

A graphic element consisting of two overlapping, wavy lines in light blue and light red/pink, with several small red fish-like shapes swimming along the lines.

CALAsia *Bridging the Pacific*
June 14 - 16, 2009 San Diego Marriott Hotel

Sponsorship Prospectus

For information on sponsorship opportunities please contact:
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CALAsia

Bridging the Pacific

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2009 *CALAsia* Conference Sponsorship Opportunities

Supporting *CALAsia* promotes a sponsors brand identity to the expected 800-1200 senior executives from throughout the state of California and Asia Pacific. *CALAsia* The following investments offer companies that have a vested interest in expanding their business globally or to gain optimal exposure locally the chance to unite with leaders from the around the world.

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Lead Sponsor

Positioned as a lead sponsor for the conference as well as have primary brand recognition throughout the conference, including pre and post marketing, promotional outreach and signage recognition during the entire conference. There are four lead sponsorship opportunities available. These are non-competing lead sponsorships in your industry space.

Corporate Messaging

- Positioned as lead sponsor throughout the entire conference
- Speaking opportunity during the conference
- Sponsor recognition at the Welcome Reception ~ see below for more information
- Display table and signage recognition at the registration area
- Full page ad in both the preliminary program and final printed conference program
- Primary logo recognition on front and back cover of all printed materials
- Primary logo recognition on all online promotions, including BIOCUM web site, *CALAsia* site, and email marketing campaigns
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Two designated one-on-one meeting rooms exclusive to your organization in the partnering forum
- Access to the VIP Sponsor Lounge
- Twelve full conference registrations

Welcome Reception (June 14, 2009) and Plenary Session/2 Plenary Sessions

- Benefits in addendum

Business Development

- Invitation to join the Steering Committee
- Name listing on the Advisory Council
- Conference attendee contact list after the event. This list will be sent to you electronically and include email addresses and mailing address

One (1) opportunity available
Investment \$60,000



NETWORKING RECEPTION

International Reception (June 15, 2009)

As the sponsor for the Networking reception, BIOCUM will provide your company strategic visibility and corporate messaging opportunities. Held on the 2nd evening of the conference this reception will take place offsite at a San Diego landmark that is sure to please the senses. BIOCUM will provide all the food and beverage, planning, décor and corporate recognition signage to ensure that your company brand is widely displayed.

Corporate Messaging

- Positioned as International Reception sponsor during *CALAsia* and in all promotion for the event
- Logo and link to your website on the *CALAsia* website
- Signage recognition during reception
- One ¼ page advertisement in final printed program
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)
- Opportunity to provide attendee gifts at your event (sponsor incurs additional costs)
- Opportunity to place collateral on the sponsor table in the registration area
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Access to the VIP Sponsor Lounge
- Five full conference registrations

Five (5) opportunities available
Investment \$10,000

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PROGRAMS/PARTNERING

Plenary Sessions/Super Sessions

As the exclusive sponsor for one of our five general sessions this is the ideal opportunity for a company looking to gain exposure to a captive audience with no other competing programming. Plenary topics will include An Overview of Asia, M&A Activities, Licensing, Outsourcing and Financing.

Corporate Messaging

- Positioned as Exclusive Sponsor for either the Opening Plenary Session, Plenary Breakfast (there will be two) or Plenary Lunch (there will be two) or Super Sessions (there will be 2) during *CALAsia* and in all promotion for the event
- Logo and link to your website on the *CALAsia* registration site
- Consideration to be on panel or moderate (subject to committee review)
- Signage recognition during reception
- One ½ page advertisement in final printed program
- Video screen and/or signage recognition at your sponsored event
- Opportunity to briefly address attendees at your sponsored event
- Opportunity to place collateral on the chairs during your sponsored event
- Opportunity to place collateral on the sponsor table in the registration area
- Opportunity to provide attendee gifts at your event (sponsor incurs additional costs)
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Access to the VIP Sponsor Lounge
- Eight full conference registrations

Business Development

- Address labels for all attendees following the event

Five (5) opportunities available

Investment \$30,000

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Workshops (Single)

As the exclusive sponsor for one of our workshops this is the ideal opportunity for a company looking to align themselves with the programming aspect of the conference. These 60 minute sessions will accommodate 40-75 attendees during each session.

Corporate Messaging

- Positioned as a workshop sponsor during *CALAsia* and in all promotion for the event
- Logo and link to your website on the *CALAsia* registration site
- Consideration to be on panel or moderate (subject to committee review)
- Opportunity to provide gift giveaways at your sponsored event
- A table in the back of your sponsored room to display materials

High Level Networking

- Access to the VIP Sponsor Lounge
- Four full conference registrations

Four (4) opportunities available
Investment \$15,000

Workshops (Series)

As the exclusive sponsor for one of our **workshops series** this is the ideal opportunity for a company to ensure maximum visibility throughout the entirety of the conference as your company will be branded at multiple workshops over the full three days. These 60 minute sessions will accommodate 40-75 attendees during each session.

Corporate Messaging

- Positioned as a workshop sponsor during *CALAsia* and in all promotion for the event
- Logo and link to your website on the *CALAsia* registration site
- Consideration to be on panel or moderate (subject to committee review)
- Opportunity to provide gift giveaways at your sponsored event
- A table in the back of your sponsored room to display materials
- One ¼ page ad in final printed program
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Access to the VIP Sponsor Lounge
- Six full conference registrations

Three (3) opportunities available
Investment \$25,000



Partnering Forum Sponsor

As the Exclusive sponsor, your organization's logo will be prominently displayed on the website that attendees must key through in order to set-up partnering meetings. This is a great way to maintain visibility for your organization during the convention and prior to as registrants will spend significant time on the site looking for partnering opportunities.

Corporate Messaging

- Positioned as Partnering sponsor during *CALAsia* and in all promotion for the event
- Logo included on all marketing pieces promoting *CALAsia* partnering site and on signage
- First rights to all conference attendees as only your sponsor logo will be displayed on the partnering site that attendees must navigate through.
- Opportunity to have marketing materials displayed within the one-on-one meeting area
- Logo and link to your website on the *CALAsia* registration site and on the partnering site
- One 1/4 page ad in final printed program
- One designated meeting room in the partnering area for sponsor to have one-on-meetings
- Enclosure of one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Access to the VIP Sponsor Lounge
- Six full conference registrations

Business Development

- Address labels for all attendees following the event

One (1) opportunity available

Investment \$25,000



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SERVICES & GIFTS

Water Bottle Sponsor

Go green – through this sponsorship opportunity, support the conference and the environment. Have your logo on reusable Nalgene (BPA Free) water bottles that attendees can use throughout the conference. This sponsorship provides the opportunity to make repeated name and branding impressions as your company logo and name will be on all attendee water bottles.

Corporate Messaging

- Positioned as Water bottle sponsor during *CALAsia* and in all promotion for the event
- Company logo printed on over 800 water bottles
- Logo and link to your web site on the *CALAsia* registration site
- Opportunity to place collateral on the sponsor table in the registration area

High Level Networking

- Two full conference registrations

One (1) opportunity available

Investment \$10,000

Meeting Bag Sponsor

As the exclusive meeting bag sponsor, your organization's logo will be prominently displayed on the meeting bags given to all attendees. This is a great way to maintain visibility for your organization during the convention and beyond as registrants take the meeting bags home to use in their own communities.

Corporate Messaging

- Positioned as Meeting Bag sponsor during *CALAsia* and in all promotion for the event
- Logo included on over 800 attendee bags given to all attendees of *CALAsia*
- Logo and link to your website on the *CALAsia* registration site
- Opportunity to place collateral on the sponsor table in the registration area
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Six full conference registrations

Business Development

- Address labels for all attendees following the event

One (1) opportunity available

Investment \$20,000



Lanyard Sponsor

As the exclusive lanyard sponsor, each attendee's name badge will come attached to a lanyard that will feature your company logo. Approximately 800-1200 will be produced. Your company will receive optimal visibility for the entire conference.

Corporate Messaging

- Positioned as Lanyard sponsor during *CALAsia* and in all promotion for the event
- Logo included on over 800 lanyards given to all attendees of *CALAsia*
- Logo and link to your website on the *CALAsia* registration site
- Opportunity to place collateral on the sponsor table in the registration area
- One 1/4 page ad in final printed program
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Six full conference registrations

Business Development

- Address labels for all attendees following the event

One (1) opportunity available

Investment \$20,000

Speaker Gifts

As the exclusive speaker gift sponsor, your logo will be prominently displayed on over 50 gifts to be given to all the speakers for *CALAsia*.

Corporate Messaging

- Positioned as speaker gift sponsor during *CALAsia* and in all promotion for the event
- Sponsor logo included on all speaker gifts
- Opportunity to include a personal note with speaker gifts
- Opportunity to provide input on speaker gift
- Name recognition and link to your web site on the *CALAsia* registration site
- Opportunity to place collateral on the sponsor table in the registration area
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Five full conference registrations

One (1) opportunity available

Investment \$15,000

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Internet Cafe Sponsor

Be the popular Internet Cafe sponsor for *CALAsia*. In a world dominated by email communications, you can count on this to be a frequently visited location for all attendees.

Corporate Messaging

- Positioned as Internet Cafe sponsor during *CALAsia* and in all promotion for the event
- Sponsor's company homepage will be the screen saver on all computers in the internet cafe.
- Logo and link to your web site on the *CALAsia* registration site
- Company logo included on signage around the internet kiosk
- Company logo on the screen saver for all computers in the internet kiosk area
- Recognition in conference program as the internet kiosk sponsor
- Opportunity to place collateral on the sponsor table in the registration area

High Level Networking

- Four full conference registrations

One (1) opportunity available
Investment \$15,000

Final Printed Program Sponsor

As the exclusive sponsor, your organization logo and company description will be prominently displayed on the packaging of over 800 *CALAsia* Conference Programs. The conference programs will be handed personally to each conference attendee at the registration counter.

Corporate Messaging

- Positioned as Final Printer Programs sponsor during *CALAsia* and in all promotion for the event
- Logo included on packaging of conference programs given to all attendees
- Logo and link to your web site on the *CALAsia* registration site
- One full page ad in final printed program
- Opportunity to place collateral on the sponsor table in the registration area
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Four full conference registrations

One (1) opportunity available
Investment \$15,000



ADDITIONAL SPONSORSHIPS

Delegate Sponsor

Positioned as a Delegate sponsor during *CALAsia* and in all promotion of the event.

Corporate Messaging

- Positioned as delegate sponsor during *CALAsia* and in all promotion for the event
- Logo recognition and link to your web site on the *CALAsia* registration site
- Opportunity to place collateral on the sponsor table in the registration area
- Enclosure of a one printed piece in attendee conference bags (sponsor incurs additional costs)

High Level Networking

- Five full conference registrations

Limited opportunities available

Investment \$12,500

Partner Sponsor

Positioned as a Partner sponsor during *CALAsia* and in all promotion of the event.

Corporate Messaging

- Name recognition on all promotional materials
- Company logo included in the final program in sponsor section
- Name recognition and link to your web site on the *CALAsia* web site
- Name recognition on-site during the conference

High Level Networking

- Four full conference registrations

Limited opportunities available

Investment \$7,500

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Supporting Sponsor

Positioned as a Supporting sponsor during *CALAsia* and in all promotion of the event.

Corporate Messaging

- Name recognition on all pre-promotional materials
- Company name included in the final program in sponsor section
- Name recognition and link to your web site on the *CALAsia* web site
- Name recognition on-site during the conference

High Level Networking

- Three full conference registrations

Limited opportunities available

Investment \$5,000

Affiliate Sponsor

Positioned as an Affiliate sponsor during *CALAsia* and in all promotion of the event.

Corporate Messaging

- Name recognition on all pre-promotional materials
- Company name included in the final program in sponsor section
- Name recognition on the *CALAsia* web site
- Name recognition on-site during the conference

High Level Networking

- Two full conference registration

Investment \$2,500