

Turning ideas into value.

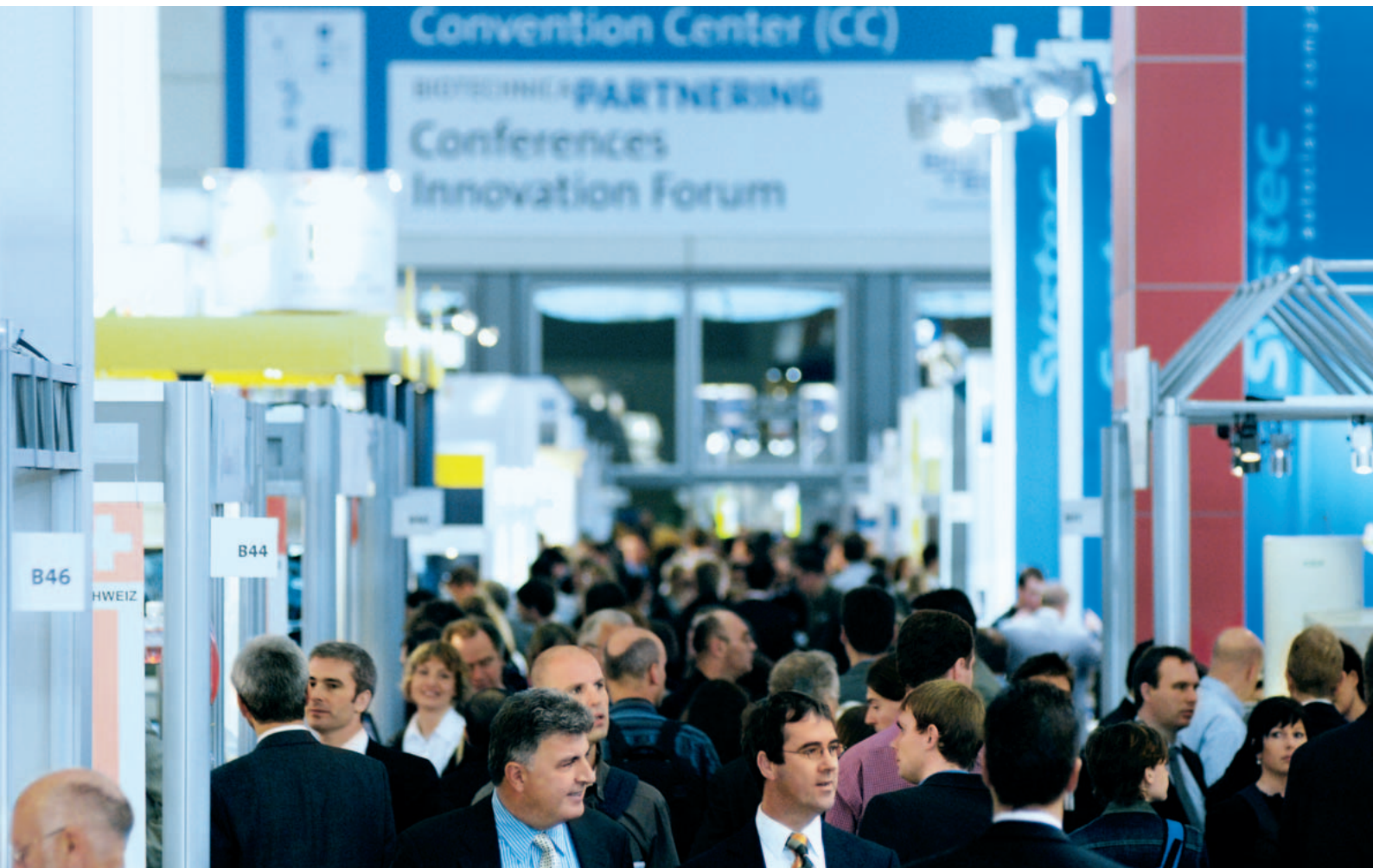
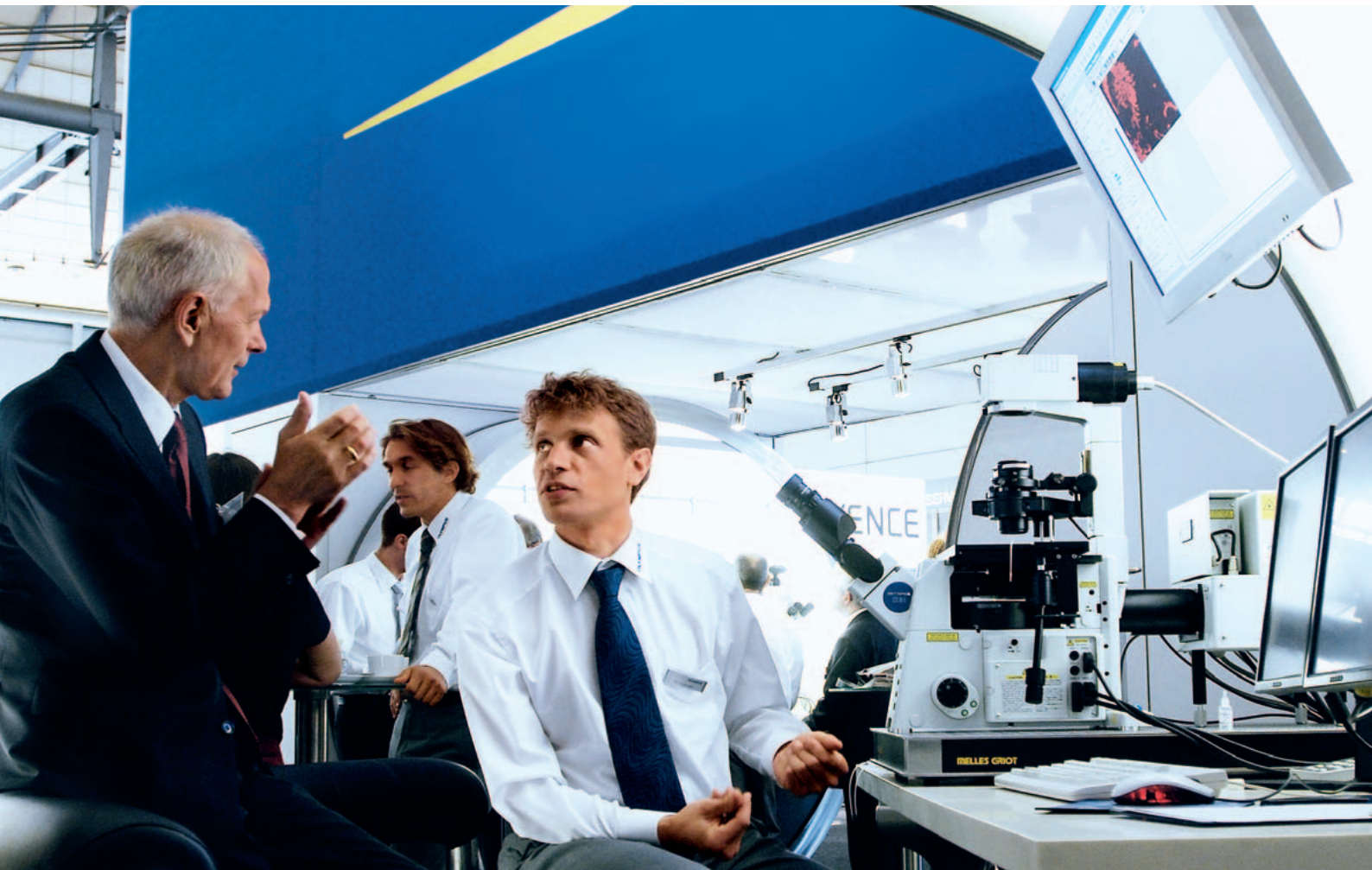
BIOTECHNICA 2008



Hannover | Germany
7–9 October 2008

**International Trade Fair, Conferences,
Partnering and Award for Biotechnology**





TURNING IDEAS INTO VALUE.

03

A WELL-KNOWN NAME WITH NEW STRENGTHS.

"Turning ideas into value" – this is the key promise that the new-look BIOTECHNICA 2008 extends to its exhibitors and visitors. The slogan sums up numerous changes that make the new BIOTECHNICA even more topical, versatile and attractive:

FOCUS ON RESEARCH AND DEVELOPMENT

In addition to its extensive coverage of upstream suppliers, service providers and major players in the pharmaceutical, medical, chemical and environmental sectors, BIOTECHNICA will also focus attention on research and product development.

YEARLY CYCLE

In future BIOTECHNICA will take place every year, enabling it to stay in closer touch with the latest innovations and research findings. Combining a broader and more up-to-the-minute coverage of the issues with an ideal mix of key

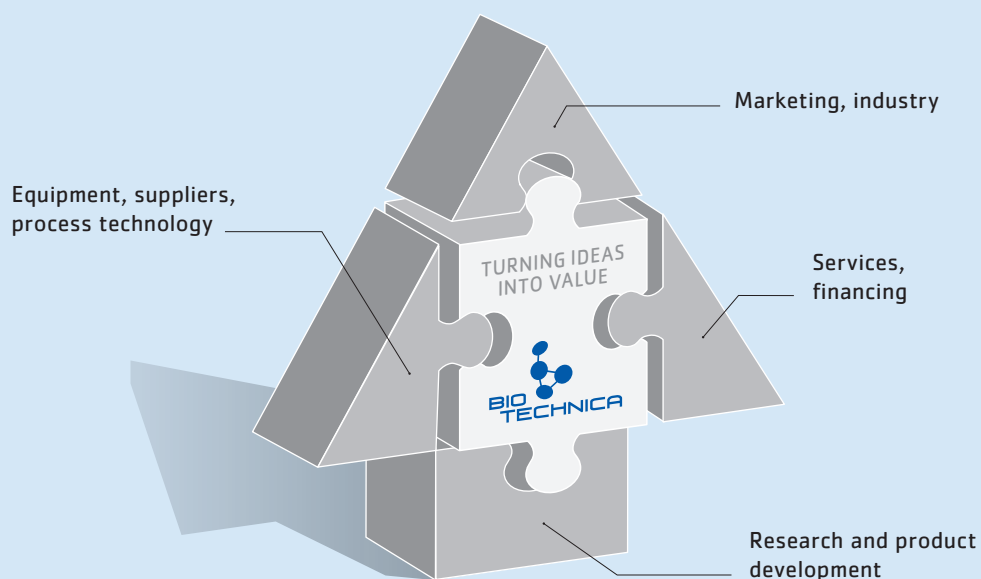
interest groups, this event is the perfect opportunity for making new business contacts and cultivating your existing business connections.

SPOTLIGHT ON CURRENT ISSUES

By highlighting topical themes such as white and red biotechnology, nanobiotechnology, regenerative medicine and microsystems technology, BIOTECHNICA focuses attention on those areas where new knowledge is the key to new sales opportunities.

CENTRAL PLATFORM FOR DEVELOPING BUSINESS LEADS

BIOTECHNICA is the leading European trade fair for the biotech industry, making it the platform of choice for developing new business leads, forging strategic alliances and driving knowledge transfer. It brings together the people who bring ideas to life – and turn them into value.



DISCOVER THE NEW-LOOK BIOTECHNICA.

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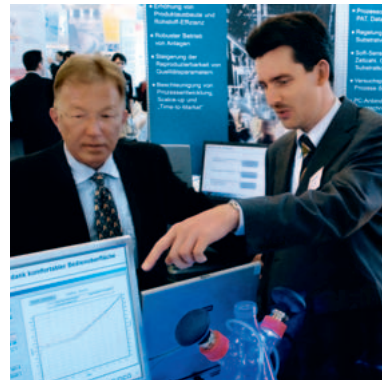
FOUR COLUMNS - FOR YOUR SUCCESS.

In order to turn knowledge into sales value, a number of things need to come together: good ideas, the right partners and the right financial and organizational structures. Thanks to its new concept, BIOTECHNICA has just made this a whole lot easier. The four parts work together perfectly – and work to deliver tangible results for you.

EXHIBITION

Everything close to hand. The exhibition section of BIOTECHNICA charts the biotech industry's value-adding chain from start to finish. From research and product development, via equipment, process technology and services to series production and marketing. What's more, all the German bio-regions and a large number of international bio-regions are represented at the show – making this an ideal showcase for smaller firms as well.

In this vibrant setting, where market leaders rub shoulders with newcomers, you'll have every opportunity to get talking with business associates and customers – and of course to get down to business. www.biotechnica.de/program



PARTNERING

Success is often a matter of the right partnerships. And they begin at BIOTECHNICA. Here you have access to a sophisticated partner-search service that starts with an online networking tool, enabling you to sound out likely prospects in the run-up to the show; and offers you a two-day business platform at the show itself, where you can meet prospective partners face to face. www.biotechnica.de/partnering_e

In addition, you'll benefit from the program of guided tours for decision-makers from international biotech, pharmaceutical and chemical companies, who are taken round to visit selected stands. Think of it as a personal introduction service: we introduce you to potential partners – and vice-versa.



CONFERENCES



In the course of the European Convention on Industrial Biotechnology and the Conference on Regenerative Medicine, together with more than 20 other conferences, over 400 speakers from all over the world will be presenting current trends, the latest research findings and successful examples of best practice. The line-up of speakers in 2007 included such renowned persons as Dr. Karl-Ludwig Kley, Chairman of the Board of Merck KGaA, Peter E. Albrecht, Managing Director of Boston Scientific Technologie Zentrum GmbH and Konstantin Fiedler, General Manager of GE Healthcare.

In the Convention Center, just a few steps away from the exhibition halls, conference participants come into direct contact with business leaders, politicians and journalists. And sooner or later you can expect to see them at your stand.

www.biotechnica.de/events

AWARD



At the opening ceremony for the show, Deutsche Messe will present the 6th EUROPEAN BIOTECHNICA AWARD for innovative products and services in the field of biotechnology and the life sciences.

Now worth a total of 100,000 euros, the Award is widely regarded as the most exciting competition aimed at motivating young biotech companies in Europe. It ensures that pioneering new products get the attention they deserve. This in turn serves to raise the profile of the whole industry. www.biotechnica.de/award_e

BIOTECHNICA HAS A GREAT DEAL TO OFFER. INCLUDING GREAT BUSINESS DEALS FOR YOU.

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GOOD REASONS FOR EXHIBITING.



THE LEADING TRADE FAIR FOR THE BIOTECHNOLOGY INDUSTRY

860 exhibitors and 13,000 visitors constitute the perfect setting for demonstrating your capabilities as a company to the entire industry – with just one trade fair presentation. And that saves you precious time and money.



NEW BUSINESS LEADS EVERY YEAR

With the show now taking place every year, you'll find it much easier to keep up with all the latest developments and trends in biotechnology. And you'll be able to launch your new products that much earlier – and market them continuously on the back of BIOTECHNICA.



EFFECTIVE BUSINESS PLATFORM

BIOTECHNICA gives you access to research funding, exposes you to exciting new ideas from innovative companies and lets you find the partners you are looking for to help you market your new products.



STRENGTH IN NUMBERS

The group presentations mounted by international trade associations and regions provide a great showcase for younger companies in particular. These offer an easy and affordable way of exhibiting at the show.



HIGH CALIBRE OF VISITORS

With 99% of visitors classed as trade visitors and 75% of all visitors involved in their company's investment decisions, you'll find the show packed with experts and opinion-makers from the research and business communities, government and the media – all of them with an important influence on the future of the biotechnology industry.



MAXIMUM PUBLICITY

An intensive advertising campaign generates awareness throughout the industry, and the presentation of the EUROPEAN BIOTECHNICA AWARD always attracts a large media presence. So your company gets to be where it belongs: at the centre of attention.



A GLOBAL AUDIENCE

Visitors from more than 40 nations – at BIOTECHNICA you'll meet investors from Europe, Asia and America and gain direct access to the most important international markets.



SURPRISINGLY AFFORDABLE

For as little as €2,556 (plus VAT) you can book a 12 m² modular system stand, fully fitted out and ready for use – and enjoy all the benefits that BIOTECHNICA has to offer.

THERE'S A LOT TO BE SAID FOR EXHIBITING AT THE SHOW.

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This is our tenth year at the show. It's the flagship trade show for the whole industry. You get to meet members of the trade from all over the world here – and we can demonstrate all our new products to a global audience.

Sarah Thompson, Synoptics Ltd., UK

This is our first time at BIOTECHNICA. With the large number of visitors here we're expecting to do more business. Our aim is to develop our existing contacts with decision-makers in pharmaceutical companies – and to make new contacts. It's a very good idea to have talks and lectures from a wide range of companies on all kinds of topics.

Dr. Christian Martin, DSM Pharmaceutical Products, NL

BIOTECHNICA is the best trade show of its kind. It's the right size, and attracts the right kind of audience – lots of people with a scientific background or biopharmaceutical interests. A particularly attractive feature this year is the presence of so many start-up companies with innovative ideas.

Rudolf Schmitt, GE Healthcare Europe GmbH, GER

For us BIOTECHNICA is an ideal platform for international business-to-business deals. This year we were able to talk to customers virtually round the clock. It all went very well. We'll certainly be coming back in future years.

Martin Howald, Bio Concept, CH

We think it went very well. BIOTECHNICA remains the most important gathering for the industry in Europe. The new, broader coverage and the continuing refinement of the format will help to position the show to even greater advantage internationally.

Dr. Kathrin Adlkofer, Norgenta, GER

BIOTECHNICA is the leading industry gathering of the year. This is where all the major companies come together – and if you are in the business yourself, this is where you have to be. For us it's the perfect place to demonstrate Hessen's capacity for innovation to a receptive international audience.

Johannes Scholten, Bio Region Hessen, GER

All the exhibitors reported a lot of serious inquiries from visitors. BIOTECHNICA is important to us as a forum for meeting our customers and establishing new contacts. So we welcome the changeover to the new yearly cycle.

Ludmilla Popova, Ministry of Education and Science in the Russian Federation, RUS

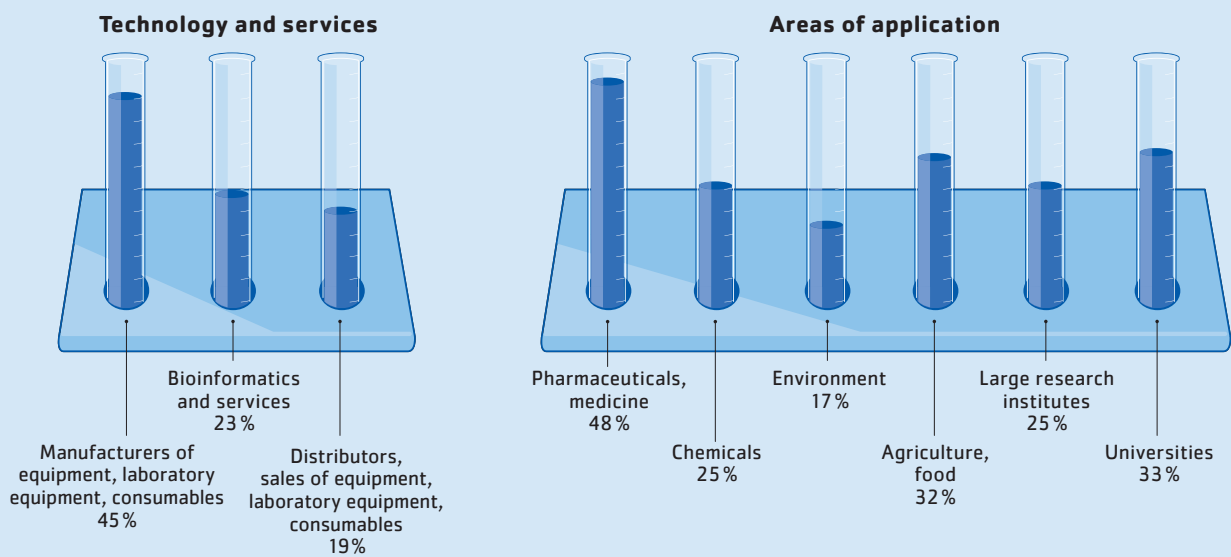
BIOTECHNICA has evolved into a first-rate international meeting place for industry decision-makers.

Dr. Doris Dobida, Life Science Austria, A

BIOTECHNICA ADDS UP. AND SO DO THE NUMBERS.

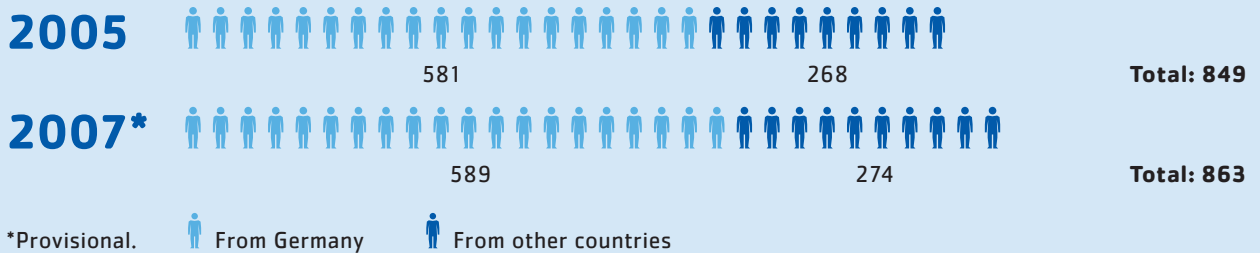
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EXHIBITORS BY BUSINESS SECTOR



More than one reply possible

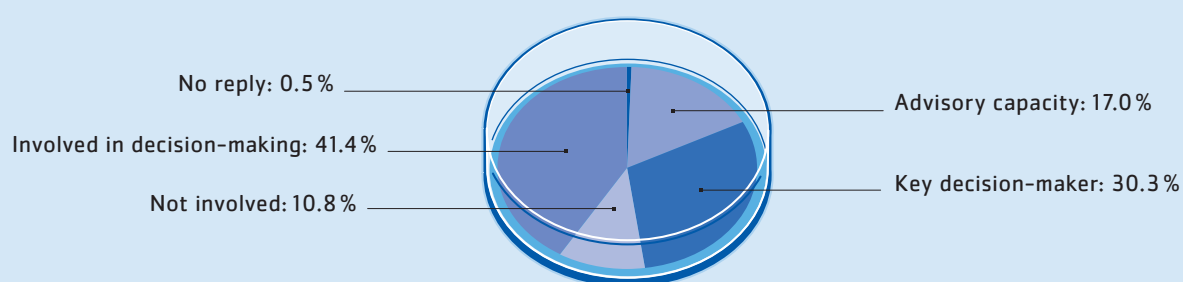
NUMBER OF EXHIBITORS



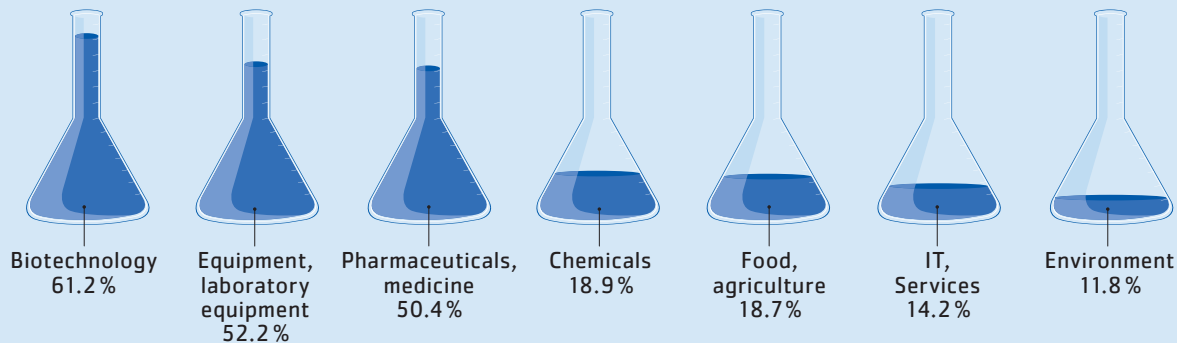
NUMBER OF VISITORS



DECISION-MAKING INVOLVEMENT OF VISITORS

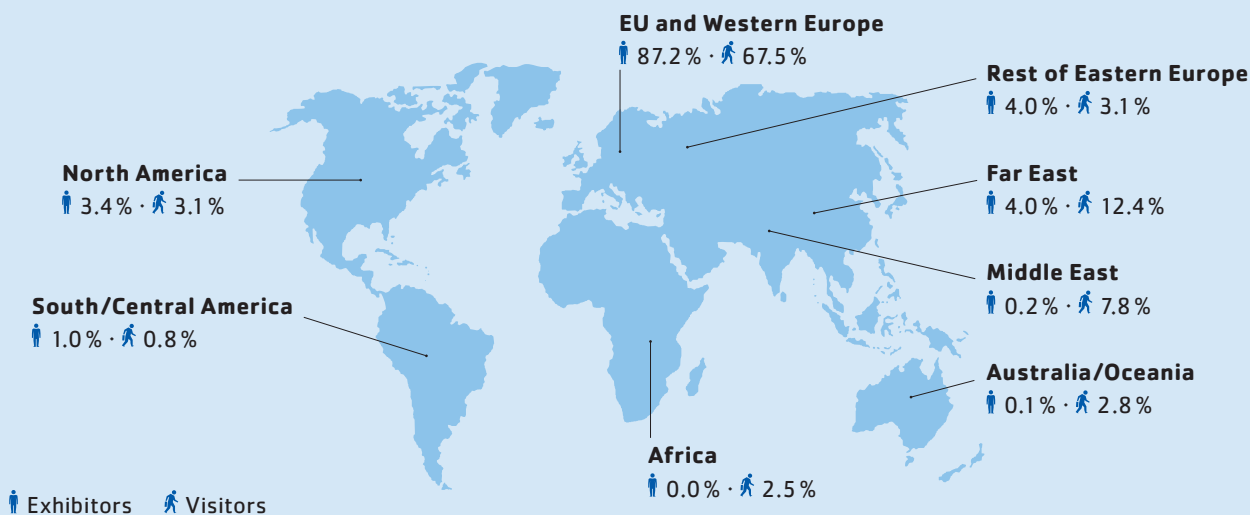


VISITOR INTERESTS



More than one reply possible

ORIGIN OF EXHIBITORS/VISITORS



Exhibitors Visitors

WHICHEVER STAND YOU CHOOSE, IT'S THE RIGHT CHOICE FOR YOUR SUCCESS.

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OPTION 1: STAND SPACE ONLY

The individual solution: reserve a space for your own exhibition stand, which you supply and assemble yourself. All you pay for is the floor space.

Or you can book one of our modular system stands – this will be fully assembled when you arrive, ready for you to add your own design ideas.

Row stand, open on one side € 145/m² (minimum area 12 m²)

Corner stand, open on two sides € 165/m² (minimum area 12 m²)

End stand, open on three sides € 175/m² (minimum area 30 m²)

Island stand, open on four sides € 185/m² (minimum area 50 m²)

A media contribution of € 125 and an AUMA contribution of € 0.60/m² (plus VAT) will be added to the above prices.

Modular system stands available from € 72/m² (minimum area 12 m²)

OUR SPECIAL OFFERS

EARLY-BOOKING DISCOUNT

The earlier you book, the better. If you book your stand at BIOTECHNICA by 31 January 2008, you'll receive a discount of € 5/m².

But it pays to act fast for other reasons, too. If we receive your application for stand space in good time, you are more likely to get your preferred stand position. So you benefit twice over: you pay less, and you get more.

TWO-YEAR COMBINATION BOOKING

If you decide now to exhibit at BIOTECHNICA in 2008 and in 2009, you'll receive a further discount of € 10/m².

OPTION 2: FAIR PACKAGE

The convenient, all-inclusive option: with the fair package you get your stand space, exhibition stand and various related services.

FAIR PACKAGE "CLASSIC"



Price per square metre for rented space
(row, corner, end or island stand)
+ € 86/m² for services
+ € 639 basic lump-sum service charge
+ € 0.60/m² AUMA contribution

Example: calculating the price for a 15 m² fair package corner stand:
(15 x € 165) + (15 x € 86) + € 639 + (15 x € 0.60) = € 4,413
plus VAT.

FAIR PACKAGE "COMFORT"



Price per square metre for rented space
(row, corner, end or island stand)
+ € 103/m² for services
+ € 839 basic lump-sum service charge
+ € 0.60/m² AUMA contribution

Example: calculating the price for a 20 m² fair package row stand:
(20 x € 145) + (20 x € 103) + € 839 + (20 x € 0.60) = € 5,811
plus VAT.

CORPORATE LECTURES

As an exhibitor or co-exhibitor at BIOTECHNICA 2008 you also have the option of giving a corporate lecture. The lecture forum is located right alongside the main exhibition area. Make the most of this additional opportunity to put your message across to a professional audience.

All lecture titles registered in good time will be published in the form of a printed program and also on the Internet.

Allocated time slot: 25 minutes, cost: € 350 plus VAT, incl. technical conference facilities

REGISTRATION MADE EASY

All the registration documents and the conditions of participation can be downloaded on the Internet. Simply go to www.biotechnica.de/forms and click on the link to download the complete registration pack for exhibitors in pdf format.

Print out, fill in and post – that's it. Or you can request a pack by calling us on +49 511 89-32136 or e-mailing nicole.schlegelmilch@messe.de.

Allocation of stand space begins on 1 March 2008





SUCCESS KNOWS NO LIMITS.

By renting a stand at BIOTECHNICA you'll have a presence at Europe's leading gathering for the biotech industry. But BIOTECHNICA also offers you a business platform in America and Asia. So grab the opportunity to gain direct access to new markets on both sides of the world.

BIOTECHNICA AMERICA

From 26 to 28 March 2008 BIOTECHNICA AMERICA in Philadelphia (USA) will be the centre of attention for the biotech industry. Taking place in tandem with the companion trade fairs INTERPHEX2008 and Pharma MedDevice, BIOTECHNICA AMERICA offers outstanding opportunities for companies to gain a foothold in the world's largest market for biotechnology. More than 1,000 exhibitors and 17,000 visitors will attend the three events.

Philadelphia, USA
26–28 March 2008
www.biotechnica-america.com
www.interphex.com

BIOTECHNICA ASIA

BIOTECH CHINA in Shanghai (China), a successful collaboration between BIOTECHNICA ASIA and the Chinese trade fairs BIOTECH & PHARM, ISCL and BIO-FORUM, is the most important communication platform for biotechnology in the Asian region. And consequently the best opportunity for exhibitors to introduce themselves to the Asian market.

Shanghai, China
28–30 May 2008
www.biotech-china.com

FURTHER INFORMATION

Keep up to date with the latest information about all BIOTECHNICA events by going to the website at www.biotechnica.de. Or you can get all the latest information via e-mail by simply subscribing to our newsletter at www.biotechnica.de/newsletter_e.

YOUR BIOTECHNICA TEAM

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