



Bio China

BIO中国生物产业大会

2012年10月24日至25日
上海

大会简介：由美国全球生物技术工业组织（BIO）举办的第二届大会将会吸引了众多生物科技公司 and 医药公司汇聚一堂，针对共同感兴趣的政策问题，商务合作事项进行讨论。同时，来自北美，欧亚地区的业界领袖们也将齐聚这一盛会，共同探索在华发展之道。

2012年BIO China国际大会将包含主题大会、研讨会、企业展示、展览、社交机会、合作伙伴会议等丰富精彩的日程。届时，由BIO研发的新型软件还将为广大投资者、生物医药企业及国内的新兴生物技术公司安排一对一的单独会晤。

BIO以其15年生物技术及医药方面的经验和专业性文明业界，并将其带到中国。BIO在美国，日本和欧洲成功举办多次合作会议，其中在BIO国际大会中举办的商务论坛更是生物业界最大的盛会。

会议日程概览

2012年10月24日，星期三

- 开幕典礼和主题大会
- 社交茶歇
- BIO 一对一合作伙伴会议
- 企业展示
- 研讨会（健康和监管，商业发展）
- 午餐会
- BIO 一对一合作伙伴会议
- 企业展示
- 研讨会（健康和监管，知识产权，商业发展）
- 主题讨论会
- 鸡尾酒会



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2012年10月24日至25日
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2012年10月25日，星期四

- 早餐主题大会
- BIO 一对一合作伙伴会议
- 企业展示
- 研讨会（健康和监管，商业发展，疫苗和全球健康问题）
- 午餐会
- BIO 一对一合作伙伴会议
- 企业展示
- 研讨会（健康和监管，商业发展，疫苗和全球健康问题）
- 闭幕主题大会
- 闭幕鸡尾酒会

关于 BIO

美国全球生物技术工业组织（BIO）代表了超过 1100 家的生物技术公司，学术研究机构，州立生物技术中心和美国等 30 多个国家的相关组织。BIO 组织成员在创新医疗、农业、工业和环境生物保护等方面都有涉足。与此同时 BIO 举办了世界上最大的 BIO 国际大会，并汇聚了全球生物科技行业，和拥有行业投资者和合作伙伴之间的全球会议。

赞助商参会的优势

- 接触新的商业合作伙伴
- 增加品牌曝光率
- 建立新的产品宣传或服务理念
- 强化您的思想领导地位
- 关注业内重要事情，领略领袖风采

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赞助商机会*

**价格不含税金并有可能变更；所有税金由合作组织支付* **

鸡尾酒会

75,000 美金

SOLD

独家

10月24日，星期三

- 六（6）个大会免费注册名额。
- 允许在接待招待会放置明显的公司标识。对于参会者来说，这是一次高水准，高知名度的招待会。
- 大会手册中全页广告。
- 有机会在大会中展示公司宣传资料及免费礼品等。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方。



闭幕鸡尾酒会

50,000 美元

独家

10月25日，星期四

- 五（5）个免费注册名额
- 允许在接待招待会放置明显的公司标识。
- 大会手册中全页广告。
- 有机会在大会中展示公司宣传资料及免费礼品等。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

合作伙伴专用区

25,000美金

限量提供

- 三（3）个免费注册名额
- 在您的专用会议区中举办您的一对一会面，享受个性化的客户服务，并在合作过程中享受优先服务。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

任何疑问，请致电 John Sloan +1 202-962-9506 或邮件到 jsloan@bio.org

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主题大会

25,000美元

两个名额

- 三（3）个免费注册名额。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



会议袋

25,000美元

SOLD

独家

- 三（3）个免费注册名额。
- 允许在发放给参会者的会议袋上印制商标。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

大会日程赞助商

25,000美元

限量提供

- 三（3）个免费注册名额。
- 保证发言机会（在项目发展基础上暂时待定）。
- 大会手册中全页广告。
- 有机会在资料展示桌上摆放宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

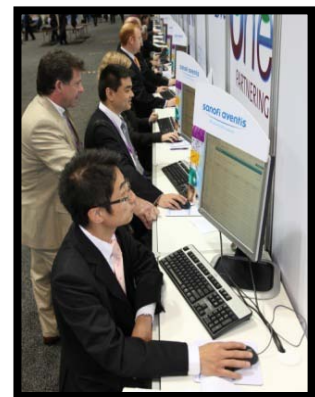


合作伙伴中心

20,000美元

独家

- 三（3）个免费注册名额。
- 在引导标示和电脑监控框架、屏保、计算机登陆系统和合作伙伴打印系统的显著位置放置贵公司标识，并有机会再每台计算机设备旁放置贵公司宣传资料。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



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袖珍指南

15,000美元

SOLD

独家

- 两（2）个免费注册名额。
- 袋装指南包括会议日程、会场地图和所有大会中必不可少的后勤信息等。赞助商标识将位于袋装指南封面，赞助商说明和广告内容将体现在指南中。
- 大会手册中全页广告。
- 有机会在资料展示桌上摆放宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



吊绳

15,000美元

SOLD

独家

- 两（2）个免费注册名额。
- Corporate logo on all lanyards distributed to conference attendees在所有参会者的吊绳上印上贵公司商标。
- Full-page ad in Conference program book大会手册中全页广告。
- Opportunity to display materials on literature table有机会在资料展示桌上拜访宣传资料。
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



网站

15,000美元

独家

- 两（2）个免费注册名额。
- 在引导标示和电脑监控框架、屏保的显著位置放置贵公司商标，并有机会在每台计算机设备旁拜访贵公司宣传资料。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

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企业展示间

15,000美元

独家

- 两（2）个免费注册名额。
- 两（2）在房间外的知识标示上和房间内的演示屏幕上显示公司标识并给与赞助商身份。并有机会介绍给出席的公司（文稿由BIO提供）
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

社交午餐

15,000美元

独家

- 两（2）个免费注册名额。
- 在午餐标示上显示赞助商商标
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



欧式早餐

10,000美元

两个名额

- 两（2）个免费注册名额。
- 在早餐标示上显示赞助商商标
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



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演讲嘉宾礼品

10,000美元

独家

- 一（1）个免费注册名额。
- 大会将会赠送一份有赞助商标识的特别礼物给所有BIO的演讲嘉宾，这些演讲嘉宾主要来自于教育研讨会、全体大会和企业展示等环节。
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

参会者纪念品

10,000美元

两个名额

- 一（1）个免费注册名额。
- 大会将会赠送带有赞助商标识的独特礼品给所有BIO China的参会人员。（纪念品类型待定）
- 大会手册中全页广告。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

酒店房间放置

7,500美元

限量提供

- 一（1）个免费注册名额。
- 拥有机会把贵公司的宣传品发放给到所有在大会酒店入住的参会者。BIO将协调晚上酒店放置的工作，产品由暂住商提供。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。



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茶歇

5,000美元

两个名额

- 一（1）个免费注册名额。
- 在赞助日中的茶歇标示中放置赞助商标识（24日或25日）。
- 大会手册中全页广告。
- 在茶歇桌上或附近有机会发放贵公司礼品。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

大会支持方

3,500美元

多个

- 一（1）个免费注册名额。
- 有机会在资料展示桌上拜访宣传资料。
- 可在大会网站、宣传资料、大会资料中被标注为大会合作方身份。

参展信息

在高密集度的展厅中展示您的产品和服务，寻找合作机会。更多展厅信息，可以通过电子邮箱 rlycett@bio.org 或致电 202-962-6663 与 Robbi Lycett 联系。

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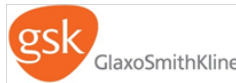
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赞助商

BIO 钻石 (Double Helix) 赞助商



BIO 白金 (Helix) 赞助商



会议赞助商



媒体合作伙伴



*2012年4月23日为准

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The logo for Bio China, featuring the words "Bio China" in a stylized white font on a red background with a floral pattern.

The BIO
Convention
in China

OCTOBER 24-25, 2012
SHANGHAI, CHINA



About the Convention: Organized by the Biotechnology Industry Organization (BIO), this second annual event will bring together biotech and pharmaceutical companies interested in policy issues and business development partnering. Life sciences executives from North America, Europe and Asia will meet and explore business opportunities with China's emerging biotech sector.

The 2012 BIO China International Convention will include plenary sessions, workshops, company presentations, exhibitions, networking opportunities, and partnering meetings. Private meetings between investors, biotech and pharmaceutical companies, and emerging Chinese biotech companies will be arranged through BIO's state-of-the-art One-on-One partnering software.

BIO brings more than 15 years of experience and expertise in biotech and pharmaceutical advocacy and meeting organizing to China. BIO is renowned for its successful partnering meetings in the U.S., Japan and Europe, including the biotech world's largest partnering event, the Business Forum, held at the BIO International Convention.

Program Outline

Wednesday, October 24, 2012

- Opening Ceremony & Plenary Session
- Networking Break
- BIO One-on-One Partnering Meetings
- Company Presentations
- Workshops (Health & Regulatory, Business Development)
- Networking Luncheon
- BIO One-on-One Partnering Meetings
- Company Presentations
- Workshops (Health & Regulatory, Intellectual Property, Business Development)
- Plenary Workshop
- Gala Reception

Thursday, October 25, 2012

- Breakfast Plenary Session
- BIO One-on-One Partnering Meetings
- Company Presentations
- Workshops (Health & Regulatory, Business Development, Vaccines & Global Health)
- Networking Luncheon
- BIO One-on-One Partnering Meetings
- Company Presentations
- Workshops (Health & Regulatory, Business Development, Vaccines & Global Health)
- Closing Plenary Session
- Closing Reception

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About BIO

The Biotechnology Industry Organization (BIO) represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world.

Why Sponsor?

- Access new business partners
- Amplify brand exposure
- Build awareness of a new product or service
- Reinforce your position as a thought leader
- Spotlight important initiatives and key executives

Sponsorship Opportunities*

** Prices subject to change and do not include tax; all taxes to be paid by cooperating organization*

Gala Reception **SOLD**

\$75,000 USD

Exclusive

Wednesday, October 24

- Six (6) complimentary registrations
- High-energy, high-profile reception for convention attendees. Prominent signage with logo at reception
- Full-page ad in Conference program book
- Opportunity to display company promotional materials & giveaways at event
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



Closing Reception

\$50,000 USD

Exclusive

Thursday, October 25

- Five (5) complimentary registrations
- Prominent signage with logo at reception
- Full-page ad in Conference program book
- Opportunity to display company promotional materials & giveaways at event
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

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Dedicated Partnering Suites

\$25,000

Limited available

- Three (3) complimentary registrations
- Host your one-on-one meetings in your dedicated corporate meeting suite and receive personalized customer service and priority treatment in the partnering process
- Full-page ad in Conference program book
- Opportunity to display materials literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

General Plenary Session

\$25,000 USD

Two available

- Three (3) complimentary registrations
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



Conference Bags

\$25,000 USD

SOLD

Exclusive

- Three (3) complimentary registrations
- Logo on all conference bags distributed to conference attendees
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



Program Sponsor

\$25,000 USD

Limited available

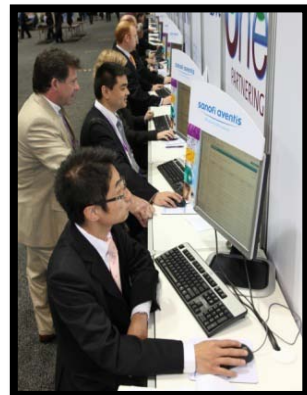
- Three (3) complimentary registrations
- Guaranteed speaking opportunity (TBD based on program development)
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Partnering Center

\$20,000 USD

Exclusive

- Three (3) complimentary registrations
- Prominent logo on signage and computer monitor frames, screen saver, computer login and partnering print outs, plus the opportunity to place promotional materials at each computer setting
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



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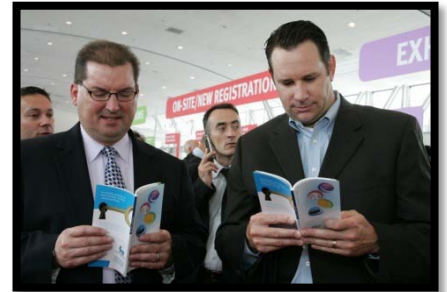
OCTOBER 24-25, 2012
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Pocket Guide **SOLD** \$15,000 USD

Exclusive

- Two (2) complimentary registrations
- The Pocket Guide includes the conference agenda, maps and other must-have logistical information for the entire event. The logo will be placed on the front cover and the description or advertisement will be included in the guide
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



Lanyards **SOLD** \$15,000 USD

Exclusive

- Two (2) complimentary registrations
- Corporate logo on all lanyards distributed to conference attendees
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



Internet Station \$15,000 USD

Exclusive

- Two (2) complimentary registrations
- Prominent sponsor logo on signage and computer monitor frames, screen saver, plus the opportunity to place promotional materials at each computer setting
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference material

Company Presentation Rooms \$15,000 USD

Exclusive

- Two (2) complimentary registrations
- Sponsor recognition on signage outside of the room and the presentation screen inside the room, plus the opportunity to introduce presenting companies (script provided by BIO)
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Networking Lunch \$15,000 USD

Exclusive

- Two (2) complimentary Conference registrations
- Prominent sponsor logo on lunch signage
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials



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Continental Breakfast

\$10,000 USD

Two available

- Two (2) complimentary Conference registrations
- Prominent sponsor logo on breakfast signage
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Speaker Gifts

\$10,000 USD

Exclusive

- One (1) complimentary Conference registration
- A distinctive speaker gift featuring the sponsor logo will be delivered directly to all BIO China speakers - from educational sessions, plenary sessions and company presenters
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Attendee Souvenir Gift

\$10,000 USD

Two available

- One (1) complimentary Conference registration
- A unique gift with sponsor logo will be provided to all BIO China conference attendees (souvenir gift TBD by BIO)
- Full-page ad in Conference program book
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Hotel Room Drops

\$7,500 USD

Limited Available

- One (1) complimentary Conference registration
- Opportunity to have your unique company promotional item distributed to every conference delegate booked in the conference hotel. BIO will coordinate the evening room drop; sponsor will supply the promotional item.
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

Refreshment Break

\$5,000 USD

One Available; One Sold

- One (1) complimentary Conference registration
- Prominent corporate logo on refreshment break signage during sponsored day (October 24 or October 25)
- Full-page ad in Conference program book
- Opportunity to provide corporate give-aways on, or near, refreshment break tables
- Opportunity to display materials on literature table
- Recognition as a cooperating organization on Conference web site, promotional literature and conference materials

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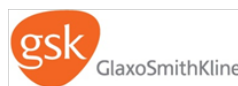
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