

## Abbott Molecular 2009 Commercial National Sales Meeting

Creative Production RFP Response

December 4, 2008



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## Foreward

The upcoming Abbott Molecular 2009 Commercial National Sales Meeting offers an invigorating opportunity for the company to embrace change. From re-organization and territory alignment, to gap analysis and an expanding product portfolio, Abbott Molecular continues to grow. Impact. Change.

The 2009 National Sales Meeting provides an essential forum with important goals:

- Communicate exciting challenges
- Present award incentives
- Announce new strategies and tactics
- Develop a curriculum to achieve goals

Armed with the essential knowledge required, the Abbott Molecular sales force will leave the meeting fully prepared to embrace the changes and challenges of the upcoming year.

As a result of the preparation they receive at this meeting, the Abbott Molecular sales force will achieve tangible results that mutually benefit patients, physicians, Abbott Molecular, and its sales representatives.

**EXHIBIT B**

## **Proposal Submission**

*Please complete the following form. If additional space is needed, indicate the section and attach to proposal. If a particular section does not apply, please indicate and explain why.*

*Decisions will be based on the information provided in this proposal.*

*Please complete the Supplier Form and send it so it is received by **Tuesday, December 2, 2008** to:*

Kevin Mooney  
Purchasing Agent  
Abbott Laboratories  
Corporate Purchasing  
Dept 06L, AP51-3  
200 Abbott Park Road  
Abbott Park, IL 60064  
847-937-4240  
[kevin.mooney@abbott.com](mailto:kevin.mooney@abbott.com)

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**Abbott requests that all submissions be in the form of an electronic file(s) sent via e-mail.** Should it be necessary to provide any elements of your response in a hard-copy format, such submissions must be in triplicate.

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### **Basic Information**

1. Company Name: **Schoeneckers, Inc. (dba BI)**
2. Company Address: **7630 Bush Lake Road, Minneapolis, MN 55439**
3. Company Website: **[www.biworldwide.com](http://www.biworldwide.com)**
4. Company Telephone Number: **(952) 835-4800**
5. Company Fax Number: **(952) 844-4047**
6. Key Contact's:
  - Name: **Mark Krivoshein, Account Executive**
  - E-mail address: **[mark.krivoshein@biworldwide.com](mailto:mark.krivoshein@biworldwide.com)**
7. Dunn & Bradstreet and/or Tax Identification number:  
**DUNS: 006224471      Tax ID: 410688799**

8. Identify those individuals having authority to contractually bind the Supplier. The Supplier shall include the name, title, address, e-mail address, and phone number of the key person to contact during the evaluation of the bid:

Mark Krivoshein, Account Executive  
8700 W Bryn Mawr Avenue, Suite 110N, Chicago, IL 60631  
Phone: (773) 714-0817, Cell: (773) 355-1650

9. Diversity Certification – Please describe your company’s ownership classification (i.e. Large, Small, Minority, Woman, Disadvantaged, Veteran, etc.):  
Large Business

10. A brief historical perspective on your company:

BI has been a privately-held, sole-ownership organization since it was founded in 1950. It sold merchandise for businesses to use as awards in consumer contests and incentive programs. In 1954, the company began to offer continuity programs in concurrence with the changing marketplace (predecessors to today’s loyalty and frequency programs).

For the next 30 years, BI focused on refining and expanding its programs for marketing and sales divisions of select Fortune 500 companies. From those experiences as well as original research, the company continued to adapt to market needs and became an expert in what truly drove performance for its clients.

Seeking to offer clients integrated solutions for performance improvement, BI grew into other areas to supplement and reinforce behavior change including expansion into the training/learning area in 1986. Since the company had been evolving in practice and growing in size for 36 years.

Today, BI has more than 1,000 associates delivering innovative solutions; our overall client satisfaction score is at 9.2 on a 10 point scale; and sales are in excess of \$400,000,000. BI’s associates are located in 28 offices in North America, the UK, Australia, Asia Pacific and the Middle East.

BI’s pharmaceutical/healthcare division has become the fastest growing of all BI’s vertical market divisions, showing increased revenue each year since its creation in 2003. Twenty percent of BI’s business is in the pharmaceutical/healthcare market and the design and delivery staff has an average of 12 years experience. It currently serves over 75 pharmaceutical, medical device and healthcare customers including 16 of the top 25 pharmaceutical companies.

11. Competitors: Provide Abbott with a list of your 3 primary competitors for business similar in scope to that described in this RFP:

Pine Rock Studios, RJO Productions, Todd Street Communications

12. References: Provide Abbott with a list of 3 references of current customers similar in scope to Abbott. Please include the organization, contact name, phone number and email address.

	<b>Reference 1</b>	<b>Reference2</b>	<b>Reference 3</b>
Individual /Title	Jackie Larson, Corporate Meetings Show and Events	Lori Cornell, Senior Director, Marketing Communication	Jim Clemmer, Sector President Medical Supplies
Company	Starkey Labs	St. Jude Medical	Covidien
City-State, Zip	Eden Prairie, MN	Austin, TX	Mansfield, MA
Telephone	(952) 828-6996	(512) 732-7465	(508) 261-8000
Served since	2006	2005	2007
Services Provided	BI produced both regional, national and product launch meetings as well as developed video production for industry tradeshows.	BI created national meeting support and produced video to impact corporate image with tradeshow attendees.	BI provided production, creative, travel logistics and gifts for meetings with 700 attendees.

## **Commercial Terms and Conditions**

1. Award of business is subject to Abbott Laboratories and the selected supplier agreeing to and executing a contract. This contract shall be governed by and construed in accordance with the laws of the State of Illinois, excluding its conflicts of laws provisions. Please respond with your company's acceptance.  
**BI agrees.**
  
2. Abbott's standard insurance requirements are as follows:
  - Worker's Compensation and Occupational Disease Insurance with statutory limits
  - Employer's Liability - \$500,000 per occurrence
  - General Liability - \$2,000,000 per occurrence. Abbott and its subsidiaries shall be named as an additional insured.
  - Automobile Liability - \$2,000,000 per occurrence covering all owned, non-owned, and hired vehicles.
  - Supplier may meet Abbott insurance requirements by using a combination of Primary Insurance and Excess / Umbrella Insurance. If this is the case, excess/Umbrella Insurance should be evidenced on supplier's certificate of insurance. Certificate of Insurance must be received by Abbott Purchasing prior to commencement of work.

In your response, please indicate the level of compliance to these coverage levels: **BI agrees.**

3. Travel & Living Expenses Guidelines are described below. Supplier shall confirm agreement to abide by these Guidelines. Any exception should be documented in each Supplier's response to this RFP.

Abbott shall reimburse Company for all reasonable actual expenses incurred by Company personnel for expenditures identified in the SOW that both parties agree are required to perform the obligations under this Agreement. Expenses incurred shall conform to Abbott's standard expense guidelines:

- **Airline Travel:** Actual costs of the airfare shall be charged. Coach fare shall be used exclusively. Company shall schedule airline travel fourteen (14) days in advance, unless otherwise specified in the SOW. Cost of ground transportation, parking, etc. for airline travel shall be charged at actual incurred cost including any reasonable gratuities.
- **Auto Expenses:** The current IRS mileage standard per mile shall be charged plus any tolls. If the parties agree to the use of a rental car as specified in the SOW, actual costs shall be charged.
- **Lodging:** Standard, single room rates shall be charged using reasonably priced facilities.

Meals and incidentals: Actual out-of-pocket expenses shall be charged including any reasonable gratuities. Daily meals shall not exceed \$30 per day unless otherwise authorized by Abbott.

- All expense charges shall be based on actual out-of-pocket expenses. No “service” charge shall be applied. No hourly labor rate shall apply during travel times. Company shall provide copies of all original receipts for expenses that exceed twenty-five dollars (USD\$25.00).

In your response, please indicate the level of compliance to these coverage levels: **BI agrees.**

4. Abbott Standard Payment Terms are Net 30 Days. Alternate payment terms such as discounted early payment or progress payment terms will be considered in bid evaluations if offered by the supplier. Progress Payment schedules will be entertained but should be proposed based on function and not date. In your response, please indicate your proposed payment terms: **BI agrees to 30 day payment terms.**
5. Abbott Standard Payment Schedule Terms are 100% after Abbott’s receipt and acceptance of all deliverables. Alternate payment schedule terms will be considered in bid evaluations if offered by the supplier and must be linked to specific deliverables and be of a value reasonably equivalent in cost of the deliverable. Abbott expects there will not be any upfront deposits required for the services in this engagement. In your response, please indicate your proposed payment schedule terms and if applicable, payment schedule: **BI will invoice for an implementation deposit in an amount equal to the greater of \$15,000.00 or one-third of the investment total, which will be credited towards BI invoices. Abbott shall make payment to BI within 10 days from the date of each invoice based upon the pricing contained within the investment portion of the proposal. Invoices are created monthly based on the deliverables completed for that month.**
6. Pricing – Submissions should include detailed pricing estimates with reasonable breakdown. Supplier should clarify how any 3<sup>rd</sup> party costs shall be passed on to Abbott. **See investment summary.**
7. Subcontractors – Please identify any subcontractors that you plan to include in the delivery of services defined in this RFP. **BI collaborates with third party vendors, and our history of successful collaboration demonstrates that we know the importance of good business partnerships and strive for interactive teamwork on every program that we orchestrate. The Media & Events Group has an approved list of vendors to call on when additional staff is needed as well as to bring in fresh ideas.**

**Outsourced staff may include any professionals from the previous list of on-site production team; however for every customer program, all project management, team leadership, creative direction and account management are provided by internal BI staff.**

8. Project Schedule – Please propose a detailed schedule of anticipated activities assuming an award no later than December 15, 2008

WEEK OF	RESPONSIBILITY	ACTION
DECEMBER 15	Abbott / BI	Program Definition Meeting
	Abbott / BI	Determine Action Steps from Definition Meeting
DECEMBER 22	Abbott	Theme Logo Approval
	Abbott	Determine Patient Testimonial Speakers
	Abbott / BI	Determine / Book Speakers
		<b>NOTE:</b> Christmas Holiday this Week
DECEMBER 29	Abbott / BI	Input for Scripting
		Video Scripts
		Patient Testimonials
		Moments of Impact
	Abbott	Approve Scenic Design
		<b>NOTE:</b> New Years Holiday this Week
JANUARY 5	BI	Present First Draft of Scripts
		Video Scripts
		Patient Testimonials
		Moments of Impact
	Abbott	Approve PowerPoint Template
	BI	Revise Scripts
		Video Scripts
		Patient Testimonials
		Moments of Impact
	BI	Pre-Production of Video Shoots
	Abbott / BI	Site Inspection - Ft. Lauderdale

WEEK OF	RESPONSIBILITY	ACTION
JANUARY 12	BI	Video Shoots
	Abbott / BI	Determine / Approve Executive Presentation Production Schedule
JANUARY 19	BI	Present First Draft Script
		Destination Module
	BI	Video Post-Production
		Videos
	BI	Production
		Moments of Impact
	BI	Confirm Patient Testimonials
	Abbott / BI	Select / Approve Candid Module Music
	Abbott / BI	30 Day Financial Review
JANUARY 26	Abbott	Approve Destination Module Script
	BI	Video Post-Production
		Videos
		Destination Module
	BI	Production
		Moments of Impact
	BI	Production
		Candid Module
	BI	Production / Clean-Up / Programming
		Preparations for Executive Rehearsals
		Executive Presentations
	BI	Present On-Site Production Schedule

WEEK OF	RESPONSIBILITY	ACTION
FEBRUARY 2	BI	Video Post-Production
		Videos
		Destination Module
	BI	Production
		Moments of Impact
	BI	Production / Clean-Up / Programming
		Executive Presentations
FEBRUARY 9	Abbott / BI	Executive Presentation Rehearsal
	Abbott	APPROVAL ALL MEDIA
		Closing Videos
		Moments of Impact
		Destination Video
		Patient Testimonials
	Abbott / BI	IF NECESSARY - FINAL REVISIONS ALL MEDIA
		Closing Videos
		Moments of Impact
		Destination Video
		Patient Testimonials
		Executive Presentations
	Abbott / BI	Review / Revise On-Site Production Schedule
FEBRUARY 16	Abbott / BI	ON-SITE OPERATION

## Introduction

BI is revolutionary. Innovative. We move people. Generate results. Create impact and inspire. It's our craft...our passion...our makeup.

It's in our DNA.

We have dedicated our careers to move commendable organizations closer to their goals. Companies like Abbott, whose illuminating results change the very approach the medical field takes to finding cures.



Abbott Molecular deserves the very best. A company with the courage to think beyond conventional approaches. An agency with the strength to deliver measurable results.

We have carefully reviewed your request for proposal, and have created solutions based on what we know, and some assumptions based on what we don't.

We do know that we've won nearly a hundred awards over the past few years, earned a 90% customer retention rate, and client satisfaction of 9.7 out of 10.

We also know that none of that matters unless we work with clients we're proud to help. Abbott Molecular is on the top of our list.

We're excited about the opportunity to show you what we can do.

## Meeting Theme

We recommend implementing a theme that speaks of the importance of Abbott Molecular to enhance audience commitment. A theme that communicates Abbott's long-term investment in molecular science and embodies the next-generation diagnostics products for unmet medical and laboratory needs.

This isn't advertising lingo or an empty corporate slogan. This is life-changing technology that serves the common good. This is real life impact.

### REAL LIFE IMPACT

The Impact of 2009 will affect:

- Patient Lives
- Abbott Molecular
- Sales Reps

Consider its strength and flexibility:

- Both a title and a call to action
- Addresses and encourages change
- Speaks to your sales force's account specific-strategies and its complexities

The theme speaks directly to the benefit to the patient, to the company, and to sales representatives. The theme will outlive the duration of the meeting, and affect year-long change and measurable results. It's intended to inspire your audience and remind them that they are influencing positive, dynamic change by illuminating results.



Our proposed theme logo leverages Abbott Molecular's sophisticated and refined brand. The bold fonts communicate confidence while the inspirational gradient conveys a sense of optimism and of moving forward. The progressive color theme also hints at the way in which Abbott Molecular targets unmet needs with a commitment to next-generation technology as well as turning science into caring.

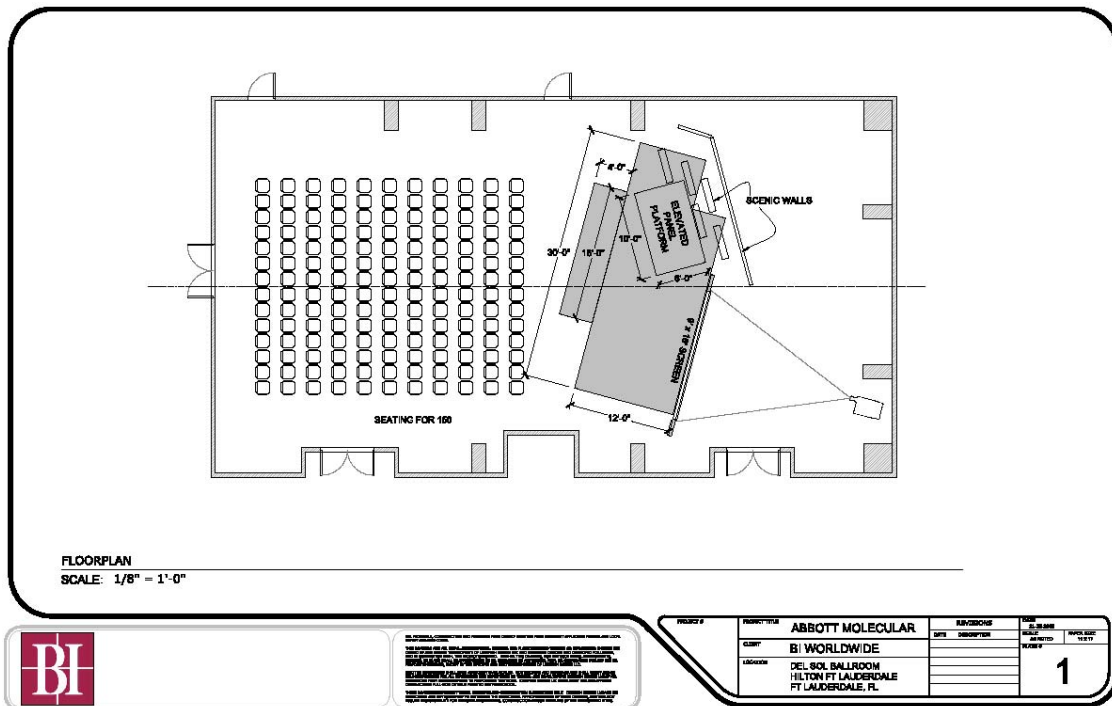
To include each of Abbott Molecular's six groups (Accessories, Automation, Genetics, Infectious Disease, Oncology, and Transplantation), we could also scale the logo to represent each breakout session according to group. This would bring each group visually closer to the meeting, and could be used to indicate breakout session areas. For example:



## Staging

BI's focus is to put the Abbott Molecular sales reps in a dynamic, live learning environment that provides comfort, intimacy, and a forum to advance change and drive results. Our scenic design strongly echoes the meeting's theme and uses many of its visual cues from the real world where sales reps, physicians, and patients typically intersect.

The General Session's meeting room at the Fort Lauderdale Hilton is an 80' x 40' room with a 14' ceiling that will give attendees the opportunity to enjoy a strong sense of ambience and close lighting.



The illustration above depicts our staging solution for the specific meeting room of Fort Lauderdale's Hilton Hotel. The stage is positioned to maximize sight lines and stage access for photo opportunities.

The stage features a comfortable conversation area for Patient Testimonials, Physician Panels, and more.

The 9'H x 16'W rear projection surface will offer the entire audience an easy vision point and is large enough to create dynamic lighting effects.

As a steward of your budget, we recommend two possible scenic solutions.

### Solution A



The scenic solution shown above features:

- The 9' x 16' rear projection surface
- Conversation area
- Moving lights
- Free-standing backlit panels

Solution A offers a vibrant setting with rich contrast and lighting. The free-standing backlit panels create an intimate motif and the moving lights infuse action throughout the entire room.

## Solution B



The scenic solution shown above features:

- The 9' x 16' rear projection surface
- Conversation area
- Moving lights
- Pipe and drape backdrop

Solution B offers many of the same features as the first option, but the pipe and drape alternative reduces cost as well as a certain degree of ambience. Moving lights will animate the stage, as well as the rear projection surface. Solution B allows a more cost-effective presentation of your meeting's content.

## Opening Session

Snappy, energetic music ushers you to your seat in a relaxed pace. Houselights slowly dim as the opening General Session begins. The meeting theme graphic REAL WORLD IMPACT appears organically on the projection surface. Dynamic, shifting colors of the meeting theme flood the stage. Thought-provoking graphics of double helixes weave in and out of view and bring the meeting to life with a mesmerizing yet comforting ambience.

The opening features first-hand testimonials given live onstage by the recovered patients themselves. Emotional and impactful, they serve to remind attendees that their job is a noble pursuit to help others.

Suddenly, the houselights are completely cut and the first patient takes the stage...

### **PATIENT # 1 (47-year old male)**

My name is Andrew, and I have chronic leukemia. The FISH test developed by Abbott Molecular detected a genetic mutation present in my body. My physician was able to prescribe a different treatment based on this discovery and now I'm in remission. My life is better. Thank you.

The moving lights focus across the stage to patient number two, a 52-year old woman:

### **PATIENT # 2 (52-year old female)**

Getting the right treatment saved my life. Three years ago, the PathVysion test determined Herceptin was a viable treatment for my breast cancer. My doctor found a treatment based on my own individual genetic profile, and I was able to celebrate my grandson's first birthday party with my whole family. Thank you Abbott.

The lights fade out and center across the stage to patient number three, a 10-year old Ugandan girl whose stirring testimonial is translated with subtitles on the bottom of the screen:

### **PATIENT # 3 (10-year old girl)**

Hi. I'm Namono. I'm ten years old. I have HIV.  
I started to get more sick, and stayed in bed and cried.  
Now I'm taking Kaletra, a medicine from Abbott. Things are a lot better. I can play again with my friends and I'm healthy again. Thank you.

As the testimonials finish, the lights slowly illuminate the stage as a voiceover welcomes a senior executive to the stage, such as Miles D. White or John Robinson. He walks onstage amid enthusiastic applause and begins the 2009 Abbott Molecular National Sales Meeting.

#### **ABBOTT MOLECULAR EXECUTIVE**

Hello. Welcome to Fort Lauderdale, the “Venice of America!” I’m excited to usher in this year’s National Sales Meeting because 2009 promises to be a huge year for Abbott Molecular. With competitive and economic challenges rising, we all need to make the collective effort, right now, to IMPACT REAL LIFE in 2009. To go the extra mile in our work. To dedicate ourselves to the task at hand. To savor the moment, but commit to the future...

We’re in a great place. We have the largest product portfolio in our field, an enhanced territory alignment to help us better reach our targets, a renewed commitment to invest in emerging technologies, and a long term vision to keep pushing the boundaries. Keep expanding our business and making that impact that you’re going to be hearing about.

We’ve got a lot of work ahead of us. Over the next three days we’re going to have a roundtable physicians panel, breakout sessions to help us further determine sales strategies to make your job easier, and a keynote speaker to help remind us all of the difference you’re making. We’ll announce this year’s President’s Club winners as well as the 2010 President’s Club destination.

But before we begin today’s work, I just want to say on behalf of our organization: Thank you. For making a difference. For the dedication that you show each and every day. For helping improve lives, spreading medical science, promoting advances of technology, and representing Abbott Molecular in the best way possible. Thank you for your Real Life Impact!

Voice over announces breakout sessions after applause.

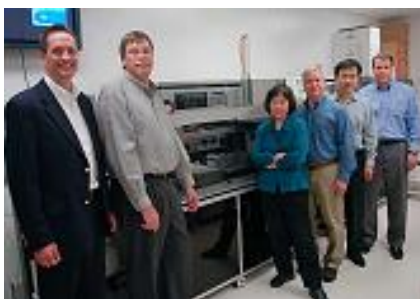
In the event that there may be a need for other presenters, BI will be glad to write, develop, and support all speeches and addresses as needed. We strive to eliminate “podium parades” and “PowerPoint pain.” We judiciously balance the importance of your audience’s time in relation to the importance of each and every message being delivered. This attention to detail maximizes your meeting’s results.

The power-packed 2009 opening session will be an emotional testament to the critical importance of Abbott Molecular. The scenic presentation is open to enhance sight lines, the tone is urgent to impart added significance, and the intimate setting is comfortable to encourage attendees to feel included.

After the first breakout session, the groups will re-convene for the keynote address. During this break, “Moments of Impact” will play over the room’s loudspeakers to a brief slide show presentation on the projector surface.

## Moments of Impact

Beyond the onstage testimonials that begin the opening day General Session, we recommend incorporating a series of graphic and audio interstitial presentations throughout the day. These segments, entitled “Moments of Impact,” will highlight a variety of historic breakthroughs in the molecular field – including many of the key milestones achieved within Abbott Molecular.



The Moments of Impact help segue meeting events at such times as after the Opening Session’s Patient Testimonials, between onstage speakers, when breakout sessions reconvene, and between the Closing Session’s two main events. The Moments of Impact will be short, informational segments meant to inspire and inform your audience.

Moments of Impact will feature heroes, innovators and visionaries with direct ties to Abbott Molecular, and the organization’s work itself, such as Abbott’s PathVysion HER-2 DNA Probe Kit, which was named a recipient of the 2005 Chicago Innovation Award.



Other Moment of Impact will feature pioneering scientists, physicians, activists, and philanthropists in the molecular field. For example, one interstitial might showcase someone of general interest like DNA research innovator Gunter Stent, whose research validated the 1953 discovery of the structure of DNA.

Another possible Moment of Impact feature could be Arno Motulsky, who helped pioneer the study of how an individual’s genetic inheritance affects the body’s response to drugs. Or David Baltimore, the president of CalTech, whose visionary experiments proved the existence of information transfers between RNA and DNA, and was instrumental in the development of the entire field of biotechnology.

## Keynote Speakers

Outside speakers bring additional perspective to national meetings. A recognizable name adds excitement, enhances credibility, and builds anticipation. BI can book hundreds of speakers for your event, based on size of budget and intended goals. Based on several assumptions regarding Abbott Molecular, we have a couple suggestions we would like to share, but please keep in mind that nearly any speaker your organization has in mind can be acquired through BI.



### **Arthur Caplan, Renowned Expert on Biotechnology and Bioethics**

Biotechnology affects virtually every aspect of our daily lives. Art Caplan puts the challenges, dangers and opportunities in perspective.

Understanding how the biotech future will affect our business, institutions and personal choices is Caplan's specialty – which is why he's often tapped to provide guidance on ethics to industry leaders. Caplan draws meaningful connections between seemingly unrelated topics, clarifies the most complex ethical issues and explains their impact on health care, agribusiness, pharmaceutical manufacturers and more.

Caplan is the media's go-to expert when it needs the bioethical perspective on science news, and he's twice been listed in Modern Healthcare magazine's list of "The 100 Most Important People in Healthcare." Every day there are a staggering number of stories with a bio-ethical background in the news. Caplan provides commentary to help people keep their bearings as they cope with new advances that disrupt the status-quo.

A frequent commentator on NPR, CNN and MSNBC, and an expert whose byline appears in The New York Times and The Washington Post, Caplan is also the author or editor of 30 books, including: Smart Mice, Not So Smart People: An Interesting and Amusing Guide to Bioethics; Health, Disease and Illness: Concepts in Medicine; The Human Cloning Debate and Moral Matters: Ethical Issues in Medicine and the Life Sciences. He also wrote a chapter for the 2008 book, The Way We Will Be 50 Years from Today.



**Paul Root Wolpe, President, American Society of Bioethics and Humanities**

Dr. Paul Root Wolpe frames the fascinating field of bioethics, its promises and perils and how it is revolutionizing life today.

Everyday Life Transformed: With wit and deft humor, Dr. Paul Root Wolpe brings his respected achievements as senior fellow of the Center of Bioethics at the University of Pennsylvania to audiences riveted by the latest, life-altering implications of scientific developments. He previews intriguing topics including genetically engineered foods, artificial organs, lifestyle drugs and cloning for research -- all promising vast benefits, yet posing enormous societal and ethical challenges.

In his vivid and absorbing presentation, Wolpe takes his audience on a visual journey through the latest scientific developments in medicine and biotechnology. He explores how neuroscience is altering human functioning as he demonstrates how biotechnological advances will revolutionize audiences' lives in the coming decades.

Current genetic biotechnologies such as anti-aging and lifespan therapies are already promoting happier, healthier aging for the boomer generation. Wolpe explores trends including brain chips, neural tissue transplants, brain-computer interfaces and psycho pharmaceutical "mood drugs" that will profoundly affect how we live. He reveals the latest in genetic design, including stem cell research, selection and pre-implantation techniques that will transform fields ranging from performance to law to medicine, religion and politics.

**Daniel Burrus, One of the World's Leading Technology Forecasters and Business Strategists**

CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients better understand how technological, social, and business forces are converging to create enormous, untapped opportunities. The New York Times has referred to Daniel Burrus as one of Americas top three business "gurus" in the highest demand as a speaker.

In 1983, Burrus became the first and only futurist to accurately identify the twenty technologies that would become the driving force of business and economic change for decades to come. Since then, he has established a worldwide reputation for his exceptional record of predicting the

future of technological change and its direct impact on the business world. He has helped hundreds of clients identify new opportunities and develop successful competitive strategies based on the creative application of leading-edge technologies, and has delivered over 2,300 keynote speeches to corporations, associations, and professional organizations worldwide.

In his presentations, Mr. Burrus blends timely and provocative knowledge with just the right amount of humor and motivation. He is a master at tailoring his presentations to his audiences as he addresses relevant trends and offers powerful, practical guidance for turning rapid change into a competitive advantage. His interest in research became apparent in his third year of college, when Burrus became one of the first undergraduates in the nation to direct a federal research grant. He has founded and managed five businesses, two of which were national leaders in their first year. As a highly successful entrepreneur, he knows how to translate research findings into practical business advantages.

Burrus' client list encompasses a wide range of industries, and includes many Fortune 500 companies such as GE, IBM, Oracle, Microsoft, DuPont, Yahoo!, Toshiba, American Express, Northwestern Mutual, ExxonMobil, and Sara Lee. He has been the featured subject of a PBS Special, has appeared on programs such as Larry King, CNN, and Bloomberg, and is quoted in a variety of publications, including USA Today, Fortune and Industry Week.

#### **Lowell Catlett, Healthcare Visionary and Futurist**

Dr. Lowell Catlett is a Regent's Professor/Dean and Chief Administrative Officer at New Mexico State University. An exciting futurist, his knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Dr. Catlett works on behalf of corporate and association audiences internationally, presenting his take on trends in healthcare, agriculture, the environment, education and more.

Dr. Catlett has twice received the Don C. Roush Award for Excellence in Teaching. He is also a recipient of the prestigious Burlington Foundation Faculty Achievement Award for Outstanding University Teaching. In 1994 he was one of two Western Regional recipients of the National Association of State Universities and Land Grant Colleges "Excellence in College and University Teaching in the Food and Agricultural Sciences Award."

### **Times Four, A Unique Presentation to Reinforce Relationships Within Organizations**

The program talks about relationships between Traditionalists, Baby Boomers, Gen X-ers, and the Millennial crowd. Joe Marlotti plays all four characters, complete with quick costume changes, musical score, and props. The show is funny, thought provoking, and powerful.

Entertaining audiences for nearly twenty years, comedian Joe Marlotti performed as a headliner in the country's top clubs, including The Improv, The Funny Bone, Catch a Rising Star, and The Punch Line. He worked with some of the biggest names in entertainment—Drew Carey, Glenn Campbell, Jim Carrey, Gloria Estefan, and Jeff Foxworthy. Counts among his clients include such prestigious companies as Cingular, U.S. Bank, BMW, Anheuser-Busch, and the Chrysler Corporation.

Joe's customized approach to comedy and his vast array of impersonations have made him a favorite at dinners, sales meetings, awards ceremonies, fundraisers, and conventions; he is known for hitting just the right tone with corporate audiences. And, his ability to embody diverse characters makes him a perfect choice for his newest "role," since Times Four requires him to move convincingly between four characters ranging in age from early 20s to early 60s!

## Breakout Sessions

Your RFP mentioned the possibility of breakout session support.

BI's strategic organization of breakout sessions include interactive technology such as Audience Response Systems (ARS), Audience Tracking Technologies such as RFID, and the creation of results-based questionnaires and gaming platforms.

Our organizational experts can support your curriculum and agenda in whatever capacity needed. Following an initial input session, in which we learn specific aspects about each sales force comprising Abbott Molecular and its values and needs, we will then propose a detailed approach for your review.

Our professional staff has detailed workshop knowledge with proven experience in creating presentations, forums, interactive activities, and innovative technology that establish a high level of learning, retention, team-building, and our client satisfaction levels speak to our flawless execution.

BI can provide all the equipment and technical support to ensure that all sessions operate on time and on budget.

Our focus is on measurable results, and we'll strive to exceed your every expectation.

## Closing Session

The 2009 Closing Session has dual purposes:

- Calls the sales force to action with a powerful, motivational closing presentation
- Celebrates achievements of the past year

The Closing Session opens as attendees are called to their seats. The lights dim as the inspirational video finale begins...

FADE IN:

To an upbeat instrumental music crescendo, the viewing audience is witness to a film leader countdown (10, 9, 8, 7, 6, 5, 4, 3, 2, 1) interspersed with an energetically-edited visual effect combining still imagery and video (within the ten seconds) that highlights your organization's past few years of evolution, innovation and awards. Content from press releases, awards ceremonies, past meetings, and promotional advertising could all be used.

Over this ten second montage we layer in an array of background voices – a.k.a. “real life impact,” young and mature adults of various Americana accents and genders; both counting down with the timer and saying variations of “Impact” -- “It’s about Impact,” “Impact Real Life,” and “Real Life.”

The audio crescendo peaks at “1” and then at “0” our entire stage screen explodes to the “Real Life Impact” logo!

Our announcer voice-over fades in:

ANNCR VO  
(Confident)  
Real Life Impact.

We see slow motion, re-edited client-supplied b-roll footage of Abbott Molecular sales reps with their “game face” on – diligently working in the field.

A pulsing drum rhythm kicks in to set a confident pace; underscoring the cadence of the voice-over's read...as the underlined words fade in on-cue with the ANNCR VO.

ANNCR VO

(Cont'd.)

It means we're moving, growing, adapting, recalibrating, retooling and adjusting to better our business and proactively respond to market place demands....

To "Impact Real Life" – to make real life impacts – is something we've done throughout our legacy of leadership...but still people ask, "what – is impact?"

We hear a big "thud," like a big heavy door closing.

Once the beat subsides, through visual effects the "door opens" and our video screen transitions to footage that defines change: social progress, the evolution of your products, kids, adults, technological advancements, retro, 60's futuristic, animé, sports highlights, political moments and clocks ticking, time lapse imagery and more...

The "real life impact" from the countdown fades into the background, as the lead announcer voice-over fades in over a confident percussive rhythm...

ANNCR VO

Impact – it affects and it influences...

Impact clarifies; it proves and it improves...

It defines a starting point to renew and to liberate; to innovate and to surprise...

That's what it means to make an Impact.

The "Real Life Impact" echo in the background, as the video wall goes full frame with dynamically-edited Abbott Molecular b-roll footage.

We see footage of Abbott Molecular headquarters, a lineup of awards, and science labs using Abbott Molecular proprietary products...

We see/hear famous soundbytes to history; such as Churchill's "Finest Hour" to Tiger Woods winning The Masters...

ANNCR VO

Impact enables change...

Impact. It gives – it creates opportunity.

The “Real Life Impact” echoes back into the background.

We see/hear recent Abbott Molecular videos that highlight new packaging, new products and more...

Interspersed, we see/hear “news bytes” and financial/economic footage depicting the state of the economy and reality of our time, such as brief depictions of The Dow, S&P, Wall Street, NASDAQ, value of the dollar, cost of fuel, efforts to go green, etc.

The voice-over continues...

ANNCR VO

Real Life is the world around us. It’s the people we help. The lives we reach.

Improve. Heal. Real Life is what matters most...our customers.

The music crescendos to the end!

ANNCR VO

(Big and building to the end)

And in 2009, that’s what it’s all about – reinforcing the impact that our products make...embracing the changes we’ve made...reaching our customers, our growth potential...

Grounded by our values.

Inspired by our vision.

To make a better business...

To make a better organization...

To make a better world...

To make “Real Life Impact.”

The theme logo fades in as the music swells - into a huge crescendo!

FADE TO BLACK.

## Recognition Ceremony

The lights come back up, and the President's Club award ceremony begins. Award winners will be called onstage to receive their prizes, and will be photographed for the photo montage of the meeting.

After awards are handed out, the houselights dim in preparation for the final video module. The momentum builds as the 2010 President's Club destination is revealed in a short yet elegant video depicting the exquisite luxuries offered to recipients.

The Abbott Molecular 2009 National Sales Meeting can close with a candid presentation. Footage can be acquired throughout the duration of the meeting, and can either be shown in a video presentation or a simple slide show set to music for several minutes before the houselights come up to signal the close of the meeting. This team-building feature provides attendees an additional level of engagement by including their memories into your meeting itself.

## Investment Summary

### EVENT MANAGEMENT

#### **CREATIVE DEVELOPMENT & PROJECT MANAGEMENT** **\$73,900**

Includes the professional services of Creative Director, Producer, Production Manager, Scenic Designer, Graphic Designer and Technical Director to manage all creative and technical aspects of the Program.

Specific duties include creative development of all Program elements, internal creative and production meetings, client meetings, client communication, scheduling, and financial management.

Also includes all administrative and support services.

### SHOW PRODUCTION

#### **MOMENTS OF IMPACT** **\$11,000**

Includes development of three (3) patient testimonials and five (5) "Moments of Impact." Specifically includes taking input, developing first draft, appropriate revisions, and final draft, graphic production, coordination, and revisions. Voice talent and needledrop music.

#### **SPEECH SUPPORT PRODUCTION** **\$14,545**

Includes design of PowerPoint Template for Executive Presentations. Also includes design, production, and coordination of Electronic Speech Support Visuals for President's Award winners. Estimated time of 50 hours.

#### **CLOSING MODULE** **\$35,000-\$50,000**

Includes design, coordination, and production of Closing Video Module. Specifically includes:

##### *Production Management*

Includes professional services of Producer/Director, Art Director, Production Manager.

##### *Visual Production Management*

Original video photography on location at Abbott headquarters, 1 day (10 hour day) shoot.

ENG crew including: Producer/Director, Director of Photography/Camera Op, rights-managed stock footage and editorial time. Director,

##### *Editorial*

Editor in a fully digital on-line edit suite, 3-5 days.

Simple theme graphic treatment suite, computer generated special affects and materials, 1-2 days. Rights managed footage, Incorporate client supplied assets where applicable. TRT 3-5 minutes.

##### *Sound Design*

Pro Tools digital studio, 2 days.

Studio time, Audio Producer, Engineer, editing, mixing, sound effects, materials. Publisher's rights to pre-recorded music.

\*Estimate dependent on final design, client supplied assets and TRT.

**DESTINATION VIDEO****\$15,000 – 30,000**

Includes design, coordination, and production of Closing Video Module  
Specifically includes:

*Production Management*

Professional services of Producer/Director, Writer, Art Director, and editor  
Includes union voice-over talent, rights managed footage, edit suite (3-5 days) and audio production.

*Editorial*

Director, Editor in a fully digital on-line edit suite, 3 - 5 days.  
Theme graphic treatment suite, computer generated special affects and materials, 1 - 3 days.  
TRT 2 - 4 minutes.

*Sound Design*

Pro Tools digital studio, 1 - 2 days.  
Studio time, Audio Producer, Engineer, editing, mixing, sound effects, materials.  
Publisher's rights to pre-recorded music, union voice-over talent

*Visual Production Management*

Rights Managed Footage/Still imagery clips of destination.

**PHOTO CANDIDS****\$7,700**

Includes design, coordination, and production of photo candid module.  
Specifically includes:

*Production Management*

Includes professional services of producer/director, Graphic Designer

*Visual Production Management*

Services of photographer for three days to capture on-site activities

*Sound Design*

Selection of song, editing of music

*Graphic Design Production*

Graphic design, graphic production, and programming

*Option: Video Candid with professional camera crew, onsite edit suite (space to be provided by client) and needledrop music. \$25,000-\$35,000*

## STAGING ELEMENTS

### SCENIC

**\$24,725**

Includes design and construction for Scenic Environment  
Specifically includes design services, construction, rental items, carpet rental, pipe and drape rental, scenic rigging, road box and hardware, and shipping.

*As a cost effective option, BI has also proposed plans for a pipe and drape set with custom 3-dimensional Abbott logo and rental furniture. Estimated cost \$8,000*

### EQUIPMENT: GENERAL SESSION

**\$33,555**

Estimated expenses for all necessary equipment to successfully stage proposed Event.  
All equipment to be paid directly by Abbott Molecular per vendor contract with PSAV.

#### *Audio Equipment*

Audio Equipment appropriate for 150 person audience.  
Complete package consisting of amplifiers, speakers, mixing board, tape/CD decks, back stage monitors, clearcom communications systems, miscellaneous audio rigging, Instant Replay rental, and audio perishables.

#### *Electronic Speech Support*

Primary and back-up computer systems.  
Also includes monitors, printers, cabling, and cueing systems.

#### *Video Equipment*

Includes video playback machines, primary and back-up video projectors, engineering switching systems, scan converters, cabling, and video projection rigging.  
All associated engineering systems.

#### *Lighting*

Includes conventional and moving lighting instruments, dimmers, controls, lighting boards, and lighting perishables.  
Also includes lift equipment, shop time, road box and hardware.

#### *Shipping*

Includes shipping to Show Site for all Scenic and Audio-Visual equipment.

*\*\*Complete equipment list available upon request*

### EQUIPMENT: BREAKOUTS

**\$7,245**

Equipment to support breakout rooms, including projectors, cords, wireless mouse, and flipcharts. Pricing assumes 6 breakout rooms.

Pricing dependent on number of rooms and specific breakout needs.  
All equipment to be paid directly by Abbott Molecular per vendor contract with PSAV.

**LABOR**

**\$44,050**

Includes all Set-Up and Show Operation Labor to successfully operate General Sessions and Awards Program of your Event.

All Labor is based on the following On-Site Schedule:

February 15	Travel
	Set
February 16	Set
	Rehearsals
	Evening Reception
February 17	Opening General Session in AM
February 18	TBD
February 19	Closing General Session
	Strike
	Travel

Labor includes the services of Producer, Creative Director, Production Manager, Technical Director, Speech Support Operator, Audio Engineer, Assistant Audio Engineer, Video Tape Operator / Projectionist, Lighting Designer / Light Board Operator, and Master Electricians

Also includes Local Labor based on the above schedule. Local labor consists of Carpenters, Electricians, Riggers, General AV Technicians, and Stage Hands.

NOTE: PSAV supplied crew will be billed directly to Abbott Molecular per vendor contract.

NOTE: Labor quote subject to change based on any changes in Production Schedule.

**PRELIMINARY INVESTMENT TOTAL**

**\$266,720.00 - \$296,720.00**

## TRAVEL & LIVING COSTS

### TRAVEL AND LIVING

**\$10,000-13,000 ESTIMATE**

NOTE: All travel expenses assume Coach Air, Lodging, Per Diem, and Miscellaneous Ground Transportation. All costs are based on actual costs with no Services Charges or Fees added.

## HOTEL EXPENSES

### HOTEL EXPENSES

**\$8,000 - \$10,000 ESTIMATE**

The following expenses will be billed directly to the Abbott Molecular Master Account at the venue. These expenses include

- Power
- Security
- High speed Internet Access
- Crew Meals

## SPEAKER OPTIONS

### SPEAKER OPTIONS

**\$13,500 - \$25,000 ESTIMATE**

#### ARTHUR CAPLAN

Plus First Class travel expenses from Philadelphia

#### PAUL WOLPE

Plus First Class travel expenses from Atlanta

#### LOWELL CATLETT

Plus flat \$750.00 travel fee

#### TIMES FOUR

All inclusive pricing

NOTE: Speaker Fees will be billed directly to Abbott Molecular

## Conclusion

Your RFP for Abbott Molecular's 2009 Commercial National Sales Meeting outlined a need for:

- Continued reinforcement that Abbott Molecular has the broadest range of products
- A message that encourages Abbott Molecular sales reps to embrace changes and continue to be productive
- Communicating the importance of account specific strategies that capitalize on all opportunities within accounts
- Demonstrating the importance of targeting 15 "key" accounts in each region to drive Abbott Molecular as the company to use for molecular by establishing strong references within these targets
- Demonstrating Abbott's long-term molecular investment

Our proposal for your 2009 National Sales Meeting accomplishes these objectives through:

- An inspired meeting theme that leverages a call-to-action title and addresses change in an uplifting tone
- Inclusive staging that draws in the entire audience with clear sightlines and immersive presentation
- A power-packed Opening Session that articulates the importance of Abbott Molecular and its life-changing technologies
- A keynote speaker that will reiterate the urgency of success in 2009
- A climactic Closing Session and Award Ceremony that will impart Abbott's molecular investment in 2009 and will leave the audience invigorated and prepared to bring a new level of commitment and dedication to the upcoming year

Thank you for the opportunity to show you our ideas.

The 2009 National Sales Meeting promises to be a paramount convention that will vault your sales force to new levels of success!

## Additional Creative Samples

Since this is the first time BI has had the opportunity to work with Abbott Molecular, we'd like to offer another way to get to know our creative and production capabilities.

Please visit our FTP site to download additional samples of our work:

FTP site: <https://ftp.biperf.com>

Username: abbottmolecular

Password: bid\_5Dul

## About BI

Every client and every event has something unique to communicate. BI tells each company's story from a holistic brand perspective grounded in performance goals. We inform, educate, motivate, recognize, and entertain audiences using theatrical devices to deliver customized messages based on business objectives.

BI's Mission is to "create measurable results for our customers." Our high-performance production is a proven method for planning, designing, implementing, and measuring events that maximize return on investment



### Business Theatre Events

- Product Launches
- Annual Meetings
- Training Meetings
- Sales Meetings
- Employee Meetings
- Technology Conferences
- Award and Recognition Ceremonies
- Press Conferences

## Telling Your Story

A detailed Input Session is a critical first step. Prior to that session we begin to ask each client important questions:

- The Essentials: Who, What, Where, When, and Budget
- Client Background: Business, Historical Perspective, Competition
- Strategic Goals: Why Event is being held, Key business messages
- Internal Personnel: Who owns this Event, Who also needs to be involved
- Timelines: Input Session, Proposal Dates
- Schedule Formal Input Session with Media & Event Team

## Meetings with Creativity and Process

BI specializes in creativity and process. We listen to clients and create original solutions. Our custom creative is a big reason we have succeeded producing meetings for a remarkably diverse client list. Process is another major factor that differentiates BI from our competitors. We study our clients' business issues.



## A Formula of Success

Our time-tested, award-winning approach consists of four strategic phases:

- **Discovery:** We meet with clients to confirm wants and needs, and present an initial solution
- **Design:** We present a detailed solution(s) / proposal with financial needs
- **Definition:** We reconfirm requirements and develop the final plan
- **Delivery:** We produce deliverables with reviews, including a results measurement at conclusion

## Deliverables: Media & Events Specialties

- **Theme Creation:** original themes based on our clients' business initiatives. Our Creative Directors develop original themes based on our clients' business initiatives. The theme's words are incorporated into a dynamic design that becomes a logo for your meeting's print material, signage, videos and speaker support graphics.
- **Agenda & Content:** Meeting agendas change. Evolve. Grow. As messages become more defined, presentations, strategies, and content shifts over the course of production. Content drives the best media delivery method. Our mastery of all forms of media production delivers memorable meeting content that's flawlessly executed.
- **Speech Polishing, Writing & Coaching:** BI assists clients in polishing presentations by editing speeches, offering visual suggestions, and tying speakers' messages to the meeting theme. Our professional speech writers have worked with high-level executives in a broad range of industries, and understand how to develop speeches for everything from conventional meetings to unique special events.
- **Speech Support:** BI prides itself on creating professional, technically precise speech support environments. Our technology and expertise provide state-of-the-art audio and video projection, inspiring graphics, and careful attention to detail.

- *Business Meeting Production:* We use a variety of theatrical devices to deliver and amplify your particular messages, tie in your meeting's theme, and focus on your business objectives.



- *On-Site Production Staffing:* Content development and facilitation can take different forms, and our Media & Events group is organized to address the entire range of eventualities. Our team approach to every project ensures a coordinated effort and maximum communication internally.

- *Guest Speakers & Entertainment:* We routinely secure professional speakers and entertainment with an extensive talent roster for every type of occasion.



- *Technological Capabilities:* There is no technology in the business meeting production industry which is not at our disposal, including webcasting, satellite broadcasting, keypad technology (ARS), video walls, CineMatrix interactivity, live video feeds, PANI or PIGI scrollers, CRV, audience tracking technologies, fog wall projection, and much more.

### Your Media & Events Team

A Media & Events core team will stick with your program from inception through completion, including an Executive Producer, a Creative Director, a Production Manager, and a Technical Director. The team is augmented by various experts at different stages of production, including video producers, audio producers, and speech support coordinators. In addition, we do not hesitate to engage outside expertise on a contract basis whenever the team or the project deems it necessary.

Our final criterion for quality is your satisfaction. We will strive to exceed your expectations in every way, throughout the development, production and on-site process.