



biotrinity

The UK's Premier Biopartnering
and Investment Conference



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

**Exhibition and
Sponsorship
Opportunities**

BioTrinity 2010

12 - 14 April
Newbury Racecourse
Newbury
UK

organised by

obn

oxfordshire bioscience network



BioTrinity 2010 builds on the growing reputation of the UK's Premier Biopartnering and Investment conference as **Europe's fastest growing partnering conference** with more investors than any other UK conference.

Join us as we bring together a critical mass: a multitude of investors, global pharma and innovative R&D companies all within an hour of Heathrow. BioTrinity includes a hand-picked showcase of the UK's best biotech and medtech companies, a vibrant social programme and **gold standard partnering**.

Why sponsor BioTrinity 2010?

Don't miss this opportunity to raise your company profile at Europe's fastest growing partnering conference. BioTrinity is the only biopartnering conference to offer private partnering rooms and booths as standard.



2009 Statistics

- 500+ delegates from 16 countries
- 750 partnering meetings (up 50%)
- 40 investment firms from 6 countries
- Two-thirds of top 20 global pharma



Facts from past BioTrinity conferences

- BioTrinity 2009 welcomed pharma delegates from 65% of the **top 20 global pharma** - GSK, AstraZeneca, Merck, Roche, Shire, Pfizer, Eli Lilly, BMS, Novartis, OSI, Roche, Teva, Takeda, and Genzyme among others
- BioTrinity 2009 welcomed **more investment firms than any other UK biopartnering conference** with nearly 40 investors including Abingworth, Advent, Atlas, Beringea, Entrepreneurs Fund, Excalibur, Forbion, Nomura, Novo A/S, Piper Jaffray, SR One, Sofinnova, Orion, Oxford Capital, Rosetta, Seraphim, Seroba, SPARK, MP HVM, Wellcome, Mercia Fund, Quester and many others
- BioTrinity 2009 was the **biggest and best event yet**: 500+ delegates, with over 750 partnering meetings scheduled (up 50% on last year). Over 290 companies attended, including 40 investment firms
- 83% of delegates rated BioTrinity 2009 as Excellent/Good
- 85% of delegates had their objectives completely or mostly met
- 86% of delegates rated the One-to-One partnering at BioTrinity as Excellent/Good

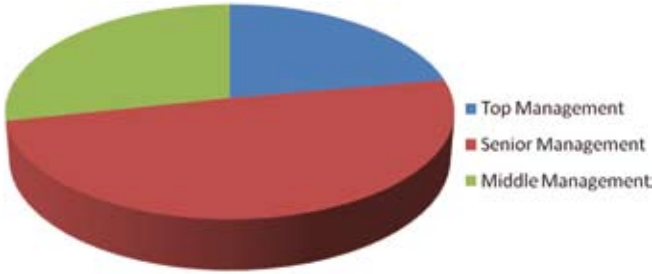


"I found it a very useful event and look forward to attending again next year"

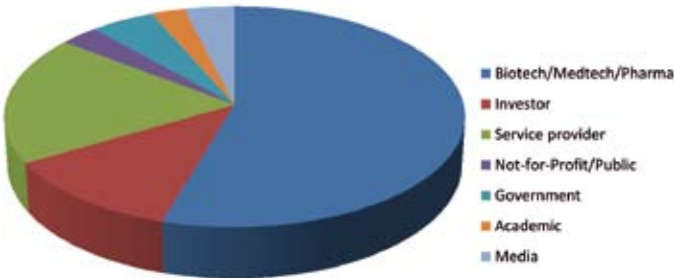
Dr Kaasim Mahmood,
Advent Venture Partners

Participants at BioTrinity 2009

Attendees by Position



Attendees by Industry/Sector



Some previous Exhibitors at OBN events:

AbD Serotec
 Almac
 Berlin Partner
 BioDynamics
 Catalent Pharma Solutions
 Ernst & Young
 Evotec
 Finance South East
 Genzyme Therapeutics
 Helvoet Pharma
 Intertek
 KWS Biotest
 Life Scientific
 M Scan
 MEPC
 Merck
 Oxford Science Park
 Peakdale Molecular
 Pharmidex
 Pharmaceutical Services
 Regulatory Resources Group
 RSSL Pharma
 Russlan Clinical Research
 Simbec Research
 Solvias
 Tepnel
 The Copyright Licensing Agency
 UKTI
 UniTech Pharma



"BioTrinity was an excellent opportunity to raise our profile and to meet key contacts from pharma and venture capital firms."

James Noble, CEO,
 Immunocore Ltd

BioTrinity 2010 highlights

A full 2-day conference programme

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

Formal and informal networking opportunities

- Grand Opening Reception to be held within the Exhibition Hall (12 April)
- Gala dinner – a networking opportunity not to be missed! (13 April)
- 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 a 2 Michelin star restaurant
- Conference Golf Tournament – 18 holes followed by lunch in the Royal Box (12 April)

State-of-the-art one-to-one partnering, powered by **partneringONE™**

- Full two days of pre-arranged 1-to-1 partnering in private rooms or booths with attending delegates from investors, biotech and pharma colleagues
- **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.
- **PartneringONE** imports your company profile from past events to save you time
- Multi-participant meetings possible
- Opportunity to purchase dedicated private partnering rooms to hold all of your meetings.

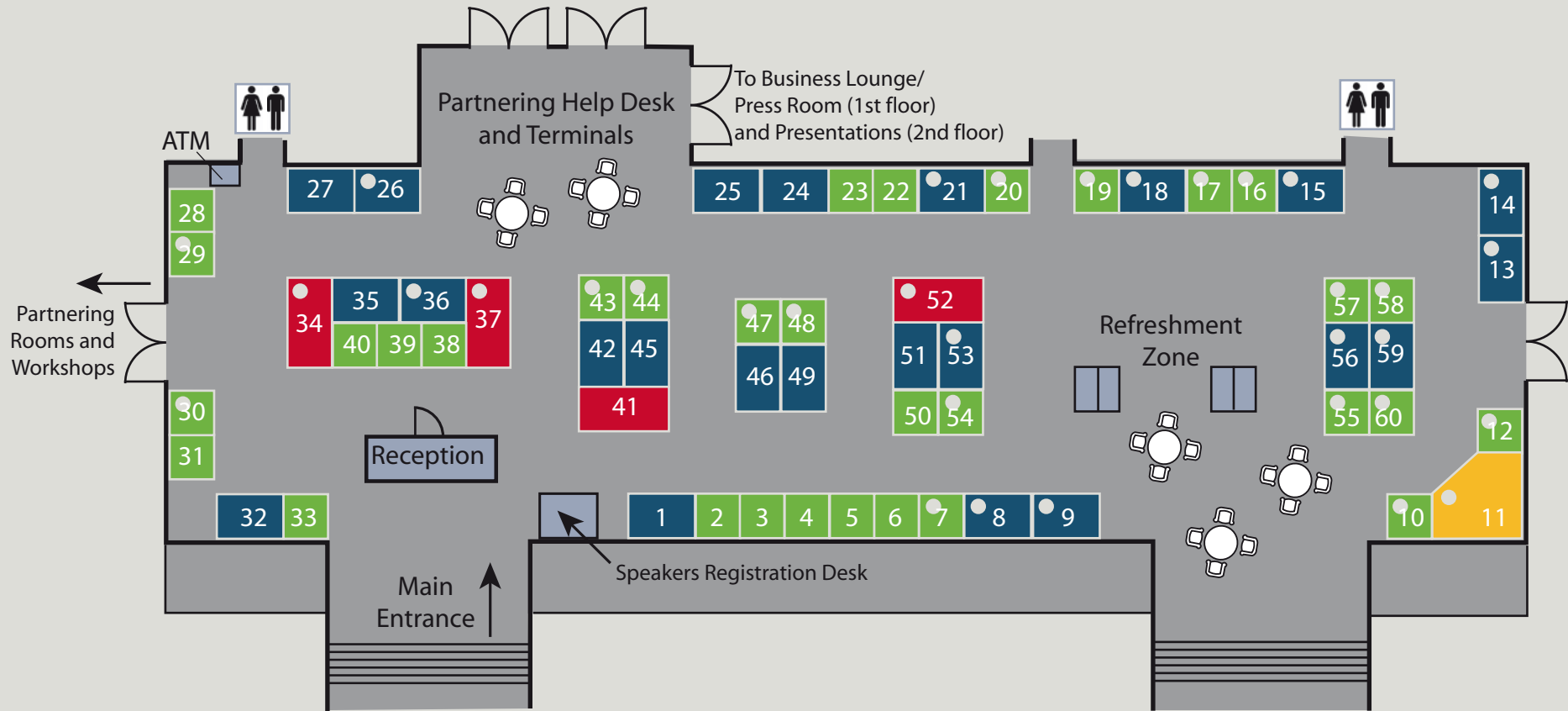


"BioTrinity continues to provide me with a great opportunity to network with many of my industry colleagues and to meet new potential customers."

Mark Ashton, EVP Business Development, Evotec UK Limited

BioTrinity 2010: Floor plan

Newbury Racecourse Grandstand



- = Reserved for Sponsors or Prime stands
- = 2m x 2m ■ = 3m x 2m ■ = 4m x 2m

Sponsorship Levels

We can develop a package especially tailored to suit your company's needs and budget. If you don't see it here – please just ask!

All sponsors receive the following valuable benefits as standard:

- Pre conference promotion via prominently displayed logo on BioTrinity website and listed in promotional material as sponsor company
- Prime Exhibition space and/or Workshop
- Complimentary delegate registrations, including Gala Dinner (Delegate numbers depend on level of sponsorship)
- Full page colour advert in Conference Book
- Company profile in Sponsor Section of Conference Book
- Logo listing on title slides in lecture hall
- Logo on display screens in Grandstand public areas
- Access to Sponsor-Only Quiet Room in the Partnering area
- Post event promotion (e-company mailing to delegates who request via questionnaire)

Bronze Sponsorship Package £3,300 +VAT Be seen at BioTrinity 2010	Silver Sponsorship Package £5,500 + VAT Raise your profile at BioTrinity 2010	Gold Sponsorship Package £7,500 + VAT High visibility: everybody knows your name
<ul style="list-style-type: none"> • 2m x 2m prime exhibition space or ½ hour workshop • 1 full partnering delegate registration (including Gala Dinner) • 1 Exhibitor-Only pass • Opportunity to purchase further exhibition hall passes • Standard benefits package 	<ul style="list-style-type: none"> • 3m x 2m prime exhibition space • Sponsorship of the Company Showcase session or Delegate bags or Breaks or 1 hour Workshop • 2 full partnering delegate registrations (including Gala Dinner) • 1 Exhibitor-Only pass • Opportunity to purchase further exhibition hall passes • Standard benefits package 	<ul style="list-style-type: none"> • 3m x 2m prime exhibition space • Sponsorship of Grand Opening Reception or both lunch sessions • 3 full partnering delegate registrations (including Gala Dinner) • 1 Exhibitor-Only pass • Dedicated private partnering room • Accepted partnering meeting scheduled with priority • Standard benefits package

Platinum Sponsorship Package

£10,000 + VAT

Raise your profile as the Gala Dinner sponsor. Call a toast and raise a glass at the main social event.

- Gala Dinner Sponsor
- 4m x 2m **prime** exhibition space
- Sponsorship of Shuttle bus
- 4 full partnering delegate registrations (including Gala Dinner)
- 1 Exhibitor-Only pass
- Dedicated private partnering room
- Accepted partnering meetings scheduled with priority
- Standard benefits package

Diamond Sponsorship Package

£12,500 + VAT

Play a major role as the only Diamond sponsor, crucially sponsoring the Partnering element.

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

Additional Promotional opportunities

Your budget doesn't stretch to sponsorship? Here are just some of the many promotional opportunities that may be available.

Please ask for further details.

Social events

- | | |
|---|------------|
| • Golf Tournament (incl engraved trophy and lunch in the Royal Box) | £1,500 |
| • Cocktail Reception at Gala Dinner | £2,000 |
| • Closing Reception (14 April 2010) | £2,000 |
| • Refreshment breaks | £2,000/day |
| • Networking Hub (logo on meeting tables) | £2,500 |
| • Business Lounge (seated dining and internet café) | £3,000 |
| • Grand Opening Reception (12 April 2010) | £5,000 |
| • Gala Dinner | £7,500 |
| • Investor Dinner | £10,000 |

On-site promotions

- | | |
|---|---------|
| • Literature on table | £300 |
| • Colour single sided advert in Conference book | £400 |
| • 1m Pop up Banner space | £500 |
| • Insert in delegate bag | £550 |
| • Dedicated private partnering room | £750 |
| • 1-hour workshop | £1,000* |
| • Breakfast sponsorship | £1,500 |
| • Sponsorship of speaker(s) prep room | £1,500 |
| • Hotel Shuttle bus | £1,500 |
| • Pocket programme and floor plan sponsorship | £1,500 |
| • Session sponsorship | £2,500 |
| • Delegate bag sponsorship | £3,000 |
| • Badge lanyards sponsorship | £3,000 |
| • Video sponsorship | £3,000 |
| • Panel sponsorship | £3,000 |
| • Conference book sponsorship | £5,000 |

*Workshops:

1 hour workshops at £1,000 / ½ hour workshops at £500 (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. This opportunity will be allocated a slot within the programme on a first-come-first-served basis.

OBN Members will receive a 10% discount on additional promotional items purchased.

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 for the event, being the first point of call for all delegates, as well as areas for informal meetings and networking close to complimentary refreshment points. Space is allocated on a first-come, first-served basis. This year some of the **standard spaces** in certain areas of the hall will be available at a discount, while most **prime space** will be reserved for sponsors. Contact us early to be sure of reserving your primary pitch.

Exhibition days: Monday 12 to Wednesday 14 April 2010

Price range:	
2m x 2m space	from £900 + VAT
3m x 2m space	from £1,300 + VAT
4m x 2m space	from £1,600 + VAT

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
- 1 full partnering delegate registration (including Grand Opening Reception to be held in Exhibition Hall on Monday 12th April)
- Back and partition panels
- 1 x Furniture package (one 4'x2' table and one chair)
- 1 x Electrical package (fluorescent light and 3amp power socket)
- Opportunity to purchase additional 'Exhibitor-Only' passes



"The calibre of attendees from investors, through to large and small biotech and pharma companies was outstanding."

Mark Payton, Fund Principal,
Mercia Fund

Delegate Registration Fees

Meet with the **leading international pharmaceutical, investors, biotech and related service companies** all in one place – don't miss the opportunity!

Full delegate registration fee includes:

- Participation in Partnering system, agreed meetings scheduled in private rooms
- Grand Opening Reception (12 April 2010) – 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 break

£499 + VAT	Super Early Bird Registration Fee (until 30 October 2009)
£549 + VAT	Early Bird Registration Fee (until 12 February 2010)
£599 + VAT	Standard Registration Fee (until 12 April 2010)
£700 + VAT	On-Site Registration Fee

Multiple registrations: If you send 2 or more delegates, why not purchase a Company Pass? Buy 2 full price delegate registrations and receive the 3rd delegate pass free!

OBN Members save £100, with Full Members receiving a complimentary ticket with their first registration. Registering early can save more than 30% of ticket price, and helps you get the most out of the partnering system

Exhibition- only passes (no access to sessions): Exhibitors can purchase additional passes at £299+VAT

Partnering system provided by **partneringONE™**

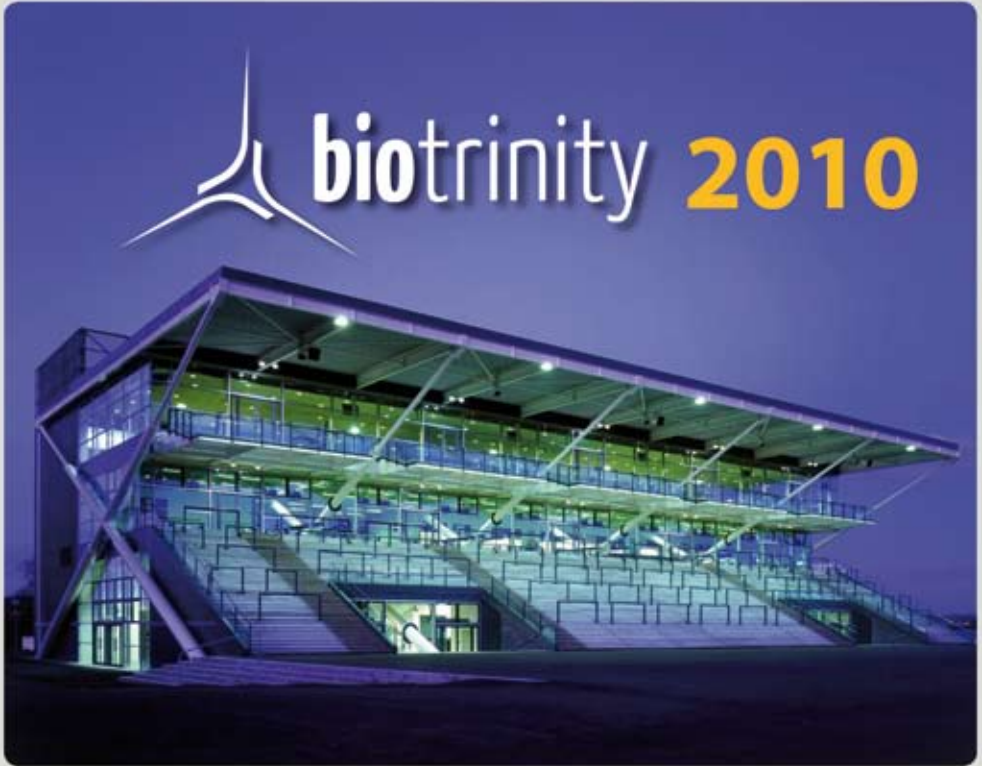
To Register log on to **www.biotrinity.com** and click on the Register online button



"BioTrinity is one of the best partnering meetings and is an important part of our strategy in advancing our company."

Eddy Littler, CEO, Domainex Ltd

OBN welcomes you to...



www.biotrinity.com

OBN

Suite L, 11 Milton Park
Abingdon,
OX14 4RS

United Kingdom

T: +44 (0)1865 594640

F: +44 (0)1235 835843

Sponsorship enquiries:

Dr Jon Rees, CEO, OBN

jon.rees@obn.org.uk

T: +44 (0)1865 594642

Event enquiries:

Hilary Boardman, Events Manager

hilary.boardman@obn.org.uk

T: +44 (0)1865 594644