

An aerial, top-down photograph of a group of people in business attire gathered around a large, round white table in a conference room. The people are engaged in conversation, some looking at documents or devices. The room has a light-colored wooden floor.

medicon valley **alliance**

Creating Opportunities

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Event Sponsorship Opportunities

Creating Value for Your Company

Sponsoring Medicon Valley Alliance provides you with unique access to life science professionals in Denmark and Sweden. Through a range of targeted events, MVA creates an highly efficient platform for networking, dialogue and branding of your company.

Our goal for the partnership is to position your company as the obvious choice when life science stakeholders are on the lookout for new collaborators within your field of expertise. The sponsor activities support this goal in three main ways.

Demonstration of competence: When you host an event, contribute as event speaker or comment on life science issues in our media, you have the chance to demonstrate your professional competence and company expertise.

Generation of leads: When you engage in discussion with event participants and succeed in setting up meetings, you generate new business leads.

Visual Branding: When your logo is visible in MVA's marketing materials, when your company is mentioned in our newsletter and when your corporate branding material is placed on-site near the drinks, you gain a high amount of visual branding that combined with your personal involvement strengthens your brand recognition across the life science community. The event participants are typically high-level decision makers representing various parts of the life science industry, and many participate frequently. This creates a relaxed and informal atmosphere, the right setting for networking and build new relations

Event Sponsors



More information on: www.mva.org/sponsorships-opportunities

Good Morning Meetings

About the Good Morning Meetings

The overall objective of the Good Morning Meetings is to provide a framework for learning & networking among MVA's members. The meetings typically begin at 9.00 (coffee starts at 8.30) and end at 10.00. The short timeframe makes it easy for the participants to attend and make it back to the office at a reasonable time. All meetings have a clear focus on life science - some focusing on R&D, others focusing on the commercial or financial side of the sector. Being a partner, you are responsible for the program and act as co-organiser.

You take the lead in developing the program and inviting speakers. The program should be of the highest quality, content focused presentations, and should focus on challenges or opportunities that are generally relevant. This is not a forum for sales of specific products or services.

While being deeply involved in the content of the meeting, you don't have to think of any logistics. MVA develops invitation lists & marketing material and takes care of marketing, logistics & catering.

Why sponsor this event?

Good Morning Meetings are short morning meetings organised by MVA in partnership with one or more members. When partnering in a Good Morning Meeting you have the opportunity to demonstrate your competence and expertise towards a targeted life science audience from Denmark and Sweden. The short meetings are held in an informal setting with good opportunities to meet and network with your co-members.



| Value Creation | Gold |
|--|-------|
| Demonstration of Competence | |
| Expert positioning: Speaking opportunity within your field of expertise | |
| Preferred partner positioning: Co-organiser of MVA event | |
| Access to the participants' individual feed-back forms | |
| Dialogue with attendees: Coffee breaks before and under the meeting | |
| leave room for interactivity, questions and discussions | |
| Lead Generation | |
| Network opportunities for an unlimited number of employee attendees | |
| MVA develops specific invitation list to ensure relevant attendees | |
| MVA markets the event and follows up with personal contact by mail and phone | |
| List of participating companies and contact persons with contact details | |
| Visual Branding | |
| Positioning as expert and preferred partner to MVA | |
| Logo visibility on all marketing material related to the event: | |
| Invitation, direct mails, newsletters and website | |
| Logo visibility on printed participant material, PowerPoint slides | |
| and name tags | |
| Roll-up display | |
| Logo visibility in MVA's corporate PowerPoint presentation template used in | |
| more than 200 meetings a year | |
| Planning and Marketing | |
| MVA takes care of marketing, logistics & catering | |
| Costs (Euros excl. VAT) | 3.000 |

medicon valley alliance Boost Seminar

Why sponsor this event?

Boost Seminars are half day seminars organised by MVA in partnership with one or more members. When sponsoring a Boost Seminar you have the opportunity to show your competence and expertise to a target life science audience from Denmark and Sweden. The Boost Seminars are held in an informal setting with time to meet and network with your comembers.

"The Boost concept was a perfect match for Merck. I knew from previous experience that MVA always perform high quality events that are very appreciated by the participants. With this in mind, I approached MVA in order to set up a collaborative event. The Boost concept proved a very effective way for an organisation with a complex offering to reach out to a key target group. MVA's experience and broad network in the region really makes it all so much easier."

Filmon Solomon
Sales Specialist Biopharma
Merck Milipore Nordics

Gold Sponsor

About the Boost Seminars

The overall objective of the Boost Seminars is to contribute to improving knowledge and competence among MVA's members. All seminars have a clear focus on life science - some focusing on R&D, others focusing on the commercial or financial side of the sector.

As Boost Partner you are responsible for the program and act as co-organiser. You must take lead in developing the program and inviting the speakers. The program should be of the highest quality, content focused presentations, and should focus on challenges or opportunities that are generally relevant. This is not a forum for sales of specific products or services. While as Boost Partner you are deeply involved in the content of the seminar, you do not have to think of logistics. MVA develops invitation lists & marketing material and takes care of marketing, logistics & catering.

Boost Seminars



| Value Creation | Gold |
|--|-------|
| Demonstration of Competence | |
| Expert positioning: Speaking opportunity within your field of expertise | ● |
| Preferred partner positioning: Co-organiser of MVA event | ● |
| Opportunity to involve external speakers | ● |
| Opportunity to achieve media coverage in MVA's magazine, Life Sciences Insight, with an article related to the topic of the seminar Sponsor writes the article | ● |
| Dialogue with attendees: The length of the seminar leaves room for interactivity, questions and in-depth discussions | ● |
| Lead Generation | |
| Network opportunities for an unlimited number of employee attendees | ● |
| MVA develops specific invitation list to ensure relevant attendees | ● |
| MVA markets the event and follows up with personal contact by mail and phone | ● |
| List of participating companies and contact persons with contact details | ● |
| Visual Branding | |
| Positioning as expert and preferred partner to MVA | ● |
| Logo visibility on all marketing material related to the event: Invitation, direct mails, newsletters and website | ● |
| Logo visibility on printed participant material, PowerPoint slides and name tags | ● |
| Roll-up display | ● |
| Logo visibility in MVA's corporate PowerPoint presentation template used in more than 200 meetings a year | ● |
| Planning MVA Media and Marketing | |
| MVA takes care of marketing, logistics & catering | ● |
| Costs (Euro excl. VAT) | 6.000 |

Annual Meeting

medicon valley alliance



About the Annual Meeting

The Annual Meeting is a grand celebration event, which is held every year in October/ November. The event addresses important topics of general interest for the life science sector and encourages establishment of new connections among life science professionals in and outside Medicon Valley. The Annual Meeting is a half-day event, typically from 15.00 till 18.00, followed by drinks & networking until 20.00.

Why sponsor this event?

If your organisation strives for recognition in the Medicon Valley life science arena, the Annual Meeting represents an excellent sponsorship opportunity.

With approximately 150 life science professionals from all sectors of the industry, academia, healthcare, as well as regional policy makers, exposure at the Annual Meeting promises great networking opportunities and acknowledgement of your organisation.



| Value Creation | Gold* | Silver |
|--|--------|--------|
| Demonstration of Competence | | |
| Event speaker opportunity ** | ● | |
| Access to the participants' individual feedback forms from the presentation | ● | |
| Lead Generation | | |
| One direct mail shot to all participants with company proposal/presentation (one-pager) | ● | |
| Assistance in setting up one-to-one meetings with potential customers/partners (max. 8 potential meetings) | ● | |
| List of participating companies and contact persons with contact details | ● | ● |
| Free entrance and networking opportunities for an unlimited number of employees attending | ● | ● |
| Visual Branding | | |
| Logo visibility on all marketing material related to the event: | | |
| Invitation, direct mails, newsletters and website | ● | ● |
| Logo visibility on printed conference material and PowerPoint screen-saver slide | ● | ● |
| Roll-up display | ● | ● |
| Logo visibility on Medicon Valley Cross Border Award cheque | ● | |
| Logo visibility on name tags | ● | |
| Logo visibility in MVA's corporate PowerPoint presentation template used in more than 200 meetings a year | ● | |
| Logo permanently displayed at www.mva.org throughout the year | ● | ● |
| Costs (Euro excl. VAT) | 10.000 | 3.000 |

* Exclusive sponsor rights can be achieved at a premium

** Presentation should relate to the topic of the event and should not be a sales presentation.



medicon valley alliance Executive Club

Why sponsor this event?

Sponsoring the Medicon Valley Executive Club gives your company unique access to an exclusive network of executives within the life science industry. With a sponsorship, your company obtains an excellent opportunity to build relationships with executives among MVA members and as the sponsor of this dinner meeting, you will also get the opportunity to deliver a short introduction of your company

About the Medicon Valley Executive Club

The Medicon Valley Executive Club is an exclusive network of executives representing biotech, medtech and pharmaceutical companies, contract research organisations and investors as well as institutions of higher learning and regional councils among MVA members.

The main objective for the Medicon Valley Executive Club is to provide a relevant and informal setting for networking among executives in Medicon Valley. The initiative strengthens the ties between Medicon Valley's executives as well as their commitment to the Medicon Valley region.

The Medicon Valley Executive Club meets twice a year at Hilton Copenhagen Airport for an approximately 3-hour culinary dinner/ brunch with a prominent guest speaker.

medicon valley alliance
Executive
Club



| Value Creation | Gold |
|---|--------|
| Demonstration of Competence | |
| Welcome address and 10 minutes sponsor presentation | ● |
| Lead Generation | |
| Opportunity to select guest speaker * | ● |
| Opportunity to decide sponsor seating ** | ● |
| Four free dinner seats | ● |
| List of participating companies and contact persons with contact details | ● |
| Visual Branding | |
| Logo visibility on all marketing material related to the event: | |
| Personal invitation, direct mails, website and on-site information material | ● |
| Logo visibility on name tags | ● |
| Opportunity to display roll-ups and branding material | ● |
| Logo visibility in MVA's corporate PowerPoint presentation template used in more than 200 meetings a year | ● |
| Logo permanently displayed at www.mva.org throughout the year | ● |
| Costs per dinner (Euros excl. VAT) | 10.000 |

* Exclusive sponsor rights can be achieved at a premium

** Medicion Valley Alliance reserves the right to decline sponsor's request



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