

Flying high in Business and Research

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Europe's No.1 Event
for Biotechnology
and Life Sciences


**BIO
TECHNICA**
Hannover, 11–13 October 2011

Biotechnology | Laboratory Equipment | Services | Technology Transfer

biotechnica.de

INVITATION TO BIOTECHNICA 2011



Dear Guest

Biotechnology and the life sciences are continuing to develop well and we intend to nurture this positive trend through BIOTECHNICA. We offer a unique central European marketplace for innovations, business leads and knowledge transfer, having consistently optimized our strategic orientation and the benefits offered by BIOTECHNICA.

In 2011 the main focus of BIOTECHNICA will again be on applied biotechnology, laboratory equipment, services and technology transfer. These keynote themes will be further developed in future events. We will continue to direct marketing activities towards attracting your key target groups from industry, science and research, as well as among business development agencies. Hosting an exhibition, special presentations and forums, as well as conferences, opportunities for networking and career platform, BIOTECHNICA offers countless chances for your marketing and business success.

Together with our partners in Europe and the USA we will provide you with an exciting conference program in 2011. Conference themes include molecular diagnostics, proteins and antibodies, bioinformatics, food analysis and industrial biotechnology. As an exhibitor you will benefit from additional contact with high-calibre visitors who are attracted by the conferences, symposia and workshops at the event.

A new highlight this year – a platform for BioServices – will bring together players in the fields of contract research, contract development and contract manufacturing, with pharmaceutical and the biotech companies. In addition to this special presentation there will also be an accompanying conference. In fact, most of the conferences featured at BIOTECHNICA will be held in conjunction with special presentations in the exhibition halls. Use this opportunity to showcase your company and its products to an international audience. We look forward to seeing you at BIOTECHNICA 2011.

Yours sincerely





A handwritten signature in blue ink, appearing to read 'J. Fürstenberg-Brock'. The signature is stylized and fluid.

Jürgen Fürstenberg-Brock

BIOTECHNICA Director

THE WORLD OF BIOTECHNOLOGY

BIOTECHNICA shows a large spectrum of the biotech industry – which makes it the ideal platform for presenting your products and solutions to a broad audience of professionals. The clear focus on four distinctive areas of application makes BIOTECHNICA especially attractive.

			
Biotechnology	Laboratory Equipment	Services	Technology Transfer
Every area of research, development and application is represented – so make sure you’re also there.	Companies and institutes are keen to find new laboratory solutions here – and manufacturers can find new customers.	A wide range of supporting services for biotech and pharmaceuticals.	The market-place for ideas brings together innovators and potential investors.

The entire industry – at one event
1. Bioprocess Technology and Bio-Engineering (Bioreactors, bioreactor accessories, equipment development, GLP/GMP, bioreactor analysis, sterile techniques, downstream processing, ultrapure water systems, laboratory equipment, logistics, measuring and control technology)
2. Bioinformatics
3. Bioanalytics
4. Biotech Services
5. Biotech Applications Therapeutics, Diagnostics, Biomedicine • Food, Agriculture • Industrial Biotechnology, Environment • Marine Biotechnology • Transgenic Animals

MORE CONTACTS, MORE BUSINESS, MORE POSSIBILITIES

BIOTECHNICA offers more than other events. Here, in just a few days, you can meet more people who matter than at any other biotech show and you can achieve a whole range of goals – finding new business, making top contacts, meeting potential investors or simply learning about the latest research findings. Everything is possible here – and taking part is both effective and affordable.

BIOTECHNICA will help you reach these goals:

1 Win new clients and establish new business contacts

2 Enhance your image and reputation in the industry

3 Find cooperation partners

4 Customer care



» For the past 25 years BIOTECHNICA has served as a barometer for Boehringer Ingelheim, indicating trends in technology, science and business. This year's event also offered an excellent platform for exchanging scientific knowledge, building existing business relations and defining future projects. Backed by the excellent scientific content presented in the conferences, BIOTECHNICA 2010 proved a complete success. Boehringer Ingelheim will again play an active part in shaping BIOTECHNICA in 2011.«

Prof. Dr. Rolf G. Werner, Corporate Senior Vice President, Corp. Division Biopharmaceuticals, Boehringer Ingelheim GmbH, Ingelheim a. Rhein, Germany

» At BIOTECHNICA we have always been able to find people who are really interested in our equipment and win them as new customers. We are able to give many of these visitors the opportunity to experience and handle the equipment. The new business is important to us, but we also take the opportunity to cultivate relations with existing clients. Things went well for us from the start and we have never had any reason to complain about a lack of visitors to our stand.«

Dr. Markus Herbort, Regional Sales Manager, QIAGEN GmbH, Hilden, Germany

YOUR POTENTIAL CUSTOMERS

Renowned companies that took part in BIOTECHNICA in 2009/2010:

Analytik Jena, Beckman Coulter, Boehringer Ingelheim, German Federal Ministry for Education and Research (BMBF), Eppendorf, Fraunhofer, Greiner Bio-One, Hamilton Robotics, Lonza, Merck, Mettler-Toledo, Millipore, Qiagen, Sartorius, Sigma Aldrich, all biotech clusters represented with joint pavilions, top name associations, etc

BIOTECHNICA a focus of attention

12,000 visitors

50 % of the visitors attend only BIOTECHNICA

800 exhibitors



Contacts with top-level decision-makers:

29% are top managers, CEO's or from senior management

72% are involved in purchase decisions

Place your company at the focus of an international audience

75% of the visitors are from Europe

25% come from other countries, thereof **9%** from North America

Our visitors are interested in the following:

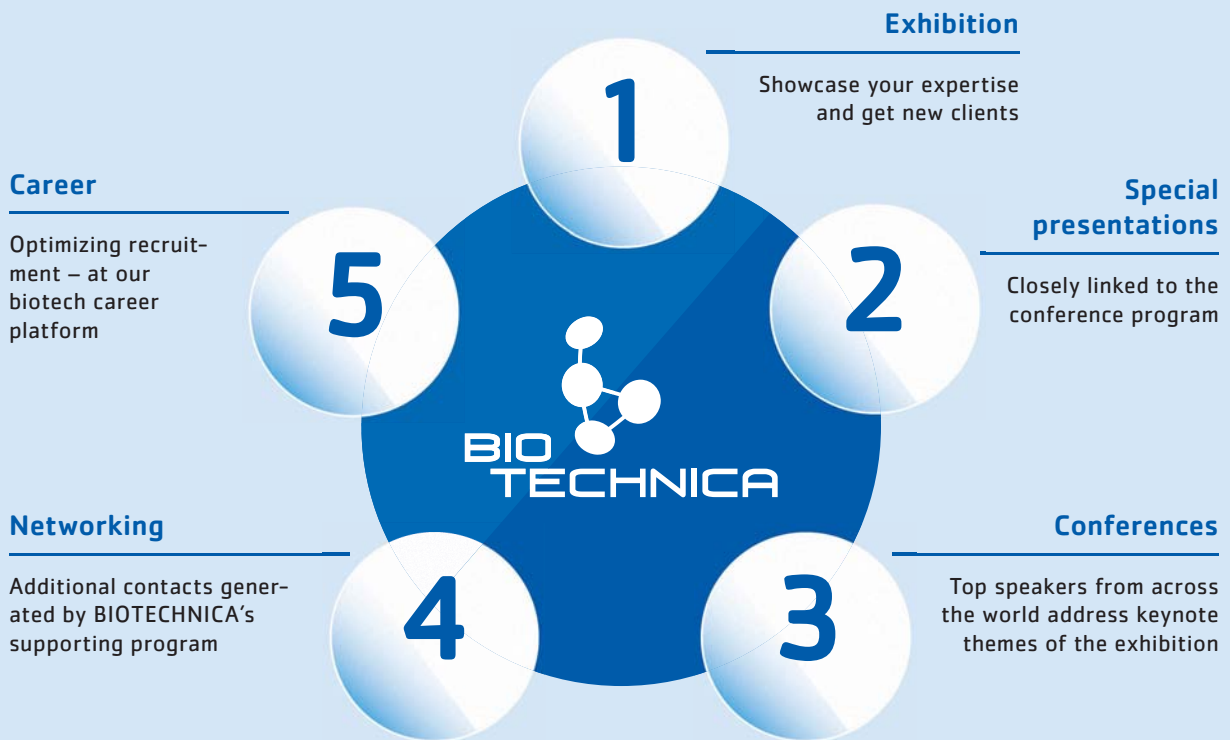
- 70 %** Biotechnology
- 58 %** Equipment/Laboratory equipment
- 57 %** Pharmaceuticals
- 26 %** Chemicals
- 15 %** Environmental technology
- 13 %** Informatics & Services
- 11 %** Food & Agriculture

More than one reply possible

ELEMENTS FOR YOUR SUCCESS

Due to the special concept of BIOTECHNICA you can use several target-oriented elements of our show to plan your own individual attendance, not only to save time and money but also to archive your personal business goals.

Exhibitors can look forward to increased visitor numbers at their stands as all conferences and displays are thematically related and thus attract visitors from different sectors to stands in other parts of the exhibition.



HAVE A GOOD POSITION: AT THE EXHIBITION

Exhibition

The exhibition not only offers a great chance to showcase your products, services and innovations to best effect – it also yields contacts as well as sales, with potential clients from more than 40 countries. Look forward to meeting an audience ready to make top-level investment decisions.



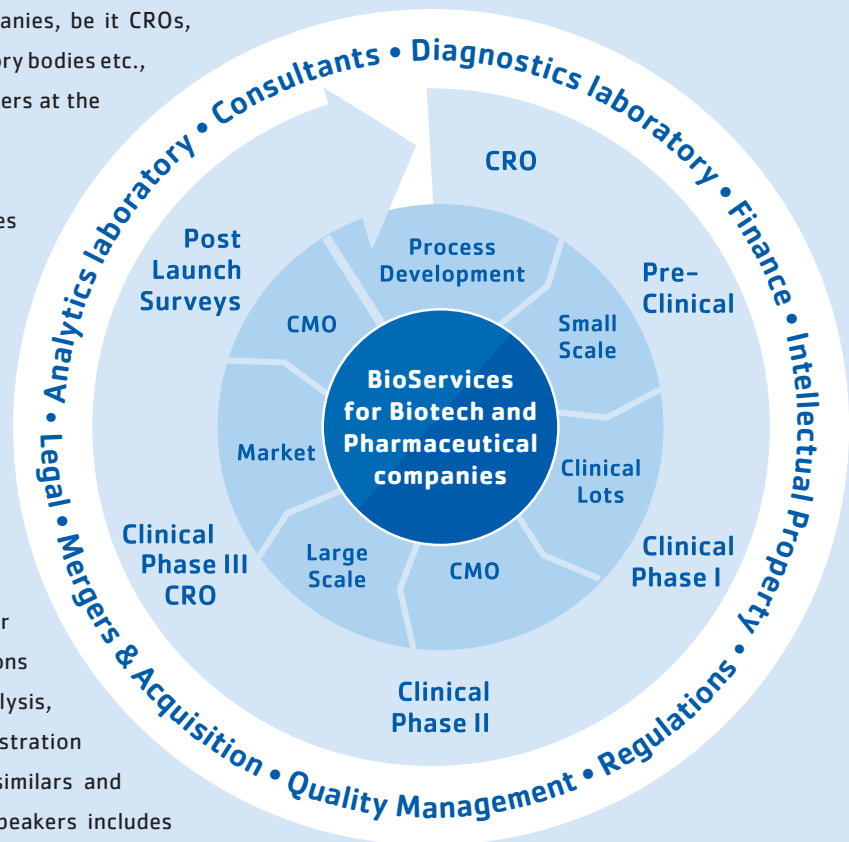
Your industry is our focus: BioServices platform 2011

For the first time: 2011 we focus our attention on product development. Here, at BioServices, you can meet the many service providers that cooperate nowadays with Biotech and Pharma companies, be it CROs, CMOs, diagnostic companies, regulatory bodies etc., either on exhibitors, visitors or speakers at the accompanying conference.

Our BioServices platform facilitates direct contact to your target groups and will optimize your opportunities to obtain orders and/or find new partners along the added value chain.

The conference program obviously increases the number of contacts to potential business partners but beyond that it is an important forum for the latest information and discussions on manufacturing, formulation, analysis, pre-clinical and clinical trials, registration and funding – for example, of bio-similars and personalized medicine. The list of speakers includes some of the main authorities in this sector.

New focus:
BioServices Platform



MEET THE BEST MINDS AT OUR CONFERENCES

Conferences

BIOTECHNICA is the top exhibition and conference event in Europe – not least due to the quality of the conference program, which features an impressive array of outstanding researchers and biotech experts.

Conference participants represent a valuable source of potential visitors for you as exhibitors. This was demonstrated by our survey of conference attendees which revealed that 91% of them also visited the exhibition halls. In fact, the conference program not only increases attendance at the stands, but positively influences the calibre of the professional visitors too. Linking the exhibition and the conference thematically certainly pays off.

Hosting more than 500 internationally recognized speakers, the conference program is one of the key highlights of BIOTECHNICA. Here is a selection of the top speakers who appeared last year:

- John Dalli, European Commissioner for Health and Consumer Policy, who spoke on the role of the EU in the field of regenerative medicine
- Dr. Bernhardt L. Trout, Director Novartis-MIT Center for Continuous Manufacturing, on the challenge of manufacturing therapeutic antibodies
- Jacob de Vlieg, Ph.D., Professor & Global Head, Molecular Design and Informatics Merck, on Informatics for Data Driven Drug Discovery

The conference themes in 2011 range from biomedicine and bioinformatics to food markets of the future, as well as our focus topic BioServices.

www.biotechnica.de/events

In cooperation with our partners we will be presenting a high-calibre conference program, which will appeal to your target groups too:

- 3rd PEGS Europe – Protein & Antibody Engineering Summit
- 2nd Molecular Diagnostics
- 3rd Bio-IT WORLD Europe
- 2nd Biotechnological Innovation in Food
- Industrial Biotechnology 2011
- BioServices platform

The following top companies take part in our conferences:

Abbott, AstraZeneca, Bayer, EliLilly, F Hoffmann La Roche, GlaxoSmithKline, Hewlett Packard, Johnson & Johnson, Karolinska Institute, Life Technologies, Novartis, Novo Nordisk, Pfizer, Roche Diagnostics, Sanofi Aventis, Siemens, etc.

2,000
participants
in conferences,
forums and
workshops

500
internationally
known speakers

91%
of the conference
attendees
also visit the
exhibition



TALKS THAT MEAN BUSINESS: NETWORKING

Special presentations and forums

Thematically oriented to the conference keynote themes, the special presentations located in the exhibition halls create an additional platform for the latest technologies and developments.

■ INNOVATION FORUM

Exhibitors can enjoy the benefits of holding a company or product presentation in order to secure the attention of a broad circle of trade visitors.

■ BMBF Project Forum Biotechnology

Germany's Federal Ministry for Education and Research (BMBF) will present projects which facilitate the effective networking of science and industry.

■ Forum Life Science Spotlight

The specialist department for Life Science Research (LSR) within the Association for the German Diagnostics Industry (VDGH) offers a forum for dialogue with the scientific community.



Use the potential generated by networking

The broad supporting program featured at BIOTECHNICA opens up further opportunities for networking: for example, at the BIOTECHNICA NIGHT, where you can meet top people from science, industry, the services sector, politics and government.

Career

Smart thinkers are your best resource. That is why BIOTECHNICA cooperates with jobvector to create an effective career platform linking companies with students, graduates, post-graduate researchers and other young and high-level professionals. Recruitment interviews can be conducted on the spot at the venue.
www.biotechnica.de/career



OPTIONS FOR TAKING PART

Opt for a trade fair stand geared to your needs. We have various interesting and affordable options. For example, a 12 m² row stand, type "Slim", is available for as little as 2,654.20 €*. This small investment is certain to prove worthwhile.

Offer no. 1: Stand space

The individual solution: Book the space for your trade fair stand, which you can design and construct as you wish. You simply pay for the stand space.

Row stand	160 €/m²	Corner stand	180 €/m²
End stand	190 €/m²	Island stand	200 €/m²

Additional costs: media contribution 127 €, AUMA contribution 0.60 €/m² and VAT at the current valid rate.
Minimum stand size: 12 m²

Alternatively, you can order the space and a modular stand (e.g. type "Slim" from 55 €/m² plus VAT), which is ready for use and can be individually fitted and customized. All relevant details about fixtures and fittings can be found at www.biotechnica.de/47809

Offer no. 2: fair-package

The all-inclusive package: The fair-package option covers the stand area, stand construction and many useful benefits and related services. Find out everything you need to know about terms and conditions at www.biotechnica.de/fairpackage

fair-package "Basic"

- Stand area
- Modular stand Type A with basic fixtures/fittings
- Various services, e.g. press and marketing



€ 3,836.20*
Price example:
12 m² row stand

fair-package "Comfort"

- Stand area
- Modular stand Type B with basic fixtures/fittings
- Various services, e.g. press and marketing



€ 6,360.00*
Price example:
20 m² row stand

Offer no. 3: Early bird discount

Book early and pay less. If you book a stand at BIOTECHNICA by **28 February 2011** you will be eligible for a **5 €/m² discount**.

But there are also other benefits if you react quickly. For example, you are more likely to secure your favoured stand location. In short, booking early pays off financially and improves your trade fair opportunities. Remember: **hall planning and allocation of space starts on 1 March 2011**.

* All price examples exclude VAT (payable at current rate) but include stand space and early bird discount.

FOR A PERFECT TRADE SHOW OUTCOME

Exhibitor workshops

At our BIOTECHNICA workshops exhibitors can learn some of the fundamentals about preparing for the trade show and reaping the benefits during and after the event, including effective ways of speaking to stand visitors, presentation techniques and other useful tips. Workshops will be held in various cities, including Hamburg, Berlin, Düsseldorf, Frankfurt, Stuttgart, Munich, Zurich and Vienna.

For further information on registration and costs please contact:

janine.wendt@messe.de, Tel.: +49 511 8932179

Free advertising aids

We support your promotional activities with a variety of free advertising aids to use, for example, when you inform business friends, as well as new and existing clients about your trade fair participation. Our advertising aids can be ordered via OBS or downloaded directly from

www.biotechnica.de/50809

Sponsoring

Use the positive image of BIOTECHNICA to promote your own company and product positioning and enjoy the benefits of Europe-wide recognition. You'll find all the details at www.biotechnica.de/sponsoring_e

Lectures at the INNOVATION FORUM

As an exhibitor or co-exhibitor at BIOTECHNICA you have the opportunity to hold a company lecture, staged in the exhibition area of the INNOVATION FORUM and to offer an additional opportunity to impress key professionals. The lectures should not exceed 25 minutes. Cost: 390 €, incl. the use of conference technology, plus VAT at the current rate.



Online registration – it's simple with OBS

Plan and calculate the cost of taking part in BIOTECHNICA 2011. Visit www.obs.messe.de to enjoy the benefits of online registration.



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