



## New Technology Showcase Presentation & Display Opportunity

Take advantage of the opportunity for **FREE** exposure for your organization's innovative new products or technologies in front of an anticipated 1,600+ attendees - from 27 states, 9 countries, and 600+ companies - at the 9<sup>th</sup> Annual LifeScience Alley Conference & Expo. **Up to 9 companies will be selected (via an application process)** to exhibit and/or present their product/technology. **Application deadline: June 30, 2010.**

### Who Should Apply

Organizations of any size with a novel product/technology in the **medical device, biologics & pharmaceuticals, food & nutrition, renewable materials, health care delivery**, or any other life science industry sectors are encouraged to send in an application.

### Presentation Opportunity - during Keynote Luncheon & in Spotlight Theater (*NEW*)

#### Selected organizations (3)

The top 3 New Technology Showcase organizations by the judges' ranking will be able to showcase their new product or technology during the Keynote Luncheon in front of hundreds of conference attendees.

#### All Organizations (9)

All of the 9 selected New Technology Showcase organizations will have the opportunity to present briefly in the new Spotlight Theater (enhanced booth space), located in the Expo Hall. Presentations will take place here during the morning Exhibit Hall and Sessions Hours only.

#### Presentation Guidelines

The presentations are intended to provide the audience with an overview of the new product/technology being developed (include a demonstration if possible), market need, and expected impact on the industry/market potential. The content may also include a company background, key milestones achieved, and next steps.

### Display Opportunity

A special **New Technology Showcase** area will be featured in the Expo Hall. Each of the 9 organizations selected will receive a complimentary 10 x 10 display booth. One representative from each selected organization will receive a complimentary (full) registration for the conference.

### Exposure

Organizations selected will benefit from targeted exposure before & during the Conference & Expo, including:

- Listing in the conference registration brochure and on the conference website – [www.LifeScienceAlleyConference.org](http://www.LifeScienceAlleyConference.org).
- Inclusion in press release of winners sent to local & national media
- Half page feature in Conference Guide to be handed out to all 1,600+ attendees
- Inclusion in email marketing blasts leading up to event
- Listing in fall issue of *LifeScience Alley News* (emailed to ~12,000 life science professionals)
- New Technology Showcase winner graphic (can be used on your website, email signature, etc.)
- Official certificate issued at Conference



### New Technology Presentation and Display Opportunity Requirements

1. Product/technology to be featured is advancing the life science industry and must be novel - *not a line extension*.
2. Product or technology must be able to be publicly displayed; a prototype, rendering/poster, or actual product/technology.
3. Organization must agree to participate in both the presentation and display opportunity.
4. Organization must provide appropriate personnel to staff the display at the conference. ("Exhibit Only" booth staff passes may be purchased as needed.)

### Applicant Contact Information

Name & Title:

Phone:

Email:

1.
  - a. Company name:
  - b. Year founded:
  - c. Headquarters (City, State):
  - d. Number of employees (NOT an evaluation factor):
2. Name of your product or technology:
3. Please describe your product/technology and its intended use(s):
4. Current stage of product development (please describe):
5. Please describe the proprietary nature and IP protection if possible:
6. Please describe the regulatory path and status of the technology:
7. Please describe the market potential and patient/end-user benefit of your product/technology:
8. How does your product/technology advance the life science industry? How is it different from current therapies/devices (please describe the competitive landscape)?
9. If selected to present and/or exhibit, you will need to have visually demonstrative presentation capabilities (i.e. prototype, pictures, video, etc.)? Please describe what you will have available.

Fax or email your completed application to LifeScience Alley **no later than June 30, 2010.**

MAIN: 952-542-3077

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**Questions?** Contact Ryan Baird, Communications Manager, at (952) 746-3818 or [rbaird@lifesciencealley.org](mailto:rbaird@lifesciencealley.org).  
**LifeScience Alley will notify all applicants of the judge's decisions in early-mid August, 2010.**