

BIOTECHNICA

Europe's No.1 Event
for Biotechnology, Life Sciences
and Lab Technology

6 – 8 October 2015
Hannover • Germany

biotechnica.de

Be part of
BIOTECHNICA
2015 –
become an
exhibitor.



Deutsche Messe

The Formula for Success
in Business and Research



The formula for successful business: BIOTECHNICA 2015.

From 6 to 8 October 2015 BIOTECHNICA will transform Hannover into Europe's No.1 platform for biotech networking and make the renowned trade fair city once again the focus of attention for the biotechnology industry.

BIOTECHNICA is the only trade fair that covers the complete value-adding chain in biotechnology – from basic research to finished product. This allows us to put the different areas of research in touch with one another and forge links between industry and the academic world. In order to offer you the best possible platform for business again in 2015, we have refined and optimized the successful format. BIOTECHNICA 2015 is:

More focused!

With the dedicated marketplaces "Bioeconomy" and "Personalized Medicine Technologies" BIOTECHNICA will focus on the most topical industry trends.

More concentrated!

2015 will see an even greater concentration on sharing of knowledge, contacts and trends. We have created an international partnering platform where you can get in touch more quickly and efficiently.

More international!

We are continuing the successful BIOTECHNICA Partner Country format – which makes the top European meeting-place for this business sector more attractive to a wider international audience.



And look out for the premiere of LABVOLUTION – World of Lab Technology, which is taking place in parallel with BIOTECHNICA in 2015. There's a lot of crossover between the lab world and biotechnology, and this will get more visitors to your stand at BIOTECHNICA 2015.

We look forward to seeing you at the show!

Bernd Heinold
Director BIOTECHNICA



Geared to your specific needs: the range of exhibits at BIOTECHNICA 2015.

From basic research to biotechnological production processes and the creation of market-ready products – the range of exhibits at BIOTECHNICA covers all stages in the biotech process chain.

Main display categories:

- Bioprocess engineering, incl. bioreactors, bioprocess development, bioreactor analytics, instrumentation and control technology
- Bioanalytics, incl. biosensors, liquid handling, PCR systems, diagnostic agents
- Biotech services, incl. CMO, CRO, patents, financing, consultancy
- Bioinformatics, incl. databases, simulation software, Big Data, software for process optimization
- Biotech applications in therapeutics, diagnostics, biomedicine, food, agriculture, industrial biotechnology, environmental and marine biotechnology

These display categories are of particular interest to trade visitors:



The benefits of BIOTECHNICA at a glance.

Growing international appeal

BIOTECHNICA attracts over 600 exhibitors from 28 nations. In short, it is the No.1 meeting-place for international market leaders, biotech clusters and research institutes from all over Europe.

Exclusive access

50 % of the trade visitors can be found only at BIOTECHNICA – a great opportunity to add exclusive new contacts to your customer base.

Efficient networking

Here you'll be talking to all the right people from the scientific community, business and government – with its partnering platform BIOTECHNICA delivers what it promises.

Crossover visitor traffic

With the lab technology trade show LABVOLUTION taking place in parallel, you can reach a wider industry audience and exploit new sales opportunities.

New business leads

More than 12,000 visitors come to the event (and 98 % are bona fide trade visitors), including university scientists and academics, experts from the pharma and chemical industry, representatives of venture capital enterprises and political decision-makers.

Focus on the latest trends – the Marketplaces at BIOTECHNICA 2015.



Marketplace Bioeconomy

How can biological resources best be integrated into industrial manufacturing processes? And how can biomass be put to more efficient and sustainable use? At the Marketplace Bioeconomy experts working in white and green biotechnology will be discussing these and other issues – including the challenges now facing the chemical, polymer and food industries.

The platform for:

- R&D professionals working in industrial biotechnology and food biotechnology
- Suppliers of systems biology, metabolic engineering, synthetic biology and enzyme design
- Developers of integrated processing concepts for biorefineries
- Manufacturers of new types of materials and bio-based products

If you have any questions about the Marketplace Bioeconomy or are interested in exhibiting, please contact Janine Wendt:
janine.wendt@messe.de, Tel. +49 511 89-32179

Marketplace Personalized Medicine Technologies

Following its successful premiere at the last BIOTECHNICA, the Marketplace Personalized Medicine Technologies in 2015 will be focusing on “Companion Diagnostics”. The Marketplace offers exhibitors and trade visitors alike an ideal setting in which to discuss the latest scientific findings and developments.

The platform for:

- Diagnostics firms
- Biopharmacy and Pharma businesses
- Suppliers of Medical Technology
- Bioinformatics
- Clinical Research Organizations
- Research Institutes specializing in Diagnostics and Therapeutics

If you have any questions about the Marketplace Personalized Medicine Technologies or are interested in exhibiting, please contact Susan Canisius:
susan.canisius@messe.de, Tel. +49 511 89-31152

Highlights at BIOTECHNICA 2015.

Discover international markets: BIOTECHNICA Partner Country 2015

As the official Partner Country at BIOTECHNICA 2013, Switzerland was able to position itself as an attractive location for biotech enterprises. In 2015 BIOTECHNICA will once again take a long, close look at the market serviced by another international biotech hub. Which country is next in line for the exclusive role of Partner will be revealed in autumn 2014. Stay tuned!

Catalyst for effective networking: BIOTECHNICA Partnering

In order to make new business connections, the conditions have to be just right. In 2015 the BIOTECHNICA Partnering platform is aimed at bringing the right people together more quickly at an international level. So you'll lose no time in getting down to business!

We give new ideas a chance: BIOTECHNICA Funding Forum

This is an ideal platform for investors in search of innovative ideas – and vice-versa. Here the scientific and business communities meet to discuss opportunities for collaboration and project funding.

Wanted: creative thinkers BIOTECHNICA Career

Biotechnology relies on innovative thinkers and highly skilled personnel. And you'll find both at BIOTECHNICA 2015. At our Career platform you can talk to young high-fliers interested in a biotech career – in short, the industry leaders and technical experts of the future. You can find more information about all this at www.biotechnica.de/en/career.

Ideas under the spotlight: INNOVATION FORUM

New ideas deserve a wide audience. The INNOVATION FORUM is the ideal platform for you to present your company, your projects or pioneering developments. And because the Forum is directly integrated into the exhibition section, you can be sure that your presentation will attract the attention it deserves from visiting trade professionals. More information and details of how to take part can be found at www.biotechnica.de/en/innovationforum.



Stand space – for your customized presentation.

Book your stand space today – and pave the way for new business contacts. The sooner you book, the better your chances of securing a prime location. **And if you book by 12 December 2014, you'll get an early booking discount of € 5/m².**

Rental prices (stand space only)

Row stand (open on 1 side)	€ 190/m ²
Corner stand (open on 2 sides)	€ 210/m ²
End stand (open on 3 sides)	€ 220/m ²
Island stand (open on 4 sides)	€ 230/m ²

Plus marketing fee

Main exhibitors	1–19 m ²	€ 409
	20–49 m ²	€ 609
	50–99 m ²	€ 709
	> 100 m ²	€ 809
Each co-exhibitor		€ 409
Plus registration fee per Main exhibitors		€ 105

VAT at the current rate will be added to all prices quoted above.



BIOTECHNICA marketing fee – helping you get the most out of the show.

From A to Z, we've got it covered – with a package of marketing aids and services designed to help you achieve your objectives when you exhibit at the show. The following services are included in your marketing fee:

- ✓ **Unlimited number of complimentary admission tickets for your guests.** Simply invite business friends and potential customers to BIOTECHNICA – and automatically increase your number of contacts at the show.
- ✓ **Access to the registration data of your guests.** You can get a preview of your invited guests and prepare accordingly – because you'll have personal access to our registration database. This means that you will know five weeks before BIOTECHNICA which visitors you can expect. And after the show it will be easier to stay in touch with your new business contacts.
- ✓ **Long-term online presence.** Present your company and products online before, during and after BIOTECHNICA – with an unlimited number of product entries, links to your corporate website and selected downloads at www.biotechnica.de. That way, customers and trade visitors will know exactly where to find you.
- ✓ **Customized service.** Our customer service team is on hand at all times to help you with any questions about any aspect of your trade fair presentation. Just ask, and we'll be pleased to help. You can find further information at www.biotechnica.de/en/marketingfee.

fair-packages – a great deal for very little effort.

To minimize your input of time and effort in the run-up to the show we offer **stand space, a fully assembled stand, basic utilities, lead management services, catering services as well as marketing services** – all as a single, one-stop package. Choose the solution that best meets your needs from our three package options – “Basic”, “Comfort” and “Premium” – plus two upgrade options.

More information at:
www.biotechnica.de/en/fairpackage

Package prices

Basic ¹	from € 3,498*
Basic + ¹	from € 4,751*
Comfort ¹	from € 4,904*
Comfort + ¹	from € 8,109*
Premium Style ²	from € 9,327*
Premium Trend ²	from € 9,327*

* Standard price for a Basic row stand. VAT at the current rate will be added to all prices quoted above. You can find more information in our Terms and Conditions of Participation.

¹ Based on a 9 m² row stand, incl. early booking discount.

² Based on a 12 m² row stand, incl. early booking discount.



Booking your place at BIOTECHNICA 2015

Full details of prices and presentation options can be found on our website at www.biotechnica.de/en/participation. You can register now via the Deutsche Messe Online Business Service and get your early booking discount: www.obs.messe.de



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