

2011 Expo Registration Brochure

Why attend the MichBio Conference?

The MichBio Expo and Conference is the largest annual gathering of bioscience professionals in Michigan and the best opportunity in the state to:

- > Develop collaborative relationships through high-value networking
- > Learn about trends, advances and best practices from industry leaders
- > Discover new technologies and promising young companies, what the legislative landscape looks like and what trends are influencing decision makers
- > Explore a wide array of bioscience-focused products and services in the Exhibit Hall
- > Sample some of the exciting bioactivity taking place in Grand Rapids during facility tours



Conference Highlights

Day One

- Grand Rapids area biosciences facilities tours
- 5th Annual Emerging Biosciences Showcase
- Manufacturing Supplier Track
- Exhibit Hall open – visit booths and play the networking game, plus the new “Last Chance” game!
- Opening reception
- Bio-CEO dinner forum
(MichBio bioscience members only)

Day Two

- Bioscience Policy Roundtable
- Innovations Poster Session
- Concurrent track sessions in Pharma, Medical Devices, Ag/Bio-Based Technologies, and Emerging Business
- Keynote address by Kim Popovits, President & CEO, Genomic Health
- “Legislator of the Year,” “Innovator of the Year” and “Good to Great” Awards
- iPad winners announced.

> **Registration Hours:** Wednesday: 7:00 a.m. - 7:00 p.m. & Thursday: 7:00 a.m. - 2:30 p.m.

> Hotel Information:

Amway Grand Plaza, 187 Monroe Avenue NW, Grand Rapids, MI 49503, 1-800-741-5072.
Discounted group room rate is \$124.00; cut-off date is October 2, 2011. Hotel information and online reservations: <http://bitly/michbioexpo>

> **Exhibit Hall:** Check out this year’s exhibitors featuring a wide array of bioscience-focused products and services. Open 12-1 p.m. and 3-7 p.m. on November 2 and 8:00 a.m. – 1:00 p.m. on November 3.

The MichBio Expo is Co-hosted by:



Van Andel Institute®



Keynote Address:

Transforming Healthcare Through the Translation of Genomics: Delivering Personalized Medicine to Patients, Physicians and Payors Through Clinically Actionable Information

Kim Popovits, President and CEO, Genomic Health

Kim Popovits has served as President and Chief Executive Officer of Genomic Health, Inc. since January 2009 and as President and Chief Operating Officer since January 2002. From November 1987 to February 2002, Kim served in various roles at Genentech, Inc., a biotechnology company, most recently as Senior Vice President, Marketing and Sales from February 2001 to February 2002, and as Vice President, Sales from October 1994 to February 2001. Prior to joining Genentech in November 1987, she served as Division Manager for American Critical Care, a Division of American Hospital Supply. Kim holds a Bachelor of Arts degree in Business from Michigan State University.

Genomic Health, Inc. is a molecular diagnostics company focused on the global development and commercialization of genomic-based clinical laboratory services that analyze the underlying biology of cancer allowing physicians and patients to make individualized treatment decisions. The company is based in Redwood City, California with European headquarters in Geneva, Switzerland.

Corporate Sponsors

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Session Descriptions

Wednesday, November 2

Registration Open: 7:00 a.m. - 7:00 p.m.

7:30 a.m. - 12:00 p.m. – Grand Rapids Bioscience Facilities Tours

12:00 – 1:00 p.m. - Exhibit Hall Open

1:00 – 3:00 p.m. – Exhibit Hall Closed

An exhibitor-only training session, “Get the Most out of Your Expo Booth” provided by Sandler Sales Institute, followed by exhibitor networking.

1:00 – 5:00 p.m. – Michigan Emerging Biosciences Showcase

Preview the next wave of Michigan bioscience companies in this fast-paced program comprised of ten “emerging” companies, those evolving out of technology transfer offices or otherwise formed and taking their first steps along the commercialization pathway, and “seed” or early-stage companies, those conducting proof-of-concept research or are further along in executing their business and product development plans.

Showcase Keynote

1:00 – 5:00 p.m. - Manufacturing Suppliers Track

> 1:00 – 2:15 p.m. - Evaluation, Internal Audits and Compliance for Contract Suppliers

FDA and global regulations for medical device manufacturing impact your bottom line, especially as they grow in complexity and get harmonized! Learn about principles and practices needed to effectively develop, implement, and perform internal quality management system audits that comply with FDA QSR/ISO requirements.

> 2:15 – 3:15 p.m. - CAPA – Creating a Culture of Quality

Corrective and Preventive Action (CAPA) lies at the heart of a good, overall quality system. It is a key target of FDA scrutiny, consistently ranking at the top of the list in warning letters. Thus, contract manufacturing suppliers must understand FDA inspection trends related to CAPA and demonstrate a quality system that supports continuous product and business improvement. Hear about common pitfalls, best practices, integrating risk management and compliance expectations.

> 3:15 – 3:45 p.m. – Networking Break – Exhibit Hall

> 3:45 – 5:00 p.m. - What Do OEMs Look for in Contract Manufacturers? – Positioning for Success

Outsourcings is a thriving aspect of today’s medical device business landscape as large OEMs cut costs and improve efficiencies in product manufacturing. Stepped up FDA enforcement is forcing OEMs to more closely scrutinize contract suppliers and reduce their supply chains. So how best to position yourself to insure you stay in the game? OEM representatives will address core competencies they look for like manufacturing performance, quality systems, process integration and financial stability.

5:00 – 7:00 p.m. - Expo Opening Reception - Exhibit Hall

7:00 – 8:30 p.m. - CEO Dinner Forum - “What’s Next After Healthcare Reform & Recession?”

Enjoy conversation with fellow CEOs and invited guests, and listen to a discussion by industry leaders on the long-term implications of healthcare reform and global recession for the sector’s future. Companies will continue to look to innovation to drive their strategy, but what will this mean for the bio-industry as a whole?

NOTE: This is an invitation-only event for CEOs of MichBio member bioscience companies. Space is limited.

Thursday, November 3

Registration Open: 7:00 a.m. - 2:30 p.m.

8:00 a.m. – 1:00 p.m. - Exhibit Hall Open/ Innovations Poster Session

The poster session showcases the most promising technologies and discoveries coming out of labs at Michigan universities and research institutions. Areas of focus can be pharmaceuticals, medical devices, equipment, diagnostics, informatics, bio-based technologies, industrial biotech and clinical research.

8:00 – 9:00 a.m. - Biosciences Policy Roundtable/“Legislator of the Year” Award Presentation

The Biosciences Policy Roundtable is designed to be a candid conversation about the challenges and opportunities facing Michigan’s biosciences industry, the progress being made in growing this sector, and what it’s going to take for the state to be a more competitive player on the national and global levels. Industry leaders from large and small companies and a broad cross-section of market subsectors will lend their insights on a series of relevant issues. The goal is to identify ideas for follow-up action by appropriate public and private sector entities and institutions, e.g., new or revised public policies, novel investment and funding initiatives.

9:00 – 10:15 a.m. - Concurrent Track Sessions

> **Pharma: Personalized Medicine & Companion Diagnostics – Changing Biopharma R&D**

Personalized medicine is an increasingly important concept in biopharma drug discovery programs with the goal of delivering more effective diagnostics and treatments for complex diseases. An expert panel will discuss advances in new therapies with an emphasis on the development of companion diagnostics and challenges to their review, approval and labeling.

> **Medical Devices: The Shifting Regulatory and Business Environment for Device Manufacturers**

This session will present the latest on what is happening with the FDA and Congress regarding overhaul of the 510(k) program (internal working groups, IOM Report), medical device excise tax and its proposed repeal, MDUFA, and Sunshine Act, among other issues. Industry policy, regulatory and legal experts, and executives will discuss how these issues are certain to impact small and large device company R&D and growth.

> **Emerging Business: “Paper Chase” – Records & Information Management for Today’s Bio-Industry**

With FDA enforcement expected to increase dramatically, proper and stringent records retention is more important than ever. Whether you’re a small device or biotech start-up or an established company, your records and company business information will come under intense scrutiny. With so many areas of focus it’s essential to prepare now. But where should you start? Who should be involved? Listen to experts describe key principles, challenges, and possible solutions.

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Session Descriptions

> **Bio-Based & Ag-Bio Technologies: New Horizons in Innovative Bio-Based Technologies & Products**

Bio-based products are derived from non-food, non-feed agricultural materials using biological processes and are used in a variety of commercial/industrial applications including chemicals and bio-materials. The importance of bio-based products in the U.S. and the global economy is expected to increase tremendously. Hear about the latest trends in bio-based technology innovation like synthetic biology, white biotechnology and others.

10:15 - 10:45 a.m. - Networking Break - Exhibit Hall

10:45 a.m. - Noon - Concurrent Track Sessions

> **Pharma: Biologics – The Next Wave for Pharma R&D?**

Increasingly, pharma's R&D pipeline is shifting and necessitating portfolio diversification. All signs point to biologics as the next market growth opportunity for the industry. From vaccines to six-figure oncologic treatments, biotech firms will increasingly be positioned to fill big pharma's product pipeline gaps by sourcing new innovations and drug prospects - especially with diagnostic and therapeutic biologics. Learn from industry thought leaders how the field is evolving and what opportunities await.

> **Medical Devices: Envisioning the Converged Future of Devices, Pharma, & Diagnostics**

Convergence – the merging of formerly distinct market segments for medical devices, pharmaceuticals, and diagnostics – has become a powerful new growth opportunity in healthcare for innovative medical technology solutions. Speakers will discuss trends in convergence innovation, product safety and regulatory approval, as well as risks in product co-development between partner companies.

> **Emerging Business: Protecting IP – Patent Reform, PTO Changes & Court Decisions**

Protecting your intellectual property has never been easy. Now it's about to get even more complicated, especially after a recent litany of policy changes, legal decisions and legislative reforms. Policy experts, IP lawyers and industry execs will brief companies on the many changes related to data exclusivity, patent challenges and infringement, eligibility of "genes" and more, and their likely implications for start-ups and established companies alike.

> **Bio-Based & Ag-Bio Technologies: Food Biotech – Technologies, Consumerism, & Safety**

Increasingly modern biotechnology is being used to improve productivity and insure sustainability in feeding a growing global population. Learn the latest about crop and animal biotechnologies, bio-pharming, bio-remediation, consumers' views on biotechnology's role in improving the food supply, and safety concerns that are evolving agricultural, food production, and human health and environmental needs.

Noon – 1:00 p.m. - Networking Lunch - Exhibit Hall

Play the networking game and enter to win one of two iPads! Also play the "Last Chance" game for your chance to win a high-value, mystery prize!



1:00 – 2:15 p.m. - Concurrent Track Sessions

> **Pharma: Beltway Views – Legislative and Regulatory Issues for Pharma/Biotech**

Ever since passage of healthcare reform, the pharma/biotech industry has been addressing legislative and regulatory issues that are sure to have major implications for companies of all sizes. Hear a panel of policy experts discuss issues like IPAB, PDUFA, biosimilars, CMS and reimbursement, SBIR Reauthorization, Therapeutic Discovery Project Tax Credit, among others, and learn how your company is sure to be impacted.

> **Medical Devices: Product Development & Engineering for Today's Medical Devices**

Product development has become increasingly complex, entailing myriad considerations, such as successful design process, user needs and risk analysis, overcoming common engineering challenges, integrating patent and regulatory considerations, pricing and reimbursement, among other issues. Hear from device experts about how to develop the right strategies and de-risk product development to insure successful market launch.

> **Emerging Business: Managing Risk – Safeguarding Your R&D, Facilities & Business**

Bioscience enterprises present highly complex and unique risk exposures like R&D operations and clinical trials risks, product liability, business and commercial loss, M&A and partnerships, professional and executive liability, environmental, technology, or privacy exposures, among others. All require due diligence analysis, attentive monitoring of business operations, and securing the appropriate insurance and risk management products proactively. Learn how to safeguard your enterprise.

> **Bio-Based & Ag-Bio Technologies: Commercializing in the Ag-Bio, Industrial, Environmental, & Food Biotechnology Space**

The "green biotech" space is nascent in its development but ripe for commercialization success. Its growth hinges on enacting consistent, forward-looking federal policy and availability of capital investment that accelerates the commercialization of renewable fuels and chemicals. Speakers will address evolving policies, challenges and opportunities for those interested in commercializing biotechnologies in the industrial/environmental and food/ag sectors.

2:30 – 3:00 p.m. - Keynote Address: Kim Popovits, President & CEO, Genomic Health, *Transforming Healthcare Through the Translation of Genomics: Delivering Personalized Medicine to Patients, Physicians and Payers Through Clinically Actionable Information*

3:00 – 3:10 p.m. – Presentation of "Innovator of the Year" and "Good to Great" Awards

3:10 – 4:00 p.m. - Bio-Leaders Unplugged

Personalized medicine and targeted therapies hold great potential for improving patient care and healthcare efficiency. At the same time, biopharmaceutical companies and others in the field of personalized medicine face significant barriers and health system challenges in making this promise a reality. Hear from our Keynote Speaker, Kim Popovits, and other thought leaders in a panel discussion, about their perspectives on the current state of technology advancement, regulatory oversight complexity of health economics and reimbursement, and availability of capital investment for commercialization in personalized medicine.

4:00 p.m. – Drawing for iPads and "Last Chance" game – MUST BE PRESENT TO WIN - and Closing Reception

MichBio Expo Registration Form



Register on-line @ www.michbio.org/expo

Registrant Information:

First Name _____ Last Name _____

Preferred Badge Name _____

Title _____

Company/Organization _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Are you planning to attend the Opening Reception? Yes No

Do you prefer a Vegetarian Meal? Yes No

Payment Information:

Register on-line @ www.michbio.org/expo

Check Visa Mastercard Discover American Express

Credit Card # _____

CVV Code (3 or 4-digit code on back of card) _____ Exp. Date _____

Name on Card (please print) _____

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Payment may be made by check or credit card. Please make checks payable to MichBio. Please mail or fax the registration form to: MichBio Expo, c/o AMR, 1390 Eisenhower Place, Ann Arbor MI 48108, Fax 734-677-2407. For questions please call 734-677-0503 or email erin@michbio.org. *Cancellation Policy: No refunds after October 12, 2010.* PHOTO DISCLAIMER: Please be aware that this registration form also serves as an agreement to appear in photographs taken at the 2011 MichBio Expo. And that these photos may be used for publicity or general information purposes and may be seen by the general public.

Registration Options:

Full Expo includes Program and Opening Reception on November 2nd and entire program on November 3rd.

	Price On or Before 9/30	Price After 9/30	At the Door
Member Full Expo	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
Non-Member Full Expo	<input type="checkbox"/> \$350	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500
Manufacturing Supplier (November 2nd Only, includes Opening Reception) (Supplier of components/services but do not own IP)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300
Faculty (with credentials)	<input type="checkbox"/> \$125 Full Expo		
Students (with ID)	<input type="checkbox"/> \$25		
MI Emerging Biosciences Showcase Presenter	<input type="checkbox"/> \$125 Full Expo (must be pre-approved by MichBio)		
Poster Presenters	<input type="checkbox"/> \$125 Full Expo (must be pre-approved by MichBio)		
CEO Dinner (Invitation Only. For member Bio companies only.)	<input type="checkbox"/> \$75 w/ Full Expo Registration <input type="checkbox"/> \$100 Member Dinner only		
Tours	<input type="checkbox"/> \$50 Must be registered for Full Expo		

Session Selections: Please indicate the sessions you plan to attend

Wednesday, November 2nd

1:00 – 5:00 p.m. – Michigan Emerging Biosciences Showcase

1:00 - 5:00 p.m. - Manufacturing Suppliers Track

Thursday, November 3rd

8:00 – 9:00 a.m. - Biosciences Policy Roundtable/"Legislator of the Year" Award Presentation

9:00 - 10:15 a.m. – Concurrent Track Sessions (select one of the following)

Pharma: Personalized Medicine & Companion Diagnostics – Changing Biopharma R&D

Medical Devices: The Shifting Regulatory and Business Environment for Device Manufacturers

Emerging Business: "Paper Chase" – Records & Information Management for Today's Bio-Industry

Bio-Based & Ag-Bio Technologies: New Horizons in Innovative Bio-Based Technologies & Products

10:45 a.m. - Noon – Concurrent Track Sessions (select one of the following)

Pharma: Biologics – The Next Wave for Pharma R&D?

Medical Devices: Envisioning the Converged Future of Devices, Pharma, & Diagnostics

Emerging Business: Protecting IP – Patent Reform, PTO Changes & Court Decisions

Bio-Based & Ag-Bio Technologies: Food Biotech – Technologies, Consumerism, & Safety

1:00 p.m. - 2:15 p.m. – Concurrent Track Sessions (select one of the following)

Pharma: Beltway Views – Legislative and Regulatory Issues for Pharma/Biotech

Medical Devices: Product Development & Engineering for Today's Medical Devices

Emerging Business: Managing Risk – Safeguarding Your R&D, Facilities & Business

Bio-Based & Ag-Bio Technologies: Commercializing in the Ag-Bio, Industrial, Environmental, & Food Biotechnology Space

2:30 – 4:00 p.m. - Keynote Address: Kim Popovits, President & CEO, Genomic Health, "Innovator of the Year" and "Good to Great" Awards, Bio-Leaders Unplugged, Prize Drawings

Membership Dues:

Note: If you pay membership dues during this registration process you qualify for the member rates for your EXPO registration.

Size of Organization	Bioscience Company /Education/ Non-profit	Associate (Service Provider)
500+ Employees	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
301-500 Employees	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,550
101-300 Employees	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,200
76-100 Employees	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,650
51-75 Employees	<input type="checkbox"/> \$ 880	<input type="checkbox"/> \$1,100
26-50 Employees	<input type="checkbox"/> \$ 660	<input type="checkbox"/> \$ 880
11-25 Employees	<input type="checkbox"/> \$ 440	<input type="checkbox"/> \$ 660
2-10 Employees	<input type="checkbox"/> \$ 275	<input type="checkbox"/> \$ 440
1 Employee	<input type="checkbox"/> \$ 165	<input type="checkbox"/> \$ 220

Total: \$ _____