participants including 94 from North America, 121 from Asia and 36 from Europe
- 2608 meeting requests - 1226 confirmed meetings through the Business Matching Program
- 159 speakers including 54 international speakers
- BioIndustry Exhibition Hall showcased 112 exhibition booths
- Over 22 satellite and official functions held in conjunction with AusBiotech 2008 program

AusBiotech Ltd

AusBiotech 2009 is owned and managed by AusBiotech Ltd, the Australian Biotechnology Organisation. AusBiotech is the national body for the biotechnology and life sciences industry in Australia. AusBiotech members include biotech companies and organisations, entrepreneurs, manufacturers, investors, research institutes and governments. AusBiotech provides a vibrant and energetic framework that brings together all of the relevant participants in the Australian biotechnology community.

AusBiotech 2009 will feature:

- **Conference** - with a program extending over three days featuring plenary and concurrent sessions;
- **BioIndustry Exhibition** - where participants have the opportunity to promote their businesses and products in a professionally presented and marketed exhibition display area. This area is also the venue for all network functions and event catering, such as morning/afternoon teas and lunches;
- **Business Matching Program** - giving delegates the opportunity to update their company profile in the biopartnering system and request appointments with other delegates/company representatives attending the event in a meeting room atmosphere on a half hour or hourly basis; and
- **Satellite Events** - where companies will have the opportunity to cooperatively partner with AusBiotech and provide delegates and the industry with one-on-one and specifically focused seminars and workshops.

Delegate Profile

More than 1700 participants attended AusBiotech 2008. In Melbourne, the Conference is expected to attract a strong contingent throughout Asia Pacific as this is the inaugural regional conference and will attract:

- CEO / MD / Executive Managers of global biotechnology and pharmaceutical companies
- Senior managers of biotechnology companies
- Biotechnologists
- Venture Capitalists
- Researchers
- Entrepreneurs
- Manufacturers
- Media professionals
- Legal, financial and other service providers
- Patent Attorneys
- Licensing professionals

Event Information

Dates: Tuesday 27 to Friday 30 October 2009

Venue: Melbourne Convention and Exhibition Centre,
Clarendon Street, Melbourne

Draft Program: as at 05 01 2009

Monday 26th October:

Satellite Events; Exhibitor Registration and Bump In

Tuesday 27th October:

AusBiotech 2009 Asia Pacific Life Science Investment Summit; Satellite Events; Delegate Registration and Welcome Reception

Wednesday 28th October:

Conference program day one; BioIndustry Exhibition; Business Matching Program and International Reception

Thursday 29th October:

Conference program day two; BioIndustry Exhibition; Business Matching Program, Trade Afternoon and Conference Dinner

Friday 30th October:

Conference program day three; BioIndustry Exhibition; Business Matching Program and Closing Lunch Reception

For program updates and all Conference information please go to:

www.ausbiotech2009.com.au

Partnership packages can be tailor made to suit your company's product objectives and marketing plans.

For further information and assistance please contact our National Events Manager, George Parkyn on +61 3 98281435 or email:

gparkyn@ausbiotech.org

AusBiotech 2009 Partnership Opportunities

All Prices are inclusive of 10% GST.

- Package 1.**
Host State Partner **SOLD – Victorian Government**
The Host State Partner is the State Government where the AusBiotech Conference is located. The Victorian Government has welcomed the opportunity to host AusBiotech's 2008 and 2009 Conferences.
- Package 2.**
Major Partner (Multiple opportunities available) **\$110,000**
Major partnership provides an impressive benefits package and brand recognition through shared naming rights to the conference, social network opportunities and program.
- Package 3.**
Silver Partner (Multiple opportunities available) **\$36,300**
Silver partner packages offer exclusive benefits and multiple development opportunities for promotion. Tailor made packages can assist Silver partners with branding and marketing opportunities.
- Package 4.**
Business Matching Program Partner **\$36,300**
Exclusive naming rights to the Business Matching Program, offering a wide scope for brand awareness.
- Package 5.**
Conference Dinner & Supper Club Partner **SOLD - PFIZER**
As the social highlight of the conference every year, the dinner is an excellent opportunity to showcase your organisation and raise brand awareness. The Supper Club is an ideal location for networking in a relaxed atmosphere.
- Package 6.**
Satchel Partner **SOLD - Merck**
Partner's logo to appear on the conference satchel distributed to all conference participants. A popular and high profile option, it will ensure wide exposure to the biotechnology industry.
- Package 7.**
Student Awards and Volunteer Program Partner **SOLD - GSK**
Supporting the up and coming students of the biotechnology world.
- Package 8.**
Internet Lounge Partnership **\$18,700**
Exclusive naming rights to the Internet Lounge, offering a wide scope for brand awareness.
- Package 9.**
Welcome Reception **SOLD Victorian Government**
The opening function for the conference is a fantastic opportunity for delegates to meet and network
- Package 10.**
International Reception Partner **SOLD–Canadian Government**
Take the chance to promote your organisation to the global market.
- Package 11.**
Conference Closing Lunch Partner **\$13,200**
Ensure you are part of the Conference Closing Lunch when all delegates and exhibitors come together, relax and reflect on the highlights of the conference.
- Package 12.**
Coffee Cart Partner **SOLD Boehringer Ingelheim**
Exclusive naming rights to the coffee carts and coffee mugs. A great branding awareness opportunity.
- Package 13.**
Industry Awards Partner **SOLD - Roche**
Support the leaders in the biotechnology industry with the branding and presentation of the AusBiotech 2008 Awards of Excellence.
- Package 14.**
Session Partner (Multiple opportunities available) **\$13,200**
A popular level of partnership, giving your organisation the ability to directly target your ideal market. Includes the opportunity to feature a speaker or chairperson on the Conference Program.

Package 15.
Carbon Free Event Partner **\$13,200**

Purchase Carbon Credits from Carbon Planet and help reduce our global footprint. This package entitles your company to recognition and acknowledgment as the Conference's CO2 Free EVENT Partner. Your logo will be included on the Conference website, registration brochure and other marketing collateral, and your logo and profile included in the delegate handbook.

Package 16.
Lanyard & Name Badge Partner **SOLD - BMS**

High front of mind exposure through branding of the Conference lanyard and name badge

Package 17.
Millis Oration Partner **SOLD - CSL**

In recognition of Dr Nancy Fannie Millis. Nancy is an Australian microbiologist, who introduced fermentation technologies to Australia, and created the first applied microbiology course taught in an Australian University. Nancy Millis was the Chancellor of La Trobe University from 1992 until her retirement in 2006. The Millis Oration provides companies with the opportunity to invite keynote speakers to present at this event.

Package 18.
Delegate Satchel Insert USB Flash Drive Partner **\$11,000**

This year the conference is moving closer to a paperless event and helping the environment. Promotional information will be downloaded onto a Genuine Samsung 1GB Flash Drive, and USB stick. Be the company to brand this initiative. Your company logo will be on the USB stick and your marketing material will be saved to the flash drive. Every time the flash drive is loaded, your message will be on the user's screen - giving the opportunity for long lasting marketing and branding in the modern world.

Package 19.
Media Partner (Multiple opportunities available) **\$8,800**

Official Media Partners have the opportunity for excellent brand recognition as well as immediate access to the breaking news stories at this year's conference.

Package 20.
Conference Water Bottle Partner **SOLD – Nucleus Network**

This is a great opportunity for companies with a unique brand to support the industry and the event.

Package 21.
Pocket Program Partner **SOLD BMS**

This is an essential handy reference guide containing all information about the program, social functions and a map of the convention centre.

Package 22.
Corporate Super Meeting Rooms (Multiple opportunities available) **\$6,600**

Following a highly successful trial last year, this package has been expanded for 2008. Nine super meeting rooms are available as part of the Business Matching Program area. The rooms are 3 x 6 metres and include 2 furniture packages: Option 1 – 1 x meeting table and 8 chairs; or Option 2 – 3 x café round tables and 3 chairs at each setting. Lighting, power, a plant and 1.5 x 1.5 metre logo sign at the front of meeting room are included.

Package 23.
Delegate Handbook Partner **SOLD**

With over 2,000 copies printed and distributed during the event, this advertising and marketing tool is one of the most widely used at the event.

Package 24.
Conference Daily Newsletter Partner **\$ 5,500**

For branding, product awareness and advertising, this is a perfect way to generate daily brand awareness.

Package 25.
Stationery Partner (Total package) **\$ 4,400**

Inclusion of writing pad, pen and highlighter in the conference satchel distributed to all delegates which provides long lasting promotional opportunities. (Note: this does not include the cost of the pads, pens or highlighters.)

Package 26.
Morning/Afternoon Tea Partner (Multiple opportunities available) **\$ 3,300**
An ideal and cost effective opportunity to reach all delegates at the one time. Includes signage and branding.

Package 27 - Satchel Insert Partner (Multiple opportunities available) **\$ 1,980**
This year the conference is going paperless and all paper satchel inserts will be replaced and provided to delegates on a USB stick. The only items to be inserted into satchels will be those items of a promotional kind, for example, stress balls, water bottles etc. Companies will be asked to provide documents in electronic format. All documents will be copied on to USB and protected from deletion on the USB.

Package 28.
Industry Publication Partner (Multiple opportunities available) **\$880**
A specific area within the trade exhibition dedicated to leading publishers with specialist magazines or journals catering to the biotechnology industry

Delegate Handbook Advertising:

This form of event support and media advertising is very cost effective for companies with an industry message and who want to further develop their branding awareness. More than 2,000 copies of the delegate handbook are distributed during the conference to all delegates. The edition is a high quality production that is used for post event reference. A choice of mono or full colour advertising is available.

Advertising rates:

Mono half page	\$ 660
Mono full page or colour half page	\$1,100
Colour full page	\$1,980
Colour inside front cover	\$2,200
Colour inside back cover	\$2,200
Colour Back Cover	SOLD

Satellite Event Partner \$27,500 (negotiable depending on requirements)

Benefits include or can be tailor made

Satellite events were introduced into the AusBiotech Official Program in 2007 in Brisbane with five global companies taking up the opportunity to present and speak with targeted audiences for up to four hours uninterrupted.

Four hour Satellite Event Package Benefits includes:

- Inclusion in the official program as a Satellite Events from the confirmed and signing of an agreement
- Three hour presentation package, standard audio visual and meeting room setup package
- Marketing of your satellite event on the event website, printed material and email blasts
- Event management package including process of registrations; printing of name badges; venue liaison; technical management; production on event confirmation; running sheets and on site management of the event
- Signage and recognition as the Conference Event Partner
- An article in Australasia Biotechnology Journal prior to the conference
- Arrival refreshments for delegates and a one hour themed networking reception at the conclusion of the event
- Catering for up to 50 delegates (in the event the attendance was over the agreed number of delegates then a per person price would be charged)

To confirm your participation please complete the following form and return to:

George Parkyn, AusBiotech National Events Manager,

Fax: +61 3 9824 5188 or email: gparkyn@ausbiotech.org

AusBiotech 2009 Partnership Confirmation, Tax Invoice & Receipt

Your completion of this confirmation will guarantee your participation in this important annual event.
Upon receipt of this confirmation an agreement will be forwarded for signing

I, _____ of: _____
(Contact name) (Company)

Address: _____

Suburb: _____ State: _____ P/C: _____

Position: _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

I/We wish to participate on the following partnership level: _____

Package Value: (including GST) _____ GST: _____ Total: _____

Signed by _____ Date _____

Payment Details (please circle method applicable) – Tax Invoice – ABN 87 006 509 726

- Please charge my credit card for the amount of: \$ _____
Please note a surcharge fee of 3% will apply to all credit card transactions
 MasterCard Visa AMEX

Card Number: _____ Expiry: ____ / ____ Security ID: _____

Name on card: _____

- Cheque is to be made payable to AusBiotech Ltd.** Please return your completed registration form with the cheque to: **AusBiotech Ltd, Level 1, 322 Glenferrie Rd, Malvern VIC 3144**

- Direct Deposit/EFT.** To pay by direct deposit/EFT please use your name and State as a reference. Please return your completed registration form to AusBiotech Ltd, noting your method of payment
F: 03 9824 5188 or Email: Attention Karen Lo, Accounts Receivable klo@ausbiotech.org

Bank Details: AusBiotech Ltd Receivables Account; BSB: 083-347 Account: 53-511-1778

Fax to: + 61 3 9824 5188

E: gparkyn@ausbiotech.org

Mail to: AusBiotech Ltd, Level 1, 322 Glenferrie Rd, Malvern VIC 3144