

MICHBIO 

EXPO
2013

EXPO & CONFERENCE

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

*Registration
Brochure*

MICHBIO.ORG/EXPO

2013 MICHBIO EXPO & CONFERENCE



"Bio-Growth Through Bio-Innovation"

Within today's dynamic and volatile economic, political and consumer environment, regional and national bio-industry growth must focus on innovation even more to ensure that research discoveries become successful market realities, and that the U.S. remains the world-leader in this regard. The 2013 Expo & Conference theme is *"Bio-Growth Through Bio-Innovation,"* and will feature prominent keynote/plenary speakers and panelists who will focus on the latest in technology and business practice innovation and company growth across the spectrum of sectors. The Conference promises to be an incredible opportunity for knowledge-sharing, information gathering and networking for Michigan's bio-industry representatives.

Conference Highlights

TUESDAY

- Bioscience Facility Tours
- CEOs Unplugged
- Emerging Biosciences Showcase
- Bio-Industry Town Hall
- Annual Business Meeting
- Plenary Lunch
- Opening Reception

WEDNESDAY

- Human Health, Business Growth, Bioscience Technologies Concurrent Sessions
- Emerging Biosciences Showcase (Continued)
- "Legislator of the Year," "Innovator of the Year," & "Good to Great" Awards
- College Career Program
- Keynote Address
- Networking Lunch

REGISTRATION HOURS:

Tuesday: 7:00 am - 7:00 pm & Wednesday: 7:30 am - 12:00 pm

HOTEL INFORMATION:

Radisson Plaza Hotel & Suites, 100 W. Michigan Ave, Kalamazoo, MI 49007
269-343-3333

Discounted group rate is \$135.00 single/double, \$145.00 triple, \$155.00 quad. When you reserve your room, please let the reservation office know you are with MichBio so you can receive the discount.

Cut-off date for the discounted rate is September 23, 2013.

EXHIBIT HALL HOURS:

Tuesday: 2:00 pm - 7:00 pm & Wednesday: 7:30 am - 2:30 pm

Keynote Address:

STELIOS
PAPADOPOULOS, PHD



Dr. Stelios Papadopoulos is a co-founder and Chairman of the Board of Exelixis, Inc., Chairman of the Board of

Regulus Therapeutics, Inc., and a member of the Board of Directors of Biogen Idec, Inc., BG Medicine, Inc., and Joule Unlimited, Inc. He is also a co-founder, member of the Board, and at times Chairman, of both, Anadys Pharmaceuticals, Inc. (acquired by Hoffman – La Roche in 2011) and Cellzome, Inc. (acquired by GlaxoSmithKline in 2012). In the not-for-profit sector, Dr. Papadopoulos is a co-founder and Chairman of Fondation Santé and a member of the Board of Visitors of Duke Medicine.

Dr. Stelios Papadopoulos retired as Vice Chairman of Cowen & Co., LLC, in 2006 after six years with the firm where as an investment banker he focused on the biotech and pharma sectors. Prior to joining Cowen, he spent 13 years as an investment banker at PaineWebber, Incorporated, where he was most recently Chairman of PaineWebber Development Corp., a PaineWebber subsidiary focusing on biotechnology. He joined PaineWebber in 1987 from Drexel Burnham Lambert where he was a Vice President in the Equity Research Department covering the biotechnology industry. Prior to Drexel, he was the biotechnology analyst of Donaldson, Lufkin & Jenrette.

Before coming to Wall Street, Dr. Papadopoulos was on the faculty of the Department of Cell Biology at New York University School of Medicine. Dr. Papadopoulos holds an M.S. in physics, a Ph.D. in biophysics and an M.B.A. in finance, all from New York University.

Tuesday, October 15

7:00 am – 7:00 pm **REGISTRATION OPEN**

8:00 am – 12:30 pm **BIOSCIENCE FACILITY TOURS**

12:30 pm – 2:00 pm **WELCOME | PLENARY LUNCHEON & ADDRESS**

Every day, ground-breaking bioscience innovation is taking place with the goal of not just treating, but curing diseases and conditions, as well as feeding and fueling the world. The U.S. invests more into R&D than any other country, but our leadership edge is slipping partly due to an increasingly cost-constrained marketplace, crippling regulatory and tax policies, and challenges in raising investment capital. Hear from a long-time bio-industry investment expert about how transformational ideas that show efficacy, safety and cost-effectiveness in new, sizable categories are going to drive growth and fuel further innovation.



Plenary Luncheon Speaker:

Mike Carusi

General Partner, Advanced Technology Partners

2:00 pm – 7:00 pm **EXHIBIT HALL OPEN**

2:00 pm – 3:00 pm **EMERGING BIOSCIENCES SHOWCASE #1**

Preview the next wave of bioscience start-ups in this fast-paced program. Qualified firms will include those evolving out of technology transfer offices or otherwise formed and taking their first steps along the commercialization pathway, entities conducting proof-of-concept research or who've developed a prototype, or perhaps are further along in executing their business and product development plans. Listen to the start-ups make their pitches, hear the critiques by distinguished judges, and learn about exciting new technologies and products.

3:00 pm – 3:30 pm **BREAK**

3:30 pm – 4:30 pm **CEOs UNPLUGGED**

Top executives from Michigan bioscience companies will discuss their observations, outlooks and experiences on a range of state, national and global bio-industry topics. Hear straight from the boardroom what issues are on their minds.

4:30 pm – 4:45 pm **ANNUAL BUSINESS MEETING**

4:45 pm – 5:30 pm **TOWN HALL**

The Town Hall is an informal chat with national bio/medtech industry leaders, elected officials and policy experts on timely issues relevant to the Michigan and U.S. bio-industry, including business and regulatory policies, competitiveness, capital markets, commercialization resources, talent development, economic gardening and cluster development, maximizing opportunities for growth, among others. This is your chance to hear from bio-industry thought leaders.

5:30 pm – 7:00 pm **OPENING RECEPTION | LEGISLATIVE AWARD**

7:00 pm **LEADERSHIP DINNER (By Invitation Only)**

Wednesday, October 16

7:30 am – 12:00 pm	REGISTRATION OPEN
7:30 am – 2:30 pm	EXHIBIT HALL OPEN
7:30 am – 8:00 am	CONTINENTAL BREAKFAST
8:00 am – 12:30 pm	COLLEGE PROGRAM
8:00 am – 9:00 am	TRACK SESSIONS

Human Health: Regulatory Pains

Regulatory burdens are causing big uncertainties for the bio-industry and it is impacting product commercialization and thwarting promising drugs, therapies and devices from reaching patients who need them. A lack of transparency and consistency, as well as uncertainty in current and contemplated FDA regulations, is playing havoc with company development plans. Similarly the EU authorities are proposing their own changes. Let the experts update you on the shifting regulatory landscape.

Business Growth: Crowdfunding Bio – For Real?

Crowdfunding as a funding mechanism for bioscience ventures still garners skepticism in an industry where one needs to raise multiples of millions for device or drug development. Passage of the JOBS Act jazzed up crowdfunding's potential to revolutionize fundraising for early-stage companies. Several portals and sites are available for such endeavors, but risks and limitations abound. Learn from practitioners and other experts on the pros and cons of crowdfunding for your bioscience enterprise.

Bioscience Technologies: Dealing with Big Data

The amount of data in our world has been exploding, and analyzing large data sets—so-called big data—will become a key basis of competition with implications for R&D strategies. Learn how pharma, biotech and device companies are experimenting with big data to ascertain its potential value in clinical trials and personalized medicine.

9:00 am – 10:00 am	EMERGING BIOSCIENCES SHOWCASE #2
10:00 am – 10:30 am	BREAK
10:30 am – 11:30 am	TRACK SESSIONS

Human Health: Biologics, Biosimilars & Biobetters – A New Era in Pharma

As biopharma development gains momentum in a burgeoning global market for biological therapies, a host of challenges await. Industry representatives and other experts will discuss the latest in scientific, technology and regulatory issues including R&D and process manufacturing, specific requirements for approval, pricing, interchangeability and substitution, pharmacovigilance and the impact of government tendering.

continued

Wednesday, October 16 *continued*

10:30 am – 11:30 am

TRACK SESSIONS *continued*

Business Growth: Playing with BRICKS

The BRICKS (Brazil, Russia, India, China and South Korea) nations represent the most significant growing influence in the global economy and R&D landscape. However, emerging markets are not created equal – opportunities, strategies and tactics need to be customized by segment and adapted for local considerations, especially considering differing reimbursement dynamics. Get a BRICKS overview from those with experience in these markets.

Biosciences Technologies: Innovative Medical Design & Prototyping

Once considered science fiction, new disruptive technologies are revolutionizing medtech product development and the potential for customized devices. Hear about some of the cutting edge technologies being advanced with specific examples of 3D printing and virtual prototyping.

11:30 am – 12:30 pm

EMERGING BIOSCIENCES SHOWCASE #3

12:30 pm – 1:30 pm

LUNCH | AWARDS

1:30 pm – 2:30 pm

TRACK SESSIONS

Human Health: Modernizing Clinical Trial Paradigms & Tools

Great strides forward have been made with clinical trial paradigms and tools in an effort to make product development more efficient, predictive and cost-effective, while mitigating risk. This session will highlight the latest in regulatory science and innovative clinical development tools, managing the regulatory qualification process, challenges and opportunities for modernization, and public-private partnerships engaged in this field.

Business Growth: Innovation & IP – Trolls and a Myriad More

The bio/med-tech community is now faced with a whole new world of patentability given recent legislative, judicial and regulatory developments. The panel will discuss the implications of the SCOTUS cases questioning eligibility and patent trolling, and the many new and proposed USPTO rule changes on protecting IP properly to ensure sustained innovation and commercial value.

Biosciences Technologies: The Promise of Molecular Diagnostics

Molecular diagnostics, the science that drives personalized medicine, is growing rapidly; however, the industry first needs to turn scientific breakthroughs into viable business models. Personalized medicine slices the one-size-fits-all consumers approach into niche patient markets that means lower revenue. A host of other issues like economic factors, clinical implementation and integration, affordability, and regulation burdens all help determine whether the promise of molecular medicine will become reality.

2:30 pm – 3:30 pm

SHOWCASE AWARDS | KEYNOTE ADDRESS



Keynote Speaker:

Stelios Papadopoulos, PhD

Co-founder and Chairman of the Board, Exelixis, Inc.

2013 MICHBIO EXPO & CONFERENCE REGISTRATION FORM



Register on-line @ www.michbio.org/expo

REGISTRANT INFORMATION:

First Name _____ Last Name _____

Preferred Badge Name _____

Title _____

Company/Organization _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Are you planning to attend the Opening Reception?

Yes No

Any dietary restrictions? _____

PAYMENT INFORMATION:

Register on-line @ www.michbio.org/expo

Check Visa MC AMEX Discover

Name on Card (please print) _____

Credit Card Billing Street Address _____

Credit Card Billing City/State/Zip _____

Cardholder Signature _____

Credit Card # _____

CVV Code (3 or 4-digit code on back of card) _____ Exp. Date _____

Payment may be made by check or credit card. Please make checks payable to MichBio. Please mail or fax the registration form to: MichBio Expo, c/o AMR, 1390 Eisenhower Place, Ann Arbor MI 48108, Fax 734-677-2407. For questions, please call 734-677-0503 or email jennifer@michbio.org.

PHOTO DISCLAIMER: Please be aware that this registration form also serves as an agreement to appear in photographs taken at the 2013 MichBio Expo, and that these photos may be used for publicity or general information purposes and may be seen by the general public.

REGISTRATION OPTIONS:

Full Expo includes Program and Opening Reception on October 15 and entire program on October 16. Excludes Leadership Dinner.

Full Expo Registration	Member	Nonmember
July 29 - September 13	<input type="checkbox"/> \$229	<input type="checkbox"/> \$329
September 14 - October 10	<input type="checkbox"/> \$299	<input type="checkbox"/> \$399
After October 10, registration is at the door	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449
Other Registrations		
Academic, Full Expo (with credentials)	<input type="checkbox"/> \$99	
Emerging Biosciences Showcase (with code provided by MichBio)	<input type="checkbox"/> \$129	
Facilities Tours (MUST be registered for full Expo to attend)	<input type="checkbox"/> \$59	
Students, Full Expo (with valid student ID)	<input type="checkbox"/> \$29	

CANCELLATION POLICY

July 29 - August 23	100%
August 24 - September 13	75%
September 14 - September 30	50%
After September 30	No Refunds

Membership Dues: Expo Special: 10% discount for new members only.

Size of Organization	Bioscience Company Education/Non-profit	Associate (Service Provider)
500+ Employees	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
301-500 Employees	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,550
101-300 Employees	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,200
76-100 Employees	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,650
51-75 Employees	<input type="checkbox"/> \$ 880	<input type="checkbox"/> \$1,100
26-50 Employees	<input type="checkbox"/> \$ 660	<input type="checkbox"/> \$ 880
11-25 Employees	<input type="checkbox"/> \$ 440	<input type="checkbox"/> \$ 660
2-10 Employees	<input type="checkbox"/> \$ 275	<input type="checkbox"/> \$ 440
1 Employee	<input type="checkbox"/> \$ 165	<input type="checkbox"/> \$ 220

Total: \$

The logo for MICHBIO EXPO 2013. At the top right is the text "MICHBIO" in blue with a green globe icon. Below it, the word "EXPO" is written in large, stylized letters: "E" is orange, "X" is green with a blue dot, "P" is orange, and "O" is orange. Below "EXPO" are the numbers "2013" in blue.

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REGISTER TODAY!

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