

CALBIO summit

2000

delivering the promise

Presented by



Chemdex
A Ventro Life Sciences Company

- ★ DELIVERING networking with 1,200 industry decision-makers
- ★ DELIVERING opportunities to make new discoveries and re-energize
- ★ DELIVERING fresh ideas and innovative strategies to grow your company
- ★ DELIVERING high quality partnering and new product innovations
- ★ DELIVERING the west coasts premier business policy forum for the life science community

calbiosummit.org

SAN DIEGO CONVENTION CENTER • October 30-31, 2000

BIOCOM
s a n d i e g o


CONNECT

Incorporating UCSD CONNECT's Corporate Partnership Forum

Sunday 10-29-00

Early Morning
Golf Tournament
Torrey Pines Golf Course

Evening
Hosted Barbecue
Reception

Monday 10-30-00

Early Morning
Registration and Continental Breakfast

Mid-morning
Welcome
General Session
Keynote

Late Morning
Financial Focus
Financial Analyst Panel

Noon
Governor's Luncheon
Governor's availability TBD

Early Afternoon
Governor's Biomedical Advisory Panel
Partnering Sessions Begin

Late Afternoon
Policy Forum
High School Student Program
Inventor's Showcase

5:30pm - 7:30pm
Biotech Foods Reception in the Exhibit Hall

6:30pm - 8:00pm
Chairman's Reception
invitation only

Tuesday 10-31-00

Early Morning
Education and One Day Registration
Continental Networking Breakfast
in the Exhibit Hall

Mid-morning
General Session
Keynote

Late Morning
Education Tracks Begin
Partnering Sessions Begin
Surf's up for Big Pharma!
Medical Device Presentation

Noon
Awards Luncheon

Early Afternoon-Late Afternoon
Education Tracks Continue
Meet Your Markets

Schedule may be subject to change.

Conference Highlights

Inventor's Showcase

The search for new products is on! Hear presentations on the newest technologies out of Scripps Research Institute, the Salk Institute for Biological Studies and the University of California, and have the opportunity to meet the project management teams and scientific co-founders.

Public Policy

Participate in interactive panels and presentations that focus on finding solutions to the industry's most important policy issues. Reimbursement; Price Controls; Labeling! These are issues that seriously affect the expansion and growth of the industry.

Partnering Session

Companies will demonstrate and display their technologies in a semi-private meeting setting. Presenters are pre-screened to ensure companies with only the newest technologies and partnering opportunities will be accepted. For more information on presenting please call Jennifer Andrews at 858-534-7403.

Business Issues

Explore the latest perspectives on business issues facing the industry such as technological integration, globalization and workforce development.

Golf

Outing - Torrey Pines South Course

Play the course of the pros: Torrey Pines. The name itself stirs the imagination of golf enthusiasts all over the world. Situated atop cliffs towering above the Pacific Ocean, golfers marvel at the views of the coastline and deep ravines. Set aside the time to enjoy this great opportunity; register early, space is limited.

register early and enter to win!

The Power of Partnership



CALBIOsummit and UCSD CONNECT's Corporate Partnership Forum join forces to create a dynamic partnering component designed to meet the needs of growing life science companies.

Activate Brand Value Through Sponsorship

Sponsorship is not just about signage and number of impressions, it's about building relationships to increase market share, visibility and profits. CALBIOsummit sponsorship provides unparalleled exposure to one of the largest concentrations of life science companies in the world. Utilize CALBIOsummit to create new opportunities and strengthen your company's position in the life science community.

Sponsorship in brief

Title Sponsor

\$50,000 - SOLD

We are pleased to announce Chemdex as Title Sponsor and exclusive e-commerce provider for CALBIOsummit.

Host Sponsor

1 available - \$35,000

Looking for a substantial rate of return for your sponsorship dollars? Host Sponsorship offers your company positioning as a key contributor and player within the life science community. Be the sole sponsor of one luncheon or the Golf Tournament and capture the rights to be the exclusive sponsor within your business category.

Contributing Sponsor

\$20,000 - 4 available

Harness the power of sponsorship through involvement in the west coast's premier life science event. Contributing level sponsors will be able to quantify value as key sponsors of program presentations, major reception or education sessions.

Supporting Sponsor

\$12,000 - 10 available

Seize the opportunity to educate and influence customers and potential partners by supporting CALBIOsummit2000. Supporting sponsors establish ties that build relationships within the life science community.

Endorsing Sponsor

\$7500 - 10 available

Build value by aligning yourself with one of the most established events in the life science community.

CALBIOsummit Partner

\$5000 - unlimited

A fantastic way to show your company's commitment to the growth and expansion of the industry.

For more information on sponsorship and additional benefits call
Leane Marchese at 858-455-0300 or
Carole Ekstrom at 858-534-6114

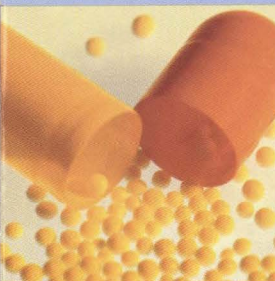


Exhibit marketing ranked third on list of marketing tactics utilized by companies worldwide! No wonder exhibitions are a more important component than ever in optimizing sales and providing a human touch to marketing efforts. CALBIOsummit is an established, well-attended conference that is committed to providing vendors quantifiable value for their investment.

Your customers are coming to CALBIOsummit2000 to network, develop partnerships and explore new products. Be there!

- * Show off new products & services
- * Build brand value with customers
- * Interact with senior level decision makers
- * On-site market research opportunities
- * 24 hour on-line services and on-site customer service
- * List of registered attendees prior to show
- * Complimentary exhibitor presentation sessions

CALBIOsummit Expertise

CALBIOsummit brings the west coast life science community together. Sponsors and exhibitors can count on a highly effective, targeted marketing campaign to deliver the most sought after qualified attendees. Just a few promotional plans for CALBIOsummit2000 include:

- * **Direct mail campaign** targeting industry members on the west coast and the Pacific Rim
- * **Registration promotion** featuring Callaway Golf Clubs-giveaway to increase early registration
- * **Advertising** in leading industry publications
- * **Marketing alliances** with life science trade organizations
- * **Exhibit marketing** of CALBIOsummit at industry events and conferences

Exhibitor Highlights

Exhibitor presentation sessions are an excellent opportunity to present to attendees and add value to your exhibitor experience.

Multiples of 30 minute time slots will be scheduled during event hours on a first-come, first-served basis. Exhibitors are encouraged to limit presentations to 20 minutes, allowing 10 minutes for transition between sessions.

Register early, presentation times are limited!

schedule

program

sponsorship

exhibitors

Registration Type		Early Rate (Before September 15)	Late Reg. Onsite
Full Meeting	Member*	\$425	\$525
	Non-member	\$625	\$725
Education Tracks and One Day	Member*	\$225	\$325
	Non-member	\$325	\$425
Governor's Luncheon			\$75
Golf Outing at Torrey Pines	Space is limited	\$200	\$300

*Membership in BIOCOCOM or CONNECT.

Full Meeting Registration: includes access to all sessions, partnering events, luncheons, Biotech Foods reception, exhibit hall and education tracks.

One Day Meeting Registration: includes access to all sessions, partnering events, luncheon, trade show and education tracks for the day chosen. Biotech Foods reception is included in either day.

For More Information and to Register

calbiosummit.org

For more detailed information on program, sponsorship, registration, exhibiting and hotel travel information go online or call BIOCOCOM at 858-455-0300.

Register early and be entered to win a set of new *Steel Head Series Plus* Callaway Golf Clubs

If you register for the full CALBIOsummitt meeting by August 30, 2000, you will automatically be entered in the drawing to win a set of Callaway Steel Head Clubs complete with a Callaway Bag! The Steel Head series incorporates Callaway's exclusive variable face thickness technology that precisely locates the center of gravity for maximum power and accuracy.

The winner will be announced at CALBIOsummitt!

register early and enter to win!

