



# THE STEM CELL MEETING

## The Stem Cell Meeting

» March 2009

The Stem Cell Meeting, to be held March, 2009, is returning for its 4th year. This conference will examine the up to date most critical scientific, policy and business issues facing stem cell research, medicine and investment. In collaboration with the leaders of the City of San Francisco and the California Institute of Regenerative Medicine, it brings together an international assembly of scientists, clinicians, policymakers and business leaders who share their vision and passion for the life sciences' most promising field.

This Stem Cell Meeting is the premier international event bringing together world-renowned scientists at the frontier of embryonic and adult stem cell research with decision-makers and thought leaders in policy, ethics, patient advocacy, finance, business, and media to explore the challenge and promise of stem cell research and the compelling potential of emerging therapies.

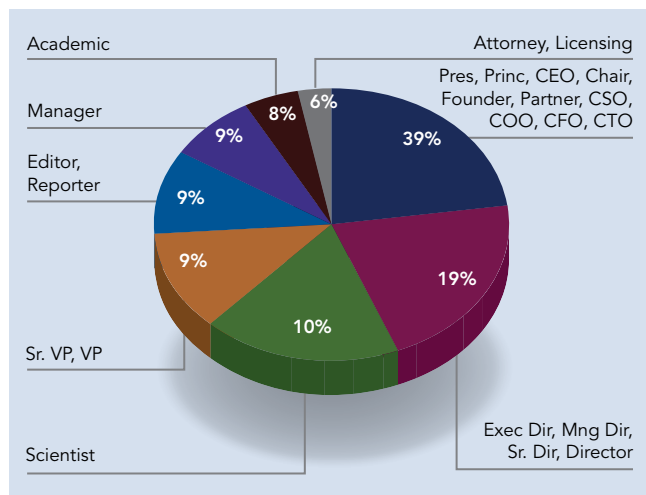
### THE TOP 5 REASONS TO SPONSOR

- 1 Unprecedented access to industry decision makers
- 2 Quality time with attendees at roundtables and tabletops
- 3 Complimentary VIP passes for clients and executives
- 4 Additional marketing awareness via conference materials
- 5 Recognition as a Burrill & Company event supporter

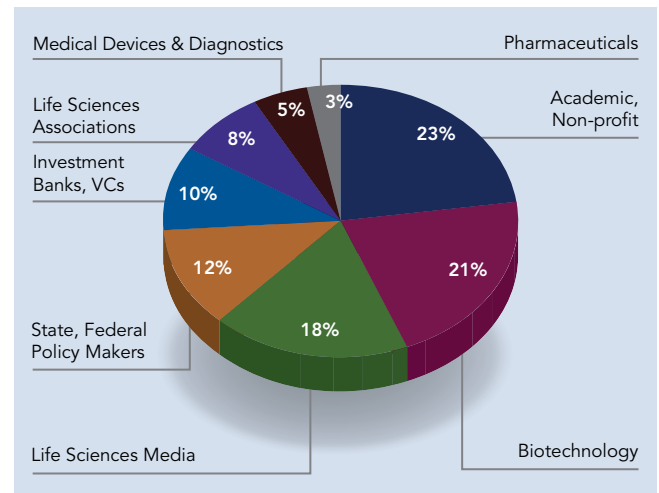
### » Audience Profile

Targeted number of attendees: 400

Title/Function\*



Industry\*



\*Based on the 2007 Stem Cell Meeting

## Sample Attendee Titles & Companies

COMPANY/ORGANIZATION	JOB TITLE
Aastrom Biosciences, Inc.	Chairman & CEO
Advanced Cell Technology	President & Chief Scientific Officer
Alliance Pharmaceutical Corp.	Chairman
Arriva Pharmaceuticals, Inc.	CEO
Avestha Gengraine Technologies Pvt.Ltd.	Founder & CEO
BioE, Inc.	VP, Corporate Dev.
British Consulate-General	Vice Consul, Science & Technology
Burns McClellan	President & CEO
CA Institute for Regenerative Medicine	Chairman
Celgene Cellular Therapeutics	Exec. Director, Research & Dev.
Cell Cure Neurosciences	COO, GM
Celsense, Inc.	CEO
CHA Regenerative Medicine Inst.	Chief Scientific Officer
Christopher Reeve Foundation	Dir., Gov't. Relations
Economic Dept., French Embassy	Biotechnology Attaché
FDA	Clinical Reviewer
Fenwick & West LLP	Partner
Genentech, Inc.	Sr. Director, Business Dev.
Hollis-Eden Pharmaceuticals	Chief Scientific Officer, R&D
Innovative Microtechnology	Biomedical Scientist
Invest Australia	Sr. Investment Commissioner
IRM BioPharma Holdings Ltd.	Chief of Staff
Keel Pharmaceuticals, Inc.	President and CEO
Kleiner Perkins Caufield & Byers	Partner
Medtronic, Inc.	Sr. Director, Biosciences Tech. Dev.
Organogenesis Inc.	Director Process Development
Osiris Therapeutics, Inc.	President and CEO
Pacific Lutheran Theological Seminary	Professor of Systematic Theology
Perkins+Will	Principal
Pharmacyclics, Inc.	Intellectual Property & Legal Affairs
PricewaterhouseCoopers	Manager
PrimeGen Biotech LLC	CFO
Proteus Ventures	Ph.D.
Sanderling Ventures	Managing Director
Silicon Valley Bank	Sr. Relationship Manager
StemCyte Research Institute	Medical Director
Tanox, Inc.	President & CEO
Theregen	CEO
Traverse Technologies	Principal
U.K. Stem Cell Steering Committee	Chairman
VIRxSYS Corporation	Senior Director, Product Development
WaferGen, Inc	CTO & Co-Founder

## Sponsorship Overview

	PLATINUM	GOLD	SILVER	BRONZE
EVENT OPPORTUNITY	EXCLUSIVE	CO-SPONSOR	CO-SPONSOR	EXHIBIT
Investment	\$45,000	\$30,000	\$20,000	\$10,000
EVENT SPONSORSHIP PACKAGE				
Pre-Event Marketing				
• Logo visibility online	Top-level	✓	✓	✓
• Logo in attendee marketing promotions	Top-level	✓	✓	✓
On-site Marketing				
• VIP passes for executives and client invitations	7	5	3	2
• 6 ft. tabletop: option for tabletop display or 8' x 10' backdrop	✓	✓	✓	✓
• Signage	✓	✓	✓	✓
• Sponsor recognition	✓	✓	✓	✓
• Corporate profile in conference notebook	✓	✓	✓	✓
Print Exposure: Stem Cell Report				
• One (1) contributed article	✓	✓	Choose 1	–
• One (1) advertisement	Premium	Premium	–	–
VIP DINNER INVITATIONS	2	–	–	–
ADDITIONAL ON-SITE PROMOTION				
• Registration sponsorship—including Lanyards	Choose 1	Choose 1	Choose 1	Choose 1
• Breakfast sponsorship	↓	↓	↓	↓
• Break sponsorship				
• Meeting bag sponsor				
• Advisory Board/VIP dinner sponsor				
• Awards Dinner sponsor				

## Additional Sponsorship Opportunities

TYPE OF SPONSORSHIP	PRICE
Lanyard	\$5,000
Breakfast & Registration	\$5,000
Break Sponsors (2)	\$5,000 each
Partnering Meeting Bag Sponsors (2)	\$7,500 each
Networking Cocktail Reception	\$20,000
Expert Luncheon	\$25,000
'Stem Cell Report'	\$25,000—SOLD
Post Event Webcast	\$30,000

Continued »

# Sponsorship Details

## Platinum Custom Sponsorship | Offered at \$45,000

Exclusive by Category Limited to four (4) sponsors

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive seven (7) complimentary registration passes for executives or clients</li> </ul>
MARKETING
<ul style="list-style-type: none"> <li>• 6 ft. tabletop with option for tabletop display or 8' X 10' backdrop</li> <li>• Corporate profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• On-site event signage &amp; sponsor recognition</li> </ul>
STEM CELL REPORT
<ul style="list-style-type: none"> <li>• One (1) advertisement in the "Stem Cell Report"</li> <li>• Premium positioning</li> </ul>
TWO (2) INVITATIONS TO VIP DINNER, CHOOSE FROM ONE (1) OF THE FOLLOWING:
<ul style="list-style-type: none"> <li>• Registration Sponsorship—including lanyards</li> <li>• Breakfast Sponsorship</li> <li>• Break Sponsorship</li> <li>• Meeting Bag Sponsor</li> <li>• Advisory Board/VIP Dinner Sponsor</li> <li>• Awards Dinner Sponsor</li> </ul>

## Sponsorship Details (continued...)

### Gold Sponsorship: Co-Sponsor | Offered at \$30,000

REGISTRATIONS	
<ul style="list-style-type: none"> <li>• Receive five (5) complimentary registration passes for executives or clients</li> </ul>	
MARKETING	
<ul style="list-style-type: none"> <li>• 6 ft. tabletop with option for tabletop display or 8' x 10' backdrop</li> <li>• Corporate profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• On-site event signage &amp; sponsor recognition</li> </ul>
STEM CELL REPORT	
<ul style="list-style-type: none"> <li>• One (1) advertisement in the "Stem Cell Report"</li> </ul>	<ul style="list-style-type: none"> <li>• Premium positioning</li> </ul>

### Silver Sponsorship: Co-Sponsor | Offered at \$20,000

REGISTRATIONS	
<ul style="list-style-type: none"> <li>• Receive three (3) complimentary registration passes for executives or clients</li> </ul>	
STEM CELL REPORT:	
<ul style="list-style-type: none"> <li>• One (1) advertisement in the Stem Cell Report"</li> </ul>	
MARKETING	
<ul style="list-style-type: none"> <li>• 6 ft. tabletop with option for tabletop display or 8' x 10' backdrop</li> <li>• Corporate profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• On-site signage &amp; sponsor recognition</li> </ul>

### Bronze Sponsorship: Exhibit Only | Offered at \$10,000

REGISTRATIONS	
<ul style="list-style-type: none"> <li>• Receive two (2) complimentary registration passes for executives</li> </ul>	
MARKETING	
<ul style="list-style-type: none"> <li>• 6 ft. tabletop with option for tabletop display or 8' x 10' backdrop</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• On-site signage &amp; sponsor recognition</li> </ul>

## Additional Sponsorship Details

### Lanyard Sponsorship Offered at \$5,000

- » Company name on event Lanyards
- » Provided to all attendees throughout the event

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive one (1) complimentary registration passes for executives or clients</li> </ul>
MARKETING
<ul style="list-style-type: none"> <li>• Corporate Profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> </ul>

### Break Sponsorship Offered at \$5,000 (2 available)

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive one (1) complimentary registration passes for executives or clients</li> </ul>
MARKETING
<ul style="list-style-type: none"> <li>• Corporate Profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> <li>• Placard signage on all break tables</li> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• Recognition on agenda</li> <li>• On-site signage &amp; sponsor recognition</li> <li>• Corporate profile included in the conference notebook</li> </ul>

### Breakfast & Registration Sponsorship Offered at \$5,000

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive one (1) complimentary registration passes for executives or clients</li> </ul>
MARKETING
<ul style="list-style-type: none"> <li>• Corporate Profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> <li>• On-site signage &amp; sponsor recognition as Breakfast Sponsor</li> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• Placard signage on all breakfast buffet tables throughout breakfast</li> </ul>

### Partnering Meeting Bag Sponsor Offered at \$7,500 (2 available)

- » Exclusive sponsorship by category
- » Corporate logo included on meeting bag
- » Bag provided to every event attendee

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive one (1) complimentary registration passes for executives or clients</li> </ul>

### Networking Cocktail Reception Offered at \$30,000

- » Reception Named 'Sponsor Networking Reception'
- » Exclusive
- » Sponsoring company will have signage throughout the reception
- » Sponsoring company will have the opportunity to present gifts upon arrival or departure to all attendees

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Two (2) complimentary registrations to the conference</li> </ul>

## Additional Sponsorship Details (continued...)

### 'Stem Cell Report' Sponsorship Offered at \$25,000—SOLD

» Two (2) advertisements, with inside front cover and back cover placement:

- Magazine Full Page Trim Size: 7" x 10 1/2"
  - Print Live Area: 6 3/4" x 10 1/4"
  - (For safety hold important creative 1/4" inside the trim edge)*
  - Inserts: Accepted
- Magazine Half Page Trim Size: 7" x 5 1/4"

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive one (1) complimentary registration pass for Executive or Client</li> </ul>
GUIDE EXPOSURE:
<ul style="list-style-type: none"> <li>• Opening letter to readers following the letter from the editor</li> <li>• Two (2) advertisements—including inside front cover and back cover placement</li> <li>• One (1) contributed article</li> <li>• Opportunity to recommend two (2) customers or clients to contribute article</li> </ul>
DISTRIBUTION:
<p>Distributed in print to all attendees at The Stem Cell Meeting plus online distribution of 20,000 regular recipients for <b>The Journal of Life Sciences</b>.</p>

### Expert Luncheon Sponsorship Offered at \$25,000

REGISTRATIONS
<ul style="list-style-type: none"> <li>• Receive four (4) complimentary registration passes for executives or clients</li> </ul>
MARKETING
<ul style="list-style-type: none"> <li>• Exhibit table in Exhibit Area</li> <li>• Exhibit table in Lunch Area</li> <li>• Table Host—five (5) roundtable discussions</li> <li>• Opportunity to present gifts to table participants</li> <li>• Corporate profile included in the conference notebook</li> <li>• Company logo on all pre-event marketing materials &amp; promotions</li> <li>• Company logo on Burrill Media event site—hyperlinked to sponsor site. Logo and link on website for 10 months</li> <li>• On-site signage &amp; sponsor recognition</li> </ul>
CONTENT PARTICIPATION
<ul style="list-style-type: none"> <li>• Speaking opportunity at the end of the luncheon; 5–7 minutes</li> <li>• Opportunity to help recommend global leaders to participate in the roundtable discussions</li> <li>• Opportunity to help define table topics</li> </ul>

## Additional Sponsorship Details (continued...)

### Post Event Webcast Sponsorship Offered at \$30,000

» Sponsoring company will be promoted as the 'Exclusive' sponsor of the post-event webcast.

<b>REGISTRATIONS</b>
<ul style="list-style-type: none"> <li>• Five (5) complimentary registrations available to sponsor executives for the entire event</li> </ul>
<b>MARKETING</b>
<ul style="list-style-type: none"> <li>• Exposure will be comprised of sponsor logo and link within the webcast</li> <li>• Promoted on The Stem Cell Meeting site, Burrill Media site</li> <li>• Signage and promotion On-site at The Stem Cell Meeting</li> <li>• 6 ft. tabletop with option for tabletop display or 8' x 10' backdrop</li> <li>• First right of renewal will be given to sponsor for sponsorship of the Webcast in 2009</li> </ul>
<b>CONTENT USAGE</b>
<ul style="list-style-type: none"> <li>• Sponsor will have the right to use some of the meeting content with approval from Burrill Media</li> </ul>
<b>WEBCAST</b>
<ul style="list-style-type: none"> <li>• Full View Media, will be providing media coverage of The Stem Cell Meeting, 21-23 September 2008. Edited coverage of the meeting will be available via webcast post-event. The full day event will be covered and available in an easy to access format that will have content posted by panel, presentation and discussion.</li> </ul>
<b>PROMOTION</b>
<ul style="list-style-type: none"> <li>• The meeting is currently scheduled to be promoted and linked from the Burrill Media site, <a href="http://www.burrillandco.com">www.burrillandco.com</a>, the <a href="http://stemcellmeeting.com">stemcellmeeting.com</a>, <a href="http://www.tjols.com">www.tjols.com</a> and the sponsoring company site.</li> </ul>
<b>ACCESS</b>
<ul style="list-style-type: none"> <li>• The Webcast will be posted on the Burrill &amp; Company Site <a href="http://www.burrillandco.com">www.burrillandco.com</a>.</li> </ul>