



**Tell me... How
can our company
increase visibility
in the market and
generate more sales?**

Become an Event Sponsor!

Leading companies have long recognized that a strong sales program alone cannot sustain their sales objectives – they need to leave lasting impressions with potential clients. Successful companies have discovered sponsorships give them the opportunity to create these impressions. In 2007, 52% of sponsors nationwide reported that the return on their sponsorship investment increased. In the biotechnology industry, companies invest in sponsorship programs because they understand that sponsorship:

- Increases their visibility with top researchers & scientists at top universities
- Establishes brand-awareness early in a researcher's career
- Increases brand loyalty and ties with existing clients
- Drives traffic to their booth
- Differentiates their company from the competition and establishes their organization as a supporter of local scientific research communities



In 2008, Biotechnology Calendar, Inc. will connect over 500 companies with more than 20,000 university investigators, post doctoral researchers, post-graduates and purchasing agents at our events held at over 45 universities. These individuals are the nations thought leaders both today and in the years to come. To help companies build brand recognition at this important phase of a researcher's career, we have developed two sponsorship options. The Easy Sponsorship Program is our entry level program and the Comprehensive Sponsorship Program is designed to further accelerate your salability and corporate presence in the market. So how can your company increase visibility in the market and generate more sales? The answer is sponsorship, and for more on how you can reach your goals, contact our sponsorship consultants today.

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