

4th European Life Sciences Forum 2010

For Biotechnology, Medical Devices and
Pharmaceutical Companies



SPONSORSHIP OPPORTUNITIES

16th & 17th March 2010
Geneva

ORACLE[®]
LIFE SCIENCES

▶ Oracle European Life Sciences Forum 2010

16th & 17th March 2010

For the fourth consecutive year, Oracle organizes its yearly European Life Sciences Forum. A two-days conference to connect with the ORACLE Life Sciences customers and partners from the European community, into one single place.

Last year, in London, more than 153 senior-level representatives, from the major Life Sciences companies in Europe, and 15 prestigious partners attended and sponsored the 3rd edition.

2010 will see the 4th edition of the Oracle Life Sciences Forum in Geneva.
This central city in Europe allows our delegates to join with easy access from every countries.

Oracle Life Sciences organization will focus its efforts on building a complete (and deep) with in- depth conference agenda:

- getting more Industry thoughts leaders, including new hot topics always around customers experiences;
- giving more time for interactions and discussions.

Please take notice in the following document of the new sponsorship opportunities for 2010 Oracle Life Sciences Forum, and join us for this new edition !

Oracle Life Sciences team



▶ Oracle European Life Sciences Forum 2010

16th & 17th March 2010



The healthcare economic model is dramatically changing and is affecting the biotechnology, pharmaceutical and medical devices companies which are continuously faced with new and contradictory challenges, such as

- ▶ Inflating R&D costs;
- ▶ Decreasing patent protection;
- ▶ Reduced commercialization time with significant pressure; on prices and margins;
- ▶ Increased complexity in compliance to ensure product; quality and safety;
- ▶ Increasing demand for services from customers.

All aspects of the value chain are being impacted ; **the Oracle European Life Sciences Forum** will discuss how to face those challenges through exchanges with Customers, Partners, and Oracle Life Sciences Executives and Experts.

This premier event for the Life Sciences industry is a unique opportunity to network and to learn about key success factors, ROI from Oracle Life Sciences product development strategists, as well as learning from successful customer cases for:

- ▶ Research, Clinical Development and Safety;
- ▶ Manufacturing and Supply Chain Management;
- ▶ Finance, Sales and Marketing;
- ▶ Business Intelligence;
- ▶ Collaboration and Integration;
- ▶ Application Technology.

We are delighted to invite you to participate in sponsoring the Oracle European Life Sciences Forum. This is a unique opportunity to present your products, solutions and customer cases to over 150 European Life Sciences persons and industry experts.

▶ Program Description

The agenda consists of customer presentations, partners presentations* as well as presentations by Oracle and industry experts. (This is only a preview, changes may apply)

* Platinum Sponsors only – more information in Sponsorship Opportunity section

Tuesday, March 16 th 2010				
09.30 am – 11.00 am	Registration and welcome coffee			
11.00 am – 11.15 am	Welcome			
11.15 am – 12.00 am	Keynote			
12.00 am – 12.45 pm	Oracle Keynote			
12.45 am – 01.45 pm	Networking Lunch & Partner Pavilion			
01.45 pm – 02.15 pm	Keynote			
02.15 pm – 03.00 pm	Life Sciences Leaders Circle			
03.00 pm – 03.15 pm	Break to move to Tracks			
	Research, Clinical & Safety	Production & Distribution	Customer Relationship Management	Collaboration & Architecture
03.15 pm – 03.55 pm	Session 1	Session 1	Session 1	Session 1
04.00 pm – 04.40 pm	Session 2	Session 2	Session 2	Session 2
04.45 pm – 05.25 pm	Session 3	Session 3	Session 3	Session 3
05.30 pm – 06.45 pm	Networking Reception Partner Pavilion			
07.50 pm – 10.50 pm	Dinner			
Wednesday, March 17 th 2010				
07.30 am – 08.30 am	Breakfast			
08.30 am – 09.15 am	Welcome and Oracle Life Sciences Product Strategy			
09.15 am – 10.00 am	Keynote			
10.00 am – 10.30 am	Break to move to Tracks			
	Research, Clinical & Safety	Production & Distribution	Customer Relationship Management	Collaboration & Architecture
10.30 am – 11.10 am	Session 4	Session 4	Session 4	Session 4
11.15 am – 11.55 am	Session 5	Session 5	Session 5	Session 5
11.55 am – 12.10 am	Break to move to Tracks			
12.15 am – 12.55 am	Session 6	Session 6	Session 6	Session 6
13.00 am – 01.40 pm	Session 7	Session 7	Session 7	Session 7
01.45 pm – 02.15 pm	Closing Keynote			
02.20 pm – 03.50 pm	Networking Lunch Partner Pavilion			

▶ Agenda

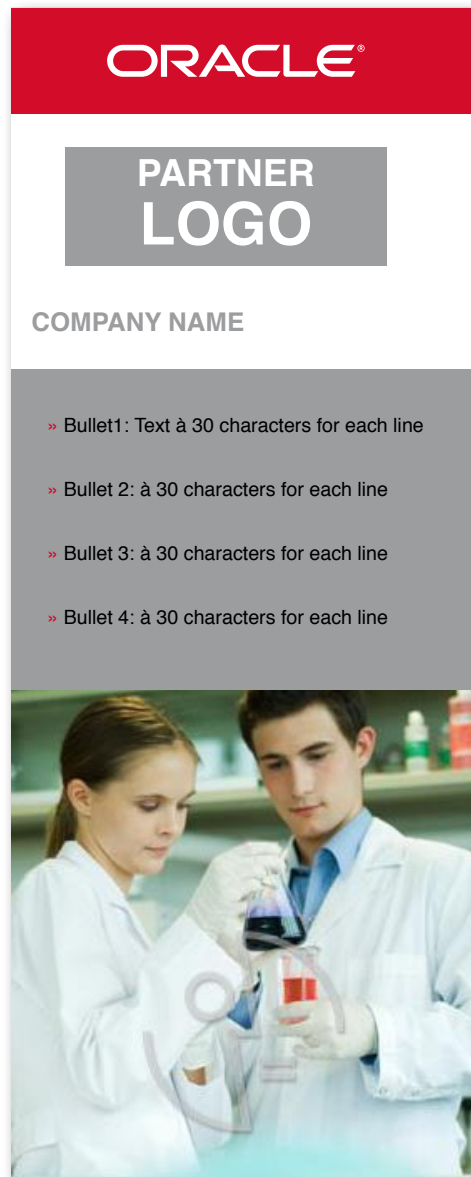
Main Tracks:

- ▶ General conference, keynote and Life Sciences Leader Circle;
- ▶ Dedicated break-out sessions on Research, Clinical Development and Safety;
- ▶ Dedicated break out sessions focusing on Production and Distribution;
- ▶ Dedicated break-out sessions on Customer Relationship Management;
- ▶ Sessions focusing on Manufacturing;
- ▶ Sessions on Collaboration, Business intelligence, SOA Architecture, and Application Integration.

▶ Partner Area

Each partner space includes:

- ▶ One table and banner;
- ▶ Space and signage are provided by Oracle;
- ▶ Power supply at each desk.



▶ Program Goals

- ▶ In-depth conversations on business and IT challenges that the Life Sciences industry is facing
- ▶ Share best practices on projects and solutions provided by Oracle
- ▶ Inform customer and partner communities on Oracle roadmap for Life Sciences
- ▶ Offer networking opportunities to Oracle customers, Oracle partners and Oracle executives and experts.
- ▶ Facilitate cross-sell and up-sell opportunities for Oracle and its partners.

▶ Targeted Audience

Oracle Life Sciences Customers from Europe, Middle East, Africa

Biotechnology and Pharmaceutical:

- ▶ Clinical Trial Outsourcing
- ▶ Consumer Health
- ▶ Contract Manufacturer
- ▶ Contract Research Organization
- ▶ Distributor
- ▶ Early Stages Discovery
- ▶ Ethical Drug Manufacturer
- ▶ Generics Manufacturer
- ▶ Government and Academic Research Centers
- ▶ OTC Manufacturer
- ▶ Research-based Manufacturer
- ▶ Wholesaler
- ▶ ...

Medical Device:

- ▶ Contract Manufacturer
- ▶ Contract Research Organization
- ▶ In-vitro Diagnostics
- ▶ Medical Device Manufacturer
- ▶ ...

Profile of Attendees:

- ▶ CRM Directors/Managers
- ▶ Compliance Directors/Managers
- ▶ Customer Strategy Directors
- ▶ Executives, CEO, CFO, CMO
- ▶ IT Directors/Managers
- ▶ Manufacturing Directors/Managers
- ▶ Planning Directors/Managers
- ▶ Regulatory affairs directors
- ▶ Biostatisticians directors
- ▶ Clinical data management Directors
- ▶ Pharmacovigilance / safety Directors
- ▶ Risk managers
- ▶ Clinical operations managers
- ▶ Head of R&D
- ▶ Head of medical research
- ▶ Clinical scientists
- ▶ Business Intelligence Directors/Managers

▶ Promotional Activities

- ▶ Oracle will promote this Life Sciences Forum to its customer base by personal invitation
- ▶ Based on 'high impact' e-mail and video invitations, supported by telemarketing activities, as well as promotion via Oracle Internet presence throughout Europe
- ▶ The Oracle sales force will personally invite the top Life Sciences customers to attend
- ▶ The invitation templates will be made available to the partners for invitation of our joint customers
- ▶ Branding and design will be prepared by Oracle, the content and presentations will be developed together with the partners *
- ▶ Customer cases and speakers are nominated by the partners as well as Oracle. After review, these cases are selected by Oracle to ensure there is a wide spectrum of customer cases and industries. Speakers and customer cases are then confirmed by Oracle.

▶ Timeline **

Dates / Oracle European Life Sciences Forum	
November 19 th , 2009	Save the Date Invitation and Website
January 7 th , 2010	E-Mail Invitation
January 2010	Telemarketing Campaigns
March 2 nd 2010	"Reminder" E-Mail Invitation
March 8 th - 12 th 2010	Final preparation and content freeze
March 15 th , 2010	Event set-up
March 16 th -17 th , 2010	Oracle European Life Sciences Forum

* Platinum Sponsors only – more information in Sponsorship Opportunity section

**Changes may apply

▶ Sponsorship Opportunity

The following sponsorship packages are offered:

Platinum Level – € 12 000*

- ▶ One dedicated session, speaker presentation slot, in the track of your interest** (presentation must be industry or customer-focused)
- ▶ Table in partner pavilion from which to conduct solution demonstrations of products, and distribute company literature and promotional giveaways
- ▶ Company logo on event website & promotional materials
- ▶ Access to event registration and final attendee lists
- ▶ Access for all event networking activities (receptions, lunches, cocktail reception etc.)
- ▶ Four (4) Full Event Passes

- ▶ Option : Round table in the plenary session (day 1)*** – € 3 000

***Maximum 8 Platinum sponsorship opportunities**

****2 per track, allocated on a «first come» basis**

*****Maximum 3 sponsors**

Gold Level – € 6 000

- ▶ Company logo or company name on event website & promotional materials
- ▶ Access to event registration
- ▶ Table in partner pavilion from which to conduct solution demonstrations of products, and distribute company literature and promotional giveaways
- ▶ Access for all event networking activities (receptions, lunches, cocktail reception etc.)
- ▶ Two (2) Full Event Passes (including all activities)

Participating sponsors will have the opportunity to also Dinner sponsorship - € 2 500*

- ▶ Partner logo prominently displayed in dining area and on each table
- ▶ Additional 2 summit participation passes`
- ▶ Speaking opportunity

***Maximum 1 sponsorship**

Event Agency Contact Persons

For all organization and planning issues

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 75 006 Paris

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Oracle Contact Person

For all content-related issues

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 Health Sciences EMEA Marketing

Mobil : +33 6 84 49 56 81
 E-Mail: mathilde.degrave@oracle.com

▶ Sponsorship Application Form

Please return your signed sponsorship confirmation by January 8th 2010,
 via fax to the supporting agency:

Choyou
 Pierre Esmerian
 14, rue Séguier
 75006 Paris
 Tel : (0)1 53 05 93 70
 Fax : (0)1 53 05 93 71



Oracle European Life Sciences Forum 2010

- Yes, I would like to participate in the Oracle European Life Sciences Forum 2010 as a sponsor. I have read the sponsoring information and would like to benefit from the event. My participation will be based on the following sponsoring package:
 - Platinum sponsorship € 12 000
 - Round Table in the plenary session € 3 000
 - Gold sponsorship € 6 000
 - Dinner sponsorship € 2 500
- Yes, I am interested but cannot make a decision yet. Please call me to discuss this opportunity.
- No, I am not interested in sponsoring

Company :-----
 Name :-----
 Job Title :-----
 Address :-----
 Post Code ----- Country-----
 Email :-----
 Telephone-----

Date :-----Signature :-----

Company Stamp :----- Total :-----