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Tenth Annual Conference & Expo
December 7, 2011
Minneapolis Convention Center, MN

New Technology Showcase Presentation & Exhibit Opportunity

Take advantage of the opportunity for **FREE** exposure for your organization's innovative new products or technologies in front of an anticipated 1,600+ attendees - from 33 states, 9 countries, and 650+ companies - at the 10th Annual LifeScience Alley Conference & Expo. **Up to 10 companies will be selected (via an application process)** to exhibit and/or present their product/technology. **Application deadline: June 30, 2011.**

Who Should Apply

Organizations of any size with a novel **medical device** product/technology are encouraged to send in an application.

Presentation Opportunity - during Keynote Luncheon and in Spotlight Theater

Luncheon Presentation (*Top 3 Selected Organizations*)

The top 3 New Technology Showcase organizations by the judges' ranking will be able to showcase their new product or technology during the Keynote Luncheon in front of hundreds of conference attendees.

Spotlight Theater Presentation (*Remaining 7 Selected Organizations*)

The 7 remaining New Technology Showcase organizations will have the opportunity to present briefly in the new Spotlight Theater (enhanced booth space), located in the Expo Hall. Presentations will take place here during the morning Exhibit Hall and Sessions Hours only.

Presentation Guidelines

The presentations are intended to provide the audience with an overview of the new product/technology being developed (include a demonstration if possible), market need, and expected impact on the industry/market potential. The content may also include a company background, key milestones achieved, and next steps.

Exhibit Opportunity (*All 10 Selected Organizations*)

A special **New Technology Showcase** area will be featured in the Expo Hall. Each of the 10 organizations selected will receive a complimentary 10 x 10 exhibit booth. One representative from each selected organization will receive a complimentary (full) registration for the Conference.

Exposure

Organizations selected will benefit from targeted exposure before and during the Conference & Expo, including

- Listing in the Conference registration brochure and on the Conference website – www.LifeScienceAlleyConference.org.
- Inclusion in press release of winners sent to local and national media
- Half page feature in Conference Guide to be handed out to all 1,600+ attendees
- Inclusion in email marketing blasts leading up to event
- Listing in fall issue of *LifeScience Alley News* (emailed to ~14,000 life science professionals)
- New Technology Showcase winner graphic (can be used on your website, email signature, etc.)
- Official certificate issued at Conference



New Technology Presentation and Exhibit Opportunity Requirements

1. Technology to be featured is advancing the medical technology industry and must be novel - *not a line extension*.
2. Technology must be able to be publicly displayed; a prototype, rendering/poster, or actual technology.
3. Organization must agree to participate in both the presentation and exhibit opportunity. *Travel expenses to be covered by participating organization*.
4. Organization must provide appropriate personnel to staff the display at the conference. "Exhibit Only" booth staff passes may be purchased as needed.

Applicant Contact Information

Name & Title:

Phone:

Email:

Note: Please answer all questions below thoroughly – you may continue onto additional pages.

1.
 - a. Company name:
 - b. Year founded:
 - c. Headquarters (City, State):
 - d. Number of employees (NOT an evaluation factor):
2. Name of your product or technology:
3. Please describe your product/technology and its intended use(s):
4. Current stage of product development (please describe):
5. Please describe the proprietary nature and IP protection if possible:
6. Please describe the regulatory path and status of the technology:
7. Please describe the market potential and patient/end-user benefit of your product/technology:
8. How does your product/technology advance the medical technology/health care delivery industry? How is it different from current therapies/devices (please describe the competitive landscape)?
9. If selected to present and/or exhibit, you will need to have visually demonstrative presentation capabilities (i.e. prototype, pictures, video, etc.)? Please describe what you will have available.

Fax or email your completed application to LifeScience Alley **no later than June 30, 2011**.

FAX: 952-542-3088

EMAIL: rbaird@lifesciencealley.org

Questions? Contact Ryan Baird, Director of Marketing & Communications, at (952) 746-3818 or rbaird@lifesciencealley.org.

LifeScience Alley will notify all applicants of the judges' decisions in early-mid August, 2011.