



11TH Annual MassBio Investors Forum
Executing the Biotech Business Model: A New Direction for Biotech
(Formerly MASS OPPORTUNITIES)

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

The MassBio Investors Forum, New England's largest biotechnology investor forum, is designed to facilitate business generating interactions and dialogue among regional biotechnology companies and the investor community. This high-profile event attracts over 500 people.

The MassBio Investors' Forum is provides a unique opportunity for innovative biotechnology companies to find investors and partners, and for global health care companies to enhance their pipeline through global partnerships.

The Forum will explore how the mix of traditional and non-dilutive financing mechanisms can add value to companies and programs to achieve the overall goal of moving diagnostics and therapeutics to the patients who need them as quickly as possible.

With keynote presentations, roundtable discussions, company presentations and one-on-one partnering meetings, this event brings together key members of the biotech ecosystem for discussion and debate around plans for successful financing using a mix of traditional and alternative financing mechanisms.

Participants include representatives from venture capital, institutional and private equity investor communities; top level industry executives in business development, corporate development and strategic alliances; officials from biotech and pharmaceutical companies; health care leaders; academic leaders; and representatives from over 25 disease foundations and government organizations offering financing opportunities.

This one-day program features:

- ❖ State-of-the-art partnering software, matching you to the people you'd like to meet, to make the most of your day. Conduct one-on-one meetings with new and emerging Massachusetts companies to learn about their new products and technologies and explore areas for funding and collaboration
- ❖ Keynote remarks and a joint question-and-answer session with:
Gary Pisano, Harry E. Figgie, Jr. Professor of Business Administration, Harvard Business School, and author of *Science Business: The Promise, The Reality and The Future of Biotech*, and;
G. Steven Burrill, CEO, Burrill & Company
- ❖ Panel discussions focused on funding opportunities through disease foundations, government programs and corporate strategics
- ❖ Over 30 private and public biotechnology company presentations
- ❖ Networking cocktail reception

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

Why should companies attend?

- Expand financing options by meeting with corporate venture capital, VCs, state and federal agencies, and large pharma.
- Venture philanthropists help validate science, thereby attracting other investors.
- Hear from industry, venture and foundation leaders on critical success factors for investing in drug development collaborations and partnerships.

At the MassBio Investors Forum, emerging and established biotechnology companies will:

- Set up meaningful partnership opportunities with diversified sources of capital
- Learn from the companies that have successfully set the precedent
- Hear directly from investors

This one-day program features three concurrent activities – all with one fee

- Panel discussions and keynote presentations
- Industry presentations – *companies will have the opportunity to showcase their products and technologies to potential investors.*
- One-on-one meetings – *powered by partneringOne software – you select who you want to talk to, maximize your time. This software will be the basis for scheduling all meetings.*

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

MassBio Investors Forum
Executing the Biotech Business Model: A New Direction for Biotech

October 6, 2009
Sheraton Boston Hotel

Agenda

New speakers are being added each day,
Agenda subject to change, *please visit our website for the most up-to-date information at*
www.massbio.org/events

September 15th and 22nd CEO Bootcamp for presenting companies

October 6th

7:30am Registration Opens

8:00am Partnering Meetings and Company Presentations
will run throughout the day

9:00 – 9:15am Welcome Remarks

- Robert Coughlin, President & CEO, Massachusetts Biotechnology Council
- Mark Leuchtenberger, Chairman, Massachusetts Biotechnology Council

9:15 – 9:45am Opening Keynote

- John C. Lechleiter, Ph.D., Chairman, President and CEO, Eli Lilly and Company (INVITED)

9:45 – 11:00am Morning Plenary –A Sustainable Biotech Business Model

Moderator: Ted Torphy, CSO & Head, External Research, Johnson & Johnson

Join us as we bring key stakeholders from pharma, biotech and venture capital and focus on how to promote better collaboration and alignment between the three.

This panel will also look to the biotech companies involved, to provide actionable advice to delegates regarding the most critical elements of a sustainable biotech business model.

- David Schenkein, MD, incoming CEO, Agios Pharmaceuticals (INVITED)
- John Maraganore, CEO, Alnylam (INVITED)
- Mark Levin, Partner, Third Rock Ventures (INVITED)
- David Guyer, MD, Partner, SV Life Sciences (INVITED)

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or
Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

11:00 – 11:30am Break

11:30am – 12:30pm Panel Discussion – Disease Foundations and Venture Capital: Can the two “play in the same sandbox?”

Moderator: Vaughn M. Kailian, Managing Director, MPM Capital LP

Disease foundations are investing and biotech companies are now collaborating with both venture and foundations. As these relationships deepen and become more prevalent, companies must learn how to work with both investors, and demonstrate value creation for all stakeholders – furthering possible cures and a positive rate of return. Can this really work?

This panel will feature disease foundations with companies they work with answering questions posed by the VC and pharma community:

1. How are exit strategies addressed by disease foundations when a company is not achieving critical milestones?
2. What are the different stages in development that disease foundations examine when deciding to invest?
3. How can biotech companies satisfy investors with two different endgames operating on two different timelines?
4. What are the common touch points for these stakeholders?

Confirmed Speakers:

- Timothy Coetzee, Ph.D., President, Fast Forward, LLC
- Louis J. DeGennaro, Ph.D., Chief Scientific Officer, The Leukemia & Lymphoma Society (LLS)
- Reid J. Leonard, Ph.D., Executive Director, Licensing And External Research, Merck & Co., Inc.
- Dr. Bharat Tewarie, Vice President, Head of Business Development, US, EMD Serono Inc.

12:30 – 1:30pm Networking Luncheon

1:45 – 3:15pm Keynote Presentations and Moderated Joint Q&A with:

- Steven Burrill, CEO, Burrill & Company, and
- Gary Pisano, Harry E. Figgie, Jr. Professor of Business Administration, Harvard Business School, and author of *Science Business: The Promise, The Reality and The Future of Biotech*

3:15 – 3:45pm Break

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

3:45 – 4:45pm Panel Discussion – Strategic Alliances

Topics discussed by the panel will include:

1. How to identify the best partner for your company
2. The types of partnerships offered by larger companies, and how to determine if your company is a candidate for an investment, license, or an M&A
3. The best strategies for securing a strategic investment or alliance
4. How strategic investment differs from VC investment
5. The importance of deal structure and key contract terms
6. The pros and cons of an investment or alliance with a larger company
7. The do's and don'ts in prospecting for the deal, negotiating the deal, and managing the relationship

Speakers:

- Maggie Flanagan LeFlore, Ph.D., Managing Director, MedImmune Ventures
- Mike Diem, Partner, SR One
- Barbara Dalton, Vice President, Pfizer Venture Investments (PVI)
- Ed Torres, General Partner, Lilly Ventures
- Cat Oyler, Sr. Director, Emerging Technologies, Office of Science and Technology, Johnson & Johnson
- Roche

4:45 – 6:15pm Reception

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

SUMMARY OF SPONSORSHIP OPPORTUNITIES

PLATINUM - Please see description of complete benefits

\$25,000

- Opening Plenary (1)
- Keynote Afternoon Session (1)

GOLD - Please see description of complete benefits

\$16,000

- Panel Presentations (2)
- Partnering Software (2)
- Padfolio (1)
- Registration bag (1)

SILVER – Please see description of complete benefits

\$10,000

- Morning & Afternoon Breaks (1)
- Cocktail Reception (1)
- Webcasting (2)
- Registration Badges (1)
- Company Presentation Room Host (2)

BRONZE – Please see description of complete benefits

\$7,500 (limited number)

COPPER –

\$3,500

Full page advertisement in Program Guide (limited number)

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

PLATINUM SPONSOR

- ❖ **Fee: \$25,000**
- ❖ Two (2) available

Deliverables

1. Dedicated MBC liaison to provide concierge support before, during, and after the event. The liaison will ensure that key objectives are met.
2. Preview of the registration list on a weekly basis.
3. Identification and recognition as a Platinum Sponsor of Forum, including in all pre-event marketing, on site in the Program Guide, on signage and included in loop on presentation screens, and on homepage and throughout event website before and during the event, includes live link to Partner's website.
4. If and when MBC runs advertisements on the Forum, Platinum Sponsors will be identified.
5. Complimentary passes for eight (8) delegates or guests to attend the Forum
6. Table in the main Forum area for display of corporate collateral.
7. Plus one of the following:
 - Opening Plenary (1) –A senior company representative will have the opportunity to make general welcome remarks and/or participate in this session. . In addition, your company will be listed in the program guide and on the event website as the sponsor of the Opening Plenary.
 - Afternoon Keynote Session (1) – Introduce or moderate this session featuring a joint question and answer session with Gary Pisano, Harry E. Figgie, Jr. Professor of Business Administration, Harvard Business School, and author of *Science Business: The Promise, The Reality and The Future of Biotech*, and G. Steven Burrill, CEO, Burrill & Company. In addition, your company will be listed in the program guide and on the event website as the sponsor of the Afternoon Keynote Session.

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

GOLD SPONSOR

- ❖ Fee: \$16,000
- ❖ Eight (8) available

Deliverables

1. Dedicated MBC liaison to provide concierge support before, during, and after the event. The liaison will ensure that key objectives are met.
2. Preview of the registration list on a weekly basis.
3. Identification and recognition as a Gold Sponsor of Forum, including in all pre-event marketing, on site in the Program Guide, on signage and included in loop on presentation screens, and on homepage and throughout event Web site before and during the event, includes live link to Partner's website.
4. If and when MBC runs advertisements on the Forum, Gold Sponsors will be identified.
5. Complimentary passes for five (5) delegates to attend the Forum
6. Table in the main Forum area for display of corporate collateral.
7. Plus one of the following:
 - Panel Sessions (2) – Introduce, speak at, or moderate the one panel session, “**Working Toward a Common Goal, Despite Different Exit Strategies**” or “**Strategic Alliances.**” In addition, your company will be listed in the program guide and on the event website as the sponsor of the Panel Session.
 - Partnering Software (2) – Your company will have branding across the web-based platform of the partnering software both pre-event and on-site. This software will be the basis for scheduling all meetings between companies, investors, disease foundations and other individuals.
 - Padfolio (1) – Your company's name and logo will be put on a notebook or padfolio that will be one of the major pieces of the registration materials placed inside of the registration bag which will be given to all event delegates.
 - Registration bag (1) – Your company's name and logo will be put on the bag which contains all program materials given to all event delegates.

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

SILVER SPONSOR

- ❖ Fee: \$10,000
- ❖ Seven (7) available

Deliverables

1. Dedicated MBC liaison to provide concierge support before, during, and after the event. The liaison will ensure that key objectives are met.
2. Preview of the registration list on a weekly basis.
3. Identification and recognition as a Silver Sponsor of Forum, including in all pre-event marketing, on site in the Program Guide and included in loop on presentation screens, and on homepage throughout event Web site before and during the event, includes live link to Partner's website.
4. If and when MBC runs advertisements on the Forum, Silver Sponsors will be identified.
5. Complimentary passes for three (3) delegates to attend the Forum
6. Table in the main Forum area for display of corporate collateral.
7. Plus one of the following:
 - Morning and Afternoon Breaks (1) – Your company will be listed in the program guide, on signage and on the event website as the sole sponsor of the morning and afternoon breaks.
 - Cocktail Reception (1) – All event delegates are invited to attend the reception. A senior company representative will have the opportunity to make welcome remarks and space will be available to display company collateral. Your company will be listed in the program guide, on signage and on the event website as the sponsor of the Reception.
 - Registration Badges (1) – Your company's logo will be included on badges or lanyards worn by all event delegates.
 - Webcast Playbacks (2) – Your company will have branding across the web-based platform of video playbacks of each of the panel sessions in both pre-event marketing and post-event usage.
 - Company Presentation Room Host (2) – Your company will have branding and collateral in one of the two company presentation rooms and will introduce each company.

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

BRONZE SPONSOR

❖ Fee: \$7,500

Deliverables

1. Dedicated MBC liaison to provide concierge support before, during, and after the event. The liaison will ensure that key objectives are met.
2. Preview of the registration list on a weekly basis.
3. Identification and recognition as a Bronze Sponsor of Forum, including in all pre-event marketing, on site in the Program Guide, on event homepage and throughout event website before and during the event, includes live link to Partner's website.
4. If and when MBC runs advertisements on the Forum, Bronze Sponsors will be identified.
5. Complimentary passes for two (2) delegates to attend the Forum.
6. Table in the main Forum area for display of corporate collateral.

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events

COPPER SPONSOR

❖ Fee: \$3,500

Deliverables

1. One full page color advertisement in on site Program Guide.
2. Complimentary pass for one (1) delegate to attend the Forum.

For more information, please contact Lauren Laidlaw, Director of Member Services, Massachusetts Biotechnology Council at 617-674-5147 or Lauren.laidlaw@massbio.org.

Please visit our website at www.massbio.org/events