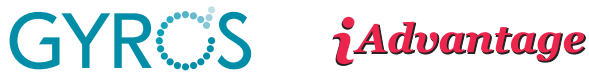


Programs deliver a minimum number of guaranteed leads. Those which have performed exceptionally well have delivered 500+ leads per program.

Example of CHI and Bio•IT World lead generation clients:



Organized by
 Cambridge Healthtech Institute

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**CHI & Bio•IT World
 LEAD GENERATION**

LET US HELP YOU
**build strong funnels &
 close sales faster**

CHI can help you with lead generation throughout the year. Our internal database includes over 800,000 unique prospects in life sciences. By leveraging the database and mining for your specific requirements, we can produce various custom projects which will deliver prospective buyers to you.

CHI has developed hundreds of customized lead generation programs -

We have delivered
OVER 20,000 leads annually
for our clients

Here's an example of the various programs:

Web Symposia:

With various options to customize your Symposium, you can choose:

- Client produces the Web Symposia agenda and procures speakers
- CHI produces the Web Symposia agenda and procures speakers
- Incorporate a custom market research survey, and utilize the results within the Web Symposia
- Pre-recorded Web Symposium or live delivery

Whitepapers:

Use whitepapers to help with your lead generation efforts, options include:

- Client provides us with a whitepaper that is used for promotion and lead generation
- CHI or Bio-IT World works with the client to produce a custom written whitepaper including design

Marketing & Promotional Emails

Send your custom message using our extensive database of over 800,000 contacts, within all sectors of the life science industry – lists can be segmented based on geography, research area, title, etc.



Custom Market Research Surveys

Launching a new product or need to survey the market?

Market Survey capabilities' include:

- Custom market surveys designed by the client, and sent to custom segments of our database
- Cross-tabulated reports and raw data provided to the client
- In-depth, custom market research
- Multi-client sponsored research studies

Podcasts

Use podcasts to help with your lead generation efforts:

- Hosted by CHI Conference Producer or one of our Bio-IT World Editors
- Brief and very effective way for getting message across
- Client to provide interview questions



Whitepapers: What are they?

Whitepapers Identify a Challenge & Opportunity

Most whitepapers identify and explore a challenge (research function or technology) and they review a client's approach & technology/product for solving the problem. Depending on the client's goal and style preference, whitepapers tend to be product centric or technology issue centric. The average whitepaper will be 4-8 pages.

Know Your Objectives:

- Whitepaper goals, in addition to lead generation, can be designed to promote a product or product line; demonstrate understanding of market/technology issues in a particular area; probe the market's appetite & need for a product type. Most projects want to accomplish a bit of all of them.

Custom Whitepaper Workflow

- An introductory planning meeting
- Topic specific input meetings (set by writer & client)
- Transcribe notes & write first draft & send to client (writer)
- Review & revisions (writer & client)
- Finalized copy sent to design
- Proof reviews and final changes
- PDF posted online/printed
- Promotion of whitepaper begins and weekly lead reports are sent to client

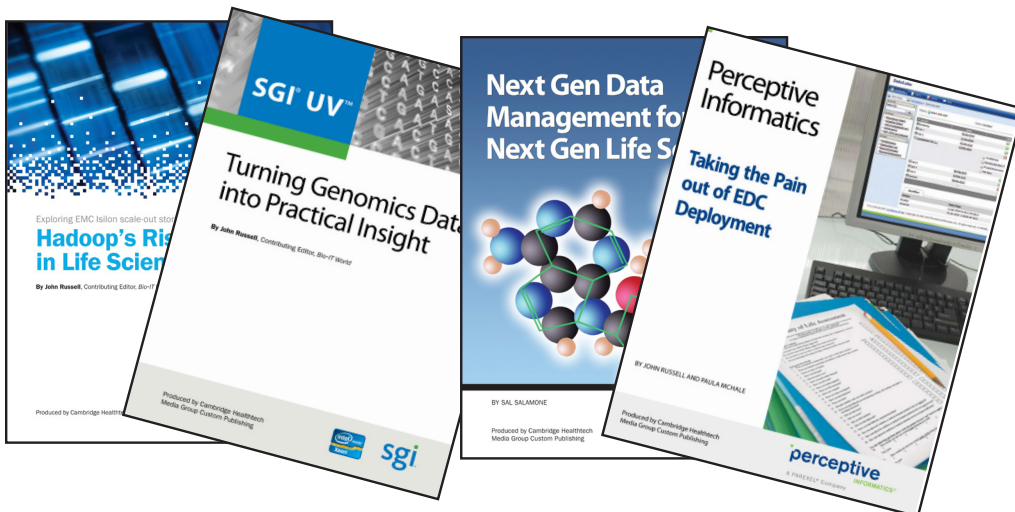
Whitepaper Timetable – What to Expect

- Phase 1: planning & input (1-3 weeks)
- Phase 2: first written draft to client (2-3 weeks)
- Phase 3: client review/revisions (1 week)
- Phase 4: second draft (1 week)
- Phase 5: final draft (1-2 weeks)
- Phase 6: final whitepaper live (less than a week)
- Total time ~ 8-12 weeks

Few Final Points on Whitepapers

- Based on the subject area, content and scope of the whitepaper, the CHI Sales Manager will select the author based on their expertise
- Writer-client meetings can be conducted via phone
- Amount of external input/support varies
- Writer delivers the client's message; doesn't create it

Examples of CHI Whitepapers:



- Product-centric – SGI (Turning Genomics Data into Practical Insight)
- Define/Explain (New) Niche - Convey Computer (Convey Computer Tames Data Deluge)
- Technology Roadmap – Oracle (The Role of Analytics in Transforming Healthcare)
- Stir Controversy – Definiens (What's Wrong with BioMarkers)
- Market Probe – Tessella (The Ease for Digital Archiving in Life Sciences)



Bio-IT World and CHI Web Symposia Testimonials

"The Gyros, Inc. webinar series with CHI Healthtech has broadened our reach to the biotherapeutic market globally. CHI has provided access to their mailing list of over 700,000 contacts and a marketing engine to promote, execute and obtain continuing qualified interest in key target markets related to each webinar. They work with us collaboratively to continually improve promotion, best practices and ROI reporting for a successful webinar program that has increased Gyros' reach, registration, attendance and more importantly market awareness and lead generation for immunoassays in life sciences."

Joy Concepcion, Marketing Manager, Gyros, Inc.

"CHI has successfully managed our lead generation programs with a high degree of professionalism and delivered clear and measurable ROI. We have been able to leverage their deep knowledge of the market as well as broaden our awareness in the marketplace. Their turnkey solution means they do all the legwork - all we had to do was create the content and show up to deliver the webinar! We look forward to developing our long-term relationship."

Richard Heitmann, VP, Marketing, Aspera

"SGI has worked closely with CHI on the creation and promotion of two white papers. CHI has been a key partner to help us gain access to an important audience and market for SGI. We have been very pleased with our ability to get in front of new prospects and have been very satisfied with the leads generate."

Stacey McCallum, Global Events Manager, SGI

CHI and Bio-IT World provide strong educational content for the Life Sciences Industry, our reputation and dedicated effort will help us deliver your prospects. As marketers, we are always looking for tools to drive product awareness, increase sales and lead generation.

Please call me to discuss your upcoming objectives and how we may help:

Angela Parsons, VP Business Development

P: 781-972-5467 • E: aparsons@healthtech.com

Bio-IT World/CHI Web Symposia Overview:

- Web Symposia are sponsored by client
- The Web Symposium is a platform to feature new products, case studies, technology partnerships, workflows, thought-leadership
- Bio-IT World/CHI provides full production/editorial services
- Post-event hosting of the Web Symposium
- Promotion of the Web Symposium to Bio-IT World/CHI's database
- Average Web Symposia can attract between 100-400 pre-registered attendees

Logistics:

- Web Symposia have flexible formatting, including
- Two platforms available: WebEx platform for live a Web Symposium or Adobe for a pre-recorded Web Symposium
- Average duration between 60-90 minutes
- 1-3 speakers – using internal staff or customers
- Multiple sponsors can be part of the same Web Symposium
- Speaker questions can be asked ahead of time during the registration process, or taken live during the event
- Web Symposia will be produced/moderated by Bio-IT World's Kevin Davies, PhD or CHI's Elizabeth Lamb
- Archived on website for 60 days

Typical Timeline:

- 2-3 months prior: Webinar topic and potential speakers are determined
- 2-3 months prior: Speakers confirmed
- 1 month prior: Promotion of the webinar begins
- 2-3 days prior: Rehearsal with speakers
- 1 week post: Webinar edited and archived for 60 days

Why should you trust us to deliver your prospects –

What makes us unique?

- Extensive life science database – over 800,000 unique prospects
- Extensive roster of industry speakers
- Experienced, highly respected editors
- Experienced marketing team focused on life sciences
- Experienced operations manager ensures flawless delivery
- CHI's reputation of producing strong scientific content
- Minimum lead guarantee!