



**2010**  
**Advertising Package**  
**Biotechnology**  
**Calendar, Inc.**

# Increase Your Visibility

Increase brand recognition and product exposure by advertising in our event publications.

## Go Beyond Display Advertising

- Integrated marketing opportunities
- Pre-show, on-site, and post-show promotion
- Table-top displays
- Seminar presentations
- On location literature displays
- Market research opportunities
- Custom advertising and programs for every budget

*Our team of experienced professionals stand ready to assist in creating an advertising program that will yield results.*

**Reach 160,000 Top Researchers every year** in a target market of customers who are interested in your business. Our recent surveys show that these event programs go back to the lab and are shared with an average of eight researchers per attendee. This means that in addition to the 18,000 -20,000 researchers you see at our events each year, your message goes back to over 150,000 researchers, who notice and talk about your products.

**Introduce new products,** as well as build the awareness of these products. It is important consumers get to know about the products that will benefit their needs.

**Advertise to reach new customers.** The research world constantly changes and advertising gives you an opportunity to expand your market. There is a regular influx of new researchers as well as customers moving up or on to industrial research positions.

Event Programs are distributed at Biotechnology Vendor Showcases™ and BioResearch Product Faires™ nationwide, allowing you to make an impact on University principal investigators, program administrators, purchasing agents, postdoctoral researchers, and post graduate students.

*Respond today to secure one of the limited advertising spaces available.*

**Biotechnology  
Calendar, Inc.**

132 Olympia Park Road, Grass Valley, CA 95945  
(530) 272-6675 Fax: (530) 272-6676  
www.biotradeshow.com  
sales@biotradeshow.com



**Biotechnology  
Vendor Showcase™**  
Your Life Science Community Event



**BioResearch  
Product Faire™**  
Your Life Science Community Event



# 2010 Event Program Advertising Insertion Form

**Contact Information:**

**Order Date** \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

BCI Sales Representative assisting you \_\_\_\_\_

**Billing Address** \_\_\_\_\_

(if different)

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Fax \_\_\_\_\_

**Display Advertising Pricing (per Event):**

Ad Sizes	Full Color Glossy**	B&W Matte (see following page for deadline dates)	Total Price
1/8 pg (3 1/2" w x 2" h)	Not Available	\$200	
1/4 pg (3 1/2" w x 4 3/16" h)	\$450.00	\$340	
1/2 pg (7 1/2" w x 4 3/16" h)	\$730.00	\$550	
Full page	\$1270.00 (8 1/2" x 11" + bleed)	\$950 (7" w x 10" h)	
Inside Front Cover	\$1390.00	Not Available	
Inside Back Cover	\$1390.00	Not Available	
Outside Back Cover	\$1770.00	Not Available	
Insert (8 1/2" w x 11" h)	\$1770.00	Not Available	

**Check black & white ads for shows that apply:**

- \_\_\_ TX A&M Univ., College Station 01/14/10
- \_\_\_ TX Med. Center, Houston 01/15/10
- \_\_\_ Duke Univ., Durham, NC 01/21/10
- \_\_\_ Univ. CA, Davis Med. Cntr. 01/27/10
- \_\_\_ Univ. CA, San Francisco 01/28/10
- \_\_\_ Univ. CA, Berkeley 01/29/10
- \_\_\_ Univ. GA, Athens 02/03/10
- \_\_\_ Emory Univ., Atlanta, GA 02/04/10
- \_\_\_ Univ. CA, San Diego 02/11/10
- \_\_\_ Univ. WA, Seattle 02/25/10
- \_\_\_ WA Univ., St. Louis 03/11/10
- \_\_\_ Harvard Univ., Boston, MA 03/25/10
- \_\_\_ MIT Area, Cambridge, MA 03/26/10
- \_\_\_ Univ. CA, Los Angeles 04/08/10
- \_\_\_ Rockefeller Univ., NY 04/29/10
- \_\_\_ Univ. IL, Urbana-Champ. 05/05/10
- \_\_\_ Univ. IL, Chicago 05/06/10
- \_\_\_ Univ. PA, Philadelphia 05/20/10
- \_\_\_ Univ. Cincinnati, OH 05/27/10
- \_\_\_ OH State Univ., Columbus 05/28/10
- \_\_\_ Univ. CA, Davis Med. Cntr. 06/02/10
- \_\_\_ Univ. CA, San Francisco 06/03/10
- \_\_\_ Univ. CO, Boulder 06/16/10
- \_\_\_ Univ. Pittsburgh, PA 06/24/10
- \_\_\_ Univ. MI, Ann Arbor 07/15/10
- \_\_\_ Rochester, MN 07/21/10
- \_\_\_ Univ. MN, Twin Cities 07/22/10
- \_\_\_ Georgetown Univ., D.C. 07/29/10
- \_\_\_ Univ. AL, Birmingham 08/05/10
- \_\_\_ Univ. TX, Health Science \*08/12/10
- \_\_\_ Univ. WI, Madison 08/19/10
- \_\_\_ Univ. CA, Riverside \*08/25/10
- \_\_\_ Univ. CA, San Diego 08/26/10
- \_\_\_ Univ. CA, Irvine 09/28/10
- \_\_\_ Univ. CA, Los Angeles 09/30/10
- \_\_\_ OR State Univ., Corvallis 10/13/10
- \_\_\_ OR Health Science Univ. \*10/14/10
- \_\_\_ WA State Univ., Pullman 10/26/10
- \_\_\_ Fred Hutch. Center, OR 10/27/10
- \_\_\_ Univ. WA, Seattle \*10/28/10
- \_\_\_ Mt. Sinai School, NY 11/09/10
- \_\_\_ Rockefeller Univ., NY 11/10/10
- \_\_\_ Stony Brook Univ., NY 11/11/10

Ask about multi-show discounts for advertising

**Design Services Available.**

Sub total	
Amount applied from credit on file:	
Contract #	
Total	

Please note that all display advertising must be 300 dpi in digital pdf or tif file format.  
Please label your artwork by show location and date.

**Payment information:**

Amount applied from credit on file: \$ \_\_\_\_\_ Contract # \_\_\_\_\_ Total Due: \$ \_\_\_\_\_

Check enclosed \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AmexCVV# (3 digit code) (Amex is 4 digit code) \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Advertising & Payment Confirmation \_\_\_\_\_

**Required Signature** \_\_\_\_\_

**Print Name** \_\_\_\_\_

**This insertion form, payment and artwork in PDF digital files are due by deadline dates.**  
**\*\*Color deadline for all Event Programs is December 11, 2009. Participate annually (December 11, 2009 deadline). Quarterly entrance dates available by advanced reservation only.**  
**Advertising credits expire 12/31/2010. Call for details.**

\*Date pending

Form 5



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**BioResearch Product Faire™**  
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# 2010 Event Program Black and White Advertising Deadlines

Show	Show Date	Black & White Deadlines
Texas A&M University, College Station	01/14/2010	12/24/09
Texas Medical Center, Houston	01/15/2010	12/25/09
Duke University, Durham	01/21/2010	12/31/09
University of California, Davis	01/27/2010	01/06/10
University of California, San Francisco	01/28/2010	01/07/10
University of California, Berkeley	01/29/2010	01/08/10
University of Georgia, Athens	02/03/2010	01/13/10
Emory University, Atlanta	02/04/2010	01/14/10
University of California, San Diego	02/11/2010	01/21/10
University of Washington, Seattle	02/25/2010	02/04/10
Washington University, St. Louis	03/11/2010	02/18/10
Harvard Medical, Boston	03/25/2010	03/04/10
MIT/Whitehead Institute/Biogen Idec/Norartis	03/26/2010	03/05/10
University of California, Los Angeles	04/08/2010	03/18/10
Rockefeller University, New York City	04/29/2010	04/08/10
University of Illinois, Urbana-Champaign	05/05/2010	04/14/10
University of Illinois, Chicago	05/06/2010	04/15/10
University of Pennsylvania, Philadelphia	05/20/2010	04/29/10
Ohio State University, Columbus	05/27/2010	05/06/10
University of Cincinnati	05/28/2010	05/07/10
University of California, Davis	06/02/2010	05/12/10
University of California, San Francisco	06/03/2010	05/13/10
University of Colorado, Boulder	06/16/2010	05/26/10
University of Pittsburgh	06/24/2010	06/03/10
University of Michigan, Ann Arbor	07/15/2010	06/24/10
Rochester, MN	07/21/2010	06/30/10
University of Minnesota, Twin Cities	07/22/2010	07/01/10
Georgetown University, Washington D.C.	07/29/2010	05/20/10
University of Alabama, Birmingham	08/05/2010	07/15/10
University of Texas Health Science	**08/12/2010	07/22/10
University of Wisconsin, Madison	08/19/2010	07/29/10
University of California, Riverside	**08/25/2010	08/04/10
University of California, San Diego	08/26/2010	08/05/10
University of California, Irvine	09/28/2010	09/07/10
University of California, Los Angeles	09/30/2010	09/09/10
Oregon State University, Corvallis	10/13/2010	09/22/10
Oregon Health & Science University, Portland	**10/14/2010	09/23/10
Washington State University, Pullman	10/26/2010	10/05/10
Fred Hutchinson	10/27/2010	10/06/10
University of Washington, Seattle	**10/28/2010	10/07/10
Mount Sinai, School of Medicine	11/09/2010	10/19/10
Rockefeller University, New York City	11/10/2010	10/20/10
Stony Brook University	11/11/2010	10/21/10

\*\*Date pending

**Please note: Color deadline for all Event Programs is December 11, 2009.**