

Join the Utah Pavilion at BIO 2010 Chicago, IL

as an exhibitor
or sponsor



Don't miss the opportunity to join the Utah Pavilion at BIO 2010 in Chicago, Illinois. Last year 15 organizations participated as sponsors or exhibitors.

- ARUP Labs
- Ballard Spahr Andrews & Ingersoll, LLP
- Brigham Young University
- Cephalon
- Daw Technologies, LLC
- Economic Development Corporation of Utah
- Governor's Office of Economic Development
- IHC Clinical Genetics Institute
- Juneau BioSciences, LLC
- Q Therapeutics Inc.
- Salt Lake Community College
- Tandem Labs
- Taueret Laboratories, LLC
- UNICconnect
- USTAR

HOSTING SPONSORS



Utah Governor's Office of
Economic Development



WHY PARTICIPATE?

- Exhibit at a fraction of the cost.
- Let Utah help promote you.
- Make valued contacts with potential partners, customers, venture capitalists, suppliers, vendors, and more.
- Learn about the most current developments in life sciences world-wide.

BIO 2010 CHICAGO

What is BIO 2010?

It is the world's largest gathering of executives, researchers, scientists, heads of state, congressional leaders, venture capitalists, investors, academia and key decision makers for companies and organizations representing every aspect of the biotechnology industry.

Last year over 14,000 people attended with over 19% at the C-level, 29% were executive management, 23% directors, and 29% at manager level. Over 1,800 companies, organizations and institutions exhibited at BIO 2009.

BIO 2010 will be filled with sessions, speakers, receptions, networking events, luncheons, tours, forums, exhibits and much more. (See <http://convention.bio.org/>)

Where and when is BIO 2010?

McCormick Place, Chicago, IL, May 3-6, 2009.

What is the Utah Pavilion?

The Utah Pavilion is our opportunity to showcase Utah biotechnology organizations, as well as Utah's biotechnology community at BIO 2010 in Chicago. By bringing all these Utah entities together in one pavilion we can leverage the combined synergy at a fraction of the cost per participant than if you were to acquire space on your own.

Each organization exhibiting in the Utah Pavilion will be able to showcase its products, services, or technologies and distribute literature to attendees.

Why exhibit in the Utah Pavilion?

- Exhibit at a fraction of the cost of having your own booth.
- Make valued business-to-business contacts with other biotechnological firms and/or potential investors from around the world.
- Learn about the most current developments in the life sciences industry from companies and organizations worldwide (over 1,800 exhibitors).
- Represent the biotechnology industry in Utah and increase Utah's recognition in the biotechnology industry.
- Strengthen relationships among Utah life sciences firms.

COST COMPARISON	on your own	Utah Pavilion
Space	4,300	included
Booth rental / production	5,000	included
Shipping	1,500	included
Install and dismantle	500	included
Electric	300	included
Vacuum/trash pick up	100	included
Carpet/Pad	400	included
Material handling	200	included
Marketing/Promotion	1,500	included
Logistics management	1,000	included
TOTAL COST	\$14,800	\$2,700

How can you be a part of the Utah Pavilion?

Be an exhibitor.

By exhibiting in the Utah Pavilion you will be able to attend the exhibit hall of BIO 2010 in Chicago. You will have space to promote your organization in the Utah Pavilion and the opportunity to staff the Pavilion and pass out your literature. All of this at a fraction of the cost of having your own booth at the show.

Also, your participation is an important part of promoting Utah's bio community. This combined synergy is not only good for Utah, but also showcases your organization as an important part of what's going on in Utah.

Be a Sponsor of the Utah Pavilion.

Sponsorship opportunities are available to any interested organization, but are specifically aimed at organizations that are not biotech companies, but provide services or support to the industry, i.e. law firms, government entities, suppliers, etc.

Sponsorship of the Utah Pavilion includes your organization's name showcased prominently on our sponsor board and the opportunity to help support and grow Utah's bio community.

Be a sponsor of an up-and-coming Utah company.

Maybe you're not in the market to be an exhibitor or sponsor, but are associated with a new bio start-up through a capital investment or an association affiliation. You can help this new company gain some national presence by helping to fund its participation in the Utah Pavilion.

Who do you contact to exhibit or sponsor?

Kim Lofgreen, EDCUtah - (801) 328-8856
klofgreen@edcutah.org

Tammi Goetz, GOED - (801) 538-8871
tgoetz@utah.gov

Michael O'Malley, USTAR - (801) 652-5578
momalley@utah.gov

Our space is limited so please call soon.

EXHIBITOR OPPORTUNITIES

Exhibitor opportunities are available to biotechnology organizations and companies, as well as universities and colleges with biotechnology programs. In order to help build this important industry segment in Utah, EDCUtah, GOED, USTAR and several other organizations have already committed a substantial amount of money, time and resources to help subsidize this event. The generosity of these organizations makes it possible for us to offer exhibiting opportunities to Utah Life Sciences companies at a fraction of the price they would normally pay to participate in this show. The following information shows the costs for your company to participate as an exhibitor in the Utah Pavilion.

One Space - \$2,700 (if paid by Dec. 10, 2009)
\$3,000 (if paid after Dec. 10, 2009)

Your exhibit station will include:

- One 4'x 8' panel depicting your graphics and message.
- A full-page ad in the BIO 2010 Special Edition of the Utah Life Sciences Profile.
- Your organization's name and description listed on the BIO 2010 Utah Pavilion Website.
- A link to your organization's website from the Utah Pavilion Website.
- You are welcome to have giveaways and drawings at your exhibit station.

Two Spaces - \$5,400 (if paid by Dec. 10, 2009)
\$6,000 (if paid after Dec. 10, 2009)

Your exhibit station will include:

- Two 4'x 8' panels depicting your graphics and message.
- A full-page ad in the BIO 2010 Special Edition of the Utah Life Sciences Profile.
- Your organization's name and description listed on the BIO 2010 Utah Pavilion Website.
- A link to your organization's website from the Utah Pavilion Website.
- You are welcome to have giveaways and drawings at your exhibit station.

Sponsorship of an Exhibit Station for an Up-and-Coming Utah Life Sciences Company

Often times exciting technologies, ideas, products or services are being developed in small companies that can't afford to participate in the booth at any level. It is to the advantage of Utah's Life Science community to have such companies exhibiting in the booth. We welcome and encourage larger companies and organizations to sponsor such companies to help them participate in this important event.

If you are one of these up-and-coming companies you are welcome to encourage your parent company, venture capital partners, or collaborating partners to help subsidize the cost of your exhibiting in the Utah Pavilion. Please have your sponsoring company contact us in order to work out the details.

Exhibitor Sponsorship Opportunities

In order to help fund this effort, exhibitors are welcome to purchase sponsorships as listed on the sponsorship page. Please give us a call to work out the details.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available to any interested organization, but are specifically aimed at organizations that are not biotechnology companies, yet provide services or support to the industry, i.e. law firms, government entities, suppliers, etc. This is your opportunity to not only benefit from your participation with the Utah Pavilion, but also to provide much needed help in promoting this important segment of Utah's economy.

Gold Sponsor - \$5,000

- A full-page ad in the BIO 2010 Special Edition of the Utah Life Sciences Profile.
- Your organization's name and description listed on the BIO 2010 Utah Pavilion Website.
- A link to your organization's website from the Utah Pavilion Website.
- Your organization's name listed on the sponsor board in the Utah Pavilion.

Silver Sponsor - \$2,500

- Your organization's name and description listed on the BIO 2010 Utah Pavilion Website
- A link to your organization's website from the Utah Pavilion Website.
- Your organization's name listed on the sponsor board in the Utah Pavilion.
- Your organization's name listed in the BIO 2010 Special Edition of the Utah Life Sciences Profile.

Bronze Sponsor - \$1,000

- Your organization's name listed on the sponsor board in the Utah Pavilion and on the Website.
- Your organization's name listed in the BIO 2010 Special Edition of the Utah Life Sciences Profile.

T-Shirt Sponsor - \$7,000 (only one sponsorship available)

- Your company's name will appear as the sponsor of the specially designed Utah Pavilion T-Shirt that will feature a whimsical promotion of the Utah Life Sciences Industry (last year's shirt was a huge hit).
- All the benefits of a Gold Sponsor.

Booth Giveaway Sponsor - \$5,000 (only two sponsorship available)

- Your company's name will appear as the sponsor of a gift that will be given away in the booth.
- All the benefits of a Gold Sponsor.

Utah Life Sciences Profile Sponsor - \$5,000 (only one sponsorship available)

- This will be a special edition specifically for BIO 2010.
- Your name and logo will appear on the front cover of the profile and your ad on the back cover.
- All the benefits of a Gold Sponsor.

Life Sciences Directory Sponsor - \$5,000 (only one sponsorship available)

- This will be a special edition specifically for BIO 2010.
- Your name and logo will appear on the front cover of the directory and your ad on the back cover.
- All the benefits of a Gold Sponsor.



The Utah Pavilion at BIO 2010 in San Diego