EIGHTH ANNUAL Strategic Alliance Management CONGRESS COLLABORATIONS & IMPLEMENTATION FOR SUCCESS April 6-7, 2011 Crowne Plaza Philadelphia Downtown

INAUGURAL Biopharma Licensing CONGRESS WHERE BUSINESS MEETS SCIENCE: PERSPECTIVES & DEBATE April 5-6, 2011 Crowne Plaza Philadelphia Downtown

Every Successful Venture Needs a Partner

Register by January 14 and Save up to $600!

>> Event Features:
- Network with 125+ Attendees and Hear 20+ Presentations
- Choose from Multiple Pre-Conference Workshops and Web Symposium
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- View Novel Solutions and Services in the Exhibit Area
- And Much More!

>> Presentations from:
- Abbott
- Bayer Healthcare Pharmaceuticals
- Cornell University
- Daiichi Sankyo Group
- Emergent BioSolutions
- Eurand
- Hydra Biosciences, Inc.
- MassBiologics
- Micromet, Inc.
- National Institutes of Health
- Norgine
- Novartis
- Nycomed
- Oregon Health & Science University
- Partners Healthcare System
- Ranbaxy
- Santarus, Inc.
- sanofi-aventis
- Vantage Partners and more!

Pre-Conference Web Symposium
March 22, 2011
Strategic Alliance Business Plans: Best Practice Examples and Templates to Help Life Science Partners Improve Ways of Working

Conference Workshop
April 6, 2011
Project Management Keys Driving Successful Alliances: Key Learnings from Alliance Projects - 2 PDUs

Premier Sponsor:

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Dear Colleague,

CHI’s successful Strategic Alliance Management Congress continues to grow! Our growth mirrors recent survey results collected from many thought leaders in alliance management, diagnostics, medical devices, and licensing. During the next 9-12 months, all expect to increase their external alliances and collaborations to support their organization’s growth activity.

The Inaugural BioPharma Licensing Congress and the 8th Annual Strategic Alliance Management Congress provide the tools and information to help you achieve your organizational strategy. Both programs will feature a blend of panel discussions, keynotes, hands-on workshop, and small breakout discussion groups. Industry thought leaders will discuss and debate problem-specific topics framed around:

- Life Sciences Industry Trends & Deal Making Strategies
- Negotiations
- Alliance Management Lifecycle Strategies
- Performance Metrics
- Effective Communication Management
- Organization Strategy/Innovation
- Partner Prospects
- Scouting Innovation/Evaluation
- Finance
- Contracts
- Due Diligence
- Execution

Speakers will be represented by a combination of organizations including biotech, pharma, medical device, diagnostics, therapeutics, university medical sciences, payors, solution/service providers, attorneys, and investors.

Attendees will include approximately 150 directors/senior VPs/managers in alliance management, licensing, technology transfer, and R&D from pharma, biotech, medical device, diagnostics, academia/university medical sciences, and hospitals.

Each Program is not a training course, but rather an interactive forum where you can learn multiple viewpoints to your most pressing questions. There are ample opportunities for all participants to debate, interact, and network.

Learn about winning deals your company should consider and avoid; technologies in vogue now; what partners are looking for; how not to sabotage the deal; how to demonstrate ROI & reward; how to prove the value of alliance management to senior management; effective communication management; models & templates that illustrate business practices; available tools; lessons learned, and more!

For more details and updates on both programs, visit healthtech.com/ams-lic.

Schedule at a Glance

<table>
<thead>
<tr>
<th>Wednesday Feb 16</th>
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<tr>
<td>Tuesday AM April 5</td>
<td>BioPharma Licensing Congress</td>
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Attendee Profile

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Pre-Conference Web Symposium

(*separate registration required)

March 22, 2011
Strategic Alliance Business Plans: Best Practice Examples and Templates to Help Life Science Partners Improve Ways of Working (11:30am-1:00pm)

Conference Workshop

(*separate registration required
Boxed lunch provided.)

April 6, 2011
Project Management Keys Driving Successful Alliances: Key Learnings from Alliance Projects - 2 PDUs (12:00-2:00pm)

Lead Sponsoring Publications

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Web Partners

healthtech.com/ams-lic
Tuesday, April 5, 2011

7:30 am  Registration and Morning Coffee

8:15  Chairperson’s Remarks
Donna M. Shaw, Ph.D., CLP, Assistant Director, Life Science Licensing, UC San Diego Technology Transfer Office

8:30  Panel Discussion: Capitalizing on Global Life Sciences Industry Trends and Deal Making Strategies
Tibor Papp M.D., Ph.D., MBA, Head of Corporate Advisory, PharmaVentures Ltd. (Moderator)
Robert Bagdorf, M.D., MBA, Vice President, Worldwide Business Development, Pfizer, Inc.
April Simora, Analyst, Business Development, Santarus, Inc.
Michael D. Step, Senior Vice President, Corporate Development, Santarus, Inc.

CONFERENCE WORKSHOP*
Wednesday, April 6, 2011 | 12:00-2:00pm

Project Management Keys Driving Successful Alliances: Key Learnings from Alliance Projects - 2 PDUs
Erik Brenner, MBA, PMP, Senior Project Manager, Biologics Clinical Pharmacology, Centocor Research and Development, a division of Johnson & Johnson, Pharmaceutical R&D, L.L.C.

Project management continues to be a key strategy in helping alliances stay on track and has been employed in rescuing others from the brink of collapse. While many of you who responded to CHI’s 2010 global alliance management survey expressed your understanding of this concept, you also expressed concern about not knowing how to best use project management to drive high performing alliances. We will explore this issue and ways to effectively integrate project management and alliance management. The workshop will include discussions on leading virtual teams, achieving results with limited/shared authority, as well as, highlight tools, best practice examples and key learnings from alliance projects.

CHI/Barnett International is a R.E.P. and has been approved by PMI for PDUs

2 PDUs
*separate registration required
Boxed lunch provided
Frances Toneguzzo, Ph.D., Executive Director, Research Ventures & Licensing Division, Partners Healthcare System

Thought leaders will discuss opportunities that are in vogue now and ones coming up in the new deal making landscape. Where are the new technologies in POC diagnostics, therapeutics? What are pharma, biotech, and medical device looking for? What is venture capital trying to organize? How can research organizations make their technology more attractive? Thought leaders and attendees explore how organizations can find ways to navigate these trends to position themselves for success.

9:45  Case Study Presentation: Emerging Partners for Emerging Markets - Utilizing a Regional Biopharmaceutical Licensing Strategy

Steven Ferguson, MBA, CLP, Deputy Director, Licensing & Entrepreneurship, Office of Technology Transfer, National Institutes of Health

With the rise of biopharmaceutical institutions in countries such as China, India and other areas of the world, it is becoming increasingly apparent that it is no longer an absolute requirement to rely upon a single company partner to develop a specific biopharmaceutical product on a global basis. Regional biopharmaceutical institutions offer an “alternative” business development strategy for new technologies other than that of the “one size fits all” global multi-national firms. Learn how a regional licensing approach can work based upon the experience of the National Institutes of Health.

11:45  Case Study Presentation: A New Paradigm for Academic - Corporate Partnering

Abhijit Banerjee, Ph.D., MBA, Director, Business Development, Technology Transfer & Business Development, Oregon Health & Science University

Academic Institutes are partnering with just not only pharmaceutical and biotech companies. They are aggressively exploring and partnering with other academic institutes, hospitals, CROs, and VCs both in and outside the US. This shift in academic institutes mindset has allowed organizations to look at alliances beyond traditional licensing and sponsored research programs. This talk will explore how these models can lead to strategic alliances that are beyond the traditional licensing and sponsored programs route.

12:15 pm Luncheon Presentation (Sponsorship Opportunity Available)

SCOUTING INNOVATION, EVALUATION AND DUE DILIGENCE

1:30  Panel Discussion: Organizational Models to Consider when Sourcing New Licensing Opportunities

Cynthia Hemit-Grant, Director, Business Development, MassBiologics (Moderator)

Sarah Chandar, Vice President, Sales and Marketing, SPI Pharma, Inc.

Dan Mallon, MBA, Director, Business Development, Emergent BioSolutions

Alan Paau, Ph.D., MBA, CLP, Vice Provost for Technology Transfer & Economic Development, Cornell University; Executive Director, Cornell Center for Technology Enterprise & Commercialization; President, Cornell Research Foundation, Inc.

John Rothman, Ph.D., Executive Vice President, Science & Operations, Advaxis, Inc.

If you’re a big pharma company, what do you need from biotech and vice versa? What do you need from diagnostics, medical device? If you’re a large company, how do you handle inquiries and organize them en masse? How do you pick your partner? What due diligence do you need to have? Can the value model be straight forward? How do you convince companies to take the risk? How do you optimize for licensing? Thought leaders and attendees will explore these questions as well as the values of licenses and their differences between businesses (medical industry versus food industry).

2:30  Case Study Presentation: Grow Your Biosimilars

Shyam Bishen, Ph.D., MBA, Vice President, Corporate Development, Ranbaxy

Biosimilars is a fast emerging field. This presentation will highlight the current biosimilars landscape and how companies are utilizing acquisitions to enter this lucrative field. A survey of various licensing & partnership deals for development and marketing of biosimilars will be presented. Ranbaxy’s entry into biosimilars and vaccine space through acquisitions and partnership will be highlighted as a case example.

3:00  Networking Refreshment Break in Exhibit Area
3:30 Interactive Small Discussion Groups and Report Outs
These concurrent discussion groups provide you a chance to delve deeper into some of the questions that were raised in the kick-off session and concepts that were raised in the subsequent talks. Each discussion group will be limited to twelve (12) participants and a facilitator.

5:00 - 6:00 Networking Cocktail Reception in Exhibit Area (Sponsorship Opportunity Available)

WEDNESDAY, APRIL 6, 2011

Chairperson’s Remarks & Recap of Previous Day
Donna M. Shaw, Ph.D., CLP, Assistant Director, Life Science Licensing, UC San Diego Technology Transfer Office

FINANCE/CONTRACT

8:45 Panel Discussion: Licensing Deals Gone Bad and How to Best Rectify Them
Irina Erenburg, Ph.D., Director, Strategic Transactions, Research Ventures and Licensing Partners Healthcare System
How do big and small companies look at contracts? How do companies deal with expenses that weren’t anticipated? Can signing a license be a barrier to entry? How are milestones and royalty rates set? Should a reimbursement risk be included in the deal structure? Is a VC financed deal better than a pharma financed deal? How can licensing be used as a non-funding mechanism? What do you do when you and your partner no longer have shared objectives? Thought leaders and attendees will explore these questions as well as criteria for not killing a deal.

9:45 Networking Coffee Break in Exhibit Area

EXECUTION & COMMUNICATION

10:15 Panel Discussion: Tell Us What You Don’t Like About Your Partnership
Ailsa Mendez-Fitzwilliam, Director, Project Governance, Functional Genetics (Moderator)
Anne Altmeyer, Ph.D., MBA, MPH, Executive Director, Business Development & Licensing, Oncology, Novartis Pharmaceuticals Corporation

Bethany J. Mancilla, Vice President, Business Development & Alliance Management, Micromet, Inc.
Personality of deal makers and people with poor interactive skills impact a deal’s demise or success. Thought leaders and attendees will share best practices in deal execution and communication. Additionally, we’ll discuss other execution situations including how to handle small companies who want to be involved in clinical trial design and fostering open communication to keep the deal from falling apart.

11:15 Case Study Presentation: The Partnering Survival Manual - Lessons Learned and Tips to Get Your Alliance Off to a Good Start
Alessandro Foti, MBA, PMI, Head, Program Management, Hydra Biosciences, Inc.
While the terms “alliance” and “partnership” may suggest otherwise, parties in an alliance are usually not equal in status, and never in nature. Starting at due diligence, navigating towards success requires steering around the expectations, attitudes, processes and motivations of two very different groups, and only careful consideration of the needs, cultures and hidden agendas of the parties involved can lead to positive results. Observations, experience and lessons learned from a typical “alliance of unequals,” will be shared.

11:45 pm Close of Biopharma Licensing Congress
Wednesday, April 6, 2011

12:00 pm  Registration

12:00-2:00 pm Project Management Workshop
(*separate registration required. Boxed lunch provided.)

2:00  Chairperson’s Remarks

2:15  Interactive Large Group Discussion & Report Outs

Moderator: Stuart Kliman, J.D., Founder and Partner, Vantage Partners

The Congress will kick-off with an interactive large group discussion with all participants. Delve deep into some of the key themes and concepts that appear on the agenda - industry trends & deal making strategies, negotiations, alliance management lifecycle strategies, performance metrics & tools, and effective communication management - and discuss the big questions you have on your mind. We will record your questions about the themes and look to return to those over and over throughout the entire Congress. To get the most out of this interactive session, please come prepared to ask questions and share problems/examples from your work. You’ll start your Congress experience with ideas you can immediately apply back home.

3:15  New Trends in Creative Deal –Making in Pharmaceuticals

Tibor Papp M.D., Ph.D., MBA, Head of Corporate Advisory, PharmaVentures Ltd.

Business developers of pharmaceutical and biotechnology companies have probably never faced such high demand for their skills than in the past two years of high pipeline and market growth pressures. Capturing the promise of external innovation in creative risk sharing agreements has proved to be a successful formula for generating capital efficient platforms for growth. Competition for good technologies is very intense and those companies with limited risk appetite have to be particularly smart in their offered deal structures. The presentation will present new trends and cases in creative risk sharing deal making.

3:45  Networking Refreshment Break in Exhibit Area

4:15  Sponsored Presentation (Opportunity Available)

5:00  The Nycomed Journey: 5 Steps to Embedding Capability

Mark Wingertzahn, Head of Alliance Management and Senior Director of Research and Development, Nycomed

During the past two years Nycomed has gone from having no scalable approach for managing alliances to building an organizational capability with processes, tools, and support systems to maximize the chance for alliance success. Through the process, Nycomed learned some significant lessons and identified five steps to successfully develop and enhance alliance capability. This presentation will discuss how Nycomed developed capability, tools and processes; leveraged buy-in from senior management and project management functions; clarified roles and responsibilities between alliance management, business development, project management; ensured accountability; began tracking commitments; and effectively supported and continues to support corporate needs with limited headcount by prioritizing efforts, and determining alliances that require enabling vs. direct support.

Thursday April 7, 2011

8:15 am  Chairperson’s Remarks

» INTERACTIVE KEYNOTE DISCUSSION

8:30  Alliance Management: Balancing Organization Growth through Strategy vs. Partnerships

Stuart Kliman, J.D., Founder and Partner, Vantage Partners

Over the last several years more and more organizations have implemented an alliance management function. Those who have been successful at helping their organizations grow through partnerships begin to grapple with the unique challenges of executing against a strategy that relies only on an alliance to succeed. What ties corporate strategy, alliances, and growth together? How do organizations grow through strategy as well as partnerships? This interactive session will share multiple examples of efforts that life sciences organizations are taking to enhance their alliance management capabilities. We will facilitate a discussion about what ties these disparate efforts together and share a few thoughts about the next steps these organizations can take in their quest to add demonstrable value.
9:15 Expanding and Evolving Your Alliance Management Approach for Global Partners
Matt Siebert, MBA, Manager, Alliance Management, U.S. Business Development, Eurand

Daniela Sica, Alliance Manager, Commercial Operations, Eurand
With more than 40 products commercialized by partners around the world, Eurand has succeeded in expanding their Alliance Management team, while continually adapting their approach for diverse, global partnerships. Eurand offers insight into a sophisticated approach to structuring alliances and alliance success. This approach is applicable globally regardless of partner size, territory, and other variables specific to each partner. Case studies will be presented illustrating the cultural and logistical challenges faced, as well as solutions and key learnings that allow the company to continue building successful alliances in Asian and emerging markets.

9:45 Implementing Collaborative Innovation: Lessons from the Leaders
Gene Sadowinski, Ph.D., Director, Strategic Alliance Research, Rutgers University Graduate School of Management
Collaborative Innovation is transforming the nature of technology development and commercialization. To compete effectively in today's business environment, firms are using strategic alliances to link their resources with the complementary resources of other world-class organizations. They are replacing the “not invented here” syndrome with the “invented anywhere approach.” Unfortunately, many alliances fail. Managers must deal with the complexities of allocating rights to jointly developed intellectual assets, protecting proprietary know-how and trade secrets, linking decision-making structures and utilizing financial models that allow both firms to share the risks as well as rewards of collaboration. Learn a set of simple, but powerful management tools and metrics to increase the value of both your individual alliances and alliance portfolios.

10:45 Interactive Small Discussion Groups and Report Outs
These concurrent discussion groups provide you a chance to delve deeper into some of the questions that were raised in the kick-off session and concepts that were raised in the subsequent talks. Each discussion group will be limited to twelve (12) participants and a facilitator.

12:15 pm Luncheon Presentation (Sponsorship Opportunity Available)

1:30 Working In and Managing an Alliance under Litigation
Karen Denton, Alliance Management Director, Bayer Healthcare Pharmaceuticals
In today’s business environment, just because you have initiated legal proceedings against your partner (or they have against you) the alliance does not stop. Even under the cloud of litigation, alliance partners can – and often should – continue to work toward common goals and generate significant value for themselves and each other. Doing so, however, is tricky. This talk will share experiences and advice regarding: engaging leadership and communicating the
4:00  Panel Discussion with Alliance Management Leaders: The Future of Alliance Management

The Congress ends with an interactive panel discussion with several heads of alliance management. They will share their thoughts and perspectives on the issues unveiled during the large group breakout discussion on Day 1 and themes covered throughout the Congress - industry trends & deal making strategies, negotiations, alliance management lifecycle strategies, performance metrics, and effective communication management.

Moderator:
Stuart Kliman, J.D., Founder and Partner, Vantage Partners

Panelists:
Karen Denton, Alliance Management Director, Bayer Healthcare Pharmaceuticals

Donna Taneja, Ph.D., Senior Director, Alliance Management, Daiichi Sankyo Group

Mark Wingertzahn, Head of Alliance Management and Senior Director of Research and Development, Nycomed

5:00  Close of Strategic Alliance Management Congress

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Take Advantage of One-to-One Meetings Using CHI's Intro-Net

CHI's Intro-Net offers you the opportunity to set up meetings throughout the two days with selected attendees before, during and after the conference, allowing you to connect to the key people that you want to meet. This online system was designed with your privacy in mind and is only available to registered session attendees of this event.

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Stay connected on the latest Industry news! Join Alliance Management on LinkedIn - 1,000+ members strong and growing.

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Hotel & Travel Information

Conference Hotel:
Crowne Plaza Philadelphia Downtown
1800 Market Street
Philadelphia, PA 19103
T: 215-561-7500

Room Rate: $159 s/d
Reservation Cut-off: March 4, 2011

Please visit our conference website to make your reservations online or call the hotel directly to reserve your sleeping accommodations. Identify yourself as a Cambridge Healthtech Institute conference attendee to receive the reduced room rate. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space-and-rate-availability basis. Rooms are limited, so please book early.

Flight Discounts:
To receive a 5% or greater discount on all American Airline flights, please use one of the following methods:
• Call 1-800-433-1790 (use Conference code 8941AV).
• Go online at www.aa.com (enter Conference code 8941AV in Promotion discount box).
• Contact Wendy Levine, ProTravel/Great International Travel, 1-800-336-5248 ext. 3737

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vantage partners helps the world’s leading companies to effectively negotiate, build and manage their most critical relationships. A spin-off of the Harvard Negotiation Project, Vantage brings over twenty years of research and hands on experience consulting to Alliance, Sales, and Sourcing & Procurement groups in various industries throughout the world. Vantage-authored publications include bestselling management books such as Measuring the Value of Partnering, Getting to Yes and Difficult Conversations, along with articles in management periodicals such as the Harvard Business Review and Sloan Management Review.

Cambridge Healthtech Institute (CHI) is the preeminent life science network for leading researchers and business experts from top pharmaceutical, biotech and academic organizations. Founded in 1992, Cambridge Healthtech Institute strives to develop quality information sources that provide valuable new insights and competing points of view while offering balanced coverage of the latest developments. Basic research related to commercial implications is covered, with heavy emphasis placed on end-user insights into new products and technology as well as coverage on the strategy behind the business. www.chicorporate.com

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Presentation opportunities include agenda presentations, breakfast and luncheon presentations, or you may pre-select and gain access to your highest-level prospects through an Invitation-Only VIP Dinner or function (limited availability). CHI will support your sponsorship and brand your company with strong marketing programs before, during and after the event. The earlier you secure your sponsorship, the more opportunity for exposure.

For more information, or to contract your sponsorship or exhibit space today, please contact:

Joseph Vacca
Manager, Business Development
BioPharma Strategy Series (BSS)
Phone: 781-972-5431
Mobile: 781-697-9400
Email: jvacca@healthtech.com
# Pricing and Registration Information

## Pre-Conference Pricing

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## Workshop Pricing

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## Package Pricing - Best Value!

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## Individual Conference Pricing

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## Conference Discounts

**Register 3 - 4th is Free:** Individuals must register for the same conference or conference combination and submit completed registration form together for discount to apply. Please reproduce this registration form as needed.

**Group Discounts Available:** Special rates are available for multiple attendees from the same organization. For more information on group discounts contact David Cunningham at +1-781-972-5472.

**Please refer to the Registration Code below:**