



# 2009 Sponsorship Prospectus



Dear Friends and Supporters,

The Washington Biotechnology & Biomedical Association's mission is to facilitate continued growth of the life sciences industry in the state of Washington. As part of this mission, we are poised to deliver a calendar of events for the remainder of 2009 that respond to the needs of our members, are focused on current trends and delivered by our industry thought leaders and experts.

Our actions are fueled by our members and sponsors. Now more than ever, we need your support.

We design our events to help you do business, and to support the translation of life science innovation to commercialization. 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.

The WBBA serves more than 450 companies, universities, academic institutions and others who comprise Washington's life sciences community. We continue to seek ways to improve processes and increase efficiencies to serve you better.

Among these for the remainder of this year and for 2010 are:

- A continued modernizing of the region's largest yearly life sciences conference – Life Science Innovation Northwest;
- Business expertise, including our new “Commercialization Guidebook” on [washbio.org](http://washbio.org). Our expert consultants work directly with companies looking to locate or expand in Washington, connecting them with expertise, as well as state services and programs;
- A new website and an internal WBBA database; and
- The WBBA 2010 events prospectus will be available to you in September – to facilitate your 2010 planning and packed with more compelling and relevant events than ever before.

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, complete the attached form or submit online at [www.washbio.org](http://www.washbio.org).**

Thank you for your support and dedication.

Kind regards,

A handwritten signature in cursive script that reads 'Stacie D. Byars'.

Stacie D. Byars  
Director, Marketing and Membership  
[Stacie@washbio.org](mailto:Stacie@washbio.org)  
206.732.6705

# Prospectus Table of Contents

## **WBBA Annual Events:**

- Pages 1-2      Golf Invitational – BIOPAC Fundraiser
- Page 3        Governor’s Life Sciences Summit
- Page 4        Annual Meeting

## **WBBA Business Development Events:**

- Page 5        The H1N1 Swine Flu Pandemic
- Page 6        Secrets to Accessing Federal Funds
- Page 7        Genomic Approaches to Understanding Disease and Enhancing Drug Development
- Page 8        Domesticating Global Health, Part One of a Four Part Series
- Page 9        Contact Information

**Submit your sponsorship commitment online today at [www.washbio.org](http://www.washbio.org) or contact Stacie Byars at [Stacie@washbio.org](mailto:Stacie@washbio.org) or by phone 206.732.6705**

## **WBBA Fifth Annual Golf Invitational – BIOPAC Fundraiser**

Join us for the **Fifth Annual WBBA Golf Invitational**, Monday, August 24, at the private Fairwood Country Club in Renton. Proceeds of the Golf Invitational will support **BIOPAC**, WBBA's Political Action Committee. So far in 2009, the WBBA has facilitated the enactment of SB 6015 and is very active on federal legislation for health care reform and biosimilars. This event will enable us to continue our efforts to develop Washington into a global life science leader.

Registration opens at 7:30 a.m.

**Tee-Time 9:00 a.m., August 24**

Fairwood Country Club, Renton

### **Opportunities for Our Sponsors:**



#### **Premier - \$5,000 (2 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 - \$3,500 (Sold – BioMed Realty Trust)**

- 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

#### **Photo - \$3,500 (Sold – Seed IP Law Group, PLLC)**

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

#### **Beverage Cart - \$2,500 (Sold – KPMG, LLP)**

- Two Golfers, plus admission for “cart rider”
- Logo included on all drink coupons
- Company name on beverage cart signage
- Signage on both beverage delivery carts
- One company representative (non-golfer) may ride on each of two beverage delivery carts (total of two representatives)

## **WBBA Fifth Annual Golf Invitational – *Continued***

### **150-Yard Sign Sponsor - \$2,500 (Sold – Pacific Biometrics)**

- Two Golfers
- Name and/or Logo on 3 X 3' signs at 150-yard mark at every hole (you help design the sign)
- Acknowledgement in program and on sponsor signage

### **Golf Carts - \$2,000 (Sold – BNBuilders, Inc)**

- Two Golfers
- Logo on signage of every golf cart
- Acknowledgement in program and on sponsor signage

### **3 Skilled Holes - \$1,800 (Sold – Wells Fargo Insurance Services and Townsend & Townsend & Crew) \***

- 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 give-aways

### **15 Regular Holes - \$1,200 (Only a few remain!) \***

- 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

*\*One Skilled or Regular Hole Sponsor in 2009 will win a complimentary hole sponsorship for our 2010 BIOPAC golf tournament*

## Fifth Annual WBBA Governor's Life Sciences Summit

Annually, the WBBA, life science leaders and Washington State Governor Christine Gregoire come together to mark the industry's progress and future goals. This has been a particularly important year. We will report on State Bill 6015, legislation the WBBA initiated, which is focused on developing strategic recommendations that will help make Washington a leader in life sciences, globally. Newly appointed Director of Commerce, **Rogers Weed** will discuss how his vision for the Department of Commerce and a panel discussion from the We Work for Health co-chairs; **Lee Huntsman, Rogers Weed, Bob Drewel, John Gardner and Chris Rivera** will discuss what it will take for Washington to be a life sciences global leader in the new innovation economy.

Previous years have included remarks and insight from Governor Gregoire, an update on Life Sciences Discovery Fund activities, a peek at five exciting therapeutic advances at multiple stages of development here in Washington, as well as a panel moderated by the Governor about priorities for upcoming years. More than 200 people are expected to attend.

**7:15 - 10:30 a.m., Tuesday, September 22**

McCaw Hall at Seattle Center

### Opportunities for Our Sponsors:

#### **Premier - \$10,000 (4 available)**

- Acknowledgement in NewsFacts prior to Summit
- Two reserved tables for 10 guests each in a preferred location, with a stanchion and sign indicating reserved table for "Your Organization Name"
- Display table at Summit
- Your company color logo on website, banner and program
- Prominent mention during the breakfast
- Featured in a NewsFacts article following the Summit



#### **Display - \$5,000 (6 available)**

- Acknowledgement in NewsFacts prior to Summit
- One reserved table for 10 guests in a preferred location, with a stanchion and sign indicating reserved table for "Your Organization Name"
- Display table at Summit
- Your company name on website, signage at the event and on printed program
- Acknowledgement during the breakfast

#### **Coffee - \$2,500 (2 available)**

- Shared table for five guests with a stanchion and sign indicating reserved table for "Your Organization Name"
- Signage on Coffee Table
- Acknowledgement in NewsFacts
- Name on Program

## **WBBA Annual Meeting**

Leaders of Washington's life sciences community will gather for the WBBA Annual Meeting on the morning of November 6, 2009 at the Seattle Sheraton. **Dr. Elias Zerhouni**, former Director of the National Institute of Health, will deliver our keynote address and the WBBA will follow with a report on our progress in 2009, as well as present the results of a **comprehensive Washington state life science economic impact study**.

More than 600 people are expected to attend.

**7:00 - 9:00 a.m., Friday, November 6**

The Sheraton Hotel, Seattle

### **Opportunities for Our Sponsors:**

#### **Premier - \$5,000:**

- Company logo in the printed program and on the welcoming PowerPoint screen
- Two reserved tables for 10 guests each in a preferred location, with a stanchion and sign indicating reserved table for "Your Organization Name"
- A 6 ft X 30" display table in the lobby, skirted and draped (or, if you prefer, an open footprint that size)
- *\*or\** an 8 ft X 30" display table, skirted and draped
- A printed list of attendees provided at or after the meeting

#### **Display - \$3,000:**

- Company name in the printed program and on the welcoming PowerPoint screen
- One reserved table for 10 guests in a preferred location, with a stanchion and sign indicating reserved table for "Your Organization Name"
- A 6 ft X 30" display table in the lobby, skirted and draped (or, if you prefer, an open footprint that size)
- A printed list of attendees provided at or after the meeting

#### **Table - \$1,000:**

- Table for 10 including breakfast
- Your Company name on table
- Your Company listed on printed program

## **WBBA Business Development Events**

The WBBA provides a great opportunity 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.

Please choose to sponsor a single event or a package of opportunities from the following important programs.

### **The H1N1 Swine Flu Pandemic**

We will explore the basic matter of "What defines a Pandemic?" and discuss "What policies are being put in place to prepare us for another outbreak in Washington state or globally?"

#### **Our Panel of Experts:**

- Terry McElwain (WSU - Washington Animal Disease Diagnostic Laboratory)
- Ann Marie Kimball (UW Public Health)
- Jeff Duchin (King County Public Health)
- Tony Marfin (Washington State Department of Public Health - Epidemiology / Communicable Diseases)

Fifty to 80 attendees from a broad cross-section of our life science community are expected to attend this timely program.

**9:00 - 11:00 a.m., Friday, September 11**

Seattle Children's Research Institute

#### **Opportunities for Our Sponsors:**

##### **Innovator - \$1,500 (3 Sponsorships Available)**

- Positioned in all promotions for the event
- Logo and link to your website on washbio.org registration site
- Exhibit table for company collateral materials
- Acknowledgement in the monthly NewsFacts and Get Involved email to all members
- Complimentary registration for up to four guests

## Secrets of NIH Small Business Grant Applications

**Dr. Gregory Milman**, Director, Office of Innovations & Special Programs of the National Institute of Health (NIH), National Institute of Allergy and Infectious Diseases (NIAID), manages the \$100 million NIAID small business programs and is acclaimed for his advice on NIH grant preparation and research funding.

### **You'll discover:**

- *Real NIH funding limits*
- *How to decide between SBIR or STTR programs*
- *Success rates for NIH applications*
- *Strategies for producing winning proposals*
- *How to write for NIH review criteria*
- *When to expect funding*
- *Budget and fee*
- *How academic investigators can tap into these funds*

This event will be offered twice to unique audiences, including leaders in both industry and academia.

**8:00 – 11:30 a.m., Friday, October 2**  
CMC ICOS Biologics, Inc., Bothell

**4:00 – 7:00 p.m., Monday October 5**  
Spokane – Spokane Intercollegiate Research & Technology Institute

### **Opportunities for Our Sponsors:**

Three \$1,500 Sponsorships are available for each event or optimize your visibility by sponsoring both events for \$2,500!

- Positioned in all promotions for your selected event(s)
- Logo and link to your website on washbio.org registration site
- Exhibit table for company collateral materials
- Acknowledgement in the monthly NewsFacts and Get Involved email to all members
- Complimentary registration for up to four guests

## Genomic Medicine Symposium

The Genomic Medicine Symposium will cover the issue of personalized medicine – both from the point of view of what the future will hold (Dr. Leroy Hood) – and from the viewpoint of how it is being applied today (Dr. Gregory Foltz). Dr. Hood will describe how medicine will be driven to change over the next 10-20 years by systems approaches to studying disease, by emerging measurement and visualization technologies (such as individual genome sequencing), and by new approaches to IT for healthcare. Indeed, Dr. Hood predicts that within 10 years each individual patient may have billions of data points in their health record—and the challenging question will be how to develop tools to reduce this enormous complexity to simple hypotheses about health and disease. These changes will be the foundation of a striking transition from today’s paradigm of reactive medicine to a new paradigm of proactive healthcare. Dr. Hood has termed this proactive approach “P4 medicine” — a medicine that is predictive, personalized, preventive and participatory. Dr. Foltz will discuss his approach to patients with the brain tumor, glioblastoma, and how he is today beginning to implement some of the features of P4 medicine for the care of his cancer patients. The adoption of P4 medicine has striking implications for society.

### Speakers

Dr. Leroy Hood, M.D., Ph.D, President, Institute for Systems Biology  
*The Coming Revolution in Healthcare - From Reactive to Proactive Medicine*

Dr. Gregory Foltz, M.D., Swedish Neuroscience Institute  
*Systems Biology and Brain Cancer: Advancing Treatment Paradigms*

### Symposium Panel

Dr. Jerry Radich, M.D., Professor, University of Washington and Genetics/Genomics Program at the Fred Hutchinson Cancer Research Center (FHCRC), Seattle

Dr. Tatsuhiko Kodama, M.D., Ph.D. Professor and Director, Department of Systems Biology and Medicine, Research Center for Advanced Science and Technology, University of Tokyo

Dr. Amit Kumar, Ph.D., President and Chief Executive Officer, CombiMatrix

*Fifty to 80 attendees* from a broad cross-section of our life science community are expected to attend this timely program.

**4:30 – 7:30 p.m., Wednesday, October 14**

Institute for Systems Biology, Seattle

### Opportunities for Our Sponsors:

#### **Innovator - \$1,500 (3 Sponsorships Available)**

- Positioned in all promotions for the event
- Logo and link to your website on washbio.org registration site
- Exhibit table for company collateral materials
- Acknowledgement in the monthly NewsFacts and Get Involved email to all members
- Complimentary registration for up to four guests

## **Domesticating Global Health, Part One of a Four Part Series**

Attendees of this *first* of a four part series will receive an overview of the **global health mapping / GAP data** (scheduled for release this fall). Come learn how to leverage the global health community to build a stronger sector and experience commercial success. All sessions will be approximately 2 hours and paneled by 3 to 4 topic experts.

Approximately 100 people are expected to attend each event in the series which targets broad audiences comprised of WBBA core members and local economic leaders from the public and private sectors.

**4:00 - 6:00 p.m., Wednesday, November 18**

Seattle Biomedical Research Institute (SBRI), Discovery Room

### **Opportunities for our Sponsors:**

Three \$1,500 Sponsorships are available for each of four events in the series or optimize your visibility by sponsoring all four events for \$5,000! (Remaining 3 events will be held in 2010)

- Positioned as a 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 in the monthly NewsFacts and Get Involved email to all members
- Complimentary registration for up to 4 sponsor guests

## **Contact Information**

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

Stacie D. Byars  
Director, Marketing and Membership  
206.732.6705  
[Stacie@washbio.org](mailto:Stacie@washbio.org)

Washington Biotechnology & Biomedical Association  
2324 Eastlake Avenue East, Suite 500  
Seattle, WA 98102  
Ph 206.732.6700  
[wba@washbio.org](mailto:wba@washbio.org)  
[www.washbio.org](http://www.washbio.org)

**Thank You for Your Continued Support!!**