



## 2012 SPONSORSHIP PROSPECTUS

### NETWORKING RECEPTIONS & EVENTS



#### Welcoming Reception

SOLD

Sunday, April 29<sup>th</sup>

\$35,000

##### Exclusive

- This high-profile reception welcomes attendees to World Congress 2012, featuring a dazzling venue that is guaranteed to leave an indelible impression. Food, beverage, planning, entertainment, venue and décor at the event will be provided by BIO with no additional cost to the Sponsor
- Opportunity to make opening remarks
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- *\*Bonus Benefit\** Complimentary Dedicated Partnering suite which provides sponsors with their own private space to meet with participating companies
- Recognition as a **Diamond** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

#### \*NEW OPPORTUNITY\*

#### Grand Exhibit Hall Reception

SOLD

Monday, April 30<sup>th</sup>

\$35,000

##### Exclusive-Reserved

- This reception will be hosted in the exhibit hall and will feature an informal Fireside Chat where the sponsor will have 25-30 minutes to highlight an issue, a product, or a new business partnership. Food, beverage, planning, entertainment, venue and décor at the event will be provided by BIO with no additional cost to the Sponsor
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- *\*Bonus Benefit\** Complimentary Dedicated Partnering suite which provides sponsors with their own private space to meet with participating companies
- Recognition as a **Diamond** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

#### Poster Session & Reception

Reserved

Tuesday, May 1<sup>st</sup>

\$25,000

##### Exclusive

- This informal networking reception signifies the opening of the poster exhibit. Food, beverage, planning, entertainment, venue and décor at the event will be provided by BIO with no additional cost to the Sponsor
- Major signage at the event provided by BIO
- *\*Bonus Benefit\** Complimentary Dedicated Partnering suite which provides sponsors with their own private space to meet with participating companies
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*





# The World Congress on Industrial Biotechnology & Bioprocessing

ORLANDO, FLORIDA ★ APRIL 29 - MAY 2, 2012

**Bio**  
BIOTECHNOLOGY  
INDUSTRY ORGANIZATION

## NETWORKING RECEPTIONS & EVENTS (continued)

### Continental Exhibit Hall Breakfast

Reserved

\$10,000

2 Available

- Exclusive sponsorship of the continental breakfast at the exhibit hall. Food and beverage will be provided by BIO, with no additional cost to the Sponsor
- Signage and branding at breakfast location
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



### Energy Break

ALL SOLD

\$4,000 Each

Limited Availability

- As an energy break sponsor you will reach people between sessions when much of the real business is getting done. Food and beverage will be provided by BIO with no additional cost to the Sponsor
- Signage and branding at break location
- Recognition as a **Bronze** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## PROGRAMS

### Plenary Luncheon

ALL SOLD

\$25,000

All Sold

- Exclusive sponsorship of a luncheon, which will feature a top-name guest speaker. Food, beverage, planning, venue and décor at the event will be provided by BIO with no additional cost to the Sponsor
- Brief introductory remarks (three-minute maximum) for your CEO or President
- Opportunity to feature a three-minute corporate video to be shown during meal service
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- Reserved seating (one table) for sponsored Plenary Lunch Session
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



### Plenary Breakfast

SOLD

\$20,000

Exclusive

- Exclusive sponsorship of the breakfast. Food, beverage, planning, entertainment, venue and décor at the event will be provided by BIO, with no additional cost to the Sponsor
- Brief introductory remarks (three-minute limit) for your CEO or President
- Opportunity to feature a three-minute corporate video shown during meal service
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- Reserved seating (one table) for the sponsored Plenary Breakfast Session
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



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## PROGRAMS (continued)



### General Plenary Session **ALL SOLD**

\$15,000

All Sold

- Brief introductory remarks (three-minute limit) for your CEO or President
- Opportunity to feature a three-minute corporate video prior to session
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- Reserved seating (one table) for the sponsored Plenary Session
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Breakout Tracks **ALL SOLD**

\$15,000 Each

All Sold

Track 1: **\*SOLD\* Advanced Biofuel Technologies**

Track 2: **\*SOLD\* Algae and Feedstocks Crops**

Track 3: **\*SOLD\* Renewable Chemical Platforms and Biobased Materials**

Track 4: **\*SOLD\* Specialty Chemicals, Pharma Intermediates and Food Ingredients**

Track 5: **\*SOLD\* Technical Presentations- NEW FOR 2012! This track will be reserved solely for research papers with presentations by academics, private sector scientists, and researchers.**

Track 6: **\*SOLD\* Synthetic Biology and Metabolic Engineering**  
(Track numbers/ titles subject to change)

- Each breakout track features up to nine 90-minute sessions that focus on related issues
- Sponsors have the opportunity to place a speaker on a session for their sponsored track (time sensitive)
- Sponsors are invited to introduce the moderator at the first session within their sponsored track
- Corporate logo recognition on the presentation screen and signage outside the presentation room
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Workshop **ALL SOLD**

Tuesday, May 1st

\$10,000 Each

All Sold

- Opportunity to form a workshop (90 minutes) on a topic not covered during the regular conference program or expanding on an existing one
- Sponsor is invited to select a topic, panel and content (in coordination with BIO)
- Corporate logo recognition on the presentation screen and signage outside the presentation room
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*





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## BUSINESS PARTNERING & INVESTOR RELATIONS

### Partnering Desk

**SOLD**

**\$10,000**

#### Exclusive

- Exclusive sponsorship of the Business Partnering Desk with visibility on and around the desk area and branding on the printed Business Partnering materials
- Sponsor logo placed prominently on Business Partnering Desk (located in a high-traffic area) and on the Business Partnering booklet and Meeting Request Forms
- Exclusive opportunity to provide branded pens and notepads for the Business Partnering Desk
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



### Partnering Meeting Suites

**\$10,000 Each**

#### ONLY 2 STILL AVAILABLE!

- There are a limited amount of these exclusive partnering rooms, which provides sponsors with their own private space to meet with participating companies throughout the duration of the conference
- Company signage outside meeting room
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Investor Session Room

**SOLD**

**\$10,000**

#### Exclusive

- This unique session room will showcase innovative company presentations to industry investors
- The Sponsor may nominate companies to present (acceptance is pending BIO approval)
- Corporate logo recognition on the presentation screen and signage outside the presentation room
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*





# The World Congress on Industrial Biotechnology & Bioprocessing

ORLANDO, FLORIDA ★ APRIL 29 - MAY 2, 2012



## BRANDING OPPORTUNITIES

### Meeting Bag **SOLD**

\$20,000

#### Exclusive

- Exceptional promotional opportunity with Sponsor's logo placed prominently on meeting bags, which will be distributed to attendees
- Maximum corporate visibility for the entire convention and beyond as registrants take the meeting bags home to use in their own communities
- One meeting bag insert
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### \*NEW OPPORTUNITY\* **Reserved**

### WiFi Package (Includes an Internet Station)

\$25,000

#### Exclusive

- Exclusive sponsorship of the WIFI accessible to attendees during the conference. Signage located throughout the venue will recognize the sponsor for providing the WIFI.
- **Internet Station:** A computer with an open internet connection is a magnet for attendees and provides the perfect placement to achieve corporate visibility. Sponsor's logo will be seen on and around the screen every time attendees check their stocks and e-mail
- Major signage at internet station
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



### Lanyards **SOLD**

\$15,000

#### Exclusive

- Each attendee's name badge comes with a lanyard that will feature the Sponsor's logo, offering tremendous visibility for the entire conference
- Recognition signage as lanyard sponsor in registration area
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Pocket Program **SOLD**

\$15,000

#### Exclusive

- Exclusive sponsorship of this portable program includes prominent ad and branding placement. This item will be carried by attendees throughout the conference providing the highest visibility
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



# The World Congress on Industrial Biotechnology & Bioprocessing

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## BRANDING OPPORTUNITIES (continued)

### **\*NEW OPPORTUNITY\***

#### **IPad Cover**

**\$10,000**

**Reserved**

#### **Exclusive**

- Exceptional promotional opportunity with Sponsor's logo placed prominently on the iPad cover, which will be distributed to attendees at registration
- Maximum corporate visibility for the entire convention and beyond as registrants take the iPad covers home to use in their own communities
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



### **\*NEW OPPORTUNITY\***

#### **Charging Station**

**\$10,000**

**SOLD**

#### **Exclusive**

- A charging station is a magnet for attendees and provides the perfect placement to achieve corporate visibility. Sponsor's logo will be seen on and around the station as attendees stop to charge up.
- Major signage at charging station
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### **\*NEW OPPORTUNITY\***

#### **Supporting Sponsor**

**\$5,000**

#### **Limited Availability**

- Recognition as **Silver** sponsor
- One (1) complimentary full conference registration
- Opportunity to purchase additional exhibit space at discounted price
- Company listing on conference website and on-site signage

### **\*NEW OPPORTUNITY\***

#### **Meeting Bag Insert**

**\$4,000 Each**

**ALL SOLD**

#### **Limited Availability**

- Opportunity to place one (1) pre-approved item in the conference meeting bags to be distributed to all conference attendees
- Recognition as a **Bronze Sponsor**
- *Bonus Benefit: One (1) half page ad in the conference final program*
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*



# The World Congress on Industrial Biotechnology & Bioprocessing

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## SPONSOR BENEFITS MATRIX

	\$35,000	\$25,000	\$20,000	\$15,000	\$10,000	\$4,000
<b>Sponsor Level</b>	Diamond	Gold	Gold	Silver	Silver	Bronze
<b>Registration(s)</b>	BIO Member: 7 Non-mem: 5	BIO Member: 5 Non-mem: 3	BIO Member: 4 Non-mem: 2	BIO Member: 3 Non-mem: 1	BIO Member: 2 Non-mem: 1	BIO Member: 1 Non-mem: 0
<b>Exhibit Space</b> <i>(dependent upon space availability and time sensitive)</i>	<b>BIO Member</b> 20'x10' exhibit (4 exhibitor-only registrations 1 full conference registration)  <b>Non-Mem:</b> 10'x10' exhibit (1 exhibitor-only registration)	<b>BIO Member:</b> 10'x10' exhibit (2 exhibitor-only registrations)  <b>Non-Mem:</b> 10'x10' exhibit (1 exhibitor-only registration)	<b>BIO Member:</b> 10'x10' exhibit (2 exhibitor-only registrations)  <b>Non-Mem:</b> 10'x10' exhibit	<b>BIO Member:</b> 10'x10' exhibit (2 exhibitor-only registrations)  <b>Non-Mem:</b> 6'x30" Tabletop Display	<b>BIO Member:</b> 6'x30" Tabletop Display (1 exhibitor-only registration)  <b>Non-Mem:</b> May be purchased at discounted price	May be purchased at discounted price
<b>Ad in Program</b>	Full Page Ad	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	N/A
<b>Company Recognition on Website &amp; Program</b>	Logo	Logo	Logo	Listing	Listing	Listing
<b>Meeting Bag Insert</b>	Yes	N/A	N/A	N/A	N/A	N/A

### Purchasing Additional Exhibit Space

As a bonus benefit to sponsors, we provide discounted rates for purchasing additional exhibit space

#### Exhibit Booth

Member- \$1,500 per additional 100 sq ft  
Non-Member- \$2,400 per additional 100 sq ft

#### Table Top Display

Member- \$700  
Non-Member- \$1,000

#### Upgrading from a Table Top Display to an Exhibit Booth

Member- \$1,200 for the first 100 sq ft and \$1,500 for each additional 100 sq ft  
Non-Member- \$1,800 for the first 100 sq ft and \$2,100 for each additional 100 sq ft