

MICHBIO 

**EXPO**  
**2013**

EXPO & CONFERENCE

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OCTOBER 15-16, 2013  
RADISSON PLAZA HOTEL  
KALAMAZOO, MI

*Sponsor & Exhibitor  
Prospectus*

[MICHBIO.ORG/EXPO](http://MICHBIO.ORG/EXPO)



## JOIN US!

MichBio's annual Expo & Conference is Michigan's premier bioscience event – drawing the largest gathering of bioscience professionals in the state. Seventy percent of attendees are executives in bioscience companies and academic research institutions with another twenty-five percent representing service providers and other related businesses.

The Expo spans two days and includes:

- Keynote address
- Tours of local bioscience companies
- Exhibits featuring Michigan's most prominent bioscience companies and service providers
- Emerging Biosciences Showcase presentations where new and emerging bioscience companies present before an audience of venture capitalists, angel investors and institutional investors
- Industry-leading Bio-Industry Town Hall and CEOs Unplugged
- Track sessions in Human Health, Bioscience Technologies and Business Growth
- Awards for "Legislator of the Year", "Innovator of the Year" and "Good to Great"
- Leadership dinner – by invitation only
- Networking receptions and breaks

We hope to see you there!

The MichBio Staff

*"We found exhibiting at MichBio's 2012 Expo to be very effective. It allowed us to introduce our company and our MichBio partnership to much of the membership and attendees. The exhibitor area had high visibility - and that allowed for a lot of interaction. MichBio's leadership was very helpful and considerate. They made every effort to assure our participation would be beneficial."*

*- BusinessWire*

# IMPORTANT DATES / CONTACTS



## IMPORTANT DATES:

Online Registration Opens	July 29
Early-bird Registration	July 29 – September 13
Online Registration Closes	October 10
Exhibitor Registration & Setup	October 15
Expo & Conference	October 15-16
Exhibitor Dismantle	October 16

## CONTACT US!

### Exhibit Sales, College Program & Career Day:

Jennifer Dickie / 734-677-0503 / jennifer@michbio.org

### Sponsorships & General Questions:

Wendy Kwapis / 734-527-9147 / wendy@michbio.org

### Registration, Emerging Biosciences Showcase:

Dave McGuire / 734-527-9150 / david@michbio.org

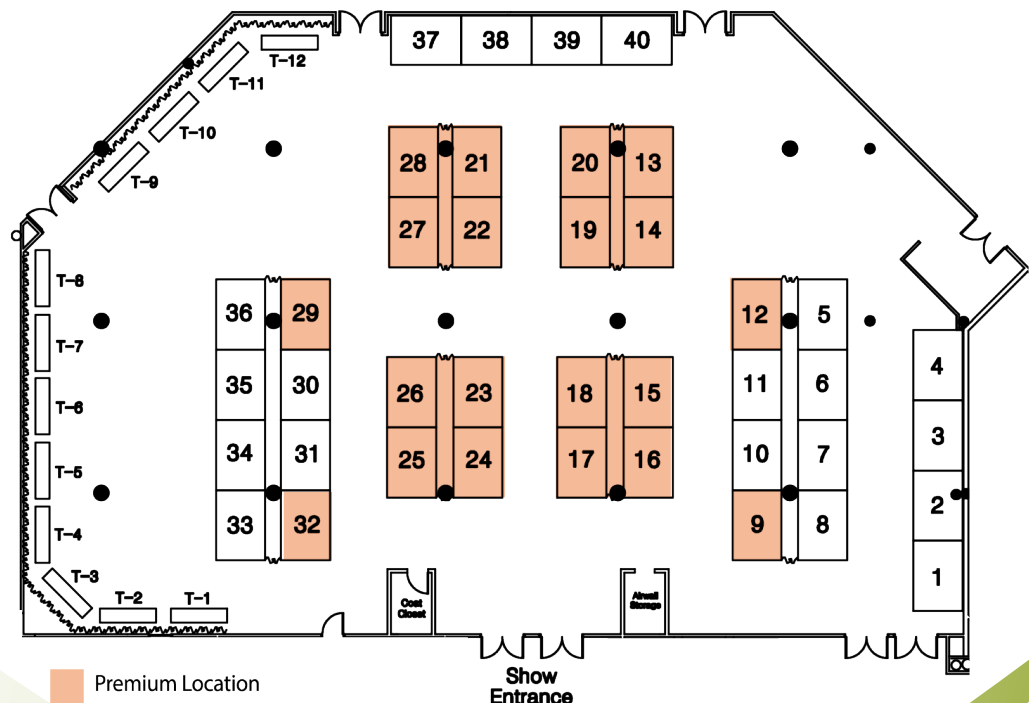
### Track Sessions:

Stephen Rapundalo / 734-527-9144 / srapundalo@michbio.org

*"MichBio's Expo was an excellent forum for FedEx to showcase our focus on health and science to the local bio community."*

*- FedEx*

KALAMAZOO  
RADISSON  
EXHIBIT HALL



# 2013 EXPO SPONSORSHIPS



## \$5,000

### Conference Bag<sup>†</sup> Opening Reception\* Mobile App<sup>‡</sup>

- Logo on conference signage
- Podium recognition
- Logo & hotlink on MichBio website
- Logo in program
- Logo on all promotional materials
- 2 complimentary registrations
- 1 piece of collateral in conference bag
- Promotion on MichBio's social media platforms
- Electronic leads of all attendees

<sup>†</sup>Logo on conference bag

<sup>\*</sup>Brief welcome at Opening Reception

<sup>‡</sup>Logo on app homepage and all related communications

## \$1,000

### Facility Tours<sup>°</sup> Registration\* Bio-Industry Town Hall<sup>†</sup> CEOs Unplugged<sup>‡</sup> College Program<sup>¶</sup> Conference Pen<sup>#</sup> Conference Notepad<sup>±</sup> Breaks<sup>√</sup>

- Logo & hotlink on MichBio website
- Logo in program
- 1 complimentary registration
- Promotion on MichBio's social media platforms

<sup>°</sup>Logo on tour program cover

<sup>†</sup>Logo on signage at registration desk

<sup>‡</sup>Brief introduction of speakers/panel

<sup>¶</sup>Signage at college event

<sup>#</sup>Logo on pen

<sup>±</sup>Company information and logo on notepad

<sup>√</sup>Signage at break locations

*"Our organization has advised the life science industry for over 15 years. A big part of our success is our affiliation with MichBio. Since 2005, we have exhibited at the MichBio Expo & Conference. We consider our participation as exhibitors as a key opportunity to connect with our clients, prospective business partners and fellow professionals that serve this industry segment."*

*- Hylant Group*

## \$3,000

### Conference Program\*\*

- Logo on conference signage
- Logo & hotlink on MichBio website
- Logo in program
- Logo on all promotional materials
- 2 complimentary registrations
- 1 piece of collateral in conference bag
- Promotion on MichBio's social media platforms
- Electronic leads of all attendees

\*\*MichBio is redesigning its program. The compact size (3 3/4" x 5 3/4") will be conveniently placed inside the badge holder for easy access. This sponsorship comes with a lanyard showcasing your company logo.

## \$750

### Charging Stations

- Logo & hotlink on MichBio website
- Logo in program
- Signage at and on Charging Stations

## \$500

### 1 Printed Item in Conference Bag (10 available)

- Logo & hotlink on MichBio website
- Logo in program

## \$2,500

### Keynote Speaker\* Plenary Luncheon<sup>‡</sup> Lunch\* Emerging Biosciences Showcase<sup>°</sup> Track Sessions<sup>¶</sup> (1 per session)

- Logo on conference signage
- Logo & hotlink on MichBio website
- Logo in program
- 2 complimentary registrations
- Promotion on MichBio's social media platforms
- Electronic leads of all attendees

\*Brief introduction of Keynote Speaker

<sup>‡</sup>Brief introduction of speakers/panel

<sup>#</sup>Signage at lunch location

<sup>°</sup>Full-page ad in Showcase program

<sup>¶</sup>Signage in session room

*Sponsor the Keynote Speaker & Plenary Luncheon for only \$4,000!*

**1st time exhibitors and sponsors will receive 10% off**

# PREVIOUS EXPO SPONSORS & EXHIBITORS



3D Biomatrix  
Abraxas  
AccreditStation  
AIAG  
Altarum  
Ann Arbor SPARK  
Aragen Bioscience, Inc  
Ash Stevens Inc  
Assay Designs, Inc  
Asterand  
Automation Alley  
Beaumont BioBank  
Beaumont Hospitals  
biddergy.com  
BIO  
Biotechnology Business  
Consultants  
Brooks Kushman  
Business Review  
Business Review West  
Michigan  
Business Wire  
Calibrate, Inc.  
Canadian Consulate  
General - Detroit  
CAS  
City of Novi  
CJPS  
Clean Air Technology  
Clean Rooms International  
CMU Research Corporation  
Core Technology Alliance  
Cornerstone  
Coy Laboratory Products Inc  
Crain's Detroit Business  
Crossbow Water  
Detroit R & D, Inc.  
Divtech Equipment Co.  
DNA Software  
Doeren Mayhew  
Dow  
Drug & Laboratory  
Disposal, Inc.

Dykema  
Eastern Michigan University  
Eurofins Pharma Services |  
Lancaster Laboratories  
e-Zassi  
Farnell Equipment Company  
FedEx  
Fraunhofer - USA CCL  
Fulcrum Pharma  
Fullscope  
Global Language  
Translation and Consulting  
Global Life Sciences  
Grand River Aseptic  
Manufacturing  
Grand Valley State University  
Grand Valley State University  
- PSM Program  
Grant Thornton  
Great Lakes Entrepreneur's  
Quest  
Harley Ellis Deveraux  
Harness Dickey  
Healthcare Data Solutions  
Henry Ford Community  
College  
Honigman, Schwartz & Cohn  
Hoover Precision Products  
Hylant/Chubb/Monitor  
IDBS  
Insight Institute of  
Neurosurgery and  
Neuroscience  
Intertek  
Intrinsic Medical Imaging  
Invitrogen  
Jasper/Clinxus  
Johnson & Johnson  
Kalxsyn  
KAR Bioanalytical, Inc.  
KnowledgeWatch  
Landaal Packaging Systems  
LexaMed  
Lumigen  
Maner Costerisan  
Marketwire  
Michigan Economic  
Development Corporation

Michigan Life Science  
Network  
Michigan Neonatal Biobank  
Michigan State University  
Michigan State University -  
Department of  
Pharmacology & Toxicology  
Midbrook Medical  
Midwest Cleanroom  
Associates  
Miller Canfield  
Monal Labs  
Monitor Liability Managers  
MPI Research  
Oakland County Medical  
Main Street  
Oakland County Planning &  
Economic Development  
Oakland University  
Ocuscience, Inc  
Office Depot/Tech Depot  
O'Mara Products, Inc  
Oracle  
Oxford Biomedical Research  
Penn Pharma  
Performance Validation  
Pfizer  
Pharma  
PharmaMed Resources, LLC  
PharmOptima, LLC  
PhRMA  
Pinnacle Insurance  
Pipeline  
Pipex Pharmaceuticals, Inc  
Plas-Labs, Inc  
Plex Systems  
Praxair Distribution, Inc.  
Prima Communications  
PR Newswire  
ProPharma Group  
PTI Engineered Plastics, Inc  
Quality Air Service Inc  
Realign LLC  
Research Essential Services  
RightAnswer.com, Inc  
Safis Solutions  
Scalable Informatics  
Science Direct

Siegfried USA  
Siemens  
Siemens Building  
Technologies  
Sigma- Aldrich  
Simek  
SMG Promotional Products  
Southwest Michigan First  
Southwest Michigan  
Innovation Center  
Staubli Corporation  
STERIS Corporation  
Switchback  
Syzygy Biotech  
Takeda Pharmaceuticals  
North America  
TECHSTAFF  
Terumo  
Terumo Cardiovascular  
Systems  
The Brooks  
The Right Place, Inc.  
The Timberland Group  
The University of Michigan  
Tolera Therapeutics, Inc  
Trialon Corporation  
Trossen HR Group  
UPS  
Van Andel Institute  
Varnum  
Velesco Pharmaceutical  
Services  
Venture Technology Groups  
VTS Consultants  
VWR  
W. Soule & Company  
Wayne State University  
WDP/MOL-SON  
Western Michigan University  
WMSTI  
Young Basile  
Your Bio Team

# SPONSOR & EXHIBITOR ORDER FORM



This year's Exhibit Hall will feature 7' deep x 10' wide exhibit spaces. There will also be designated premium spaces available for an additional charge. The 7' deep x 10' wide booths include an 8' table, pipe and drape, 2 chairs, a wastebasket, an identification sign, carpeting and 1 vendor badges. Additional booth furnishings may be rented separately through the Official Service Contractor.

An Exhibitor Services Kit will be available on the conference website approximately 60 days prior to the conference and will include information on ordering space furnishings and utilities.

All exhibitors are required to install and dismantle during the following hours:

Installation	Exhibit Hall Hours		Dismantle
Tuesday, October 15	Tuesday, October 15	Wednesday, October 16	Wednesday, October 16
8:00 am – 2:00 pm	2:00 – 7:00 pm	7:30 am – 2:30 pm	2:30 – 4:00 pm
Hours subject to change			

Sponsorships	Quantity Available	Price	Subtotal
Conference Bag	1	\$5,000	
Opening Reception	1	\$5,000	
Mobile App	1	\$5,000	
Conference Program	1	\$3,000	
Keynote Speaker	1	\$2,500	
Plenary Luncheon	1	\$2,500	
Lunch	1	\$2,500	
Emerging Biosciences Showcase	1	\$2,500	
Track Sessions	1 per session	\$2,500	
Facility Tours	1	\$1,000	
Registration	1	\$1,000	
Bio-Industry Town Hall	1	\$1,000	
CEOs Unplugged	1	\$1,000	
College Program	1	\$1,000	
Conference Pen	1	\$1,000	
Conference Notepad	1	\$1,000	
Breaks	1	\$1,000	
Charging Stations	1	\$750	
Printed Item in Conference Bag	10	\$500	
Exhibits	Price	# of Passes	Subtotal
Member	\$799	1	
Nonmember	\$1,099	1	
Premium Space – Member	\$999	2	
Premium Space – Nonmember	\$1,499	2	
<b>TOTAL</b>			

No refunds after September 30, 2013. Payment may be taken by check or credit card. Please make checks payable to MichBio. Mail or fax the Order Form to: MichBio, c/o AMR, 1390 Eisenhower Place, Ann Arbor, MI 48108 / Fax: 734-677-2407. For questions, call 734-677-0503 or email [jennifer@michbio.org](mailto:jennifer@michbio.org).

Contact Information:	
Company/Organization	
Contact Person	
Street Address	
City/State/ZIP	
Phone	Fax
Email	
Website	
Payment Information:	
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
Credit Card #	
CVV Code (3 digit code on back of card)	Exp. Date
Name on Card	
Credit Card Billing Street Address	
Credit Card Billing City/State/ZIP	
Signature	
Date	

# TERMS AND CONDITIONS



All sponsors and exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations that may be established by MichBio.

## DISTRIBUTION OF MATERIALS

Distribution of printed material (including promotional materials, publications and books), is limited to the area rented by the exhibiting company in the exhibit hall.

## FOOD AND BEVERAGE

Exhibitors are not permitted to serve and/or distribute food or beverages in their exhibit booths. Exhibitors are permitted to distribute individually-wrapped candy, chocolates or mints from booths. The sale, consumption, distribution or storage of alcoholic beverages in exhibit booths by exhibiting companies is not permitted at any time.

## COMPETING EVENTS

No competing events including social events, hospitality suites, inducements, demonstrations or displays away from the exhibit area during Conference hours is prohibited.

## EXHIBIT SPACE

MichBio reserves the right to refuse sponsor applications not meeting standards required or expected of the Conference. Conference staff reserves the right to rearrange the floor plan and/or relocate assigned spaces at any time.

## INSTALLATION / DISMANTLING

Installation and dismantling can only occur during the published dates/times. Exhibitor is liable for all storage and handling charges resulting from failure to remove exhibit material when required.

## EXHIBITOR SERVICES, FURNISHINGS AND MATERIAL HANDLING

Exhibitor Service Kits containing information and order forms pertaining to material handling, labor, shipping, electrical, ancillary services, etc., will be distributed approximately 60 days prior to the Conference.

## EXHIBIT ACTIVITIES

Over-the-counter sales of goods for onsite delivery are expressly prohibited. Exhibitor's activities must be confined to the limits of the rented space and must not impede traffic or interfere with the activity of other exhibitors.

## SUBLETTING OF SPACE

No exhibitor may assign, sublet, share, apportion or exchange all or any parts of its exhibit space with or to another organization or business.

## STAFFING

Exhibitors must open their exhibits on time and staff their booths at all times during Conference exhibit hours.

## ENTERTAINMENT

The use of costumed characters, live animals, balloons, dancers or other like entertainment is prohibited. Live performance of music is prohibited, as is the use of celebrities or celebrity look-alikes.

## CONTESTS AND LOTTERIES

Games, contests, lotteries, raffles, drawings or other games of chance are not permitted. Signage in booths that refers to post-meeting drawings or raffles is prohibited.

## PHOTOGRAPHY AND VIDEOTAPING

Recording video and taking photographs is prohibited.

## SMOKING

The exhibitor shall comply with all federal, state and local laws and ordinances and regulations concerning the environment and hazardous materials.

## SAFETY REGULATIONS

The exhibitor must comply with all federal, state and local laws and ordinances and regulations concerning the environment and hazardous materials.

## LIABILITY

Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the facility, and shall indemnify and hold harmless MichBio and/or the facility and any authorized agent, representatives or employees of the foregoing for any and all losses, damages and claims for any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or its employees and representatives. If an exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. In holding the Conference, MichBio does not act as the agent of the exhibitor or the facility. Claims against any party shall be submitted directly to the party involved.

## INSURANCE

Exhibitors must make provision for safeguarding their materials, equipment and displays at all times. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others.

## TERMINATION OF RIGHT TO EXHIBIT

MichBio reserves the right to terminate an exhibitor's right to exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract or in the opinion of MichBio, engage in unethical or unprofessional conduct. Such exhibitors will be dismissed without refund.



EXHIBIT TODAY!

SECURE A  
SPONSORSHIP!

[MICHBIO.ORG/EXPO](http://MICHBIO.ORG/EXPO)