

**2006 Western New York Bioscience Summit**

Presented by HTBC Bio Cluster

**Bringing Science to Life**

October 5 and 6, 2006

Clarion Riverside Hotel, Rochester, New York

**This is your chance to sponsor the advancement of Bioscience in Western NY.  
 Leaders from across the industry will be converging at this year's  
 Western NY Bioscience Summit, so reserve your position today.**

<b>Sponsorship Benefits</b>	<b>Platinum \$10,000 (Exclusive)</b>	<b>Gold \$5,000 (Non-Exclusive)</b>	<b>Silver \$2,500 (Non-Exclusive)</b>	<b>Bronze \$1,000 (Non-Exclusive)</b>
Conference naming rights (if committed by June 15, 2006) (Intrinsic Value)	Yes	N/A	N/A	N/A
HTBC annual basic membership (Value: up to \$1,500)	Yes	N/A	N/A	N/A
One free HTBC program during 2007 (Value: \$3,500)	Yes	N/A	N/A	N/A
E-mail blast to HTBC's membership (Marketing Impressions: 5,500)	Yes	N/A	N/A	N/A
Name/logo on all event promotional materials (Marketing Impressions: Minimum 12,000)	Yes	Yes	Yes	Yes
Complimentary registrations to the Conference (Value: \$150 each)	Six (6)	Four (4)	Two (2)	One (1)
Logo prominently displayed on the HTBC home page with a link to your website (Value: \$1,500)	Yes	Yes	Yes	N/A
Name/logo on all event signage (Marketing Reach: 350)	Yes	Yes	Yes	Yes
Press release announcing your sponsorship (~250 Reporters/Editors/Publishers)	Yes	Yes	N/A	N/A
Live acknowledgement at the welcome breakfast (Marketing Reach: 350)	Yes	Yes	Yes	N/A
Promotion through PSA's in the Rochester/Syracuse/Buffalo markets (Value: \$1,000; Marketing Impressions: 3,000 to 5,000)	Yes	Yes	N/A	N/A
Participation in the vendor/networking session (Value: \$500)	Yes	Yes	Yes	Yes
Signed photo opportunity with keynote speaker James Burke (Value: \$250)	Yes	Yes	Yes	Yes
Tickets to VIP Reception with James Burke	Ten (10)	Six (6)	Four (4)	Two (2)
<b>Total Value</b>				
Marketing Impressions	21,450	15,950	12,700	12,350
Value	\$9,150	\$3,850	\$1,050	\$900

**Awards Sponsorship Benefits (Non-exclusive) \$5,000 Investment**

- ◆ Naming rights for the Awards Program (Intrinsic Value).
- ◆ Observe first-hand the success stories in the biotechnology field (Intrinsic Value)
- ◆ One (1) complimentary table of 8 at the Awards Dinner (Value: \$1,000)
- ◆ Name/logo on all event promotional and print materials (Marketing Impressions: 15,000 Minimum)
- ◆ Four (4) complimentary registrations to the Conference (Value: \$300)
- ◆ Logo prominently displayed on the HTBC home page with a link to your website (Value: \$1,500)
- ◆ Name/logo on all event signage (Marketing Reach: 350)
- ◆ Press release announcing your sponsorship (~250 Reporters/Editors/Publishers)
- ◆ Live acknowledgement at the welcome breakfast (Marketing Reach: 350)
- ◆ Promotion through PSA's in the Rochester/Syracuse/Buffalo markets (Value: \$1,000; Marketing Impressions: 3,000 to 5,000)
- ◆ Participation in the vendor/networking session (Value: \$500)
- ◆ Signed photo opportunity with keynote speaker James Burke (Value: \$250)
- ◆ Six tickets to the VIP reception with James Burke

**Vendor/Networking Session (Non-exclusive) \$500 Investment**

Opportunities to promote your business to conference participants -- please call for more information

**For more information about the conference or sponsorship details, contact Pam Jackson at (585) 281-9061.**