



**SoCalBio**  
Southern California  
Biomedical Council

# 2011 Annual SoCalBio Conference Sponsorship Opportunities

The Annual SoCalBio Conference showcases emerging Southern California biotech and device companies and technologies seeking funding and partnerships. It also provides a forum for various stakeholders to engage in a discourse over how to sustain biotech and medtech innovations in the current economy.



2011

## **Fostering innovation, investment and partnership.**

The Southern California Biomedical Council (SoCalBio) represents more than 250 of the Los Angeles region's leading biotechnology and medical device/diagnostics firms and research institutions. By sponsoring SoCalBio, you and your organization will enjoy unsurpassed access to these top decision makers. You will also help support our region's economic vitality and the development of life-saving innovations poised to transform healthcare in new and exciting ways.

### Contact

Southern California Biomedical  
Council (SoCalBio)

444 S. Flower Street, 34th Floor  
Los Angeles, California 90071  
Tel: 213-236-4890  
scbc@socalbio.org

SoCalBio is a C-6 non-profit  
trade association. Federal Tax  
ID: 95-4555008

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[www.socalbio.org](http://www.socalbio.org)



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Industry Veteran **Dr. Francois Nader**, President and Chief Executive Officer of NPS Pharmaceuticals, was the luncheon keynote speaker during the SoCalBio Investor & Partnership Conference on Sep. 17, 2009 at the Loews Hotel in S a n t a M o n i c a .

## 13th SoCalBio Annual Conference

Nov 9, 2011

Wilshire Grand Hotel

The SoCalBio Annual Conference covers the latest issues and solutions in human resources, finance, regulatory affairs and business development, among other fields. This Conference showcases emerging Southern California biotech and device companies and technologies seeking funding and partnerships, features special plenary sessions for all attendees – open forums where leading executives, researchers and patient advocates discuss issues at the intersection of life sciences and society.

### Sponsorship Opportunities

#### Platinum

**\$ 20,000**

- Positioned as exclusive sponsor
- Moderate company presentation session and introduce speakers
- Advisory role in agenda development, speaker identification & poster show
- Name & logo display in conference brochures
- Logo on conference attendee name tag
- Name & logo displayed prominently on cover of conference binder as Platinum Sponsor
- Firm's website hyperlinked to SoCalBio's website
- Corporate display inside main conference room
- Company literature distributed at luncheons
- Full page ad in conference binder
- Full page description in conference binder
- Special recognition in press releases about the event
- Participation in CEO selection & mentoring
- Four tickets to CEO reception & dinner
- Eight conference registrations
- Video introduction of the company prior the to lunch keynote speaker (up to two minutes in length)

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### Gold Sponsorship

\$ 15,000

- Lead and moderate panel session and introduce speakers
- Firm's website hyperlinked to SoCalBio's website
- Name & logo display in conference brochures
- Name & logo displayed prominently on cover of conference binder as Gold Sponsor
- Corporate banner inside conference room
- Tabletop or trade show quality display during conference
- Special recognition in press releases about event
- Full-page ad in conference binder
- Participation in CEO selection & mentoring
- Four (4) tickets to CEO reception & dinner
- Five (5) conference registrations

### Pre-Event CEO Reception & Dinner Sponsor

\$ 15,000

- Video on the company is showcased during dinner (up to two minutes in length) or company presentation during dinner
- Positioned as an exclusive CEO reception & dinner sponsor
- Firm's website hyperlinked to SoCalBio's website
- Full-page ad in conference binder
- Name & logo display in conference brochures
- Name & logo displayed prominently in conference binder as Pre-Event CEO reception sponsor
- Prominent placement of corporate banner inside CEO reception & dinner room
- Corporate logo will be displayed on electronic invitations/registration confirmations
- Tabletop display during conference
- Three (3) tickets to CEO reception & dinner
- Four (4) Conference registrations

### Silver Sponsorship

\$ 10,000

- Name displayed in conference binder as Silver Sponsor
- Tabletop display during conference
- One (1) ticket to CEO reception & dinner
- Firm's website hyper-linked to SoCalBio's
- Half page ad in conference binder
- Participation in CEO selection & mentoring
- Three (3) conference registrations

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### Reception and Poster Show Sponsor

\$ 5,000

- Positioned as Exclusive Reception Sponsor
- Company logo will be included in all reception/poster show related material
- Tabletop display during conference
- Company's banner prominently positioned in reception and poster show rooms
- One (1) ticket to CEO reception & dinner
- Two (2) conference registrations

### Lanyard Sponsor

\$ 5,000

- Positioned as Exclusive Lanyard Sponsor
- Company logo will be displayed on the meeting lanyards worn by all attendees
- Company logo will be displayed in conference binder
- One (1) ticket to CEO reception & dinner
- Two (2) conference registrations

### Tote Bag Sponsor

\$ 5,000

- Positioned as Exclusive Tote Bag Sponsor
- Company logo will be displayed on the meeting's tote bag received by all attendees
- Company logo will be displayed in conference binder
- One (1) ticket to CEO reception & dinner
- Two (2) conference registrations

### Conference Binder Sponsor

\$ 5,000

- Positioned as Exclusive Conference Binder Sponsor
- Company logo will be displayed on the meeting's conference bag received by all attendees
- Company logo will be displayed prominently in conference binder
- One (1) ticket to CEO reception & dinner
- Two (2) conference registrations

### Water Bottle Sponsor

\$ 5,000

- Positioned as Exclusive Water Bottle Sponsor
- Company logo will be displayed on bottles of water provided to all attendees
- Company logo will be displayed in conference binder
- One (1) ticket to CEO reception & dinner
- Two (2) conference registrations

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**Exhibit Opportunity (For Profit Organizations) \$ 3,500**

- Tabletop display (or professional booth) during conference
- Two (2) conference registration, additional company employees register at SoCalBio member rate

**Exhibit Opportunity (Not For Profit Organizations) \$ 2,500**

- Tabletop display during conference
- Two (2) conference registrations, additional company employees register at SoCalBio member rate

**Optional Add-Ons**

**Purchasing List of Conference Attendees \$500**

Reach all conference attendees with a post-conference mailing! Your marketing piece will be sent out two weeks after the conference to all conference registrants. This one-time usage fee does not include the cost of mailer, postage, addressing or handling fees and must be paid directly to the mail house. Marketing pieces will be mailed out individually.

**Conference Program Advertising**

- Full page ad \$1,500 (member) \$3,000 (non- member)
- Half-page ad \$750 (member) \$1,500 (non-member)

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