



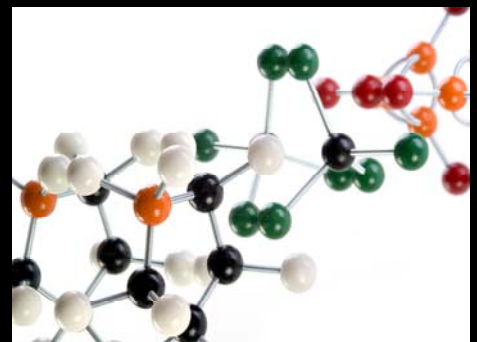
excellence

BIOTECHNOLOGY INVESTMENT

CONNECTING INDUSTRY WITH INVESTMENT

EVENT PROSPECTUS

21 & 22 April, 2008
Hilton Hotel
Sydney



Excellence in Biotechnology Investment 2008

21 & 22 April, 2008, Sydney Australia

Excellence in Biotechnology Investment 2008 represents a unique investment event specifically designed for both informed biotechnology investors and active market investors alike. This new event format supports the excellent work of other leading biotechnology industry conferences by providing a *dedicated investment forum for investors* to link into the most exciting developments and opportunities on offer in Australasian biotechnology.

100% INVESTOR FOCUS IN 2008

Although Excellence in Biotechnology and Investment has been running for the last three years, 2008 represents a complete change in the focus of the event to align more closely with profiling biotechnology exclusively to investors. Our past Excellence in Biotechnology and Investment events have traditionally had a split-focus between industry and investor education. In 2008, Excellence in Biotechnology Investment will shift its focus to becoming an investment forum that is 100% designed to educate, inform, and ultimately encourage investment, at all stage levels of biotechnology development. In short – this new event is aimed at profiling the biotechnology industry; both from an Australian perspective and globally, with a *100% focus toward the investment community*.

The new format brings together biotechnology companies, supporting government agencies, investment community, private and institutional investors and the professional services industries to sell 'Biotechnology in Australasia'.

Who will attend?

- ✚ Biotechnology companies looking to attract investors and update shareholders and the investment community;
- ✚ Institutions, fund managers, financial advisers and private investors looking to invest in the sector;
- ✚ Banks and stockbrokers looking to find business leads, new clients and network with decision-makers / executive-level leaders of biotechnology companies;
- ✚ Universities and associations looking to make contact with the industry;
- ✚ Professional service groups looking to advise biotechnology companies on research and development, capital raisings and legal agreements;



Why you should attend

Excellence in Biotechnology Investment 2008 will provide presenters and sponsors with an exceptional marketing opportunity that allows you to profile of your company, technology or research project to a highly-targeted investor audience.

The combination of an informative event program, international and nationally respected industry speakers and a vibrant social program, is what makes this forum the premier biotechnology investment event in Sydney.

The program will be supported by a comprehensive marketing programme that includes key industry communication mediums, main-stream initiatives and an extensive direct communication programme at local, national and international levels.

Event Format

The two day program features investment presentations from biotechnology companies with clinical trials in Stages 1, 2 & 3. Guest keynote presentations and investment focused panel discussions from major industry leaders from both the investment and biotechnology sectors will also support the investment focus of the event.

Networking and an extensive social program will be lead by an Industry Exhibition, Biotechnology Investment Lunch and the Excellence in Biotechnology Investment Gala Awards Dinner. The inaugural Excellence in Biotechnology Investment Awards will be announced at the Gala Dinner to be held at the exclusive Doltone House.

- ✚ The main focus is to encourage investment into Biotechnology.
- ✚ Features include internationally renowned leaders in biotechnology from Australia, Europe and the USA.
- ✚ Program content will be 'topic driven' focusing on new trends, developments and exceptional investment opportunities currently available in biotechnology.
- ✚ In addition to the presentation format a prominent social program is included to offer multiple opportunities to network with other business interests represented at the event.
- ✚ The Excellence in Biotechnology Investment Awards dinner will be held for the first time with nominations and judging taking place before the event. Five category winners will receive their awards on the evening of the dinner.
- ✚ The format provides multiple opportunities to network with a cross-section of colleagues and experts from all areas of biotechnology including financial advisers and investors, banks, stockbrokers, representatives from government and professional service groups;
- ✚ Company involvement, commitment and support for the event will be widely acknowledged in our comprehensive pre-event communication programme with relevant industry stakeholders continued through-out the event itself;
- ✚ Participating companies will benefit from exposure to a highly targeted, relevant and informed investor audience in an informal yet informative environment, away from everyday distractions;

Excellence in Biotechnology Investment 2008 organisers would be delighted to meet with you to discuss the promotional opportunities outlined in this prospectus and would be happy to design a package that suits your specific requirements.

Early confirmation of your support for the event will ensure an even higher level of exposure to the investment community and allow your company an opportunity to select the 'right promotional vehicle' for your organisation. As a sponsor of *Excellence in Biotechnology and Investment*, your company name, brand message and/or logo can be included in both the promotional campaign (in the lead-up to the event) and on promotional material at the event itself.



The Event Venues

Excellence in Biotechnology Investment will be held on 21 & 22 April, 2008 at the Hilton Hotel in the heart of Sydney's CBD. The Hilton is one of Sydney's premier 5-star venues with luxury accommodation, high-level facilities and the highest standards of presentation and service amenities. Special accommodation packages will be available for event guests and presenters. The event will be hosted at the Hilton while the Awards Dinner will be held at Doltone House.

Biotechnology Investor Presentations

The Investor Presentations offer the ideal opportunity to showcase your companies, technologies or research projects to a receptive investor audience who are actively seeking investment in the biotechnology sector. Our investor audience represents a diverse range of the investment community and include; fund managers, financial advisors, brokers, private investors, financial institutions, institutional investment houses, executive managers and investment media. This is your chance to showcase your company's investment potential to investors with a view to understanding more about your business.

The Investor Presentations will take place throughout the morning session of the forum and will be limited to eight companies. The final selection of presentations will be based on a range of categories and will not necessarily be allocated on a first-in-first-served basis. Investors will be invited to attend these sessions free-of-charge.

This is Sydney's premier opportunity to secure investment for your company.

Company Investor Presentation – The Benefits:

- ✚ One 15-minute presentation plus 5-minute question and answer time
- ✚ 1 x exhibition stand measuring 3m x 2m with fascia sign and lights
- ✚ 2 x complimentary 'full' registrations including lunch
- ✚ 5 x full delegate 'Investor' passes
- ✚ Brief company profile in the 'Company Presentation' section of the event compendium
- ✚ Acknowledgements during the event – including closing remarks
- ✚ 3 Months exposure on BiotechnologyNews.net
- ✚ Logo and company notes on event website including links to your website
- ✚ Profile / brand / company name in all event marketing material

Presentation (One Slot):

\$5,000 plus 10% GST



Sponsorship

We have a range of sponsorship opportunities to maximise your organisations' exposure to your key stakeholders. Sponsors will receive acknowledgements, benefits and entitlements according to their level of sponsorship contribution. You may choose as many individual sponsorship opportunities as you like from the range on offer. All prices are exclusive of GST and therefore will be subject to 10% GST.

Platinum Sponsorship

Our Platinum Sponsor is able to make a positive contribution to the event while enjoying strong branding and exposure across a wide cross-section of the biotechnology and investment communities. As a Platinum Sponsor, your organisation will feature prominently in all aspects of the forum including pre-event marketing. Your company logo / brand will receive priority placement on all event material, major signage and the event delegate program and event papers.

Platinum Event Sponsor Benefits:

- 6 x complimentary full registrations
- Logo incorporated into event marketing materials (including all e-communications)
- Principal signage in the main session room and on all signage boards at the event
- Opportunity to open the event with a presentation to delegates
- Brief description of your company in the key sponsors section of the event compendium
- Logo on introductory slides as part of the event design template
- Logo and company notes on event website including link to your website

Sponsorship Fee:

\$15,000 plus 10% GST

Biotechnology Investment Lunch Sponsor

The lunch will be held in the event. This will be the longest break during the day and will give the sponsoring company high brand exposure throughout the lunch time break. This is one of the best networking 'day-events' in the program and an excellent opportunity to promote your brand message to both presenting companies, sponsors and delegates.

Sponsor Benefits:

- 2 x complimentary full registrations
- Sponsor to be able to brand all buffet lunch areas and/or give company information to delegates
- Brief description of your company in the key sponsors section of the event papers
- Acknowledgement of the sponsored lunch at the close of the session before lunch
- Insert into the event delegate bag
- Logo and company notes on event website including link to your website
- Mention in all print advertising and event brochures, papers and materials

Sponsorship Fee:

\$4,000 plus 10% GST

NB: Alcoholic beverages are not included in this cost but can be included for and additional charge

Morning / Afternoon Session Sponsorship

Sponsorship is available for the 'Morning session' (Investor Presentations) and the 'Afternoon Session' (Industry Session). Session sponsorship is limited to only two companies and is an excellent way to communicate your product, company or brand message in front of a high-targeted captive audience. With sessions being organised around certain topics, this is an excellent way to profile your company to a focused and highly-receptive audience.

Sponsor Benefits:

- ✚ 2 x complimentary full registrations
- ✚ Signage within the presentation / seminar room and opportunity to brand during the sponsored session
- ✚ Brief description of your company in the key sponsors section of the event compendium
- ✚ Logo and company notes on event website including link to your website
- ✚ Branding in all print advertising and event brochures, papers and materials

Sponsorship Fee:

\$8,000 plus 10% GST

Pre-dinner Drinks Reception Sponsorship

The Excellence in Biotechnology Investment 2008 pre-dinner drinks will be held prior to the awards dinner. Another excellent networking event, sponsorship of this session will make you one of the most 'popular' sponsors of the event! Drinks will be held in the foyer area outside the ballroom before delegates are taken to Doltone House for the awards dinner.

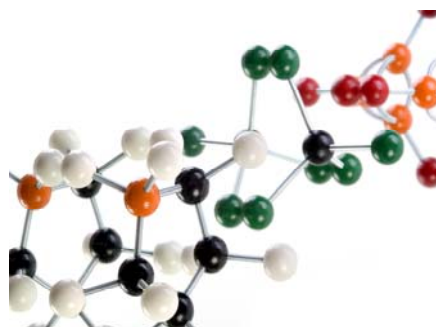
Sponsor Benefits:

- ✚ 2 x complimentary full registrations
- ✚ Welcome address to delegates at reception and branding within the reception area
- ✚ Company logo on sponsor boards at the event
- ✚ Logo and company notes on event website including a link to your website
- ✚ Branding in all print advertising and event brochures, papers and materials

Sponsorship Fee:

\$7,500 plus 10% GST

NB: cocktail food is not included in this cost but can be included if the client wishes



Biotechnology Awards Dinner Sponsorship

The Excellence in Biotechnology Investment Awards Dinner will be held on the first evening of the event. The dinner will be held at Sydney's beautiful, Doltone House. This stunning venue is located in picturesque Jones Bay Wharf, just 5 mins from the Star City Casino. The dinner includes the inaugural Excellence in Biotechnology Investment Awards Presentations, a three-course gala dinner, drinks and entertainment.

Sponsor Benefits:

- ✚ 4 x complimentary full registrations
- ✚ 5 x full delegate 'Investor' passes
- ✚ Logo on screen during the dinner and awards
- ✚ Signage within the dinner venue – either side of the podium
- ✚ 150-word description of your company in the key sponsors section of the event compendium
- ✚ Logo and company notes on event website including link to your website
- ✚ Mention in all print advertising and event brochures

Sponsorship Fee:

\$20,000 plus 10% GST

The Excellence in Biotechnology Investment Awards – Sponsorship

The Excellence in Biotechnology Investment 2008 Awards will be presented at the gala dinner. The awards program represents a *first* for the biotechnology industry with nominations and judging carried out by leading industry representatives before the awards night. The presentation of each of these prestigious awards will take place during the dinner in an official presentation ceremony. Each award will carry the name of an 'awards' sponsor. There are six awards up for nomination in 2008, each carrying its own sponsor.

Sponsor Benefits:

- ✚ 2 x complimentary full registrations
- ✚ Logo on relevant awards material including on screen during the sponsored award
- ✚ Company representative to award the recipient and name on the award trophy
- ✚ Signage within the dinner room
- ✚ Logo and company notes on event website including a link to your website
- ✚ Mention in all print advertising and event brochures

Sponsorship Fee: Per Award:

\$5,000 plus 10% GST

Name Badge Sponsor

Sponsored name badges will be worn by all event participants, sponsors and exhibitors. Delegates will need to wear these for the duration of the event in order to gain access to sessions, social functions and the exhibition.

Sponsor Benefits:

- ✚ 1 x complimentary full registration
- ✚ All delegate badges will have your company logo printed on the front
- ✚ Brief description of your company in the key sponsors section of the event papers
- ✚ Insert into the event delegate bag
- ✚ Logo and company notes on event website including link to your website

Sponsorship Fee:

\$5,000 plus 10% GST

Conditions of Payment

All payments are to be payable to *Resourceful Events Pty Ltd*.

Sponsorship

Full payment of sponsorship is due at time of confirmation. A tax invoice will be raised for payment.

Method of Payment

Company cheque - Australian companies only.

Direct bank transfer - please contact the *Excellence in Biotechnology Investment 2008* event Managers via email at info@resourcefulevents.com for bank account details, add AUD\$25 handling fee for international transfers. Please forward notification of transfer.

1. International bank draft -- this should be drawn on an Australian bank and payable in Australian dollars. For all international bank drafts add AUD\$25 handling fee.
2. Credit Card -- Visa, MasterCard and Amex accepted add 3% handling charge

Bank Details

BSB Code: 086 082

Account Number: 597 734 540

Swift Code: NATAAU 3303M

Account Name: Resourceful Events Pty Ltd

Bank Name: National Australia Bank

Bank Address: West End Branch WA 197 St George's Terrace, Perth

ABN: 17 117 593 665

*****Please inform Resourceful Events Pty Ltd by fax when payment has been made. - Include Invoice / Account Name*****

Cancellation

After the official booking has been accepted by the *Excellence in Biotechnology Investment 2008* event Managers:

If the sponsorship can be resold to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total sponsorship or exhibition fee.

If not able to be resold, the company will be liable to pay the following fees:

- ✚ 50% of the total sponsorship/exhibition rate, if the cancellation request is received in writing before **29th February 2008**
- ✚ 100% of the total sponsorship/exhibition rate, if the cancellation request is received in writing after **29th February 2008**

Any refunds or deposits paid will be made after the event but not later than **30 August 2008**. The company will not be entitled to any interest that the organiser may have derived from deposits made by the company. All bank charges, including senders and receiver's charges, resulting from a refund related to cancellation of a sponsorship/exhibition items will be passed on to the sponsor/exhibitor.

For all queries regarding sponsorship and exhibition, please contact:

Email: info@resourcefulevents.com

Resourceful Events Pty Ltd
Level 4, 36 Carrington Street, Sydney, NSW, 2000

Tel: +61 (0) 2 9279 2222

Fax: +61 (0) 2 9279 2477

Website: www.resourcefulevents.com



excellence
IN BIOTECHNOLOGY INVESTMENT

Excellence in Biotechnology Investment 2008

21 & 22 April, 2008, Hilton Hotel, Sydney CBD

SPONSOR, SPEAKER & EXHIBITION CONFIRMATION

Please tick the appropriate package. All prices are exclusive of 10% GST

- Exhibition Booth** **\$ 3,000** plus 10% GST (including 2 passes)
- Company Presentation & Exhibition Booth** **\$ 5,000** plus 10% GST (including 5 investor passes)
- Sponsorship Item** _____ \$ _____ plus 10% GST

Given Name:	Surname:
Organisation:	
Mailing Address:	
Suburb/City or Town:	Country:
Phone:	Fax:
Mobile:	
Email:	
Website:	

Alternate Contact (this information will be used to by the organisers for the logistics of the event)

Given Name:	Surname:
Organisation:	
Mailing Address:	
Suburb/City or Town:	Country:
Phone:	Fax:
Mobile:	
Email:	
Website:	

Your organisation's commitment is considered to be confirmed once the event secretariat has received this completed form.

Your entitlements will become effective once agreed payment has been received. This form is considered a contract between the Excellence in Biotechnology Investment 2008 event and the exhibiting/presenting organisation.

I have read and understood the entitlements and conditions outlined in the presentation and exhibition prospectus and agree to participate in Excellence in Biotechnology Investment 2008 on that basis.

Signature of authorised person, on behalf of participating company

Name

Date

Upon receipt of this acknowledgement of participation, the Event Secretariat will forward your Event Entitlements and Invoice



Phone: 02 9279 2222
 Fax: 02 9279 2477
 Email: info@resourcefulevents.com
 Web: www.resourcefulevents.com