

Call for Sessions Proposal Guide

Call for Sessions Open: Thursday, September 4, 2014

Deadline: Thursday, October 2, 2014 @ 5:00 PM ET

Notification: January 6, 2015

CREATE YOUR BIO 2015 EXPERIENCE

June 15-18, 2015 • Philadelphia PA



BIO International
Convention
The Global Event for Biotechnology



Why Speak at BIO?

BIO will bring together the most innovative thinkers in biotechnology together at the BIO International Convention, **June 15-18, 2015, in Philadelphia, PA.**

BIO is seeking speakers who are forward thinking, engaging and who drive meaningful discussion about what's on the forefront of the industry. Opportunities include over 120 sessions and special programs.

- Establish yourself as an international expert who tackles the most pressing issues in areas such as personalized medicine, business development, and intellectual property.
- Build crucial dialogue with your audience through multiple interactive education formats.
- Spark creative conversations: we welcome unique and cutting edge topic ideas for sessions.
- Profile new technology and provide insight on promising research developments.
- Deliver tools for navigating policy or funding and much more..



Thinking About Submitting a Proposal?

The 2015 BIO International Convention *Call for Sessions* is open from **September 4 – October 2, 2014 at 5:00 PM (EDT)**. You are encouraged to submit as many proposals as you like, as long as they adhere to the procedures detailed throughout this guide. Please remember that submitting a proposal constitutes a commitment to present the proposed session if selected.

What is BIO looking for in 2015?

Proposed sessions will be reviewed and evaluated based on the following criteria:

- Educational value
- New, innovative topics & information
- Subject matter appeal
- International/worldwide representation amongst panelists
- Speaker qualifications and expertise
- Approaches to audience engagement
- Newsworthiness & novelty
- Overall diversity of panelists' expertise, areas of focus, etc.

Think You've Got What It Takes?

Science and innovation is the core of what we do – we want voices and viewpoints that are fresh. Please remember that your submission is one of hundreds that will be read by BIO staff and the 2015 BIO International Convention Program Committee. With such a large number of proposed sessions, those with incomplete, unclear or inaccurate details are less likely to be accepted.

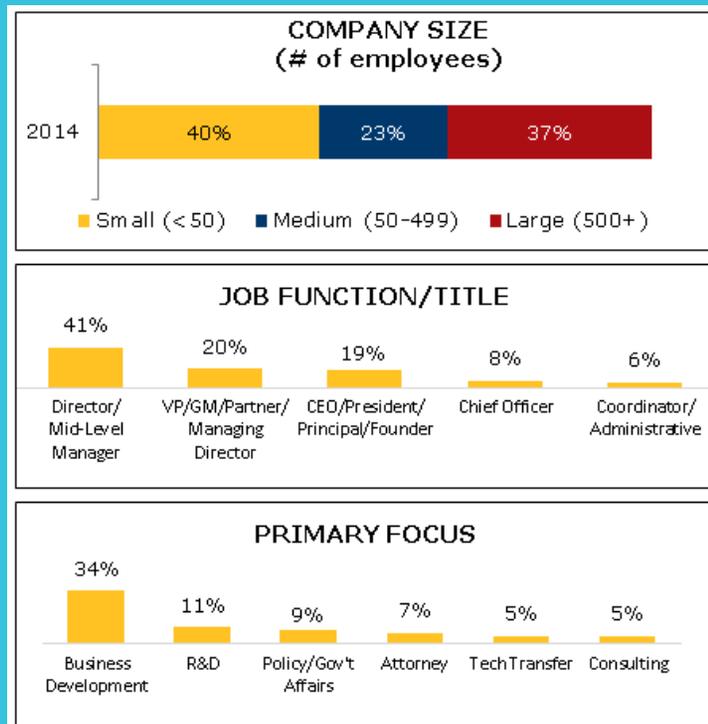
Please refrain from writing session proposals that are sales pitches of your region, country or company. Be mindful of your target audience and the key take-aways that you want your attendees to walk away with post-event. Reviewing past Convention program and session lists can be helpful in understanding previous topics of interest and themes that have been previously selected by the Program Committee for BIO's audience. This information is located on convention.bio.org. Please note, however, that BIO is continually seeking cutting edge topics that have not been presented in prior years.

What Makes a Proposal Successful?

- ✓ Engaging and original topics/subject matter
- ✓ An understanding of who should attend
- ✓ Compelling and innovative ideas that are gaining traction in the industry.
- ✓ Moderators who can lead discussion and facilitate interaction between panelists
- ✓ Enough resources to organize the session and successfully execute it
- ✓ Global perspective included (where relevant)
- ✓ Experience speakers qualified to speak on the proposed topic
- ✓ Thought-provoking key take-aways for attendees

BIO International Convention Attendee Profile

BIO 2014 attendees consisted of **15,667** industry leaders, including nearly 2,500 CEOs, from 50 states and 70 countries and hundreds of international dignitaries. Forty percent of Convention attendee's resided outside of the United States.



Session Formats & Ability Level

When creating your session proposal, carefully consider which recommended ability level, format, and focus area will best fit your proposed session.

Ability Levels

The BIO International Convention attracts attendees from all levels of the biotechnology industry. In order to attract your target audience, clearly specify in the course description whether there is a **prerequisite** or **baseline** knowledge needed to attend the proposed session.

- **All:** Appropriate for all knowledge levels, including individuals who are new to the topic/subject area.
- **Intermediate:** Intended for individuals who already have a basic knowledge of the topic/subject area, and are looking to further their understanding of the subject matter.
- **Advanced:** Appropriate for seasoned professionals and experts, this level assumes the audience already grasps the intermediate elements of the topic and is seeking to explore the topic/subject matter with a more in-depth perspective.

Session Formats

Different session topics may be suited to different session formats. Consider which of the following formats will most effectively serve to communicate your message.

Debate: One moderator and no more than two speakers will have an interactive, lively discussion in which they will put forth opposing views on the session topic.

Interview: One presenter, one moderator. The moderator questions the presenter on the session topic for approximately three-fourths of the time, after which the floor is opened up for questions to the presenter from the audience.

How-To Session: Tutorials for the novice or expert in biotech with 1 – 2 speakers. Addresses a specific topic or issue in biotech and provides practical lessons learned. The total session time is 60 minutes including a minimum time of 15 minutes allotted for questions and answers with the audience.

Master: One presenter, who is considered a visionary in the biotechnology field, conducts a 45-minute presentation delivered lecture-style from the stage. Master speaker must be Executive CEO level and facilitate formal Q&A for the last 15 minutes of session (60 minutes total).

Interactive Panel: 60 and 75 minute offering where panelists (maximum of 3 plus one moderator) present case studies from multiple perspectives facilitated by a moderator. Moderator will facilitate formal Q&A with the audience and panelists for a minimum of 15 minutes.

Rapid Fire: Fast-paced session with an allotment of four speakers giving one distinct 10 minute talk each. Moderator will provide a brief summary of what had been covered and facilitate a formal Q&A with the audience for 15 minutes at the end of the session.



BIO 2015 Focus Areas

Provocative. Cutting-Edge. In-Demand.

The biotechnology industry is constantly evolving at a rapid pace. In order to address the needs of attendees, BIO is shaking up the categories offered for the 2015 *Call for Sessions*. This year, BIO will be offering **six focus** areas that will create the BIO 2015 Program. Direct the industry's conversation; submit provocative and cutting edge topics that matter to the GLOBAL biotech industry. All ideas are welcomed!

BUSINESS DEVELOPMENT & FINANCE will focus on corporate deal making and operations, as well as fundraising for private and public companies.

Potential Topics Include:

- Partnering, Licensing and Alliance Deal Trends and Strategies
- Deal Structures (In/Out Licensing, JVs, M&A CVRs)
- Alliance Management
- Venture Models and Trends: Early Stage vs. Late Stage
- Start-up Strategies for Entrepreneurs
- Venture Exits (M&A, IPOs)
- Alternative Financing Options (Government, Foundations, Debt, etc.)
- Capital Formation Policy Trends
- Public Fundraising (IPOs, PIPES, Royalty Monetization)
- Public-Private Partnerships

GENERAL BIOTECHNOLOGY INTEREST will cover any areas that may not currently be represented in one of the top five focus areas.

BIOMEDICAL TECHNOLOGY: RESEARCH & DEVELOPMENT

Potential Topics Include:

- Biopharmaceuticals
- Personalized Medicine
- Translational Research
- Novel Platforms
- Regulatory Pathways
- Vaccines, Antimicrobials & Immunotherapeutics

DIGITAL HEALTH will explore the intersection of digital health, biotech and pharma.

Potential Topics Include:

- Policy and Regulatory Issues
- Business Models
- Clinical Trials
- Big Data
- Patients and Privacy

VALUE, MARKET ACCESS & COMMERCIALIZATION

Potential Topics Include:

- Commercialization Strategies
- Payor Engagement (Commercial, Federal, State)
- Quality Measurement and Big Data
- Manufacturing
- Reimbursement and Coverage
- Supply Chain

INTELLECTUAL PROPERTY will highlight current challenges in intellectual property protection for biotech innovations including pragmatic approaches to securing protection in light of the latest judicial and administrative developments. Those submitting proposals should ensure the content of the proposed session enables attendees to receive Continuing Legal Education (CLE) credits.

Potential Topics Include:

- Patentability of Biotech Inventions
- Procuring Quality Patents
- Litigation and Freedom to Operate

How to Submit a Session Proposal

Session proposals must be submitted through BIO's *Call for Sessions* Submission Site, available at <http://convention.bio.org/pitch/>. Step- by-step instructions detailing how to navigate the *Call for Sessions* online submission site are listed below.

- | | |
|--|--|
| Step 1: Log In To Submission Site | If this is your first time entering the <i>Call for Sessions</i> Submission Site, you will need to create a login. Past submitters may bypass this step if you received an email that enclosed your Ecode or by following the steps for a forgotten Ecode . |
| Step 2: Select Submit Proposal | After logging in, select Submit Proposal from the Submissions menu located in the site header. |
| Step 3: Complete Proposal Form | Proposal should have all components completed and adhere to the total length requirements. See Proposal Form on page 5 to ensure that you have all the required information available before you submit your proposal. Note: No edits will be permitted after the final deadline, October 2, 2014 at 5:00 PM EDT . |
| Step 4: Click Save and Proceed Button | After filling out all the fields in the proposal form, you must click the Save and Proceed button . An error message will pop-up if you are missing any required fields. |
| Step 5: Populate Organizer Tab | If you are the organizer, click Add Me As Organizer . If you are submitting a proposal on behalf of someone else, look for their existing record by using the Search field. |
| Step 6: Review the Submit Tab | When the status of both Proposal Details and Proposal Presenter show as "Completed", you can then click on the Submit Proposal button. Once you have successfully submitted a proposal, you will receive a confirmation email. |
| Step 7: Editing You Proposal | To edit your proposal after submitting, return to the site and follow the directions as above. When you edit your proposal, the status automatically changes back to "In-Progress." In order to re-submit your proposal after making edits, you must return to the Submit Tab and click the Submit Proposal button. |
| Step 8: Click Submit Proposal | Once the status of both Proposal Details and Proposal Presenter display "Completed" you will be able to click the Submit Proposal button. You will receive a confirmation email once you have successfully submitted a proposal. Please email program@bio.org if you have not received it. |

Session Proposal Form

All proposals must be submitted through BIO's *Call for Sessions* Submission Site, available at <http://convention.bio.org/pitch/>. Use this form to prepare your proposal form prior to submitting it through BIO's *Call for Sessions* Submission Site. No edits will be permitted after the final submission deadline, **October 2, 2014 at 5:00 p.m. (EDT)**.

SESSION PROPOSAL FORM COMPONENTS

SESSION TITLE (200 character limit, including spacing): Make sure your title is listed as you would like it to be published on the Convention website (if selected), including correct grammar, capitalization, and punctuation. While a catchy session title can attract the attention of Convention attendees, the proposal itself should be clear and complete in order to be favorably viewed by the Program Committee.

PRESENTATION FORMAT: Select one of the listed formats for your proposed session – *Page 2*

2015 FOCUS AREAS: Choose a focus area that best describes your proposed session – *Page 3*

ABILITY LEVEL: Choose the level of biotech industry experience and/or expertise recommended for attendees of your proposed session – *Page 2*

DESCRIPTION (1,000 character limit, including spacing): Provide a concise description that will explain the focus and significance of your proposed session.

METHODOLOGY/SPEAKER CONTRIBUTION (1,000 character limit, including spacing): Present an explanation of how you will conduct the presentation and what each speaker will address. Provide enough detail for the Program Committee to clearly visualize and evaluate your proposed session.

KEYWORDS (25 character limit, including spacing): Provide at least three keywords that you would want a search engine, such as Google or myBIO (Convention's event planning tool), to use in finding your session.

SUBMITTING COMPANY (100 character limit, including spacing): Provide the name of the organization you are submitting this proposal on behalf of, if any.

SPEAKER INFORMATION: Depending on which format you have selected, you are allowed a maximum number of three speakers and one moderator per panel. Program Committee will give preference to comprehensive proposals that list all speakers and format.

- **NAME/TITLE/COMPANY** (275 character limit, including spacing): Provide the name, title and company of each proposed speaker.
- **BIOGRAPHY** (2,000 character limit, including spacing): Provide a brief biography of each proposed speaker. Include information on previous speaking engagements.
- **EMAIL** (100 character limit, including spacing): BIO strongly encourages you to provide an email address for each speaker or moderator. However, if you are unable to obtain the speaker or moderator's email address, you may insert your own.
- **SPEAKING SAMPLE VIDEO URL - OPTIONAL:** Provide a link of a previous speaking engagement when submitting the proposal. The video should be no more than 3 minutes in length and demonstrate the speaking ability of the speaker. The Program Committee will consider this clip when evaluating your speaker's presentation style.
- **INVITATION STATUS – MANDATORY:** Indicate whether each speaker or moderator has been *Invited*, *Confirmed* acceptance of their invitation, or if you *Have Not Contacted* them yet.

ELEVATOR PITCH/RELEVANCE (100 character limit, including spacing): What is the essence of your session? If you only had one sentence to convince someone to attend your session, what would it be?

SAVE AND PROCEED: After filling out the fields in the proposal form, you must click the *Save and Proceed* button. An error message will pop-up if you are missing any required fields or have exceeded character limits. If you have filled out the form completely, you will advance to the **Organizer Tab**.

Policies Governing Accepted Proposals

The session organizer for a proposal will serve as the primary point of contact for the Biotechnology Industry Organization ("BIO") staff and is responsible for coordinating with all other speakers involved in the session proposal. All speakers listed on the proposal must be aware that they are being considered, eligible and willing to participate as a speaker if the proposal is selected.

Submissions showcasing, advertising or promoting specific products, brands or companies will not be considered.

Presentations may have a visual component that may be projected for all session attendees to view (ex. PowerPoint presentation, graphs, charts, video, etc.). BIO reserves the right in its sole discretion to edit any submitted materials for the purpose of promoting the session or any aspect of the 2015 BIO International Convention ("Event").

Select sessions at the Event will be recorded and may be used by BIO for webinars, audio, video and other communications. Speakers must agree to give BIO a non-exclusive and royalty-free license to audio/videotape their speech and use any recorded information, electronic presentations or images for BIO's promotional and commercial use.

All speakers must further agree that any material presented may be reproduced either individually or as part of a collective anthology of BIO 2015 speeches and presentations. Speakers must represent and warrant, to the best of their knowledge, that the material presented does not infringe any copyrighted materials.

All speakers must agree that they shall not receive any compensation from BIO for the Event, including the recording, but upon request, each speaker shall be entitled to a free copy of the presented session, which will be sent following the Event.

BIO does not provide speaker honoraria or reimburse for travel or housing.

BIO reserves the right to cancel a session at any time, at its sole discretion.

Sessions may be scheduled by BIO for a time period that could occur at any time from Monday, June 15, 2015 through Thursday, June 18, 2015. The session organizer and speakers must be available to present on any of those days.

Submission of a proposed session or forum means that the session organizer and the session speakers will comply with these policies governing the proposals and sessions for the Event, and constitutes a commitment by the session organizer to secure approved speakers to present at the Event if selected. Failure to present at the Event after being selected to organize or speak at a session will result in exclusion from speaking or organizing a session at the BIO International Convention for three years following such failure.

Frequently Asked Questions

Q. Do I have to be a member of BIO to submit a proposal?

A. No, you do not have to be a member of BIO to submit a proposal. To learn more about becoming a BIO member, please visit www.bio.org/join/

Q. Is there a cost to speak at the Convention?

A. There is no cost to speak, but neither does BIO provide speaker honoraria or reimbursement for travel or expenses.

Q. Does BIO provide an honorarium for speaking?

A. BIO does not provide honoraria or reimburse for travel or housing expenses.

Q. Once I have made a submission, can it be modified?

A. Yes, simply click the tab that says **EDIT MY PROPOSAL**. No edits will be permitted after the submission deadline, October 2, 2014 at 5:00 p.m. (EDT).

Q. When will BIO make decisions and notify me?

A. You will be notified of via email on or before Tuesday, January 6, 2015. Contact program@bio.org if you haven't heard by then.

Q. Can the deadline be extended?

A. Unfortunately, the deadline cannot be extended. October 2, 2014 at 5:00 p.m. (EDT) is the beginning of an extensive review process so that the newest and best data can be professionally peer reviewed without rushing the process. BIO needs a firm deadline so that the Program Committee has sufficient time to review each submission thoroughly.

Q. As a speaker, moderator, or session organizer, will I receive a complimentary registration for the Convention?

A. Yes, BIO does extend a complimentary registration (*Education & Exhibition Access*) for the entirety of the Convention to confirmed organizers, moderators and speakers. This pass provides you access to the exhibit hall and education sessions. You will also have the option to upgrade your registration for a discounted rate.

Q. Is there a limit to the number of speakers per session?

A. Yes, there is a maximum of three speakers and one moderator per session, depending on the session format selected.

Q. Can more than one speaker from the same company participate on a panel?

A. No, BIO only allows one panel member per company.

Q. Should I contact the proposed speaker in advance of submitting the name?

A. While it is not mandatory that speakers be contacted in advance of their names being submitted, the invite status of a speaker does play an important role in the selection process of sessions. If a session is selected based on the panel and the proposed list of speakers cannot be confirmed, BIO will review the appropriateness of including this panel on the final program.

Q. Will any changes be made to my proposal?

A. BIO reserves the right to make recommendations and requirements for revisions of content and/or speakers within proposals prior to acceptance.

For more information on
BIO 2015 *Call for Session's*, visit
convention.bio.org/pitch today!

CREATE YOUR BIO 2015 EXPERIENCE

June 15-18, 2015 • Philadelphia PA

