

Europe's Premier Biopartnering and Investment Conference



Where **great minds** and **smart money** meet **under one roof**



**Exhibition and  
Sponsorship  
Opportunities**

**BioTrinity 2012**

organised by



24 - 26 April | Newbury Racecourse, UK

**[www.biotrinity.com](http://www.biotrinity.com)**



**BioTrinity** is Europe's Premier Biopartnering and Investment Conference, **where great minds** and **smart money** meet under one roof. BioTrinity partners R&D companies and big pharma with more biomedical investors than any other European partnering conference. Partnering activity in 2011 grew more than 30% on 2010, with over 1700 formal one-to-one meetings taking place over two days between 750 delegates from 458 companies from 19 countries, establishing BioTrinity as the UK's largest biopartnering conference.

Join us as we bring together a critical mass: a multitude of investors, global pharma and innovative R&D companies, all coming together within an hour of Heathrow. BioTrinity includes a hand-picked showcase of the Europe's best biotech, platform tech and medtech companies, a vibrant social programme and **gold standard partnering** by **partneringONE**<sup>®</sup>



“

*Tremendous event! There are so many of these partnering meetings nowadays, but BioTrinity is not too big, not too small and has a terrific blend across therapeutic areas encompassing novel platform companies, and the showcasing of interesting preclinical and clinical stage assets.*

Richard Wilson, Director, Global Strategic Alliances, **Novartis**

## Why sponsor BioTrinity 2012?

BioTrinity 2012 is the ideal opportunity to meet with leading international pharmaceutical, investor, biotech, medtech and related service companies all in one place. Associate your brand with the **premier** European early stage biopartnering and investment conference. BioTrinity is the only UK biopartnering conference to offer private partnering rooms and booths **as standard**.

### 2011 Statistics:

- 750+ delegates (up 21%) from 19 countries
- 1700 partnering meetings (up 32%)
- 75 investment firms from 12 countries
- Most of the top 20 global pharma
- 388 Licensing opportunities (up 30%)

### Facts from BioTrinity 2011

BioTrinity 2011 welcomed pharma delegates from nearly all of the top 20 global pharma and their corporate venturers including: Novartis, AstraZeneca, Shire, Merck, GSK, Pfizer, sanofi aventis, Boehringer, Baxter, Takeda, Teva, Lilly, Abbott, Smith & Nephew, Fosun Pharma, Merck Serono, Novo A/S and Lundbeckfund among others.

- BioTrinity 2011 welcomed more investment firms than any other UK biopartnering conference with over 70 investment firms including Abingworth, Apposite Capital, Celtic Pharma Holdings, Delta Partners, DFJ Esprit LLP, Edmond de Rothchild, Forbion Capital, Imperial Innovations, IP Group, MP Healthcare, MVM Life Science Partners, NeoMed, Shire Strategic Investment Group, Sofinnova Partners, SR One, Takeda Ventures, Inc, and many others.
- BioTrinity 2011 was the biggest and best event yet: 750 delegates, with over 1700 partnering meetings scheduled (up 32% on 2010), over 458 companies attended
- 90% of delegates rated BioTrinity 2010 as Excellent/Good.
- 81% of delegates rated the One-to-One partnering at BioTrinity as Excellent/Good.



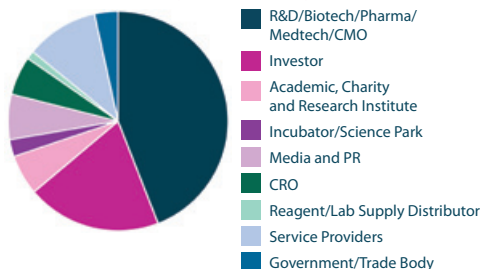
*Yet again the BioTrinity meeting provided an ideal venue for meeting with our past, current and future business partners.*

John Beadle, CEO, **PsiOxus Therapeutics**

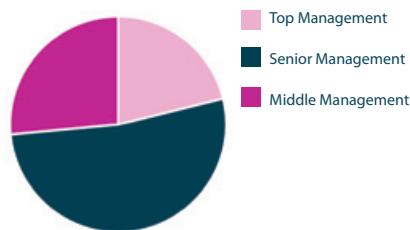
## Participants at BioTrinity 2011

BioTrinity 2011 attracted top international executives from across the bioscience sector.

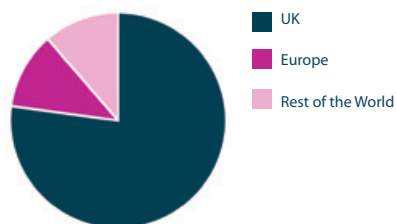
### Attendees by Industry / Sector



### Attendees by Position



### Attendees by Region



“

*BioTrinity has always been a good event for us, this year particularly, we spoke with more prospective clients and took two new orders. Definitely worth the trip!!*

Sue Morley, **Lab Support**

## Some previous Exhibitors at BioTrinity:

Almac  
BioDundee  
BioPark  
Biotec Services International  
Cambridge Research Biochemicals  
Edison Investment Research  
Evotec  
Fisher Scientific  
Focus Insurance  
Fry Heath Spence  
Genzyme  
HealthTIES  
Intertek Pharma  
Invest in Skane, Sweden  
JPT Peptide Technologies  
Lab Support  
Liverpool Science Park  
McEwen Laboratories  
Melbourn Scientific  
MEPC  
MSD  
Next Control Systems-Tutela  
Oxford Biomedical Research Centre  
Oxford Brookes University  
PharmaVentures  
Provision  
QED  
Quay Pharma  
Quest Diagnostics  
Randox Pharma Services  
Rules Based Medicine, Inc  
Saretius  
Scientific Laboratory Supplies Ltd  
Simbec  
SRCL  
SRG  
Syne qua non  
The Oxford Science Park  
Twist DX  
UK BioIncubator Forum  
University of Southampton  
World Courier

# BioTrinity 2012 highlights

## A full 2-day conference programme

- Corporate presentations by invited biotech, life science and mid to large pharma companies
- Presentations from invited companies from investment companies, private equity and venture capital
- Panel discussions on innovations in financing, alliances and licensing
- Opportunity to evaluate companies showcasing their technology
- Free WiFi access throughout

## Formal and informal networking opportunities

- Grand Opening Reception to be held within the Exhibition (24 April 2012)
- Gala dinner – a networking opportunity not to be missed! (25 April 2012)
- Informal networking in designated hubs within the exhibition hall during breaks
- Invitation-Only Investor Dinner – join your investor colleagues for a night to remember; networking over a sumptuous meal at an exclusive local restaurant

## State-of-the-art one-to-one partnering, powered by EBD's partneringONE®

- Full two days of pre-arranged 1-to-1 partnering in private rooms or booths with attending delegates from investors, biotech and pharma companies
- **partneringONE** software is web-based so there is nothing to download to your computer. Just log in and connect with your conference community, anytime, anywhere
- Importing company profile from past events to save you time
- Multi-participant meetings possible
- Opportunity to reserve an exclusive private meeting room in which to schedule all your meetings.



*I attended BioTrinity 2010, and I am very pleased to return this year to present at BioTrinity 2011, having raised investment from Morningside following our meeting at the conference. BioTrinity is the number one investment conference.*

Michael McArthur, CSO, **Procarta Biosystems**

*This was my first BioTrinity and it was well attended, well organised and a very useful networking opportunity.*

Charles Sermon, Partner, **Phase4 Ventures**

## Sponsorship Levels

At BioTrinity 2012, we are pleased to offer a wide variety of sponsorship and promotional opportunities. Whether you are looking to raise your profile, reinforce your position, attract new business or introduce your business to the UK, we can help you to achieve your goals. Below are details of some example packages, but if you are looking for something bespoke, please contact us and we can work together to develop a package especially tailored to suit your company's needs and budget.

### All sponsors will receive the following valuable items as part of their Standard Benefits Package:

- High profile pre-conference promotion via prominently displayed logo on website and listed in promotional material as sponsor company
- Prime Exhibition space or Workshop (size depending on level of sponsorship)
- Complimentary registration, including attending Gala Dinner (numbers depending on level of sponsorship)
- Opportunity to purchase additional Exhibition-only passes
- Full page colour advert in Conference Hand Book
- Company profile on website and in Sponsor Section of Conference Book
- Logo listing on title slides in lecture hall and signage throughout
- Logo on display screens in Grandstand on 1st floor
- Access to Sponsors-only lounge

<b>Bronze Sponsorship</b> <b>£3,950 +VAT</b> <b>Be seen</b> <b>at BioTrinity 2012</b>	<b>Silver Sponsorship</b> <b>£6,750 + VAT</b> <b>Raise your profile</b> <b>at BioTrinity 2012</b>	<b>Gold Sponsorship</b> <b>£8,950 + VAT</b> <b>High visibility</b> <b>at BioTrinity 2012</b>
Standard Package plus: <ul style="list-style-type: none"> <li>• 2m x 2m Prime exhibition space or ½ hour workshop</li> <li>• 1 full partnering delegate registration (including Gala Dinner)</li> <li>• 1 Exhibitor-Only pass</li> </ul>	Standard Package plus: <ul style="list-style-type: none"> <li>• 3m x 2m Double Prime exhibition space</li> <li>• Sponsorship of a Company Showcase session or Delegate bags or Breaks or 1 hour Workshop</li> <li>• 2 full partnering delegate registrations (including Gala Dinner)</li> <li>• 1 Exhibitor-Only pass</li> </ul>	Standard Package plus: <ul style="list-style-type: none"> <li>• 3m x 2m Double Prime exhibition space</li> <li>• Sponsorship of Grand Opening Reception or both lunch sessions</li> <li>• 3 full partnering delegate registrations (including Gala Dinner)</li> <li>• 1 Exhibitor-Only pass</li> <li>• Dedicated meeting room for private partnering</li> <li>• Accepted partnering meeting scheduled with priority</li> </ul>

## Platinum Sponsorship

**£10,950 + VAT**

**Propose a toast  
and raise a glass at  
BioTrinity 2012**

Standard Package plus:

- Gala Dinner Sponsor
- 4m x 2m Double Prime exhibition space
- 4 full partnering delegate registrations (including Gala Dinner)
- 1 Exhibitor-Only pass
- Dedicated meeting room for private partnering
- Accepted partnering meetings scheduled with priority

## Diamond Sponsorship

**£13,950 + VAT**

**Highest profile  
sponsorship at  
BioTrinity 2012**

Standard Package plus:

- Sponsorship of Gold Standard Partnering Service and Partnering Rooms for the duration of the conference
- Company Logo (A4 size printout) on every partnering booth and in every private partnering room
- 4m x 2m Double Prime exhibition space
- 5 full partnering delegate registrations (including Gala Dinner)
- 2 Exhibitor Hall-Only passes
- Dedicated double sized meeting room for private partnering
- Accepted partnering meetings scheduled with priority

## Additional Promotional Opportunities

There are numerous other opportunities for your company to raise its profile at BioTrinity. See your logo prominently displayed at one of our high profile social events - Please ask for further details.

**OBN Members will receive a 10% discount on additional promotional items listed below**

### Social events

- Cocktail Reception at Gala Dinner £2,500
- Welcome Reception (25 April 2012) £2,500
- Closing Reception (26 April 2012) £2,500
- Refreshment breaks £2,500/day
- Networking Hub £2,999
- Grand Opening Reception (24 April 2012) £5,500
- Gala Dinner £8,000
- Investor Dinner (Europe's largest Investor-only Dinner) £10,000

### On-site promotions

- Literature on shared table £499
- Half-page (horizontal) colour advert in Conference book £499
- Full-page colour single sided advert in Conference book £599
- 1m Pop up Banner space £599
- Insert in delegate bag £650
- Dedicated private meeting room £850
- 1-hour workshop (excl speaker registration) £1,200\*
- Breakfast sponsorship £1,500
- Pocket programme and floor plan sponsorship £1,500
- Inside front cover full page advert £2,000
- Facing inside front cover full page advert £1,500
- Internet cafe £2,000
- Session sponsorship £2,500
- Hotel Shuttle bus branding £3,000
- Delegate bag branding £3,000
- Badge lanyards branding £3,000
- Panel sponsorship £3,000
- Conference Handbook book sponsorship £5,500

### \*Workshops:

1 hour workshops at £1,200 / ½ hour workshops at £699+ VAT (excludes speaker registration)

Companies are invited to host a workshop covering issues of note to the industry. Workshops will be held parallel to the main programme. The sponsor will have control of the programme content by inviting and registering their speaker(s) and marketing their event, in conjunction with OBN. This opportunity will be allocated a slot within the programme on a first-come-first-served basis.

## Exhibition packages

The BioTrinity exhibition is a high visibility showcase for all companies in the life science industry. The Exhibition Hall serves as a central hub of the event, being the first point of call for delegates at registration, areas for informal meetings and networking close to all day complimentary coffee and lunch points. Space is allocated on a first-come, first-served basis.

Some of the **standard spaces** in the hall will be available at a discount, with the **Prime (High Impact)** and **Double Prime (Maximum Impact)** spaces reserved mainly for sponsors. Contact us early to be sure of reserving your primary pitch.

**Exhibition days: Tuesday 24 April from 6.00pm to Thursday 26 April 2012**

### Exhibition price includes:

- Pre-conference promotion as an exhibitor company via listing on website and in promotional material
- Company profile published in the exhibitor section of the conference handbook (Maximum 75 words)
- 1 full partnering delegate registration
- 2m high back and side partition panels
- 1 x Furniture package (one 4'x2' table and one chair)
- 1 x Electrical package (fluorescent light and 3 Amp power socket)
- Discounted colour advert in conference handbook
- Opportunity to purchase additional Exhibitor-Only passes at only £299 + VAT (Members) or £399 + VAT (Non-Members)

Prices for exhibition space			
Size of stand	'Standard' location	'Prime' location	'Double Prime' location
2m x 2m	£1,320	£1680	£1920
3m x 2m	£1,800	£2520	£2880
4m x 2m	£2,400	£3360	£3840

*All prices are +VAT and include 1 full delegate registration*



*This was an exceptional meeting that we were proud to be an exhibitor at. The whole event was well organised... We met many companies and individuals of worth to our business and will definitely be exhibiting next year.*

Sally Towle, National Sales Manager,  
**Tutela Temperature Monitoring Systems**

## Delegate Registration Fees

Network with the **leading international pharmaceutical, investors, biotech and related service companies** all in one place – an opportunity not to be missed. OBN Members can save up to £200 per registration!

### Full delegate registration fee includes:

- Participation in Partnering system, agreed meetings scheduled in private rooms
- Grand Opening Reception (24 April 2012) – must be booked at registration
- Unlimited access to all sessions, presentations, key notes, panel discussions and workshops
- Access to the Exhibition Hall
- Delegate bag containing meeting material and full delegate list
- Breakfast, lunch and coffee breaks

<b>£699 + VAT</b>	Super Early Bird Registration Fee (until 15 December 2011)
<b>£749 + VAT</b>	Early Bird Registration Fee (until 14 February 2012)
<b>£799 + VAT</b>	Standard Registration Fee (until 13.00 on 24 April 2012)
<b>£999 + VAT</b>	On-Site Registration Fee

**OBN Science based R&D Members save £200, OBN Associated Industry Members save £150.** Registering early can save you over 30%, and helps you get the most out of the partnering system

**Exhibition - only passes** (no access to partnering): Exhibitors and sponsors can purchase additional Exhibition-only passes at £299 + VAT (member rate) or £399 + VAT (non member rate).

**R&D and Investors - 3 for 2 offer:** For R&D and Investor companies sending 2 or more delegates, why not purchase a Company Pass? Buy 2 full delegate registrations and receive the 3rd delegate pass free!

Partnering system provided by **partneringONE**<sup>®</sup>

To Register log on to **www.biotrinity.com** and click on the Register online button



“

*Again a great event, great panel presentations, wonderful company presentations, an opportunity to meet a whole host of companies in a relatively short space of time... A brilliant conference!*

Shawn Manning, **Singer Capital Markets**

**OBN** welcomes you to...



[www.biotrinity.com](http://www.biotrinity.com)

Organised by



**Sponsorship/Exhibition enquiries:**

Amanda Taylor  
Business Development Manager

[amanda.taylor@obn.org.uk](mailto:amanda.taylor@obn.org.uk)  
T: +44 (0)845 5049 717

**Event enquiries:**

Hilary Boardman  
Events Manager

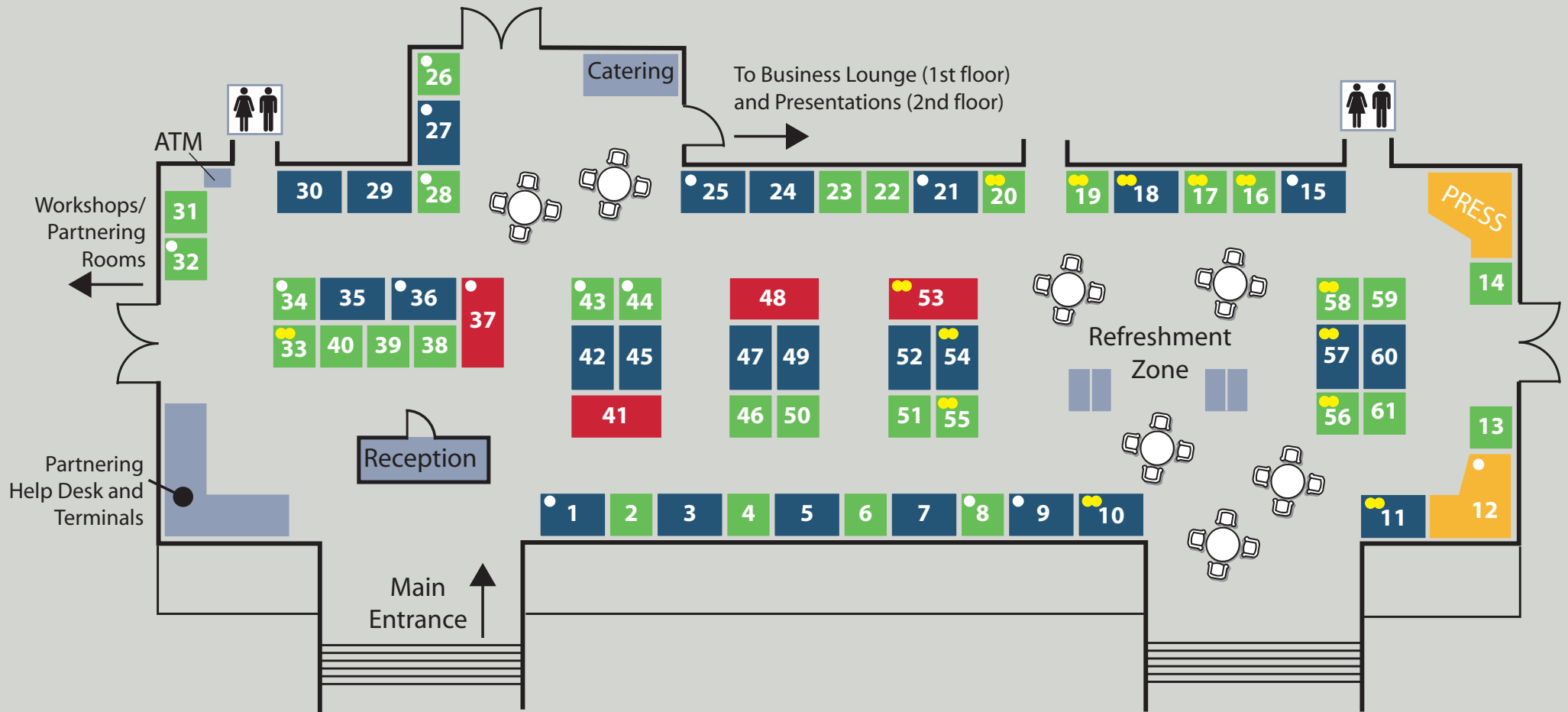
[hilary.boardman@obn.org.uk](mailto:hilary.boardman@obn.org.uk)  
T: +44 (0)845 5049 719

OBN, Suite L, 11 Milton Park, Abingdon, OX14 4RS, United Kingdom

T: +44 (0) +44 (0)845 5215 222 F: +44 (0)1235 835843

# BioTrinity 2012: Floor plan

## Newbury Racecourse Ground floor, Grandstand



● = Prime      ● = Double Prime  
■ = 2m x 2m      ■ = 3m x 2m      ■ = 4m x 2m