



## Sponsorship Prospectus

### Welcome Reception

*Sunday, July 19*

\$35,000 Exclusive (or 2 co-sponsorships at \$20,000 each)

- This high-energy/ high-profile reception welcomes attendees to World Congress 2009, 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
- Major signage at the event provided by BIO
- Ability to display company promotional materials and giveaways at event
- Two additional complimentary reception-only registrations
- Recognition as a **Diamond** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Poster Session

*Exclusive*

*Tuesday, July 21*

\$25,000

- 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
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

### Plenary Luncheon

*(Two available; One sold)*

*Monday, July 20 / Tuesday, July 21 / Wednesday, July 22*

\$25,000

- Exclusive sponsorship of the 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*

## Meeting Bag

*Exclusive*

\$20,000

- 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
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## WiFi

*Exclusive*

\$20,000

- As the exclusive WiFi sponsor, your organization's logo will be branded on the welcome screen that pops up when attendees log onto the network at the convention center
- Sponsor logo on signage located around convention center and WiFi lounge area(s) announcing "Free WiFi"
- Recognition as a **Gold** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## Plenary Breakfast

*Exclusive*

*Tuesday, July 21*

\$20,000

- 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
- Corporate logo recognition inside on the ballroom projection screen (PowerPoint slide) and outside of the ballroom on a freestanding sign
- 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*

## "Dine Out Night" Cocktail Reception

*Exclusive*

*Monday, July 20*

\$15,000

- An informal networking opportunity is offered during this cocktail hour as World Congress registrants unwind from their first full day of business
- All food and beverage provided by BIO, with no additional cost to the sponsor
- Sponsor recognition signage provided by BIO
- Opportunity to display literature and/ or giveaways at event
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## Breakout Tracks

(6 available)

\$15,000

Track 1: Cellulosic Technologies

Track 2: Feedstocks and Sustainability

Track 3: Renewable Chemicals and Biomaterials

Track 4: Fine Chemicals, Food Ingredients, Pharmaceuticals and Personal Care

Track 5: Business Development, Infrastructure and Public Policy

Track 6: New Fuels, New Tools

- 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*

## Pocket Guide

Exclusive

\$15,000

- 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*

## Internet Station

(2 available)

\$15,000

- A computer with an open internet connection is a magnet 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 **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## Lanyard

Exclusive

\$15,000

- 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*

## General Plenary Session

Exclusive

Monday, July 20

\$10,000

- Brief introductory remarks (three-minute limit) for your CEO or President
- Opportunity to feature a three-minute corporate video prior to session
- Corporate logo recognition inside on the projection screen (PowerPoint slide) and outside of the room on a freestanding sign
- 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*

## **Workshop**

*(Three available)*

*Tuesday, July 21*

\$10,000

- 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*

## **Partnering Desk**

*Exclusive*

\$10,000

- 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**

*(Limited Available)*

\$10,000

- 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*

## **Continental Exhibit Hall Breakfast**

*Exclusive*

*Wednesday, July 22*

\$10,000

- 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 break location
- Recognition as a **Silver** sponsor
- *Additional benefits package included: See Sponsor Benefits Matrix on page 5*

## **Energy Break**

*(5 available)*

\$3,000 each

- 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*

<b>Sponsor Benefits Matrix</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$3,000</b>
<b>Sponsor Listing (on event web site, signage and program)</b>	Diamond	Gold	Gold	Silver	Silver	Bronze
<b>Complimentary 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 (time sensitive*)</b>	<b>BIO Member:</b> One full size 20'x10' exhibit (includes four exhibitor-only Registrations) <b>Non-mem:</b> One 10'x10' exhibit (includes one exhibitor-only Registration)	<b>BIO Member:</b> One 10'x10' exhibit (includes two exhibitor-only Registration) <b>Non-mem:</b> One 10'x10' exhibit (includes one exhibitor-only Registration)	<b>BIO Member:</b> One 10'x10' exhibit (includes two exhibitor-only Registration) <b>Non-mem:</b> One 10'x10' exhibit	<b>BIO Member:</b> One 10'x10' exhibit (includes two exhibitor-only Registration) <b>Non-mem:</b> One 6'x30" Tabletop exhibit	<b>BIO Member:</b> One 6'x30" Tabletop exhibit (includes one exhibitor-only Registration) <b>Non-Mem:</b> May be purchased at discounted price	May be purchased at discounted price
<b>Ad placement in conference program</b>	Full Page Ad	Full Page Ad	Full Page Ad	Half page Ad	Half Page Ad	N/A
<b>Company logo on conference website</b>	YES w/ Hyperlink	YES	YES	Listing	Listing	Listing
<b>Company logo in conference program</b>	YES	YES	YES	Listing	Listing	Listing
<b>Meeting bag insert</b>	YES	N/A	N/A	N/A	N/A	N/A

\* Exhibit space is dependent upon space availability.