

Canada

2012 Leadership Program

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Canada's voice for biotechnology
Le porte-parole canadien de la biotechnologie

BIOTECCanada

BIOTECanada 2012 Leadership Program

BIOTECanada is the industry association representing over 250 biotechnology companies. The association is dedicated to building the bio-economy in Canada, and promoting the Canadian industry internationally. Through this leadership program companies will help BIOTECanada initiate the industry strategy *Beyond Moose and Mountains*. Increasing awareness on issues related to biotechnology improves the environment for our advocacy efforts to take hold. We are pursuing a strengthened climate for financing of our technologies here in Canada, as well as the opportunities for increased regulatory capacity building to enable new innovations such as bio products and Subsequent Entry Biologics, into the marketplace.

Leader Benefits Highlights

Featuring National Industry Leadership



BIO International Convention

The BIO International Convention attracts an international audience from the 15,000 + delegates. This is where the world comes to do business. Your commitment allows for an unparalleled presence to the international market. BIOTECanada is home to the Canada Café and Pavilion where we host government officials and diplomats during the opening ceremony, and awards presentations.



Gold Leaf Awards

These industry awards recognize the best in biotechnology and celebrate Canadian achievement on the global stage. Top leaders have an opportunity to present an award to one of our industry winners during the BIO International Convention. Our partners enjoy unparalleled access to these industry leaders and are featured prominently in all promotional materials.



2012 Events

The calendar year is marked by numerous opportunities to align with industry colleagues, investors, and government decision makers. BIOTECanada leaders may be eligible to join us in a suite of CEO level gatherings including our Whistler Summit (February), Canada at BIO Soiree (June), our AGM Summer Social (June), National Advocacy Parliament Hill Reception (September), as well as the Board of Directors and Leader Reception (December).

Get Recognized

As a BIOTECanada Leader, your organization will receive profile through our many publications. We make an effort to share news on activities and upcoming events. Our monthly online newsletter is a great touch point for organizations. We also produce a Parliamentary Quarterly newsletter for Members of Parliament, Senators and their staff. This is another avenue for showcasing the organizations contributing to various constituency ridings across Canada. Our established insights magazine is published twice a year in the spring and fall. Over the past decade this industry publication has developed strong track record of highlighting the people behind the headlines. Your organization can contribute profiles and share success stories to share with fellow industry colleagues.

Further benefits include: links to your website from our online publications and website; opportunities to include one piece of marketing material in our publication mailings to members; and your logo included in publications identifying you as an industry supporter.

Leadership Program Value



Benefits	Level of Support				
	Premier Leader \$35,000 <small>(Maximum six companies)</small>	Inspiration Leader \$25,000	Novel Leader \$15,000	Discovery Leader \$10,000	
Whistler CEO Summit	✓				
Gold Leaf Awards Presentation / Federal Roundtable Participation	✓	✓			
BIO International Convention 2012	✓	✓	✓	✓	
National Biotechnology Week	✓	✓	✓	✓	
National Advocacy Day	✓	✓			
Annual Meeting	✓	✓	✓	✓	
BIOTECanada Board and Supporter Reception	✓	✓	✓	✓	
Canadian Life Sciences Database	✓	✓	✓		
<i>insights</i> Magazine	✓				
Website	✓	✓	✓	✓	
Newsletter	✓	✓	✓	✓	
Social Media	✓				
Board Quarterly Mailing	✓				
BIO BD Promotion	✓	✓			
Annual Report	✓	✓	✓	✓	
Events Watch	✓	✓	✓	✓	
Membership Kits	✓				
Recognition	✓	✓	✓	✓	
Partnering	✓	✓	✓	✓	
Events	✓				

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Benefit Details

Whistler CEO Summit	Exclusive opportunity to interact with CEOs/investors, venture capital leaders and pharmaceutical decision makers on a one-to-one basis at this invitation only event. (3 attendees)
Gold Leaf Awards Presentation/ Federal Roundtable	Present an award at our Awards Presentation at BIO 2012 or participate in a federal roundtable; Recognition in all Gold Leaf award program material.
BIO International Convention 2012	Onsite recognition as an industry supporter in the Canada Café exhibition area at the convention in Boston and print recognition in the Leading Canadian Companies brochure.
National Biotechnology Week	Invitations to all BIOTECanada events and onsite promotion at signature reception.
National Advocacy Day	Guaranteed spots for 2 people to participate.
Annual Meeting	Onsite and verbal recognition at our AGM event.
BIOTECanada Board and Leader Reception	Networking opportunity for 2 guests (3 for Premier level) at this invitation only event; supporter recognition at the event
Canadian Life Sciences Database	Rotating logo on BIOTECanada's online database, www.canadianlifesciences.com .
insights Magazine	One article/advertorial in one issue; thank you to our supporters in one edition of <i>insights</i> .
Website	Static logo on the front page of the BIOTECanada website (Premier benefit), rotating logo on the front page of the BIOTECanada website (Inspiration and Novel benefit). All support levels receive corporate profile with logo on our Leaders page of the BIOTECanada website with a hyperlink to your website.
Newsletter	Article/advertorial contribution in one edition of monthly reporter; profile in one edition; logo in all editions.
Social Media	Link to your corporate media sites from our supporter web page.
Board Quarterly Mailing	Include a one page insert (provided by supporter) in one Board Quarterly mailing.
BIO BD Promotion	25% off Full page ads in any of the BIO Business Development event programs.
Annual Report	Recognition as a supporter in our Annual Report.
Events Watch	Logo on monthly Events Watch e-mail.
Membership Kits	Opportunity to provide a one page insert for the membership kits.
Recognition	Recognition as a supporter in the BIOTECanada office.
Partnering	Opportunity to partner your events with BIOTECanada.
Events	Promote your industry specific events on our website and in our newsletter.

Thank you to all our 2011 Supporters

