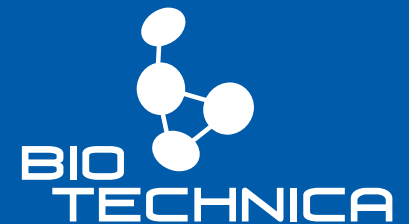


# Flying high in Business and Research

**BIOTECHNICA Sponsoring**



Hannover, 11–13 October 2011

# BECOME A SPONSOR



“BIOTECHNICA in Hannover, Germany, is the top annual event for the European biotech industry, covering everything from bio-process technology, bioinformatics, bioanalytics and biotech services to biotechnology applications. The event’s formula, consisting of exhibition, conferences, special displays, networking, careers and award, is a proven winner. By associating your brand with the positive BIOTECHNICA image you will be promoting your marketing goals and positioning your products to advantage, while attracting international publicity!”

Jürgen Fürstenberg-Brock  
BIOTECHNICA Director



## As a BIOTECHNICA sponsor you can:

- make a big(ger) impression and raise your market profile
- generate interest vis-à-vis a choice audience
- reach new target groups
- boost awareness of your company and what it has to offer

A BIOTECHNICA sponsoring package will help you to achieve this and more. Because even before the show opens you will get noticed by the whole industry.

VAT will be added to all prices.

# EXHIBITION



“For EincO Biomaterial it was a clever choice to sponsor the walkway. We succeeded with the strategy and it really highlighted us in the fair. The walkway signs brought many visitors to meet our company and our products.”

**Julio Vito G. Wykrota, EINCO BIOMATERIAL**

## Walkway Package

The covered walkway serves as a great advertising platform. Thousands of visitors choose this route to get from the exhibition halls to the Convention Center without getting wet.

### Your benefits:

- Corporate logo/banner displayed on the walkway
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**3,000 EURO**



Specimen layout: EBi printouts are an ideal medium for publicizing your business.



## EBi Visitor Information Package

The EBi Visitor Information Terminals at the Exhibition Grounds are a useful source of information about exhibitors, products and services – with paper printouts available if desired. We can now offer you advertising placements in the headers and footers of the printout pages.

### Your benefits:

- Your logo on all EBi printouts relating to BIOTECHNICA
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**1,500 EURO**

# EXHIBITION



## Internet Lounge Package

Give more than 14,000 visitors in the exhibition hall free access to the Internet and draw attention to your stand in the hall.

### Your benefits:

- Exclusive sponsor status
- Screensaver with your logo
- Your website as the browser startup homepage
- Display conveying your sponsorship role in the Internet Lounge
- Your brochures displayed in the Internet Lounge
- Company name placement in the BIOTECHNICA e-newsletter
- Company name placement in the BIOTECHNICA magazine
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**8,500 EURO**

# CONFERENCES



“The lanyards in the Swiss Biotech design were a real eye-catcher. They made visitors and conference participants aware of the Swiss Biotech Pavilion as soon as they entered the Grounds.”  
**Bettina Trümpy, Swiss Biotech Pavilion**

## Lanyards Package

All conference delegates will receive a name badge. You choose the colour design for the lanyards and the way in which your logo is depicted.

### Your benefits:

- Exclusive sponsor status
- Placement of your logo on the lanyards
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**3,500 EURO**



## Conference Bag Package

Last year some 1,500 conference delegates went home with BIOTECHNICA bags. You choose the colour design for the attached lanyards and the way in which your logo is depicted.

### Your benefits:

- Exclusive sponsor status
- Your logo printed on conference bags
- Your brochures plus branded notepads and ballpoint pens distributed in conference bags
- Corporate brochures displayed on the brochure stands in the Convention Center
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**8,500 EURO**

# SPECIAL DISPLAYS



## Special Displays Forum Package

The "Special Displays Forum" hosts talks on Biotech Services, Industrial Biotechnology and Food. On the Thursday of the show the Forum serves as a job and career platform for skilled personnel with a scientific/technical background.

### Your benefits:

- 25-minute time slot for a talk about one of the above topic areas
- Name mentioned by the session moderator
- Sponsorship placard displayed in the Forum
- Corporate brochures put out on display
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays

**3,000 EURO**

# NETWORKING



## BIOTECHNICA NIGHT Package

The traditional BIOTECHNICA opening ceremony will be amalgamated with the Exhibitors' Evening and renamed BIOTECHNICA NIGHT. Attended by over 1,000 guests from the worlds of business, science and politics, the official opening ceremony for BIOTECHNICA takes place on the evening of the first day of the show. The EUROPEAN BIOTECHNICA AWARD will be presented during this event.

### Your benefits:

- Exclusive sponsor status
- 20 tickets to BIOTECHNICA NIGHT, with admission to BIOTECHNICA included
- VIP Table
- Inclusion of your logo on the invitation cards and name badges
- Name mentioned during the opening ceremony
- Sponsors' logos printed on the menu cards and serviettes
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on a large sponsors' board

**15,000 EURO**

## AWARD Package: Give money for a good cause!

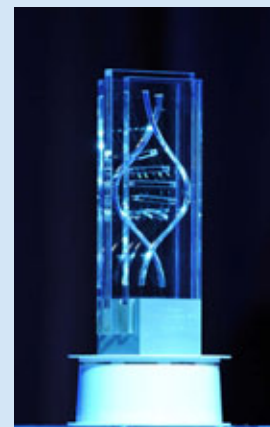
An international jury will nominate a prize-winner who has distinguished himself in the field of technology transfer.

The winner of the 9<sup>th</sup> EUROPEAN BIOTECHNICA AWARD will decide which good cause your sponsorship money should go to.

### Your benefits:

- 2 complimentary tickets for BIOTECHNICA NIGHT
- Name mentioned during the Award ceremony
- Inclusion of your logo on the Award Sponsors stand-up display
- Placement of your logo on the Partners & Sponsors page on the website, in various brochures and on a large sponsors' board

**10,000 EURO**



# PARTNERS & SPONSORS

Professional associations, institutions and companies that supported BIOTECHNICA in 2010:



If none of the above packages fully meets your requirements, let us know. Together we'll be able to find an option that suits you and turns your ideas into solid commercial value.

Please contact: Susan Canisius  
 Tel. +49 511 89-31152  
[susan.canisius@messe.de](mailto:susan.canisius@messe.de)

