Medicon Valley Alliance

Event Sponsorship Opportunities
Event Sponsors

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 discussions 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 building new relations.

About Medicon Valley Alliance

Medicon Valley Alliance is the cluster organisation for the Danish-Swedish life science cluster Medicon Valley. We facilitate knowledge sharing, partnering, and networking activities among our 300 members, who represent life science companies, universities, hospitals, business service providers and other organisations located in the Medicon Valley region.

Medicon Valley Alliance furthermore helps companies and universities with international partnering and collaboration based on our unique life science network in Europe, North America and Asia.

Amongst our members are Novo Nordisk, H. Lundbeck, LEO Pharma, AstraZeneca, Coloplast, Gambro, Bavarian Nordic, Symphogen, Santaris Pharma, Active Biotech, Camurus and Alligator Bioscience. Please go to www.mediconvalleyonline.com for a full overview.

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

About the Annual Meeting
The Annual Meeting is a grand celebration event, which is held every year in October. 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.

Value Creation

<table>
<thead>
<tr>
<th>Value Creation</th>
<th>Gold*</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td><strong>Demonstration of Competence</strong></td>
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<tr>
<td>Event speaker opportunity **</td>
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<tr>
<td><strong>Access to the participants’ individual feedback forms from the presentation</strong></td>
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<tr>
<td><strong>Lead Generation</strong></td>
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<tr>
<td>Company presentation (one-pager) delivered to all participants</td>
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<tr>
<td>Assistance in setting up one-to-one meetings with potential customers/partners (max. 5 potential meetings)</td>
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<tr>
<td>List of participating companies and contact persons with contact details</td>
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<tr>
<td>Free entrance and networking opportunities for</td>
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<td></td>
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<tr>
<td>Unlimited number of employees attending</td>
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<tr>
<td><strong>Visual Branding</strong></td>
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<tr>
<td>Logo visibility on all marketing material related to the event</td>
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<tr>
<td>Invitation, direct mails, newsletters and website</td>
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<tr>
<td>Logo visibility on printed conference material and PowerPoint screen-saver slide</td>
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<tr>
<td>Roll-up display</td>
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<tr>
<td>Logo visibility on name tags</td>
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<tr>
<td>Logo visibility in MVA’s corporate PowerPoint presentation template used in more than 200 meetings a year</td>
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<tr>
<td>Logo permanently displayed at <a href="http://www.mva.org">www.mva.org</a> throughout the year</td>
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Cost (Euros) ex. VAT

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<tr>
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<th>Gold*</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Value Creation</td>
<td>10.000</td>
<td>2.000</td>
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</tbody>
</table>

* 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.

The sponsor package offers pre-defined exposure opportunities, but don’t hesitate to bring us your personal requests for involvement and exposure.

More information on: www.mva.org/annualmeeting
Medicon Valley Golf Championship

*The Medicon Valley Golf Championship is an excellent opportunity to meet both existing and potential customers from the Life Science sector. The informal setting provides a very relaxed atmosphere that has been excellent for expanding our network and strengthening the personal relationships to our customers. It has proven to be a very successful concept.*

Kjeld Birch, MD
Managing Partner
SAM Headhunting
Gold Sponsor

Why sponsor this event?
As a sponsor, your company will be intimately exposed to 60-80 senior management individuals or alike within the life science sector in Medicon Valley. The event provides a relaxed and social framework enabling opportunities to build and develop strategic relationships and expand your network. Furthermore, as a sponsor you may personally invite potential life science customers to join the tournament free of charge.

About the Medicon Valley Golf Championship
The annual Medicon Valley Golf Championship gathers the senior management of MVA members for a one-day golf tournament with small competitions and networking as part of the programme. The event targets life science executives with a golf handicap of minimum 36.

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<tr>
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<tbody>
<tr>
<td>Demonstration of Competence</td>
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<tr>
<td>5 min company presentation during breakfast</td>
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<tr>
<td>Short introduction of company representatives during breakfast</td>
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<td>●</td>
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<tr>
<td>Lead Generation</td>
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<td></td>
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<tr>
<td>Opportunity to invite golf playing CEOs from existing or potential life science customers</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>List of participating companies and contact persons with contact details</td>
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<td>(2)</td>
</tr>
<tr>
<td>Pre-Event</td>
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<tr>
<td>Logo visibility on all marketing material related to the event: Invitation, direct mail, newsletters and website</td>
<td>●</td>
<td>●</td>
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<tr>
<td>On-Site</td>
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<tr>
<td>Opportunity to present awards to winners</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Roll-up display in club house</td>
<td>●</td>
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<tr>
<td>Lead Generation</td>
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<tr>
<td>Opportunity to invite golf playing CEOs from existing or potential life science customers</td>
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<td>List of participating companies and contact persons with contact details</td>
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<tr>
<td>Visual Branding</td>
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<td>Pre-Event</td>
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<tr>
<td>Logo visibility in the event material</td>
<td>●</td>
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<tr>
<td>Logo visibility on name tags</td>
<td>●</td>
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<tr>
<td>Roll-up display by the sponsored hole</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo visibility on all printed event material</td>
<td>●</td>
<td>●</td>
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<tr>
<td>MVA Media</td>
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<tr>
<td>Corporate partnership</td>
<td>●</td>
<td>●</td>
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<tr>
<td>PowerPoint presentation template used in more than 200 meetings a year</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Logo permanently displayed at <a href="http://www.mva.org">www.mva.org</a> up until the event</td>
<td>●</td>
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<tr>
<td>Cost (Euros) ex. VAT</td>
<td>7,500</td>
<td>2,000</td>
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* Exclusive sponsor rights can be achieved at a premium

More information on: www.mva.org/golf

The sponsor package offers pre-defined exposure opportunities, but don’t hesitate to bring us your personal requests for involvement and exposure.
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.

"As the Exclusive Hotel Partner and Gold sponsor of Executive Club, Hilton Copenhagen Airport has broadened its local and international business network and raised positive brand awareness among potential new customers. It is our pleasure to support MVA and thereby support cross-border projects of importance to the development of Medicon Valley."

Claus Steiner, General Manager, Hilton Copenhagen Airport

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 with a prominent guest speaker.

Value Creation  Gold

<table>
<thead>
<tr>
<th>Demonstration of Competence</th>
<th>Welcome address and 10 minutes sponsor presentation</th>
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</thead>
<tbody>
<tr>
<td>Lead Generation</td>
<td>Opportunity to select guest speaker *</td>
</tr>
<tr>
<td></td>
<td>Opportunity to decide sponsor seating **</td>
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<tr>
<td></td>
<td>Four free dinner seats</td>
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<tr>
<td></td>
<td>List of participating companies and contact persons with contact details</td>
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</tbody>
</table>

Visual Branding
- Logo visibility on all marketing material related to the event
- Personal invitation, direct mail, 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

Cost per dinner (Euros ex. VAT)  10,000

* The suggestion is subject to approval by MVA.  
** Medicon Valley Alliance reserves the right to decline sponsor’s request.

More information on: www.mva.org/executiveclub
Good Morning Meetings

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.

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 8.30 (coffee starts at 8.00) 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.

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

Cost (Euros ex. VAT)
2,500

The sponsor package offers pre-defined exposure opportunities, but don’t hesitate to bring us your personal requests for involvement and exposure.

More information on: www.mva.org/goodmorning
Why sponsor this event?

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

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.

Value Creation

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
- 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 and Marketing
- MVA takes care of marketing, logistics & catering

Cost (Euros ex. VAT) 6,000

“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 Millipore Nordics
Why sponsor this event?
As a sponsor, your company will be exposed to 80-100 outsourcing experts from biotech, pharma, CROs and CMOs in Medicon Valley. The event is focused on outsourcing issues and is thus an excellent opportunity to access a vast majority of the outsourcing experts in Medicon Valley.

The invited segments (biotech, pharma, CROs and CMOs) may not sponsor the event.

About the Outsourcing Workshop
The Medicon Valley Outsourcing Workshop is a one day workshop focused on learning, networking and competitive issues. The participants will use and share their experiences and through discussion learn from each other and improve the knowledge and understanding between sponsors and providers. The outsourcing workshop provides a unique opportunity to interact with peers and build a strong network without the interaction being directly related to sales.

The workshop will focus on actual, as well as fictitious cases related to outsourcing in the pharmaceutical industry. The cases will all focus on optimising the partnership between sponsors and services providers for the benefit of all stakeholders.

More information on: www.mva.org/outsourcing

Value Creation
Gold* Silver
Demonstration of Competence
Welcome address and 15 minutes sponsor presentation

Lead Generation
Network opportunities for an unlimited number of employee attendees
Hosting a small table in the networking area

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
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
Opportunity to display roll-ups and branding material

Cost (Euros ex. VAT)
10,000 3,000

* Exclusive sponsor rights can be achieved at a premium

The sponsor package offers pre-defined exposure opportunities, but don’t hesitate to bring us your personal requests for involvement and exposure.