

Hannover | Germany
7–9 October 2008

International Trade Fair,
Conferences, Partnering and
Award for Biotechnology

www.biotechnica.de

BIOTECHNICA PARTNERING

Your Route to Successful Collaborations

In cooperation with
EBD GROUP



Benefit from Efficient Networking and Establish Business Contacts with Future Partners

Are you looking for distribution partners? Are you interested in research cooperations? Or are you interested to find out which companies can complement your product pipeline?

No matter who or what you are searching for, with BIOTECHNICA PARTNERING you will find the right partner to progress your projects and achieve your business goals – quickly, easily, and efficiently!

BIOTECHNICA PARTNERING is one of the four elements of BIOTECHNICA – Europe's flagship event for life sciences and biotechnology.

Make use of EBD Group's leading online networking platform **partneringONE™** prior to the event to arrange your meetings. On site at BIOTECHNICA, there will be a Partnering Help Desk and designated Meeting Areas, including open meeting spaces, private conference rooms or exhibition booths.

One Online Tool – Multiple Benefits

FOR EXHIBITORS

- **PROFILE YOUR COMPANY AND PRODUCTS/SERVICES**
Your profile will be visible before the event, allowing visitors to find you using powerful search functions.
- **SEEK NEW CLIENTS**
The list of pre-registered delegates is available to you 24/7 in the weeks leading up to the event.
- **SUBMIT REQUESTS FOR MEETINGS WITH VISITORS**
Agreed meetings will be scheduled for you. Know who you are meeting and at what time upfront, allowing you to optimize your resources for the day.
- **ONE COMPANY – MULTIPLE USERS – ONE ACCOUNT**
Complete one company profile but add multiple colleagues to your meetings – so a "one-to-one" meeting can include as many people as two companies are willing to send.

FOR VISITORS

- **PROFILE YOUR COMPANY AND STATE WHAT YOU SEEK**
Sit back and let the pro-active exhibitors come find you on the system.
- **SEEK NEW COLLABORATORS AND SUPPLIERS**
Browse the list of visitors and exhibitors.
- **ONLY TAKE THE MEETINGS YOU WANT**
Accept or decline incoming requests.
- **NO MORE WAITING TIME**
Arrive knowing who you are meeting with, when and where. Maximize your network in a minimum amount of time.
- **ON SITE SUPPORT**
Arrange last minute meetings.



Register on Time

BIOTECHNICA PARTNERING is a process that starts well before the event. Register and profile your organization as soon as possible. The search and request features of partneringONE will go live over a month before BIOTECHNICA. Therefore, your networking and promotional opportunities are maximized by registering early. The sooner you start, the more efficient and successful you will be!

Register at www.biotechnica.de/partnering_e

BENEFITS OF EARLY PREPARATION

- promotion through online profiling
- preview the list of partnering companies and delegates
- send meeting requests with sufficient time for the recipient to respond
- set your availability for meetings
- arrive at BIOTECHNICA with a schedule of meetings already in place!

The Partnering Process

PROFILE

Complete your profile – a brief summary of your organization, products or services and what you wish to achieve at BIOTECHNICA PARTNERING

SEARCH AND REQUEST

Browse the delegate and company list of potential partners using partneringONE's search features. Create a short-list of targets or submit meeting requests.

AVAILABILITY

Mark your availability for meetings, partneringONE will only schedule meetings into your available time slots.

TRACK RESPONSES

Log-in regularly to respond to incoming meeting requests or to submit more requests. Registrations continue to pour in, so check back regularly.

AUTOMATIC SCHEDULING

One week prior to BIOTECHNICA, partneringONE will start to schedule your agreed meetings based on the availability of all participants.

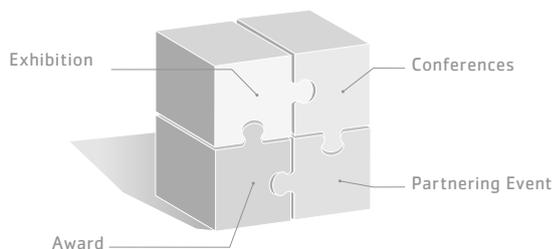
FINALIZE YOUR PERSONAL AGENDA ON SITE

Access your account, manage your last minute requests and changes and print your personal meeting schedule.



BIOTECHNICA – Turning Ideas into Value

The new concept of BIOTECHNICA integrates four elements – Exhibition, Conferences, Partnering, Award – into a single platform for developing business leads, forging strategic alliances and driving knowledge transfer.



Our Partner

partneringONE is the online tool of the leading partnering expert EBD Group. It is the most advanced and intuitive software for generating connections that matter. Purpose-built, web-based and event-tailored, partneringONE helps you manage the entire partnering process. Logged onto partneringONE, you can efficiently:

- profile your partnering opportunities
- identify and connect with prospects
- pre-arrange private one-to-one meetings
- prepare an integrated agenda
- conduct post-conference follow-up

partneringONE™

BIOTECHNICA CONNECTS PEOPLE WHO BRING IDEAS TO LIFE – AND TURNS THEM INTO VALUE.

CONTACTS

Stephanie Wagner
Tel. +49 511 89-32097
stephanie.wagner@messe.de
www.biotechnica.de/partnering_e

Janine Wendt
Tel. +49 511 89-32179
janine.wendt@messe.de

 Deutsche Messe
Hannover · Germany

EBDGROUP

supported by



Business Support at Your Doorstep