



November 4-6, 2009
The Washington, D.C. Convention Center

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 all guests to attend the Opening Reception
- Invitations for four (4) to the exclusive CEO & Investor Dinner
- 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 material in conference registration bag

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, suggest 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 attendees (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 all guests to attend the Opening Reception
- Invitations for three (3) to the exclusive CEO & Investor Dinner
- 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 material in conference registration bag

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, suggest and discuss the event, its opportunities and how your organization can take full advantage of the event and your sponsorship
- Final list of event attendees (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 all guests to attend the Opening Reception
- Invitations for two (2) to the exclusive CEO & Investor Dinner
- 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 bag

OTHER

- Final list of event attendees (electronically) post conference

Gold Sponsor:

\$10,000

CONFERENCE PARTICIPATION

- Three (3) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for all guests to attend the Opening Reception
- 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**

OTHER

- Final list of event attendees (hard copy)

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Silver Sponsor:**\$5,000****CONFERENCE PARTICIPATION**

- Two (2) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitations for guests to attend the Opening Reception

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
- *This package is only available without exhibit space*

Bronze Sponsor:**\$2,500****CONFERENCE PARTICIPATION**

- One (1) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Invitation to attend the Opening Reception

VISIBILITY

- Listing credit in printed program*
- On-site signage recognition*
- Company listing on event website
- *This package is only available without exhibit space*

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** Not offered outside sponsorship privileges.

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Unique Sponsorship Events & Other Opportunities

CEO & Investor Reception: \$25,000

The region's biotechnology CEOs, investors and select guests will gather for this annual invitation-only, executive reception. This is the premiere networking event for the top officials of the entire Maryland, Virginia and Washington D.C. Life Science industry. The sponsor receives:

CONFERENCE PARTICIPATION

- Invitations for six (6) to the exclusive CEO & Investor Dinner
- Four (4) complimentary event registrations, each additional registration at a special reduced rate of \$450
- Prominent exhibit booth space

VISIBILITY

- Logo listing as CEO & Investor Reception sponsor in printed program*
- 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
- On-site signage recognition
*Including plenary sessions, Exhibit Hall & official collateral materials**
- One half-page program acknowledgment in printed program**
- Inclusion of one piece of approved collateral material in conference registration bag

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

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

CONFERENCE PARTICIPATION

- Five (5) complimentary full event registrations, each additional registration at a special reduced rate of \$450
- Opportunity to present brief welcome remarks during reception
- 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
- “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
- Recognition signage in Exhibit Hall during reception
- One half-page sponsorship recognition in printed program**

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Closing Plenary Luncheon Sponsor: \$15,000

The Closing Plenary Luncheon Sponsorship provides the opportunity to introduce one of the event's most high-profile programs. 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
- "Closing 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

Opening Reception: \$10,000

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

CONFERENCE PARTICIPATION

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

VISIBILITY

- Listing as Opening Reception sponsor in printed program*
- Listing as Opening Reception sponsor on website
- Opening 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

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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 an 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

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

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

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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 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 bag

OTHER

- Final list of event attendees (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.

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 Breakfast
- Partners and Associates are invited to the exclusive *Invitation-only* CEO & Investor Reception

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

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

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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
- Two (2) complimentary full event registrations for booth personnel (non-transferable)
- Online Exhibitor listing
- Must be a member of TCM/MdBio, VaBIO or MAVA

Non-Member Companies: \$3,750

- One exhibit space
- Two (2) complimentary full event registrations for booth personnel (non-transferable)
- Online Exhibitor listing

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2009 MID-ATLANTIC BIO SPONSORSHIP & EXHIBITOR APPLICATION

COMPANY/ORGANIZATION _____

Indicate on the line above how you would like your company name to appear on all printed materials

CONTACT PERSON - This person will receive all communication and invoices associated with sponsorship.

First Name _____ MI _____ Last Name _____

Title _____

Address (1) _____ Address (2) _____

City _____ State _____ Postal Code _____ Country _____

Phone _____ Fax _____

E-Mail _____ Website _____

Are you a member of MAVA, MdBio or VABio? Yes _____ (please specify) No

SPONSORSHIP LEVEL

Premiere, Diamond, Platinum, Gold, Silver or
Other Sponsorship level

EXHIBITOR LEVEL

Member or Non-Member Exhibitor

SPONSORSHIP DOLLAR AMOUNT

US\$ _____

EXHIBITOR DOLLAR AMOUNT

US\$ _____

TERMS & CONDITIONS

By signing this sponsorship/exhibitor agreement, you are acknowledging that you have authorization to commit your firm to these events/opportunities. Mid-Atlantic Bio will forward an invoice to you at the address stated. Failure to pay within the time specified for payment may result in your firm being removed as a sponsor or exclusion from timed sponsor benefits. You also authorize Mid-Atlantic Bio to include your company's name and/or logo in promotional materials related to sponsored events, online and in print, as specified under the benefits to the sponsorship level selected. Mid-Atlantic Bio will work to accommodate preferred choices, contingent upon availability of remaining selections. Mid-Atlantic Bio reserves the right to change pricing or to limit sponsorship opportunities for events it produces. No sponsor shall sublet, assign or share part of the amenities and/or space allocated to him/her without the written consent of Mid-Atlantic Bio. Mid-Atlantic Bio reserves the right to review and approve or deny any application to exhibit.

I also understand that by providing my mailing address, e-mail address, telephone and fax number, I consent to receive communication sent by or on behalf of Mid-Atlantic Bio (and its official partners, subsidiaries and affiliates) via regular mail, e-mail, telephone or facsimile transmittal.

Authorized Signature _____ Date _____

Exhibit space priority is given to conference sponsors. Exhibitor-only packages may be placed on a wait list pending space availability. A decision on wait-listed exhibitors will be made by August 14, 2009. A deposit may be required to hold exhibit space, and will be refunded if space is not provided by Mid-Atlantic Bio.

Please send completed application to:

Mid-Atlantic Bio, PO. BOX 964, McLean, VA, 22102. Applications can also be faxed to: (703) 442-8336.

CANCELLATION POLICY

Notification of intent to cancel exhibit space must be provided in writing. Show Management will refund 50% of the exhibitor's total display fees provided Show Management receives written notification of cancellation on or before September 7, 2009 at 5:00 pm EST. If notice of cancellation is received after September 7, 2009, no refunds will be issued.

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