



Cambridge Healthtech Institute



Bio-Defense World Summit

June 22 – 26, 2015

Hyatt Regency Bethesda, Bethesda. MD

Conference Programs:

Biodetection TEchnolgoeis: Pathogen and Biothreat Detection, June 22-23

Biodetection Technolgoeis: Point-of-Care for Biodefense, June 23-24

Biosurveilliance Integration, June 25-26

Rapid Detection for Food Safety, June 22-23

Next Gen Drones, June 23-24

Sample Prep Technologies, June 25-26

Corporate Sponsorship – Podium Presentation

- The presentation will be 15 or 30-minutes in length (see options below)
- KF will promote the presentation in the conference brochure and conference website PDF
- KF will promote the presentation on-site in the agenda section of the program guide
- One 8' x 10' exhibit booth space, hall open to all conference attendees
- Provide (2) complimentary full conference registrations for your company, plus one for your company's speaker
- Provide (2) exhibit only registrations for your company
- Corporate biography listing in the event Program Guide (50 word maximum)
- Discounts for additional conference registrations (limited to 5)
- Logo posted on the conference web-site with the option of a URL link to your web-site
- Corporate logo and URL link included in conference proceedings package delivered electronically
- Corporate logo included on signage at the event
- Pre and Post-conference delegate list, each for one-time usage upon signing mailing list agreement
- Co-operative e-mail marketing campaign to your clients and prospects. Paid for by KF – Invite your clients and prospects to attend at a discount.

Sponsorship Investment: \$8,500 (for 15 minutes) \$11,000 (for 30 minutes)

Without Exhibit booth: \$6,000 (for 15 minutes) \$8,500 (for 30 minutes)

Corporate Sponsorship - Luncheon Workshop

- The presentation in the session room will be 30-minutes in length, with 15-minutes for Q & A
- KF will provide lunch for up to 100 delegates in attendance
- KF will promote the workshop on the conference web-site
- KF will promote the workshop on-site with signage
- Pre and Post-conference delegate list, each for one-time usage upon signing mailing list agreement
- Corporate logo on front cover of conference brochure
- Corporate biography listing in program guide distributed on-site (50 word maximum)



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- One 8' x 10' exhibit booth space, hall open to all conference attendees
- Provide (2) complimentary full conference registrations for your company, plus one for speaker
- Provide (2) exhibit only registrations for your company
- Discounts for additional conference registrations (limited to 5)

- Logo posted on the conference web-site with the option of a URL link to your web-site
- Corporate logo and URL link included in conference proceedings package delivered electronically
- Listing on signage at the event
- Co-operative e-mail marketing campaign to your clients and prospects. Paid for by KF – Invite your clients and prospects to attend at a discount.

Sponsorship Investment (includes 8' x 10' exhibit space): \$14,000

Without Exhibit: \$10,500

Corporate Support Sponsorship

- Prominently list your company as a Corporate Support sponsor inside all conference PDF brochures
- Corporate logo in Program Guide distributed to all attendees
- Tote Bag Insert
- Corporate logo and URL link included in conference proceedings package delivered electronically
- One 8' x 10' exhibit booth space, hall open to all conference attendees
- Provide one (1) full-page advertisement in program and event guide.
- Provide two (2) complimentary registrations to your company.
- Discounts for additional conference registrations (limited to 5)
- Pre and Post-conference delegate list, each for one-time usage upon signing mailing list agreement
- Signage on-site denoting your company as a sponsor of the event.
- Corporate logo link on the conference web-site.
- Co-operative e-mail marketing campaign to your clients and prospects. Paid for by KF – Invite your clients and prospects to attend at a discount

Sponsorship Investment (includes one 8' x 10' exhibit space in exhibit hall): **\$7,500**

Sponsorship Investment (without exhibit space): **\$5,000**

Exhibit Hall Networking Event Sponsorship (Exclusive)

\$10,000

Exclusive opportunity to sponsor a Networking Event to be held in the Exhibit Hall. Use this lively social occasion to launch a new product or solution and drive delegates to your exhibit

- One premium located 8' x 10' exhibit booth space
- Hosted bar service and hors d'oeuvres for guests
- Table tent cards placed around Reception
- Signage outside Exhibit Hall entrance denoting your company as the “reception sponsor”
- Corporate logo and URL link included in conference proceedings package delivered electronically
- Corporate Logo on cover of Conference Brochure
- Two (2) full access conference registrations and two (2) booth staff registrations
- Discounts for additional conference registrations (limited to 5)
- On-site signage denoting your company as a Corporate Sponsor of the event



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- Pre and Post-conference delegate list, each for one-time usage upon signing mailing list agreement

VIP By-Invitation Only Dinner

- ◆ Sponsor will host an Invitation-Only VIP Dinner (restaurant and exact date/time to be determined). To insure optimum face-to-face networking, each dinner will be limited to 15-20 guests, including invited pharmaceutical executives, up to three representatives from Sponsoring company and up to two representative from Cambridge Healthtech Institute.
- ◆ CHI will work closely with Sponsor to develop an invitation format and invitees list. Conference Director will extend invitations.
- ◆ Depending on your specific objectives for the dinner, please choose one of the following options for room set-up. For example, you can use the dinner strictly as a social setting for your staff to meet the delegates and establish a rapport. Or, you can use the dinner as a focus group to gain industry feedback on a specific topic, product, etc. Understanding your goal for the evening, will help us select the most appropriate venue for you:
- ◆ Option 1: Private function room set-up conference room style (one large table). This is conducive to everyone joining-in one conversation. Your staff members sit themselves strategically among the delegates to maximize networking. We suggest sponsor opens the evening with welcoming remarks introducing self as well as other staff members in the room. We encourage you to ask the delegates to introduce themselves, this helps to get them engaged to participate in the discussion. After introductions, sponsor continues presenting for a few minutes longer (suggest no longer than 10 minutes) and then opens it up to a general discussion. Option 1 is our suggestion for the dinner. It allows us to take the group to high-end restaurants in the area where if you need AV for a presentation (see below) we may need to hold it in a hotel setting.

Option 2: Same as Option 1 except you addition of a slide presentation, therefore, Room will be set with AV hook-up (projector and overhead screen). You must bring your own laptop for presentation.

BENEFITS:

- Attribution as a Corporate Sponsor.
- Corporate logo on conference web site with URL link to Sponsor’s web site.
- Corporate logo will be placed on secure conference proceedings web site for delegates only.
- Provide two (2)complimentary, full-access conference registrations
- One-time use of post-conference attendee mailing list
- Signage at the event with attribution as Corporate Sponsor

Sponsorship Fee: \$13,000

Focus Group

\$10,000

KF will provide you the opportunity of running a focus group (up to 12 delegates) on-site



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This exclusive gathering can be useful to conduct market research, gain feedback on a new product idea, and or gather marketing intelligence from industry experts on a specific topic.



Badge Lanyards (Exclusive)

\$4,500

- Sponsorship of badge lanyard, lanyard distributed to every conference attendee
- Post-conference attendee list for one-time usage through third party mail house

Conference Tote Bags (Exclusive)

\$6,000

- KF will provide up to three tote bag options for Sponsor's approval (selection is based on sponsorship price)
- Sponsor logo will be placed in the front of the tote bag (limited to 2 color)
- Conference name and dates will be placed on the back side
- Sponsor will provide one literature piece, corporate brochure, or promotional item to be inserted inside the bag

To learn more about our customized sponsorships, please contact:

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