



Plan Now to Attend!

Livestock Biotech Summit:

“Developing Global Solutions Through Animal Biotechnology”

September 19-21, 2012 • Kansas City, MO

SPONSORSHIP PROSPECTUS

This unique conference offers:

A focus on genetic engineering of agricultural animals including benefits, research and development, regulatory system, and challenges to advancing health, food and industrial applications of animal biotechnology.

Who should attend?

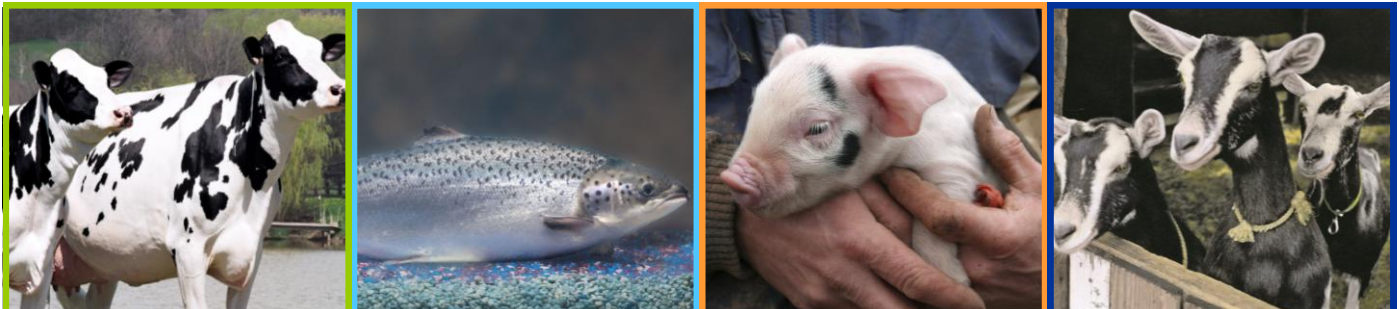
Industry and academic scientists in both biomedical and agricultural research; executives (R&D, regulatory, animal care, sales), technology transfer offices, accrediting bodies, stakeholders, and investors.

Why should you sponsor?

- Meet with over 200 worldwide thought leaders in animal biotechnology
- Located in middle of the Animal Health Corridor
- Robust programming and networking topics such as:
 - Regulation of GE animals
 - Care and use of animals in research
 - What's new in the pipeline
 - Food animal value chain coordination
 - Animal health and welfare applications
 - International R&D

In September 2010, BIO hosted its first industry conference on genetically engineered animal technologies -hundreds of participants agreed it was a tremendous success! Join us this year!

Watch www.bio.org/livestockbiotechsummit for more information





OPPORTUNITIES

Welcome Reception

Date: Wednesday, Sept. 19

\$10,000

Exclusive

Held in the Crowne Plaza Downtown's ballroom overlooking the city lights of Kansas City, Summit attendees will have the chance to reconnect with other leaders in the field during the Welcome Reception. Sponsor recognition is included on signage at the reception and all BIO marketing materials promoting the event. The sponsor will have the opportunity to display promotional materials and giveaways at the event.

- Recognition as a Platinum Sponsor
- Three (3) complimentary registrations
- One (1) table top exhibit space
- Ad in the on-site Summit program
- Logo on on-site signage, Summit website and in Summit program
- Exclusive branding and signage at the Welcome Reception

Gala Reception

Date: Thursday, Sept. 20

\$10,000

Exclusive

Held at a unique location in Kansas City, Summit attendees will have unbeatable networking opportunities during the Gala Reception. Sponsor recognition is included on signage at the reception and all BIO marketing materials promoting the event. The sponsor will have the opportunity to display promotional materials and giveaways at the event.

- Recognition as a Platinum Sponsor
- Three (3) complimentary registrations
- One (1) table top exhibit space
- Ad in the on-site Summit program
- Logo on on-site signage, Summit website and in Summit program
- Exclusive branding and signage at the Gala Reception

Plenary Afternoon Sessions

2 Opportunities

Dates: Wednesday, Sept. 19 (SOLD) or Thursday, Sept. 20

\$5,000

Plenary sessions will feature an esteemed panel or guest speaker discussing relevant topics within the industry. The sponsor will have the opportunity to showcase their CEO or President as they introduce the moderator or speaker. A three minute corporate video may be played during the session. Sponsor benefits also include reserved seating in the VIP area and the opportunity to place promotional literature throughout the room.

- Recognition as a Gold Sponsor
- Two (2) complimentary registrations
- One (1) table top exhibit space
- Ad in the on-site Summit program
- Logo on on-site signage, Summit website and in Summit program

For more information please contact: Natalie Shuster at nshuster@bio.org or 202-747-6256

Sponsorship opportunities and prices are subject to change



Plenary Morning Sessions

2 Opportunities

Dates: Thursday, Sept. 20 (SOLD) or Friday, Sept 21 (SOLD)

\$5,000

Plenary morning sessions can feature a guest speaker discussing relevant topics within the industry. The sponsor will have the opportunity to showcase their CEO or President and introduce the speaker. A three minute corporate video may be played during the session. Sponsor benefits also include reserved seating in the VIP area and the opportunity to place promotional literature throughout the room.

- Recognition as a Gold Sponsor
- Two (2) complimentary registrations
- One (1) table top exhibit space
- Ad in the on-site Summit program
- Logo on on-site signage, Summit website and in Summit program

Summit Attendee Meeting Bags **-SOLD**

\$3,000

Exclusive

This sponsorship yields exceptional branding exposure for the entire convention and beyond as registrants use the bags after the event as well. The sponsor's logo will be prominently placed on the meeting bag distributed to all Summit attendees.

- Recognition as a Silver Sponsor
- One (1) complimentary registration
- Logo on on-site signage, Summit website and in Summit program

Lanyards

\$3,000

Exclusive

Gain tremendous visibility throughout the Summit by placing your logo on the Summit lanyards. Each attendee's name badge comes with a lanyard and will be worn for the duration of the Summit.

- Recognition as a Silver Sponsor
- One (1) complimentary registration
- Logo on on-site signage, Summit website and in Summit program

Summit Pocket Guide **-SOLD**

\$3,000

Exclusive

The sponsor will receive prominent recognition on the cover of this go-to tool for Summit attendees, as it includes agenda and other must have logistical information for the event.

- Recognition as a Silver Sponsor
- One (1) complimentary registration
- Logo on on-site signage, Summit website and in Summit program



Padfolio -SOLD

\$3,000

Exclusive

Exceptional promotional opportunity with Sponsor's logo placed prominently on padfolios, which will be distributed to all Summit attendees

- Maximum visibility for the entire meeting and beyond as registrants take padfolios home
- Recognition as a Silver Sponsor
- One (1) complimentary registration
- Logo on on-site signage, Summit website and in Summit program

Hotel Keycards -SOLD

\$3,000

Exclusive

Exceptional promotional opportunity with Sponsor's logo or ad placed prominently on 250 hotel keycards, which will be distributed to all Summit attendees staying at the Crowne Plaza

- Recognition as a Silver Sponsor
- One (1) complimentary registration
- Logo on on-site signage, Summit website and in Summit program

Summit Supporter

\$2,000

Limited Available

- Recognition as a Summit supporter
- Logo on on-site signage, Summit website and in Summit program

WiFi -SOLD

\$1,000

Exclusive

- The exclusive WiFi sponsor will be branded on table tents and signage throughout the Crowne Plaza, recognizing them as the sponsoring company.

Meeting Bag Insert

\$500

Limited Available

- Opportunity to place one pre-approved item in the Summit meeting bags to be distributed to all Summit attendees

Table Top

\$500

Limited Available

- Opportunity to display promotional literature and marketing materials on Summit Table Top in a prominent location throughout the meeting.

For more information please contact: Natalie Shuster at nshuster@bio.org or 202-747-6256
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