

GEORGIA BIO™

GEORGIA LIFE SCIENCES SUMMIT 2010

October 28, 2010 • Atlanta Marriott Marquis • Georgia

CALL FOR SESSIONS



INNOVATION FOR A HEALTHIER WORLD...
MEETING THE CHALLENGE

GEORGIA LIFE SCIENCES SUMMIT 2010

Innovation for a Healthier World... Meeting the Challenge

OCTOBER 28, 2010 | ATLANTA MARRIOTT MARQUIS | GEORGIA

Session Submission Guidelines

New for 2010!

**Our online tool is now OPEN -
start organizing your session and suggested speakers today!**

Overview

Georgia Bio welcomes you to share your expertise and insight at the 2010 Georgia Life Sciences Summit on October 28, 2010. This year's theme is "Innovation for a Healthier World... Meeting the Challenge" and will address current business challenges and opportunities, stimulate discussions and generate insights into how life science organizations will meet the evolving economic, political and societal challenges. We invite you to submit an idea for a panel, a case study, a fireside or roundtable discussion, or other interesting or interactive session format.

Our goal is to bring attendees the most relevant and current topics at the 2010 Georgia Life Sciences Summit. For the first time ever, we are welcoming session proposals from biotechnology industry experts, policy leaders, analysts, academics and other thought leaders for inclusion in the 2010 Summit program.

Each submission should include a session title, a brief synopsis of the session, the names of presenters, moderators, panel members etc. and a rationale as to why you believe the session will be of interest to the attendees. Submissions that do not include all of this information will receive a low priority.

Proposal Submission Deadlines & Timeline

Monday, February 15, 2010: Call for Session Online Tool Opens

Note: For ease of organizing in the database, we only accept proposals online.

Tuesday, March 9, 2010: Call for Session Proposals CLOSES

Note: Proposals cannot be accepted after 8 pm EST on Tuesday, March 9, 2010.

March 2010: The Summit Program Planning Committee will review and score.

March 29, 2010: Notifications of session status will be communicated to Session Organizers

Proposals are considered accepted only when the session organizer receives an official e-mail confirmation from kmorris@informedhorizons.com.

Proposal Requirements

- **All organizers must first review Submission Guidelines before they submit.**

- **Session Organizer Contact Information**

The Session Organizer is the person submitting the application and will be the primary contact for all information pertaining to the proposal.

- **Proposed Session Title (100 character limit)**

Titles should briefly describe the content and relevance of your presentation. They should be composed so that an attendee can quickly see a list of offerings to make selections.

- **Track (Please select the track that most closely associates with your proposal)**

Please be sure to identify the track when submitting your proposal. Proposals submitted on any of the topic areas listed under one of the 4 tracks indicated below are welcomed.

- Med Tech / Device
- The Role of Life Sciences in Public & Global Health
- Therapeutics, Diagnostics and Vaccines
- New and Exciting Science in Georgia

- **Description of the Proposed Session Topic (700 character limit)**

The description should explain the focus and significance of your presentation. These may be used in our session program book and on our website to describe educational content and entice attendance.

- **Three Learning Objectives of the Proposed Session Topic**

The objectives should describe what attendees will learn.

- **Format**

What is your recommendation on the format of the proposed session. (Lecture, panel, roundtable, etc.)

- **Proposed Session Chairperson and Speakers**

Each lecture session should include 1-2 speakers. Each panel should include 3-5 speakers. One speaker may also be the proposed session chairperson. All speakers/panel members must be from different companies/organizations. The session organizer is not required to be one of the speakers.

- **Notification of Proposal**

All session organizers will be notified of acceptance/non-acceptance of their submission no later than Monday, March 29, 2010 by e-mail; consequently, an accurate e-mail address is critical. Proposals may be accepted as they stand. In some cases, the Program Committee may accept a proposal provided that the submitter accepts modifications to the proposal. The decision of the Program Committee regarding acceptance and presentation of proposals is final.

Track Descriptions

Med Tech / Device

The Med Tech/Device track consists of sessions related to the research, development, clinical testing, manufacturing and/or marketing of medical devices in Georgia. Topics of interest may include, but are not limited to, financing/funding, reimbursement, IP development, emerging technologies, biomedical research, impact of governmental policies or healthcare legislation and unique market opportunities for new and innovative products or technologies in the cardiovascular, orthopedic, neurologic, urologic or other medical fields.

The Role of Life Sciences in Public & Global Health

This is a time when there are tremendous opportunities for delivering products and services to low- and middle income countries. Effective delivery of these goods will depend on new types of partnerships and coalitions. The public health and global health track will emphasize the theme of collaboration in global health. This session will highlight some examples of successful collaborations, some of the obstacles to successful collaborations, and some of the ways that these obstacles can be overcome. This will be useful to help biotech organizations think about how they might form successful public-private partnerships to address health needs or deliver products and services in developing countries.

Therapeutics, Diagnostics and Vaccines

The Therapeutics, Diagnostics and Vaccines track consists of three sessions generally related to the business of therapeutics in the life science industry. One session should provide Georgia companies (up to three) the opportunity to present an overview of their company and products. A second session should be focused on collaborating with partners (large pharma and others) to develop and market a therapeutic. The third session should provide a panel discussion on financing a company and products.

New and Exciting Science in Georgia

Inspired science leads to great commercial opportunities. The high level of research conducted at Georgia's universities is well recognized. It follows then that the potential for science and technology-based companies is truly significant. This track will highlight emerging science from Georgia universities that may lead to the next generation of start-ups. Proposals are sought for sessions that highlight opportunities from the state's universities and models for realizing that potential. Session topics may include, but are not limited to, technologies related to agricultural, small molecule therapeutics, biologics, vaccines and medical devices._



If Your Session is Selected...

In addition to the opportunity to share your insights, expertise and opinions with other life science executives, academic researchers, and other members of the Georgia life science community, there's additional value for you by having your session selected for the 2010 Georgia Life Sciences Summit and participating as a session speaker:

- Superior Networking
- Publicity and Recognition
- Complimentary Registration for yourself plus an additional full registration at a 50% discount
- One (1) invitation to the Chairman's Reception

Selections will be made based on educational value, timeliness of the topic, subject matter appeal, appropriate audience type and expertise level, qualifications and expertise of the speakers or panel, overall quality, and newsworthiness.

Policies Governing Submission Proposals

- Proposals will be evaluated on its novel and topical content.
- The same proposals should not be submitted multiple times.
- Submissions promoting specific product brands or companies will not be considered.
- Incomplete proposals will not be considered.
- You do not have to be a Georgia Bio member company to submit a late breaking session proposal.
- The session organizer will serve as the primary point of contact for Summit staff and is responsible for assisting the track chairpersons with coordinating with all speakers involved in a session.
- All speakers listed on the proposal must be aware that they are being considered, eligible, and willing to participate as a speaker if the program is selected.
- Sessions may be scheduled at any time October 28, 2010. Speakers must be available to present.
- We do not provide speaker honoraria or reimburse for travel or housing expenses. All speakers and session chairpersons receive a complimentary registration for the Summit.
- Presentations may have a visual component that may be projected for all session attendees to view (ex. PowerPoint presentation, graphs, charts, video, etc.). This is not required.
- Georgia Bio reserves the right to edit any submitted materials for promotional purposes.
- Georgia Bio reserves the right to cancel a session at any time.

The selection process will be highly competitive. If you have any questions about our policies, please email kmorris@informedhorizons.com



Next Steps?

Our online tool is now OPEN: Start organizing your session and suggested speakers today, then submit online at www.gabio.org/summit2010! If you have questions at any time, please email kmorris@informedhorizons.com

You will need to prepare a Word document that can be uploaded to the online tool. The Word document must include:

Session Organizer Information:

- Name:
- Company:
- Job Title:
- E-mail Address:
- Street Address
- City:
- State:
- Zip Code:
- Phone Number:

Session Information

- Session Title: (100 characters)
- Description: (700 characters)
- Objectives 1-3: (100 characters each)
- Indicate the session format (Lecture or Panel)?
- Why should this proposal be selected for the 2010 Georgia Life Sciences Summit program?
- Who is the targeted audience?

Chair / Speaker Information

Please indicate the suggested speakers for this session noting which person is the moderator/chairperson. The following is required for each suggested speaker.

- Name:
- Company:
- Job Title:
- E-mail Address:

You will have until Tuesday, March 9, 2010 at 8:00 pm EST to submit your proposal, once you have completed the online form and clicked submit you cannot make any changes/additions/deletions.

Submit a Session

Visit www.gabio.org/summit2010 to submit your session online.