



Deutsche Messe
Hannover · Germany

**Deutsche Messe
Messegelände
30521 Hannover
Germany**
Tel. +49 511 89-0
Fax +49 511 89-32626
biotechnica@messe.de
www.biotechnica.de

**YOUR BIOTECHNICA TEAM
IN HANNOVER**

Ina Görzen
Tel. +49 511 89-32138
Fax +49 511 89-32296
ina.goerzen@messe.de

Nicole Schlegelmilch
Tel. +49 511 89-32136
Fax +49 511 89-32296
nicole.schlegelmilch@messe.de

BIOTECHNICA OVERSEAS

Overseas BIOTECHNICA events open the door to exciting new markets around the world. By exhibiting at these events you can present your products and solutions to a whole new audience of professionals in biotechnology and the life sciences. Here you can find new regional partners and discuss the latest innovations, research findings and market opportunities.

BIOTECHNICA offers you the chance to establish a successful presence in overseas markets. You can book a stand right now at:



BIOTECHNICA AMERICA
(staged in parallel with INTERPHEX)
New York, USA | 20–22 April 2010
International Trade Fair and Conference
for Biotechnology
www.biotechnica-america.com



BIOTECH CHINA
Shanghai, China | 2–4 June 2010
International Trade Fair and Congress
for Biotechnology
www.biotech-china.com

**YOUR CONTACT FOR
BIOTECHNICA OVERSEAS**

Maren Seidel
Tel. +49 511 89-34223
maren.seidel@messe.de

GB Printed in Germany 11/2009

Evolution of business and research



Europe's No. 1 in
Biotechnology
and Life Sciences



Hannover, 5–7 October 2010

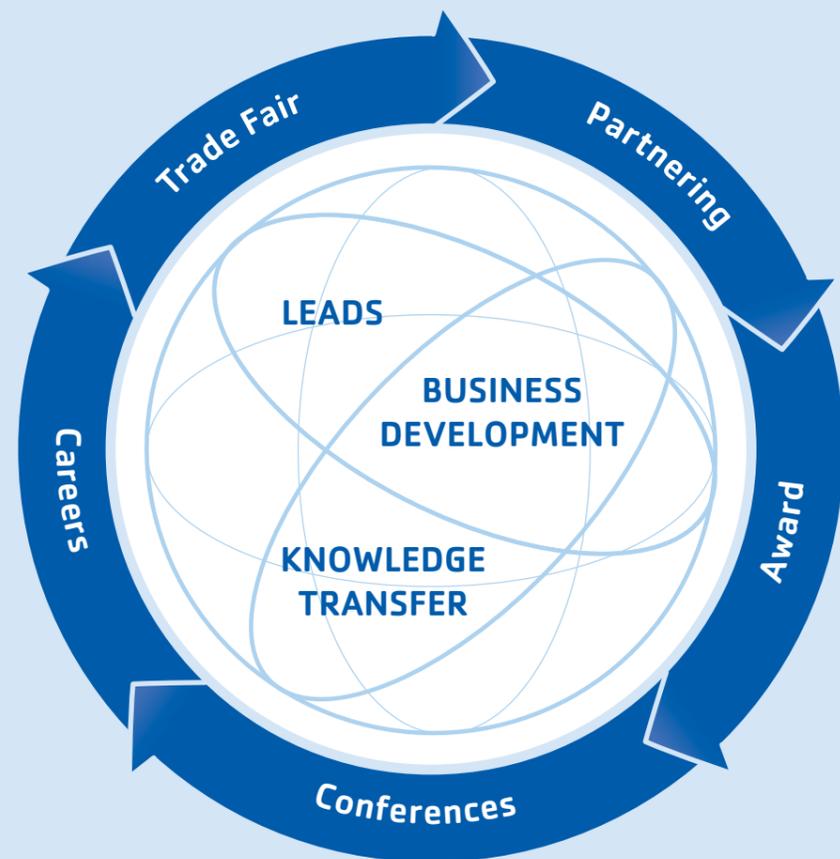
www.biotechnica.de

TRADE FAIR | CONFERENCES | PARTNERING | CAREER | AWARD

www.biotechnica.de

EVOLUTION MEANS BETTER RESULTS WITH LESS EFFORT

BIOTECHNICA is Europe's top annual meeting-place for the biotech and life sciences industry. This is where businesses find new customers and partners for their products and solutions, ideas find investors to take them up, and the latest research findings find a ready audience of interested professionals.



What makes BIOTECHNICA so special is its broad-based approach. Five different elements ensure that you reach the widest possible spread of target groups. Last year's show attracted more than 650 exhibitors, 11,000 trade visitors and conference participants from 51 countries. In short, this is a great opportunity for you to meet – in only three days – all the people you need to talk to, thus saving you time and money.



1 LEADS
At BIOTECHNICA you will meet more European decision-makers in one place than at any other comparable event, thus saving you valuable time. In 2009, for example, 74% of the 11,000 visiting professionals were involved in their company's investment decisions. And the many international conferences in Hannover will further swell the number of users attracted to your stand. However you don't have to be big in order to benefit. Small enterprises and biotech start-ups can participate as co-exhibitors at group display stands, typically representing specific regions, industry associations or bio-clusters. In this way you'll reach a large number of relevant contacts with a minimum of cost and preparation.

2 BUSINESS DEVELOPMENT
This is the place where innovations meet investors. At BIOTECHNICA you'll gain access to new markets and new partners, who can turn your ideas into saleable products. Our BIOTECHNICA PARTNERING service ensures that exhibitors like you can make contact with – or be contacted by – prospective partners before the show. This allows you to go to the show fully prepared, so that you can make the best possible use of your time there to develop new sales prospects.

3 KNOWLEDGE TRANSFER
An important reason for the high calibre of visitors at BIOTECHNICA is the accompanying conference program targeted at specific interest groups. And you can join conference participants as they learn at first hand about the latest research findings and examples of best practice. You'll also meet target groups here that you would never reach at a conventional trade fair. In addition, you can extend your exhibitor presence by giving a talk at the BIOTECHNICA Innovation Forum. This is real knowledge transfer in action: from one expert to another, from theory into practice. In 2009 some 3,800 visiting professionals attended the various conferences, forums and workshops on the program.

BENEFIT FROM FIVE EVENTS IN ONE

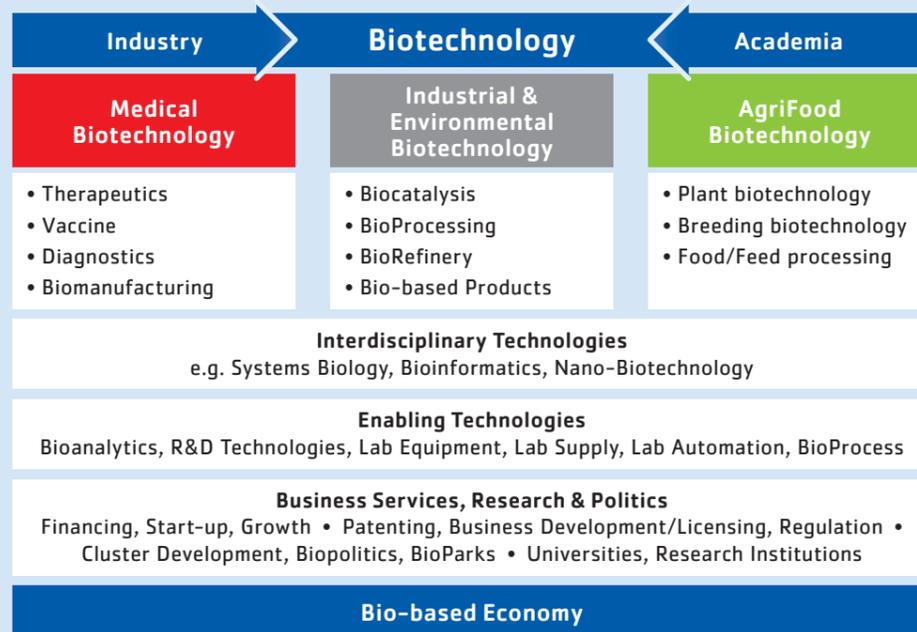
BIOTECHNICA's unique format enables you to reach an unparalleled broad spectrum of relevant target groups – from buyers and end users in research and industry to business developers and investors, plus key figures and decision-makers from the worlds of business, science and politics.

TRADE FAIR

The trade fair section of BIOTECHNICA not only documents the central areas of interest in biotechnology and the life sciences, but also charts the complete value-adding chain from start to finish – from R&D, laboratory equipment, process technology and services to production and marketing. At the same time the exhibition mirrors the themes of the conferences, thus further boosting visitor interest and numbers. Examples are the special displays for bioinformatics

("Bio-IT"), and for proteins and antibodies ("PEG5"). Alongside the big industry players and SMEs with their own stands at the show, young and emerging biotech firms and scientific establishments are given an ideal opportunity to showcase their work at the many group display stands representing national and international industry associations and bio-clusters. Here you can make your presence felt at an affordable cost, while winning new customers and strategic partners.

THE MAIN DISPLAY CATEGORIES:



You can find the complete program for BIOTECHNICA at www.biotechnica.de/program

CONFERENCES

Those in search of current trends and new ideas need look no further than our packed conference program. Over 500 distinguished speakers from all over the world will be coming to Hannover to talk about the latest research findings and successful applications. With such a variety of conferences on specific themes, you can catch up on all the latest know-how, as well as picking up ideas for new products and solutions. At the same time the conferences attract a very diverse audience, which means additional visitor traffic for the exhibition section of the show.

PARTNERING

Whether you're in business or research – at BIOTECHNICA you're in the right place to cultivate existing partnerships and establish new contacts. In association with the global market leader EBD Group we offer you a highly targeted matchmaking service via an online-based networking tool, which allows you to make new contacts efficiently. In the run-up to the show you can gather information about potential customers, suppliers or partners and contact them directly. Meanwhile, your individual online profile will make others aware of you. This in turn will lead to further new contacts.

CAREER

The most valuable resource of a business enterprise is its personnel. This is why BIOTECHNICA provides an effective careers platform for the whole industry. With the help of our cooperation partner jobvector, your job offers will be seen by students, graduates, doctoral candidates and professionals. You can interview job candidates on the spot, and thus import the know-how you need into your company or research facility – quickly and easily. www.biotechnica.de/career

AWARD

For the eighth successive year Deutsche Messe will be presenting the EUROPEAN BIOTECHNICA AWARD. Worth a total of €100,000 in prize money, it is the most generously endowed biotech prize in Europe. Aimed at European companies working in biotechnology and the life sciences which have combined innovative science with commercial success, the Award will be presented during the festive opening ceremony for BIOTECHNICA before an audience of over 500 invited guests. www.biotechnica.de/award_e



» BIOTECHNICA is the standout show for us. The new format for BIOTECHNICA makes a lot of sense. I think the multi-pronged approach works brilliantly, embracing the exhibition, conference program, award presentation and partnering concept. And that's the great attraction of BIOTECHNICA – it offers something for everyone, putting it well ahead of rival events. «

Jörn Peplow, Eppendorf, Hamburg

» We always exhibit at BIOTECHNICA – especially our Biosciences Division, which is ideally placed here. We can be sure of meeting customers from academia, the pharmaceutical and chemical industry and the food sector. This year we are also taking advantage of the conferences and the partnering facility. «

Dr. Dagmar Leiss, Merck Germany, Darmstadt

At BIOTECHNICA you'll meet the people you want to talk to – and do business with. This is due to the calibre of the visitors, the efficient BIOTECHNICA PARTNERING service and a display environment in which your ideas, products and services will be presented to maximum advantage. The innovative format of the event also gives you access to a broad range of target groups that you won't find anywhere else – only at BIOTECHNICA in Hannover.

Decisive advantages: our visitor statistics

- 11,000** Total no. of visitors
- 99 %** Trade visitor quota
- 74 %** Decision-makers with investment responsibility
- 51 %** Attended BIOTECHNICA for the first time
- 48 %** Of the visitors get their information exclusively from BIOTECHNICA

Source: Visitor survey at BIOTECHNICA 2009



A BROAD CROSS-SECTION: OUR VISITORS

- Researchers, product developers and scientists
- Buyers
- End users from laboratories, production and quality control
- Senior managers and entrepreneurs
- Marketing and sales executives
- Business promotion officers
- Consultants and lawyers
- Representatives of industry associations, government and the public sector

CLEAR GOALS: WHY VISITORS COME TO THE SHOW

- To make contact with new business and joint-venture partners and suppliers
- To find concrete solutions for their own business
- To pave the way for investment and buying decisions
- To get an overview of the complete market
- To share information and exchange ideas
- To extend network of personal contacts
- To gain professional orientation and for further development of career

CUSTOMER LOYALTY AND NEW BUSINESS

Important business should be discussed in person. BIOTECHNICA provides you with the opportunity to meet and talk with large numbers of customers in a very short space of time:

- New customers: a presentation at a trade fair is the most personal way to approach and win new customers – and it saves you both time and money. Nearly half of the visitors who come to BIOTECHNICA do not attend any other trade show, so this is a unique opportunity to meet them and talk business.
- And your existing customers, whom you would otherwise have to visit individually, costing you a great deal of time and money, can now come to you – all within the space of three days.
- At your exhibition stand you can arrange meetings with existing and potential business partners exactly as you want, with the space and the facilities to demonstrate your products and solutions to them individually.

GETTING CUSTOMERS TO COME TO YOU

BIOTECHNICA not only attracts large numbers of decision-makers – it also enables you to make contact with the relevant customer groups more easily:

- The online search facility at www.biotechnica.de/exhibitorsproducts makes it easy for trade visitors, conference participants and other exhibitors to find you – even months after the show has finished.
- The online-based BIOTECHNICA PARTNERING service lets you arrange meetings and appointments in the run-up to the show.
- Visitors can use the Electronic Visitor Information System (EBI) to find their way straight to your stand.
- We offer a range of advertising aids designed to make your customers aware of your presence at the show – including complimentary tickets, so you can invite them to your stand in person.



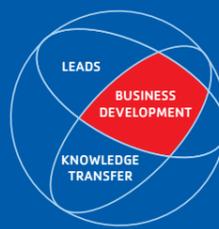
» I welcome the new extended conference program. BIOTECHNICA gives us the opportunity to introduce new products and equipment to a large circle of users. It is the most important trade fair for us because it is aimed at everyone working in the biotech industry – from companies that are making products or doing research to biotechnology centres. Everyone who is anyone in biotech is here. «

Horst Schmitt, Roche Diagnostics, Mannheim

» BIOTECHNICA is the meeting-place of choice for our industry. The conferences on the supporting program attract even more visitors to the show. At our group display stand this year there are seven exhibitors – including what is surely Germany's newest biotech company, Enzymical. The company was only founded on 16 September 2009. «

Dr. Heinrich Cuypers, BioCon Valley GmbH, Greifswald

BUSINESS DEVELOPMENT: SUCCESS IS BUILT ON GREAT IDEAS



8

YOUR SPRINGBOARD TO BUSINESS SUCCESS

The BIOTECHNICA PARTNERING service helps you find the right business partners – or be found by them. At www.biotechnica-partnering.com you can use the online tool partneringONE™ developed by our partner EBD Group to search for specific companies, products and persons in the run-up to the show. The benefits are plain to see:

- By putting your individual company profile online you'll attract the attention of potential business partners and customers weeks before the start of the show.
- You can send requests for meetings, and respond to requests from others. So appointments will then be set up to take account of your personal preferences.
- The meetings can take place in private and pleasant surroundings, either in the Partnering area or at your stand.
- You know in advance who you are meeting, when and where – so you can tailor your solutions to the specific needs of your new contacts, ensuring that no time is wasted.
- When the show is over, you can carry on using the BIOTECHNICA PARTNERING service to manage your contacts.

Full details and our terms and conditions of participation can be found at www.biotechnica-partnering.com



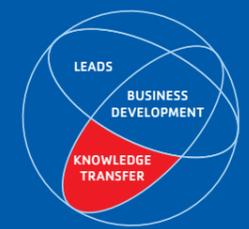
INNOVATIONS MEET INVESTORS

BIOTECHNICA brings together potential partners from a whole range of sectors – biotechnology, pharmaceuticals, chemicals, food, agriculture, environment and financing. This is how innovative ideas and business models get turned into market-ready products and services. Wherever your interests lie – business to business, science to business or science to science – you'll perform at your best if you have the right partners. And the BIOTECHNICA PARTNERING service is there to help you find the right partners more quickly. Use it for:

- Technology transfer between science and industry
- Project-sharing and service contracts
- Strategic alliances and collaborations in technology, sales and marketing
- R&D partnerships
- Investments and raising capital (joint ventures; venture capital)
- Trading with licenses and patents
- Networking



KNOWLEDGE TRANSFER: PROFITABLE EXCHANGES



9

SHARING KNOWLEDGE, MULTIPLYING CONTACTS, DIVERSIFYING INTO NEW AREAS

BIOTECHNICA is Europe's No.1 – because it is so much more than just a trade show. With its extensive conference program covering selected topic areas, BIOTECHNICA offers scientists from research institutes and universities, R&D specialists, business people and entrepreneurs, politicians and end users the chance to meet and talk.

Because BIOTECHNICA takes place every year, the content of the show is always up to date.

The following conferences will be staged in 2010:

- Bio-Based Economy
- Bio-IT World Europe
- Bio@venture Conference
- Biomanufacturing
- bone-tec
- Life Science Spotlight
- Molecular Food Analysis
- PEGS Europe
- Science to Market
- World Congress on Regenerative Medicine

(Position as at November 2009)

www.biotechnica.de/events

MAKE YOURSELF A TALKING POINT – WITH A PRESENTATION AT THE INNOVATION FORUM

As an exhibitor or co-exhibitor, you should consider giving a presentation at our Innovation Forum. It's a great way to impress a trade audience with your ideas, products and solutions, and to develop useful contacts with potential partners. So with very little expense and effort you can

- present yourself as an innovative enterprise,
- appeal to a variety of target groups that you won't find anywhere else and
- reach up to 50 potential customers and business partners with just one presentation.

Some 1,450 visiting professionals made use of the Innovation Forum at BIOTECHNICA 2009, frequently following up with serious inquiries at the exhibitor's stand.

The presentations will be published in a printed program and on the Internet, thereby generating additional useful publicity for you.



» In Germany BIOTECHNICA is the only show where we exhibit. Here we present projects that come under the heading of 'Food and Health'. We are very pleased with the number of inquiries we received at our stand, and will definitely be back for next year's BIOTECHNICA. «

Juan Carlos del Rio, European Commission, Health Research, Brussels

» The SWISS Pavilion showed just how international this event is, and the many serious inquiries received by the participating exhibitors underlined the importance of Swiss biotechnology in Europe today. Our exhibitors are very pleased with the outcome. We shall be coming back again next year. «

Pascal Blanc, OSEC, Zurich

AFFORDABLE OPTIONS

Choose the presentation option that best suits your needs. You'll find our tailor-made solutions surprisingly affordable. For as little as € 2,714.20* you can book a 12 m² Type A row stand, fully fitted out and ready for use. It's an investment that really pays off.

OPTION 1: STAND SPACE ONLY

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

Row stand € 155/m² | Corner stand € 175/m² | End stand € 185/m² | Island stand € 195/m²

A media contribution of € 127, an AUMA contribution of € 0.60/m² and VAT will be added to the above prices. Minimum booking 12 m².

Or you can book the space complete with one of our modular system stands (from € 75/m², plus VAT). This will be fully assembled when you arrive, ready for you to add your own design ideas. Detailed specifications can be found at www.biotechnica.de/56501

OPTION 2: FAIR PACKAGE

The convenient, all-inclusive option: the Fair Package lets you book your stand space, exhibition stand (incl. assembly) and numerous related services. Full details of the services we offer can be found in the terms and conditions of participation, available online at www.biotechnica.de/fairpackage_e

FAIR PACKAGE "CLASSIC"



- + Stand space
- + Type A modular system stand with basic furnishing pack
- + Various services such as press and marketing

Price guide: 12 m² row stand = € 3,424.20*

FAIR PACKAGE "COMFORT"



- + Stand space
- + Type B modular system stand with basic furnishing pack
- + Various services such as press and marketing

Price guide: 20 m² row stand = € 4,908*

*All prices quoted are exclusive of VAT, but include discounts for early booking and signing a two-year rental contract for 2010/11.

REGISTRATION MADE EASY

All registration documents and our terms and conditions of participation can be downloaded at www.biotechnica.de/forms. Or you can register via our Online Business Service OBS (www.obs.messe.de). If you prefer, we'll be pleased to send you a registration pack by post – just call us on +49 511 89-32136 or e-mail us at nicole.schlegelmilch@messe.de



TAKE ADVANTAGE OF OUR REDUCED RATES

BIOTECHNICA offers special discounts for "early birds" and repeat customers. You can save € 15/m² by booking early and signing up for a two-year rental contract.

EARLY BOOKING DISCOUNT

Booking early saves you money. If you book your stand at BIOTECHNICA by **31 January 2010**, 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 choice of stand position. So you benefit twice over: you pay less, and you get more. **Allocation of stand space begins on 1 March 2010.**

TWO-YEAR RENTAL CONTRACT

If you decide now to exhibit at BIOTECHNICA in 2010 and in 2011, you'll receive a **further discount of € 10/m²**.

MORE WAYS TO GET YOUR BUSINESS NOTICED

CORPORATE LECTURES AT THE INNOVATION FORUM

As an exhibitor or co-exhibitor at BIOTECHNICA you also have the option of giving a corporate lecture. The lectures are delivered at the Innovation Forum within the main exhibition area. Make the most of this additional opportunity to put your message across to a professional audience. Allocated time slot: 25 minutes, cost: € 390 plus VAT, incl. technical conference facilities.



SPONSORSHIP OPPORTUNITIES

By associating your brand with the positive BIOTECHNICA image, you will immediately enhance the standing of your company and products in European markets. Full details are available at www.biotechnica.de/sponsoring_e

