



**BIO 2010 CHICAGO  
3 – 6 May 2010**

**CALL FOR EXPRESSIONS OF INTEREST  
FROM NEW ZEALAND COMPANIES**

**NZBIO, with the support of New Zealand Trade & Enterprise (NZTE), is pleased to be leading the 2010 New Zealand delegation to BIO. Once again, we are seeking a team of innovative New Zealand companies and research organisations to participate in the largest annual biotechnology event worldwide.**

**We would like to invite you to take part in the New Zealand delegation and join 20,000 executives, investors, scientists, researchers, policy makers and journalists from around the world in Chicago, May 3-6, 2010**

Last year 40 New Zealand companies were part of the BIO 2009 New Zealand delegation, including 10 who were represented on the popular New Zealand Pavilion. As part of the 2010 programme, we are committed to providing delegation participants with a prominent presence via the New Zealand Pavilion and supporting services, provided in close collaboration with our partners, New Zealand Trade & Enterprise.

**There are three levels of service offering, which will allow you to choose the programme that offers services appropriate to your business objectives for this event: (All costs in NZD)**

1. Gold Programme
  - NZBIO Corporate Member Rate \$6,000 + GST
  - Non Member Rate \$7,500 + GST
2. Silver Programme
  - NZBIO Corporate Member Rate \$3,000 + GST
  - Non Member Rate \$4,000 +GST
3. Bronze Programme
  - NZBIO Corporate Member Rate \$750 + GST
  - Non Member Rate \$1,250 +GST

*Please note: Due to a significantly smaller budget for BIO 2010 all participants will be required to pay for access to the NZ pavilion and events. Please find Package Benefits on the next page.*

**What will you need to commit?**

- Investment in flights, accommodation, and the appropriate participation programme
- Resource and time to prepare and follow up, including preparing information for marketing collateral, PR and media campaigns and for the identification of potential business and/or investment partners for you.

**To secure your attendance at BIO 2010, complete the attached application form indicating which programme you wish to participate in and send it back to NZBIO by Friday 29 January 2010.**

## **Gold Programme**

**NZBIO Corporate Member \$6,000 + GST | Non-Members \$7,500 + GST**

- NZBIO Pre-event Management & Support
- NZBIO event facilitation & on-ground staff support (messages, assistance etc)
- Three Exhibitor Passes (for all three exhibition days) worth US\$350 each
- Access to the prominent 1000 square foot New Zealand Pavilion
- Invitations to all New Zealand delegation events & opportunity to put forward your international contacts for invitations to New Zealand events.\*
- Your own panel on the New Zealand Pavilion with 2 x Prominent 100cm x 125cm “design-your-own” displays featuring your logo, graphics and key messages, on both the inside and outside walls of the panel.
- Individual company display desk with brochure holder for printed material and personal presentations
- Company & contact information provided in NZ delegation collateral (printed & digital)
- Web-based marketing collateral in a dedicated BIO 2010 NZ Delegation website
- NZBIO priority assistance with media and public relations support to help raise your international profile during the conference and increase the awareness of your business and current innovations among potential partners and investors
- Complimentary access to NZBIO media relations workshop, March 2010, with leading US Public Relations & Corporate Affairs specialist.\*\*
- NZTE business matching service – identification and facilitation of business partners based on sufficient information supplied by you (TBC by NZTE)
- Opportunity to participate in pre-BIO sub-sector business development satellite events in three different US locations. Details to be provided by NZTE.

## **Silver Programme**

**NZBIO Corporate Member \$3,000 + GST | Non-Members \$4,000 + GST**

- NZBIO Pre-event Management & Support
- NZBIO event facilitation & on-ground staff support (messages, assistance etc)
- Two Exhibitor Passes (for all three exhibition days) worth US\$350 each
- Access to the prominent 1000 square foot New Zealand Pavilion
- Dedicated display holder for printed marketing material on your company
- Invitations to all New Zealand delegation events & opportunity to put forward your international contacts for invitations to New Zealand events.\*
- Company & contact information provided in NZ delegation collateral (printed & digital)
- Web-based marketing collateral in a dedicated BIO 2010 NZ Delegation website
- NZBIO assistance with media and public relations support to help raise your international profile during the conference and increase the awareness of your business and current innovations among potential partners and investors
- Complimentary access to NZBIO media relations workshop, March 2010, with leading US Public Relations & Corporate Affairs specialist.\*\*
- NZTE business matching service – identification and facilitation of business partners based on sufficient information supplied by you (TBC by NZTE)
- Opportunity to participate in pre-BIO sub-sector business development satellite events in three different US locations. Details to be provided by NZTE.

## **Bronze Programme**

**NZBIO Corporate Member \$750 + GST | Non-Members \$1,250+ GST**

- NZBIO Pre-event Management & Support
- NZBIO event facilitation & on-ground staff support (messages, assistance etc)
- One Exhibitor Pass (for all three exhibition days) worth US\$350 (approximately NZD\$485)
- Access to the prominent 1000 square foot New Zealand Pavilion
- Invitations to all New Zealand events\*
- Opportunity to participate in pre-BIO sub-sector business development satellite events in three different US locations. Details to be provided by NZTE

*\*Events Planned include: The New Zealand Touchdown Event, The Australia & New Zealand Wine Event, and a UK / Canada / Australia / New Zealand Partnering & Networking Event. Further details are still to be confirmed.*

*\*\* To be confirmed*

## CORPORATE SPONSORSHIP OPPORTUNITIES

This is the first year that we are offering two Corporate Sponsorship Opportunities for New Zealand companies to gain maximum brand exposure at BIO 2010.

*Please note: Priority will be given to NZBIO Corporate Members*

### **Australia and New Zealand Wine Event Sponsorship \$10,000 + GST**

The Australia and New Zealand Wine Tasting Event is one of the highlights of BIO International Convention. This year there is an opportunity for a New Zealand company to sponsor the New Zealand part of the event, with portable signage and banners on the New Zealand Pavilion during the event.

This event is held every year on the adjacent New Zealand and Australian pavilions, and is now recognised as one of the most standout events at the conference. New Zealand and Australian delegates are encouraged to invite their in-market contacts to come and enjoy a glass of wine!

### **New Zealand Touchdown Event Sponsorship \$5,000 + GST**

Each year a New Zealand Touchdown event is held prior to BIO, for all the New Zealand delegates to catch up or meet the rest of the delegation, and improve relationships within the New Zealand delegation. It is a great event, with drinks, nibbles and valuable networking.

There is a fantastic opportunity for one New Zealand Company to sponsor this function and work with NZBIO to make it a memorable event. Benefits include naming rights to the event as well as portable signage at the event to promote your company brand.

**To secure your Corporate Sponsorship Package, contact Colleen McTague, Marketing & Events  
Coordinator, NZBIO on 04 916 1240 or [colleen.mctague@nzbio.org.nz](mailto:colleen.mctague@nzbio.org.nz)**

## POTENTIAL PAVILION DESIGN

The New Zealand Pavilion at BIO 2010 will be a highly visible pavilion and entice walk-through visitors. It will be open to interact with the Australian Exhibit during the Australia & New Zealand Wine Tasting event.

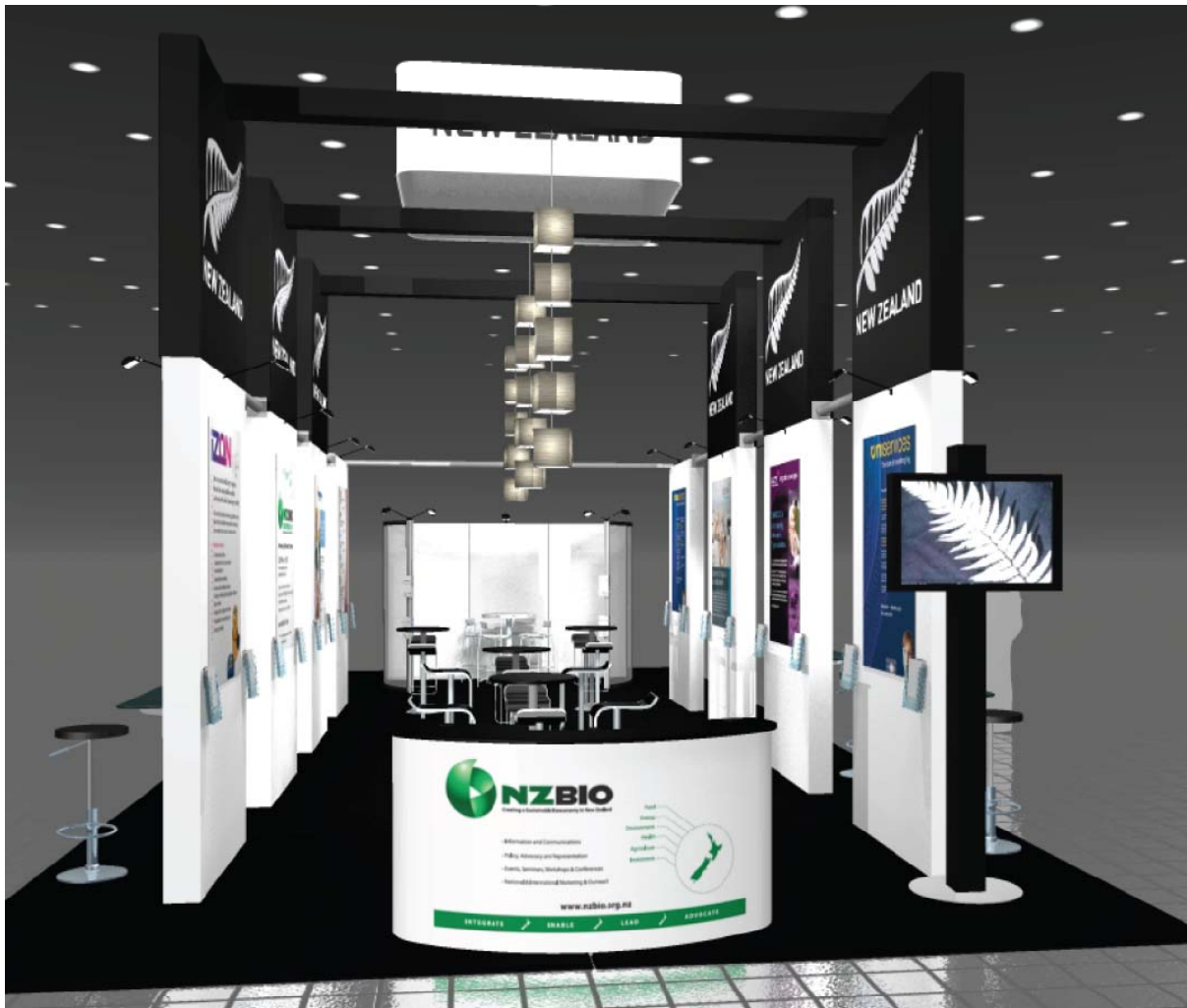
Gold Partners receive their own pillar on the stand, with artwork on the inside and outside walls, as well as a desk and brochure holders.

Silver Partners receive a dedicated brochure holder to display their printed material. (Additional logo TBC depending on number of Gold Partners)

There will be either a meeting room or catering area at the rear of the stand for New Zealand delegates to use.

### PROPOSED CONCEPT DESIGNS FOR NEW ZEALAND PAVILION

(Please note this is not the final artwork, and some aspects may change due to budget constraints.)



View from front/aisle. AusBiotech is to the left.



View from front right corner



View from rear right corner



## NEW ZEALAND DELEGATION TO BIO 2010 APPLICATION FORM

### BIO 2010 CONFIRMATION, TAX INVOICE & RECEIPT

Your completion of this confirmation will guarantee your participation in the New Zealand Delegation to BIO 2010.

**COMPANY NAME**

**NZBIO Corporate Member**

**Non-member**

**CONTACT PERSON**

**Name**      Prof / Dr/ Mr / Mrs / Ms / Miss

**Position**

**Email**

**Phone**

**Address**

**PARTNERSHIP PROGRAMME**

**Gold** M:\$6,000 | NM:\$7,500\*

**Silver** M:\$3,000 | NM:\$4,000\*

**Bronze** M:\$750 | NM:\$1,250\*

*\* Prices are in NZD and exclusive of GST*

**PARTNERSHIP PROGRAMME FEE**

**Package Value**

**GST**

**Total**

**Signature**

**Date**

**PAYMENT DETAILS**

**Tax Invoice – GST no: 86 411 334**

**Please charge my credit card**

**Card Type:** Mastercard | Visa

**Card Number:** \_\_\_\_\_ **Expiry:** \_\_ / \_\_ **Security ID:** \_\_\_\_\_

**Name on card:** \_\_\_\_\_

**Cheque to be made payable to NZBIO**

Please return your completed registration form with the cheque to: NZBIO, PO Box 5580, Wellington 6145, New Zealand

**Direct Deposit**

To pay by Direct Deposit please use your company name and 'BIO 2010' as a reference.

**Bank Details: New Zealand Biotech 2003 Incorporated. Bank: ASB Account no: 12 3140 0236422 00**

**Please return your completed form to Colleen McTague, Marketing & Events Coordinator**

**Fax to:** +64 4 916 1241

**Email to:** [colleen.mctague@nzbio.org.nz](mailto:colleen.mctague@nzbio.org.nz)

**Mail to:** NZBIO, PO Box 5580, Wellington 6145, New Zealand