



## 2012 Sponsorship Prospectus

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*Innovation to Realization – from breakthrough discoveries to better health solutions.*

The Washington Biotechnology & Biomedical Association (WBBA) has more than **480** members; including life science companies, universities, research institutions and others working together to achieve better health solutions. Our goal is to help build a thriving life sciences sector in Washington state, contributing significantly to economic vitality, educational excellence and improved health.

Dear Friends and Supporters,

The Washington Biotechnology & Biomedical Association's mission is to **support the translation of innovation to realization, from breakthrough discoveries to better healthcare**. As part of this mission, we are poised to deliver a calendar of events for 2012 that respond to the needs of our members, are focused on current trends and delivered by our industry thought leaders and experts.

The WBBA is an independent, nonprofit 501(c)(6) and 100 percent funded by our dedicated members and sponsors. In fact, the combination of membership dues, events and sponsorships results in nearly 85 percent of total revenue.

Our commitment to bring quality programming continues. To stay on pace with Washington's ever-changing and exciting Life Science landscape, we've devised a strategy that allows for more fluidity.

With this strategy, we'll be able to present "of-the-moment" topics easily – all the while, bringing you our annual conferences and events such as Life Science Innovation Northwest on July 11-12, and the ever popular Summer Social Beach Party and WBBA Golf Tournament this summer.

As you review WBBA's sponsorship opportunities, you will see how we bring the heart of Washington's life sciences ecosystem together at an array of professional development events.

We continue to seek ways to improve processes and increase efficiencies to serve you better. Among these for 2012 are:

- Strategically select and develop timely and informational programming to connect and educate our life sciences community.
- Develop programs to recruit, train and retain the talent needed to grow our sector.
- Reach more prospective members and go deeper into existing member organizations.

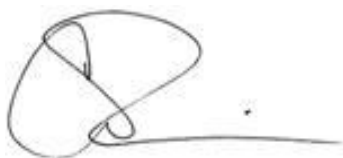
We remain confident that your sponsorship of the events offered by WBBA is not only a smart investment by your organization, but an investment in our life sciences community and the future we are all counting on.

**To become a sponsor, you may send an email to [danah@washbio.org](mailto:danah@washbio.org) with a summary of your sponsorship request.**

We look forward to bringing you our best in 2012 as we embark on another exciting year in Life Sciences in Washington state.

Thank you for your support and dedication.

With kind regards,



Chris E. Rivera  
President  
Washington Biotechnology & Biomedical Association

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# Our sincere thanks to WBBA's 2012 Chairman's Circle, Platinum and Gold Leaders

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Turner Construction Company  
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ZymoGenetics, a Bristol-Myers Squibb Company

**WBBA**  
WASHINGTON BIOTECHNOLOGY  
& BIOMEDICAL ASSOCIATION

# WBBA 2012 Events-at-a-Glance

January	February	March	April	May	June
<b>12-13 VIP Forum- Bristol-Meyers Squibb</b> <i>WBBA &amp; Cooley Offices (All Day)</i>	<b>1 Bio on the Vine</b> <i>Matthews Estate Winery, Woodinville (5-7pm)</i>	<b>7-8 VIP Forum – H.I.G BioVentures</b> <i>WBBA &amp; Cooley Offices (All Day)</i>  <b>14 Pub Night</b> <i>Pyramid Brewery, Seattle (5-7pm)</i>  <b>21 Mobilizing Miracles!</b> <i>Microsoft Conference Center, Bldg. 33, Redmond (4:30-7:30 pm)</i>	<b>3 Maximizing Patent &amp; Regulatory Exclusivities...</b> <i>Stoel Rives, One Union Square, (7:30-11:30 am)</i>  <b>10 Ultrasound &amp; Imaging Innovation in Washington</b> <i>WBBA (7:30-11am)</i>  <i>21 Next 50 Begins!</i>	<b>10 WBBA/LSDF Open House</b> <i>*New* WBBA &amp; LSDF Offices – 1551 Eastlake Ave East (4-7pm)</i>  <b>23-24 VIP Forum – MedImmune Ventures / Astrazeneca</b> <i>WBBA &amp; Cooley Offices (All Day)</i>  <i>Sustainability</i>	<b>7 Summer Social</b> <i>Shilshole Bay Beach Club (4-7pm)</i>  <b>13 Life Sciences Leadership Summit</b> <i>WSU Spokane (11:00 am – 5:30 pm)</i>  <b>21 P4 Medicine</b> <i>Nelsholm Family Lecture Hall, Seattle Center (4-7 pm)</i>  <i>Science &amp; Technology</i>
July	August	September	October	November	December
<b>11-12 Life Science Innovation Northwest</b> <i>Washington State Convention Center, Seattle (All Day)</i>  <i>Global Health</i>	<b>13 WBBA Golf Tournament</b> <i>Fairwood Golf &amp; Country Club (7am-3pm)</i>  <b>7 VIP Forum - C.R Bard</b> <i>WBBA &amp; Cooley Offices (All Day)</i>  <i>Learning</i>	<b>19 The Biopharmaceutical Marketplace: Navigating for Success in a Challenging Area</b> <i>Location TBD (7:30– 11:30 am)</i>  <b>27 Pub Night</b> <i>Seattle (5-7pm)</i>  <i>Commerce and the Innovation Economy</i>	<b>10 Tri Cities Annual Update</b> <i>Taverna Tagaris, Tri Cities(5-7pm)</i>  <b>26 Governor’s Life Sciences Summit &amp; Annual Meeting</b> <i>Meydenbauer Center (7am-Noon)</i>  <i>Civic Action (10/1- 10/21)</i>	<b>13 Washington Antibody Hub</b> <i>Location TBD – All Day</i>  <b>TBD VIP Forum</b>	<b>4 Pub Night,</b> <i>Eastside (5-7 pm)</i>
WBBA Events WBBA Educational Programs WBBA Venture Investment & Partnering (VIP) Forums WBBA Pub Nights <i>The Next Fifty</i>					

Subject to change; updated May 15, 2012

# Life Sciences Leadership Summit

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The Life Sciences Leadership Summit is a unique conference where leaders from across the state meet to share knowledge about major life science activities and initiatives statewide. In addition, strategies and priorities are discussed to help continue to build Washington's life sciences sector. Life sciences is now one of Washington's top five sectors, and one of its' fastest growing and most promising for the future of our state's economy and citizens. By working together, we can fully realize the future opportunities of this sector, collectively facilitating the translation of breakthrough discoveries to better health solutions.

## OBJECTIVES:

- ✓ **Hear from and share best practices among life sciences leaders from all parts of the state**
- ✓ **Discuss opportunities and challenges faced by government, institutions, companies and other industry affiliates**
- ✓ **Prioritize strategic initiatives for the life sciences community to focus on. Discuss ways to collaborate to address challenges and leverage opportunities in order to continue to grow life sciences in Washington**

**DATE:**            **Wednesday, June 13**

**LOCATION:**      **Washington State University, Spokane**

## Opportunities for Our Life Sciences Leadership Summit Sponsors

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### Leadership Sponsor - \$2500

- Prominent placement of sponsor's logo to create high visibility prior to and throughout the summit
  - on Leadership Summit section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage at event
- Opportunity to address the attendees during the program (lunch, reception or WBBA Board dinner)
- Table top display
- Recognition during the formal program

### Supporter Sponsor - \$1000

- Listing of sponsor's name on Leadership Summit section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Table top display
- Recognition during the formal program

# Life Science Innovation Northwest 2012

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The Washington Biotechnology & Biomedical Association (WBBA), is proud to present - **Life Science Innovation Northwest 2012** - an innovative approach to the region's premier life sciences conference. **Download the conference fact sheet!** Life Science Innovation Northwest 2012 (LSINW) – **scheduled for July 11 & 12, 2012** – highlights the unique innovative environment of the Pacific Northwest's life sciences sector.

## *Why the Pacific Northwest?*

Our region is flush with advancing medical technologies, diagnostics and therapeutic innovations, as well as cutting-edge scientific and educational developments in global health. Participation of investment and partnering life science delegations for 2011 included attendees from China, Japan, Korea, the United Kingdom, France, India and Germany. We're hoping this year's conference will be more global in scope than ever before!

## *Who Should Attend?*

Life Science Innovation Northwest brings together nearly 1000 attendees including public and private companies, research institutions, scientists, entrepreneurs and our global health community. Public and private investors, investment bankers and industry executives focused on business development and partnering opportunities in life sciences will find Life Science Innovation Northwest one of the most productive meetings to attend.

## *Why Attend?*

### **Investors and Partners:**

- Hear from and meet executives of 100+ of the most exciting life sciences organizations in the region
- Benefit from candid panel discussions with the country's leading life sciences experts
- Get a 'big picture' overview of the Pacific Northwest industry potential and the issues affecting product innovation, capitalization and commercialization
- Spot tomorrow's innovations and vibrant new start-ups by visiting poster sessions and attending the speed-dating event

### **Presenting Companies and Other Organizations:**

- Showcase your organization's innovation and mission to qualified regional, national and international investors
- Meet 1:1 with investors, analysts, business development executives and strategic partners
- Take the pulse on life sciences investment trends from sophisticated investment and company executives
- Network with peers, investors and potential partners

**Life Science Innovation Northwest** will highlight the unique and powerful Pacific Northwest's life sciences sector.

**OBJECTIVES:**

- ✓ **Continue to leverage LSINW brand to grow to the most meaningful and substantial strategic partnering and investor conference on the West Coast**
- ✓ **Develop a “must attend” life science program that features the strength of the Pacific Northwest's life science sector to state, national and global leaders**
- ✓ **Expand collaboration with International Delegates around the world**

**DATE:**            **Wednesday, July 11 – Thursday, July 12, 2012**

**LOCATION:**       **The Washington State Convention Center, Seattle**

## Opportunities for Our LSINW 2012 Sponsors

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### Platinum Partners - \$15,000

- Option One: **Hospitality Suite** with additional signage outside of and display space inside the suite
- Option Two: **WiFi sponsor** with your organization name and logo on the log-in screen **(SOLD)**
- Placement of sponsor's logo to create prominent visibility prior to and throughout conference
  - on LSINW section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage
- Table-top display
- Verbal recognition as a Platinum Level Partner at the conference
- Banner display (banner provided by sponsor)
- Full-page advertisement in conference pocket-guide
- Conference registration list provided after conference
- Six (6) complimentary full-conference registrations

### Tote Bag Sponsor - \$10,000

- Placement of sponsor's logo to create prominent visibility prior to and throughout conference
  - on each Life Science Innovation Northwest Tote Bag
  - on LSINW section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage
- Table-top display
- Verbal recognition as premier Tote Bag Sponsor at the conference
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Five (5) complimentary full-conference registrations

### Diamond Sponsors - \$10,000

- Placement of sponsor's logo to create visibility prior to and throughout conference
  - on LSINW section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage
- Table-top display
- Verbal recognition as a Diamond Level Sponsor at the conference
- Opportunity to introduce company executives during company presentations
- Option to provide full-page advertisement in conference pocket-guide
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Five (5) complimentary full-conference registrations

## Opportunities for Our LSINW 2012 Sponsors (cont'd)

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### **Emerald Sponsor - \$7,500**

- Placement of sponsor's logo to create prominent visibility prior to and throughout conference
  - on LSINW section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage
- Table-top display
- Verbal recognition as an Emerald Level Sponsor at the conference
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Four (4) complimentary full-conference registrations

### **Ruby Sponsor - \$5,000**

- Listing of sponsor's name on LSINW section of washbio.org , projected in PowerPoint during conference; and in printed materials, promotion and signage
- Table-top display
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Three (3) complimentary full-conference registrations

### **Lanyard Sponsor- \$5,000 (SOLD)**

- Listing of sponsor's name on LSINW section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Sponsor logo on each Life Science Innovation Northwest conference badge lanyard
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Three (3) complimentary full-conference registrations

### **Breakfast -or- Luncheon Keynote Sponsorship (Day One) -\$5,000 (Breakfast SOLD)**

- Listing of sponsor's name on LSINW section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Table-top display
- Recognition of sponsorship from podium
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Three (3) complimentary full-conference registrations

### **Speed Dating Session Sponsor- \$5,000**

- Listing of sponsor's name on LSINW section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Opportunity to engage with emerging companies as they share their business plans with investors
- Prominent signage and use of promotional materials in room designated for Speed Dating
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Three (3) complimentary full-conference registrations

## Opportunities for Our LSINW 2012 Sponsors (cont'd)

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### Coffee Break Sponsors - \$5,000 (2 available each day)

- Listing of sponsor's name on LSINW section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Prominent signage and use of promotional materials (such as logo napkins or disposable coffee cups provided by sponsor) at coffee break station
- Acknowledgement of sponsorship in conference pocket-guide
- Table-top display
- Conference registration list provided after conference
- Three (3) complimentary full-conference registrations

### Panel Introduction Sponsorship -\$3,500

- Listing of sponsor's name on LSINW section of washbio.org, and in printed materials, promotion and signage
- Table-top display
- Two-minutes of podium speaking time, plus introduction of panel moderator
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Two (2) complimentary full-conference registrations

### International Delegation VIP Reception Sponsorship - \$3,500

- Listing of sponsor's name on LSINW section of washbio.org, and in printed materials, promotion and signage
- Table-top display and poster display at VIP Reception
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- Two (2) complimentary full-conference registrations
- Five (5) guest invitations to International Delegation VIP Reception

### Poster Session Sponsor- \$3,000

- Listing of sponsor's name on LSINW section of washbio.org, projected in PowerPoint during conference; and in printed materials, promotion and signage
- Opportunity to engage with pre-emerging companies as they share their innovations with conference attendees
- Prominent signage and use of promotional materials featured in "Poster Alley"
- Acknowledgement of sponsorship in conference pocket-guide
- Conference registration list provided after conference
- One (1) complimentary full-conference registration

### Exhibit Table Only- \$2,500

- Acknowledgement of sponsorship in conference pocket-guide
- Table-top display
- Conference registration list provided after conference
- One (1) complimentary full-conference registration

### Special for our Platinum and Gold Members

- 2012 Platinum Leader Members of the WBBA who commit to a LSINW sponsorship of \$10,000 or more will receive a \$3,000 discount off the price of their sponsorship.
- 2012 Gold Leader Members of the WBBA who commit to a LSINW sponsorship of \$10,000 or more will receive a \$1,000 discount off the price of their sponsorship.

# Golf Invitational - BIOPAC Fundraiser

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This annual Golf Invitational has been the sole fundraiser in support of the BIOPAC which is WBBA's non-partisan political action committee. Over 100 golfers enjoyed a beautiful day at Fairwood Golf and Country Club in 2011.

Contributions to BIOPAC help increase the life science sector's voice in Olympia through education, information and support for candidates who support Washington's life sciences sector. 2012 will be a big election year with races for Governor, Attorney General, and the state legislature. A contribution to the BIOPAC is an investment in the industry's future.

**OBJECTIVE:**     **Increase awareness and policy support of the Life Sciences in Olympia**

**DATE:**           **August 13**

**LOCATION:**       **Fairwood Golf & Country Club**

## Opportunities for Our Golf Invitational Sponsors

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### **Premier - \$5,000** (Two available)

- Two Foursomes
- Recognized as Premier Sponsor for Tournament
- Recognized as Breakfast sponsor, your materials placed on the buffet
- Logo on marketing materials and signage at event
- Logo on [www.washbio.org](http://www.washbio.org) website with link
- Name included in welcoming and closing remarks during luncheon program
- Display table at luncheon
- Reserved table at luncheon for your golfers

### **Luncheon - \$4,000** (One available)

- One Foursome
- Logo on marketing materials and signage at event
- Opportunity to put give-away items on luncheon tables
- Reserved table for your registered golfers at the luncheon

### **Shirt - \$4,000** (One available)

- One Foursome
- Logo on shirt along with Golf logo
- Logo marketing materials and signage at event
- Opportunity to put give-away items in tee gift bags

### **Photo - \$3,500** (One available) – SOLD!

- One Foursome
- Logo included on all photo frames
- Signage with logo at photo station
- Opportunity to put giveaway items in gift bags

## Opportunities for Our Golf Invitational Sponsors (cont'd)

### **Beverage Cart - \$3,500** (One available)

- One Foursome, plus admission for “cart rider”
- Logo included on all drink coupons
- Company name on beverage cart signage
- One company representative (non-golfer) may ride on each beverage cart (two-representatives)

### **Golf Carts - \$3,500** (One available)

- One Foursome
- Logo on signage of every golf cart
- Acknowledgement in program and on sponsor signage

### **150-Yard Sign Sponsor - \$2,500** (One available)

- Two Golfers
- Logo on signage
- Acknowledgement in program

### **5 Skilled Holes - \$1,800\***

- Two Golfers
- Admission for two greeter-monitors (non-golfers) stationed at your hole
- Logo included on signage at assigned hole on golf course
- Opportunity at your hole to offer giveaways

### **13 Regular Holes - \$1,200\***

- One Golfer
- Special for Platinum and Gold Members – Sponsorship includes two golfers
- Admission for one greeter-monitor stationed at your hole
- Logo included on signage at assigned hole on golf course
- Opportunity for fun at your hole with games and/or giveaways

\*One Skilled or Regular Hole Sponsor from 2012 will win a complimentary sponsorship for a hole at the 2013 BIOPAC golf tournament

### **Latte Cart - \$1,000**

- Logo on signage on Latte Cart
- Admission for one greeter-monitor stationed at your hole

### **Special for our Chairman’s Circle, Platinum and Gold Members—for sponsorships at the \$3,500 level and above**

- Add a foursome if you are a Chairman’s Circle Member
- Add two golfers if you are a Platinum Member
- Add a golfer if you are a Gold Member

# Tri-Cities Life Sciences Update & Strategy Discussion

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At this dynamic meeting, leaders in the Tri Cities life sciences community are brought together to discuss challenges and opportunities unique to this burgeoning area. The format of this event, with a meeting and reception following, provides an opportunity to hear updates about what's happening in this region, as well as opportunities to network and learn more from colleagues and peers.

## OBJECTIVES:

- ✓ **Hear from and share best practices among the Tri Cities Life Sciences Community**
- ✓ **Receive an update of trends and opportunities on the region**
- ✓ **Discuss how the WBBA can support Tri-Cities efforts**

**DATE & TIME:** **October 10, 5:00-7:00 pm**

**LOCATION:** **Taverna Tagaris**

## Opportunities for Our Tri-Cities Life Sciences Update & Strategy Discussion Sponsors

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### Leadership Sponsor - \$750

- Prominent placement of sponsor's logo to create high visibility prior to and throughout the event
  - on Tri Cities Update & Strategy section of washbio.org
  - projected in PowerPoint during conference; and
  - in printed materials, promotion and signage at event
- Opportunity to address the attendees during the program
- Table top display
- Recognition during the formal program

# Governor's Life Sciences Summit & Annual Meeting

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WBBA is combining the power of both the Governor's Life Science Summit and its Annual Meeting. More than **1,000** leaders of Washington's life sciences community will join us for this intense program designed to celebrate our successes and discuss the industry's current challenges and coming opportunities locally, nationally and globally. Continue your leadership tradition in 2012.

## OBJECTIVES:

- ✓ **Provide legislative updates and review critical issues facing the Life Science sector**
- ✓ **Support continued leadership tradition in 2012**
- ✓ **Report on the industry's and WBBA's progress**
- ✓ **Set future goals and objectives for continued growth of life sciences in Washington state**

**DATE:**           **October 26**

**LOCATION:**       **Meydenbauer Center, Bellevue**

## Opportunities for Our Governor's Life Sciences Summit & Annual Meeting Sponsors

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### Premier — \$10,000 (Limited Number Available)

- Organization *logo* on event page of website, in the printed program and on the welcoming screen
- On podium recognition as Display sponsor
- Two tables of 10 guests in preferred location and sign indicating premier sponsor
- A 6' X 30" display table in the lobby, or open footprint of the same size
- A printed list of attendees provided at or after the meeting

### Display — \$5,000 (Limited Number Available)

- Organization *name* in the printed program and on the welcoming screen
- On podium recognition as Display sponsor
- One table of 10 guests in preferred location and sign indicating display sponsor
- A 6' X 30" display table in the lobby, or open footprint that size

### Coffee Break — \$2,500 (Limited Number Available)

- Shared table for five guests with a stanchion and sign indicating reserved table for "Your Organization Name"
- Your Organization name on table
- Prominent signage at coffee station
- Your Organization listed on printed program

### Table — \$1,500 (unlimited)

- One table of 10 guests
- Your Organization name on table
- Your Organization listed on printed program

# WBBA Pub Nights

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Think you're well-connected in Life Sciences? Think Again! Don't miss WBBA Pub Nights for a casual evening of no-host food and libations. Bring your ideas, your fellow friends in the life sciences and TONS of business cards.

**OBJECTIVES:**    **Networking, networking, networking!**

**DATES:**            **Wednesday, March 14 -Seattle**

**Thursday, September 27 - Seattle**

**Thursday, December 4 – Eastside**

**TIME:**             **5:00-7:00 pm**

**LOCATION:**        **Alternating Seattle & Eastside locations**

## Opportunities for Our Pub Night Sponsors

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### Pub Night Support Sponsor - \$1,500

- Organization logo on event registration webpage and in email promotions
- Acknowledgement during the event
- Opportunity to provide raffle items

# Washington Biotechnology & Biomedical Association and Life Sciences Discovery Fund Open House

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At this co-hosted open house, guests mingle with the LSDF Trustees, donors, and awardees; the WBBA Board and Executive Committee Members, Washington state and Federal legislators and Life Sciences Executives from across the state. Showcased at the event will be the most recent LSDF grantees who present how their research is set to create positive economic and health impacts in Washington State and beyond.

This annual co-hosted event is held at the WBBA/LSDF offices.

**OBJECTIVES:** Reinforce the critical need for Washington State to continue to invest in the Life Sciences

**DATE & TIME:** Thursday, August 23, 4:00 - 7:00 pm

**LOCATION:** WBBA/LSDF Offices

## Opportunities for Our WBBA and LSDF Open House Sponsors

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### Innovation Support Sponsor - \$1,500

- Name on signage
- Acknowledgement during the program by Chris Rivera and Lee Huntsman
- Opportunity to demonstrate your support for Washington state's only investment in the Life Science sector

### Non-Profit Organization Sponsorship - \$1000

- Name on signage
- Acknowledgement during the program by Chris Rivera and Lee Huntsman
- Opportunity to demonstrate your support for Washington state's only investment in the Life Science sector

# Bio on the Vine

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Members are invited to Bio on the Vine to hear a talk on Washington viticulture and enjoy a wine soiree'. This is the third Bio on the Vine networking event held by WBBA.

**DATE & TIME:** Thursday, January 19, 5:00-7:00 pm

**LOCATION:** Matthews Winery, Woodinville

## Opportunities for Our Bio on the Vine Sponsors

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### **Beverage Sponsor — \$1,500**

- Use of promotional items (such as logo napkins or cups provided by sponsor) during reception
- Admission for 5 people
- Logo in promotions

### **Appetizer Sponsor — \$1,500**

- Use of promotional items (such as logo napkins or cups provided by sponsor) during reception
- Admission for 5 people
- Logo in promotions

# Summer Social

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2012 is WBBA's 14th Annual Summer Social. This is the Life Science bash of the summer, featuring over 250 attendees, great music, tasty barbeque and beverages, not to mention those wild and crazy sponsor displays. As a sponsor, it's your chance to show off your organization and talent.

**OBJECTIVES:** **Connect with the life sciences community in a relaxing and fun venue – a great networking event**

**DATE & TIME:** **Thursday, June 7, 4:00 - 7:00 PM**

**LOCATION:** **Shilshole Bay Beach Club, Seattle**

## Opportunities for Our Summer Social Sponsors

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### **Music Sponsor — \$2,500**

- Signage recognition of sponsor placed at the stage
- Admission for 5 people
- Table top display
- Logo on signage and in promotions

### **Beverage Sponsors — \$2,500 (SOLD)**

- Prominent signage and use of promotional items (such as logo napkins or cups provided by sponsor) during reception
- Admission for 5 people
- Table top display
- Logo on signage and in promotions

### **Classic Sponsor — \$2,000**

- Table top display
- Admission for 5 people
- Logo on signage and in promotions

# WBBA Educational Programs

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The WBBA provides multiple opportunities for organizations to align themselves and make connections with a focused and targeted audience segment. These two-hour events are centered on timely, relevant topics that impact our businesses, community and industry at large. Scroll to [page 23](#) for information on sponsorship levels.

## ➤ Mobilizing Miracles

Innovation to realization, bench to bedside, no matter how you say it, mobile technology is revolutionizing healthcare! In the lab, in clinical trials, in marketing and sales, don't get left behind. This exciting seminar examines how mobile devices and apps are bringing better drugs to market...faster...and at lower cost.

**Date/Time:** Wednesday, March 21, 5:00 – 7:00 pm

**Location:** Microsoft Conference Center, Building 33

## ➤ Maximizing Patent and Regulatory Exclusivities Available to Pharmaceutical and Biologic Products

Obtaining and preserving commercial exclusivity for pharmaceutical and biologic products is critical to earning a return on the enormous research, development, and commercialization costs required to bring such products to market. However, maximizing the commercial exclusivity achieved by a given product requires careful consideration of the both the patent and regulatory exclusivities available. Join us to learn about the complex system of patent and regulatory exclusivities applicable to pharmaceutical and biopharmaceutical products in the U.S. and internationally.

**Date/Time:** Tuesday, April 3

**Location:** Stoel Rives Offices, One Union Square

## ➤ Ultrasound & Imaging Innovation in Washington

The medical device industry in Washington state has a long and storied history, emerging in the 1960's, and pre-dating the state's biopharmaceutical industry. In fact, medical ultrasound was developed at the University of Washington, and the state is now home to over 200 medical device companies. Rapid advances in imaging modalities, electronics, wireless capabilities, product design and engineering, and diagnostic technology are improving lives and re-shaping demand, and Washington is a key player. This event will revisit the major historical contributions of the state's medical technology industry and explore the future opportunities in medical device development, commercialization and economic impact.

**Date/Time:** Tuesday, April 10

**Location:** Agora, Event Space at Alexandria Center (WBBA Headquarters)

# WBBA Educational Programs (cont'd)

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## ➤ Sustainable Science

Biotech is an industry reliant on sterile, one use products, to ensure high quality research. This process generates a lot of waste. Is biotech doing everything it can to reduce waste, and increase recycling? Are we sacrificing the health of our planet for the health of people? Is there a way to create science that is clean and healthy for both the planet and for the people we are trying to heal? We have compiled some of the leading minds in sustainability so please join us in our dialogue.

**Date/Time:** Tuesday, May 22

**Location:** Agora, Event Space at Alexandria Center (WBBA Headquarters)

## ➤ P4 Medicine

Predictive, Preventive, Personalized, and Participatory medicine is a young but rapidly advancing field of healthcare that is informed by each person's unique clinical, genetic, genomic, and environmental information. Because these factors are different for every person, the nature of diseases—including their onset, their course, and how they might respond to drugs or other interventions—is as individual as the people who have them.

**Date/Time:** Thursday, June 21

**Location:** Seattle Center, Nesholm Family Lecture Hall

## ➤ The Biopharmaceutical Marketplace 2012: Navigating for Success in a Challenging Area

Last year, we discussed the balance between new innovations and cost and the patent strategy associated with developing new drugs and devices. What has changed in the last 18 months and what have we learned? We'll revisit the challenges and opportunities associated with the Comparative Effectiveness Research provision contained in the Health Care Reform legislation. We'll expand upon and explore reimbursement - providing tools to understand the process by which health insurance and government programs review and evaluate drugs and devices for coverage.

**Date/Time:** Wednesday, September 19

**Location:** TBD

## ➤ Washington Antibody Hub

Do we still have what it takes to become a world-class antibody hub? We won't let this opportunity slip away. Everyone from industry, real estate developers to legislators should be interested in this discussion of Washington's status in the race for building a biotech/biomedical hub and healthy economy.

**Date/Time:** Wednesday, November 13

**Location:** TBD

## Opportunities for Educational Programs Sponsors

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Please choose to sponsor any event or a package from the following programs. \*

### **Innovator Sponsor** - \$1,000 per event

- Positioned as an event or series sponsor in all promotions for the event
- Logo and link to your website on washbio.org registration site
- Exhibit table for company collateral materials
- Acknowledgement e-mail to all members via quarterly newsletter
- Complimentary registration for up to four sponsor guests

### **Trend Setter Sponsor** - \$5,000 for the "six-pack"

- Positioned as an event or series sponsor in all promotions for the event **for the entire year**
- Logo and link to your website on washbio.org registration site **for the entire year**
- Exhibit table for company collateral materials
- Acknowledgement in quarterly newsletter via e-mail to all members **for the entire year**
- Complimentary registration for up to four sponsor guests **per event**

*\*Specific topics subject to change; additional programs may be added to the calendar if timely and as requested.*

# Venture Investment & Partnering Forums

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One of the WBBA's objectives is to assist life science researchers, entrepreneurs, and companies bridge the gap between discovery and commercialization. To this end, WBBA has an exciting program called VIP Forums. WBBA invites high quality investors and strategic partners (VIP's) to Seattle for a plenary session and networking reception, community and a showcase of the most promising life science company and research opportunities in the region.

In 2011, the WBBA hosted visits with five VIPs: BioWa, Inc., (a division of Japanese pharmaceutical firm Kyowa Hakko Kirin), Johnson & Johnson's Corporate Office of Science & Technology (COSAT), Takeda Ventures, Merck Global Health Innovation Group and Bayer Healthcare. More than 45 1:1 meetings occurred between these VIPs and the companies and research groups they pre-selected. Conversations between these groups are ongoing.

**OBJECTIVES:** Network the state's life science companies, researchers and entrepreneurs with high quality, nationally recognized venture firms, corporate venture arms, and multi-national strategic partners

**DATES:** January 12-13 – Bristol-Meyers Squibb  
March 7-8 – H.I.G. BioVentures  
May 23-24 – MedImmune Ventures  
August 6-7 – CR Bard  
November 2012- TBD

**LOCATION:** WBBA Offices – 1551 Eastlake Ave East, Suite 300

## Opportunities for Our VIP Forum Sponsors

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### Sponsorship Benefits

Premium exposure to and networking opportunities with life science companies at all stages:

- Research institution scientists launching companies
- Biopharma, med tech and healthcare IT entrepreneurs
- Startup, emerging and established companies seeking investment and partnership opportunities

**VIP Forum Sponsor** - \$5,000 for all VIP events.

Benefits are extended *for the entire year*

- Positioned as a series sponsor in all promotions for each VIP event
- Your company's print collateral included in each event's program book
- Logo and link to your website on event Fact Sheet and VIP Forum website on washbio.org
- Logo and link to your website in quarterly WBBA newsletter via e-mail (>5,000 contacts)
- Open invitation to all sponsor guests to each VIP plenary session and networking reception
- Live acknowledgement by WBBA President Chris Rivera at each VIP plenary session & reception
- Invitation to one sponsor guest to attend private group dinner with VIP (at the discretion of VIP)

# WBBA Commercialization Resource WIKI

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Life science entrepreneurs in the process of forming a company, raising money or simply needing to tap into a community of resourceful and like-minded experts, connect to Life Science Startup.

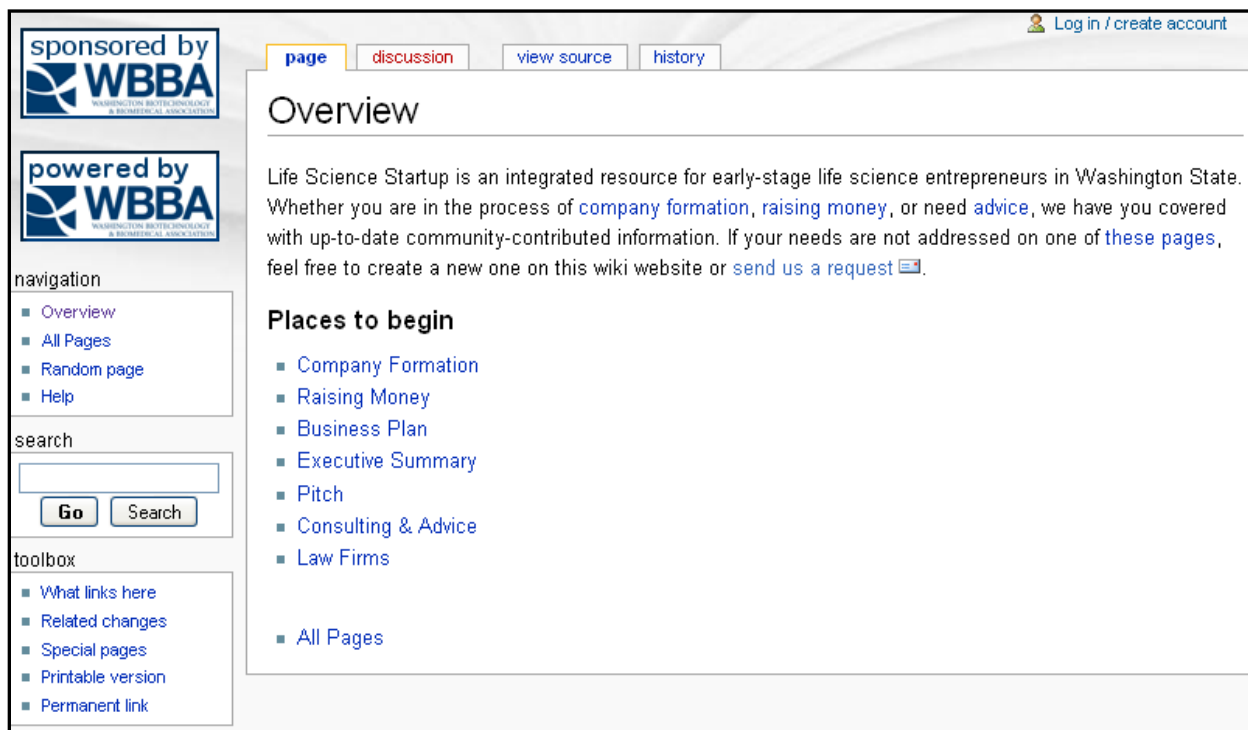
**OBJECTIVES:** Provide an integrated, interactive, community-contributed resource for early-stage life science entrepreneurs in Washington state

## Opportunities for Our Sponsors

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### Life Sciences WIKI Sponsor - \$10,000 for the entire year

- This integrated resource for early-stage life science entrepreneurs in Washington State provides prominent, year-long visibility to a multitude of audiences. Life Science Startup sponsors will have their logo and link prominently displayed on all content pages.



The screenshot displays the 'Overview' page of the Life Science Startup Wiki. At the top right, there is a 'Log in / create account' link. Below this are tabs for 'page', 'discussion', 'view source', and 'history'. The main content area features a 'WBBA' logo (sponsored by and powered by) and a navigation menu with links to 'Overview', 'All Pages', 'Random page', and 'Help'. A search box with 'Go' and 'Search' buttons is also present. The main text describes the wiki as an integrated resource for early-stage life science entrepreneurs in Washington State, covering topics like company formation, raising money, and advice. A 'Places to begin' section lists various topics: Company Formation, Raising Money, Business Plan, Executive Summary, Pitch, Consulting & Advice, Law Firms, and All Pages.

### Life Science Startup Visibility in 2011 ([www.lifesciencestartup.com](http://www.lifesciencestartup.com))

- 11 content pages with an expanded section on exporting to be launched in July 2012
- 110 registered users
- 1200 unique visitors
- 5,700 page views
- 4 pages per visit

# NEW in 2012- Commercialization Consulting

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One of the WBBA's objectives is to assist life science researchers, entrepreneurs, and companies bridge the gap between discovery and commercialization. To this end, the WBBA offers free unlimited consulting to all member life science companies and organizations, and one hour of free consulting to non-member groups. Our consultants are capable of providing invaluable guidance, strategy and feedback through decades of industry experience for a broad variety of challenges facing life science companies. In 2011, the Commercialization Team met with 63 companies seeking guidance on matters relating to company formation, intellectual property, capital sources, research studies and clinical trials, product design, development and manufacturing, regulatory strategy, market research, accounting, finance, and management.

We are offering an exciting new opportunity for your company to gain visibility and connection with Washington's early stage life science companies. The WBBA has created a Commercialization Resource Packet that is given to all groups that utilize our consulting program. In this packet will be your company one-pager describing your area of expertise, and the offer of at least two hours of pro bono services. We envision that more than 75 early stage life science companies will receive this packet, and that a significant percentage will utilize the pro bono services that you offer, creating an instant connection and potential future client.

## 2011 Commercialization Consulting Snapshot

- 63 unique visits with companies, entrepreneurs and researchers with commercializable ideas
- Type of Company: 60% Med Tech, 22% BioPharma, 13% Health Info Tech, 3% Clean Tech
- Stage of Company: 56% Emerging, 27% Core (growth), 11% Idea
- Intellectual property: 70% of companies have developed their own IP, 20% license IP from Washington state research institutions

**OBJECTIVES:** Provide strategic advice and guidance to life science entrepreneurs and researchers, as well as introductory pro bono services from your company.

**DATES:** Ongoing, all of 2012

## Contact Us

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**To sponsor an event or to learn more about WBBA membership for your organization, please contact:**

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**Thank You for Your Continued Support!**