



**BioInformatics, LLC announces  
The 2011 Life Science Industry Awards®**

*A Toast to Excellence*

A rare event that brings the manufacturers of the "tools of science" together in the same room.

*An event made possible by you.*

**Be there.  
Be seen.  
Be a sponsor.**

For more information, contact:

(703) 778-3080 x31

[sponsorships@gene2drug.com](mailto:sponsorships@gene2drug.com)

[www.LifeScienceIndustryAwards.com](http://www.LifeScienceIndustryAwards.com)

Sponsorship Deadline: October 1, 2011



[www.gene2drug.com](http://www.gene2drug.com)

*November 15, 2011*

Grand Hyatt Washington  
1000 H Street NW  
Washington, D.C., 20001

# About the Awards

The Life Science Industry Awards® is the industry's most prestigious awards ceremony — the "Oscars" for life science product manufacturers, with winners in over 25 product and service categories.

**Join us in raising your glass to the "best in class."**

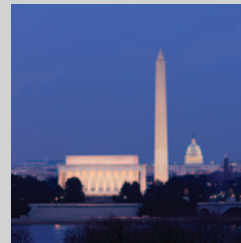
The event typically draws 200+ executives and representatives from all of the leading life science tools companies. The event begins with a "social hour" followed by the presentation of awards.

But it doesn't end there. The recipients of the coveted Life Science Industry Awards® are determined by a survey fielded by BioInformatics, LLC to thousands of life scientists. Your color advertisement will be included in the resulting market research report that will be distributed to hundreds of life science industry professionals — over many weeks following the event.

**Gain visibility. Build relationships.  
Champion the companies that power scientific discovery.**

*Held in conjunction with the Society for Neuroscience's 2011 annual meeting in Washington D.C.*

- ➔ Tuesday, November 15, 2011
- ➔ 6:30PM to 9:00PM
- ➔ Grand Hyatt Washington
- ➔ Located within walking distance from the Walter E. Washington Convention Center



## **Past award ceremonies have featured**

Ira Flatow, host of National Public Radio's Science Friday as Master of Ceremonies, and Terry Sharrer, PhD, the Smithsonian Institution's National Museum of American History's Curator of Health Sciences as keynote. In 2008, the keynote was delivered by Martin Leach, PhD, Executive Director, Basic Research & Biomarker IT at Merck & Co.



# Sponsorship Opportunities

Sponsoring the 2011 Life Science Industry Awards® will highlight the role your firm plays in the growth of the life science industry. You will be able to network with leaders and representatives from the industry's most successful and innovative companies in a relaxed and collegial environment.

Reinforce your position as an influential player in this highly specialized industry and expose your brand to decision-makers from companies such as Affymetrix, BD Biosciences, Beckman Coulter, Bio-Rad, GE Healthcare, Life Technologies, PerkinElmer Life and Analytical Sciences, Promega, Qiagen, Sigma-Aldrich, Thermo Fisher Scientific and more.

**Share the spotlight with life science industry executives, innovators and decision-makers in top-performing life science tools companies.**

	Platinum Sponsor \$7,500	Gold Sponsor \$3,500	Silver Sponsor \$500
<i>Platinum Only!</i>	On-stage presentation of an award of your choice followed by photo-opportunity with winner  On screen recognition as Platinum sponsor during award presentation  Premier signage placement at awards gala	x	x
Complimentary color advertisement in <i>Enabling Discovery: The 2011 Life Science Industry Awards</i> report	Full-page	Half-page	Quarter-page
Company logo inside cover of the report	✓	✓	x
Complimentary tickets	Eight	Four	Two
Sponsor table to display literature at the event	✓	✓	x
Company logo and description will be included in the following event related materials:	All Pre-Event Marketing Event website with Hyperlink Event Program + Printed Invitations and Tickets Email Invitations	All Pre-Event Marketing Event website with Hyperlink Event Program + Printed Invitations and Tickets Email Invitations	All Pre-Event Marketing Event website with Hyperlink Event Program

**The Life Science Industry Awards®**  
**Categories**  
*Best performing in 2011...*

**Instruments**

Flow cytometer-based cell analysis instruments  
Cell biology instruments — Microscope-based  
General lab equipment  
High throughput screening and analysis systems  
High throughput sequencing platforms  
Instrumentation for genomic analysis  
Instrumentation for protein analysis and purification

**Consumables**

Antibodies  
Cell biology products  
Cell culture media and reagents  
Genomic analysis kits and reagents  
Molecular biology products  
Nucleic acid purification and separation products  
Protein expression and analysis  
Protein purification and separation products

**And More!**

Visit [www.LifeScienceIndustryAwards.com](http://www.LifeScienceIndustryAwards.com)  
for a complete list.

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