

MARK YOUR CALENDAR

# ILSI-BioMed



Israel 2010  
June 14-16, 2010

David InterContinental, Tel Aviv



ORGANIZED BY



**ILSI-BioMed**

Israel 2010



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## INVITATION LETTER

***Dear Colleagues,***

*It is once again our honor and pleasure to invite you to participate in ILSI-Biomed 2010 Conference to be held June 14-16, 2010 in Tel-Aviv.*

*In no other time in recent history have political, economical and regulatory factors converged with such strength to affect major change in healthcare systems worldwide. The financial crisis has exacerbated realities faced by governments and healthcare providers, and accelerated changing trends.*

*ILSI Biomed 2010 Conference will focus on:*

- The role of innovation, its source - industry or academia? Who will pay for it? - venture capital or large Medical and BioPharma companies?*
- Regulatory changes and their impact on innovation*
- Does personalized medicine mean smaller target markets?*
- Who is better suited to commercialize future “niche” products? Large players or innovative fully integrated companies. How would it impact business models?*
- U.S. healthcare reform and its impact on manufacturers and suppliers*

*We will take closer look at cardiology, vaccines, oncology, personalized medicine, metabolic diseases and stem cell therapies. All these discussions will serve as background to the presentations given by 60 or so Israeli medical device and biopharma companies.*

*Join Israel's vibrant life science community at the 9th ILSI Biomed Annual Conference, where science, technology and industry leadership come together.*

*Connect with old and new friends, explore business relationships and learn about the future of healthcare through a variety of panels on hot industry topics and trends, world-class speakers, and high-quality networking opportunities.*

*Join top-notch industry executives, Israel's most innovative medical device and BioPharma entrepreneurs, major pharmaceutical companies, life science research leaders, policy makers and internationally prominent industry investors.*

*ILSI Biomed 2010 follows the success of previous annual conferences: last year's event drew 6,000 industry players, engineers and scientists, with 800 participants from 35 countries and in excess of 2,500 one-on-one meetings. We will continue our tradition of keynote speeches and plenary sessions given by industry leaders and leading academicians, worldwide.*

*We will continue in our successful tradition and offer one-on-one partnering sessions and an extensive exhibition area.*

*We look forward to your support and participation.*

*Best regards from Israel,*

**Ruti Alon**

ILSI-Chairperson

ILSI-Biomed Co-Chairperson

Pitango Venture Capital

**Israel Makov**

Chairman of Given

Imaging ILSI-Biomed Co-Chairperson





## **ABOUT THE EVENT:**

The 9th National Life Science and Technology week presents a cutting edge commercial and scientific program focusing on the latest technologies in the healthcare systems worldwide.

ILSI Biomed 2010 Conference will continue the tradition of keynote speeches and plenary sessions given by industry leaders and leading academicians worldwide. Following last year's success, 60 Israeli companies will be present at the conference offering one-on-one partnering sessions and an extensive exhibition area.

# ILSI BIOMED 2009 SPONSORS

## DIAMOND SPONSOR



Sanford T. Colb & Co.  
Intellectual Property Law

## PLATINUM SPONSORS

HOGAN &  
HARTSON



## GOLD SPONSORS



Johnson & Johnson



GOODWIN  
PROCTER



## SILVER SPONSOR



CAVARI PARTNERS

## PREVIOUS CONFERENCE STATISTICS AND DEMOGRAPHICS

### Number of participants

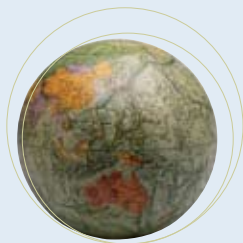
Year	Conference	Participants
2008	ILSI Biomed 2008	6000
2009	ILSI Biomed 2009	6500

### Participating Industrial Sectors:

- Medical Devices, Bioengineering, Bioinformatics
- Pharmaceuticals/Medicine, Environment, Agriculture/ Nutrition
- Laboratory, Analytical, Diagnostic Equipment and Methods
- Chemical Systems, Documentation, Food Product and Industrial Analysis, Biochemistry
- Biotechnology Genetic Engineering, Molecular and Cell Biology
- Medical Diagnostics and Pharmacology, Research and Innovation

### Top 10 Countries:

USA	Denmark
UK	Korea
France	Spain
Germany	Switzerland
Italy	Poland



## GENERAL INFORMATION

### Conference Venue

David InterContinental Hotel,  
12 Kaufman Street, POB 5015  
Tel Aviv 61501

### Language

The official language of the conference is English

### Dates

Monday, June 14 to Wednesday, June 16, 2010

### Climate

The weather in Israel is hot. The average temperature in June is 27 °C (77 °F)

### Liability and Insurance

The conference and organizers cannot accept liability for personal accidents or loss of or damage to private property of participants and accompanying persons, either during or indirectly arising from the ILSI Biomed 2010.

We recommend that all participants take out personal travel and health insurance for the trip.





## **INTEGRATION OF THE CONFERENCE AND THE EXHIBITION**

Both the ILSI Biomed conference and the exhibition will be held at the David InterContinental hotel.

The exhibition area is situated inside the building between the meeting rooms.

There will be a natural movement of delegates through the exhibition area and all lunch and coffee breaks will be held in this area. Once an exhibition booking form is received a confirmation of exhibition will be mailed to you with an accompanying invoice.

### **Exhibition Opening Hours**

Monday, June 14, 2010      09:00 - 18:00

Tuesday, June 15, 2010      09:00 - 18:00

Wednesday, June 16, 2010      09:00 - 18:00

### **Allocation of Exhibition Space**

Space allocation will be made on a “first come-first serve” basis.

A completed Exhibition Booking Form and Contract should be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms are received.

### **Exhibitors Technical Manual**

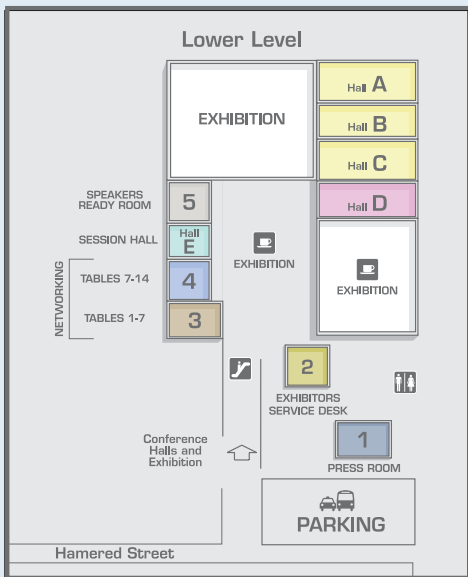
An exhibitors’ technical manual outlining all technical aspects of exhibiting will be circulated three months prior to the conference.

It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

Online space application form and more information on exhibition and sponsorship opportunities available at: [www.kenes.com/biomed](http://www.kenes.com/biomed)

## HALL PLAN





## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

### **ILSI-Biomed Advertising Boosts Your Visibility!**

ILSI-Biomed 2009 is going to present the ever-growing and exciting life science community, so how do you get your potential customers to reach you? By advertising in the official ILSI-Biomed publications.

Seasoned exhibitors know that at large events like this, the pre-show publicity is essential. Promote your company before, during and after the show by advertising in the special ILSI-Biomed printed and web publications.

Interested to become a sponsor? Please contact us for more Information.

Online sponsorship prospectus on: [www.kenes.com/biomed](http://www.kenes.com/biomed)





## **PRE-SCHEDULED NETWORKING MEETINGS**

**Don't miss the opportunity to collaborate with leading life science experts and decision makers!**

The most comprehensive forum for the life science industry executives, academia, institutional investors, venture capitalists, analysts, and other experts with the opportunity to shape the future landscape of the industries.



This Chance 2 Meet online tool will give you direct access to other participants' profiles, help you make new connections and thus maximize your presence at the show. All registered parties are able to log on and coordinate short introductory meetings with one another according to their professions and personal interests.

The meetings are scheduled and entered in a personal calendar created especially for each and every one of the attendees. Instead of being overwhelmed by endless business cards that most likely will not amount to anything, our services will help you seek out and take advantage of the enormous potential the event has to offer.

Applications for Sponsorship and Exhibition opportunities must be made via e-mail to:

**Anat Weiss**

Exhibition Manager

E-mail address: [aweiss@kenes.com](mailto:aweiss@kenes.com)

# ILSI Biomed Social Events

ILSI Biomed Social Events 2009





## CONFERENCE REGISTRATION FEES

The rates below apply to payments received in accordance with the published deadlines. Registration will only be confirmed upon full payment. Unpaid registrations will not be valid.

<b>Non Israeli Participants</b>		
	<b>Pre Registration Until May 20, 2010</b>	<b>On Site Registration From May 21, 2010</b>
<b>Full Participant</b>	US\$470	US\$515
<b>Daily Participant (per day)</b> Monday, June 14, 2010 Tuesday, June 15, 2010 Wednesday, June 16, 2010	US\$215	US\$250
<b>Israeli Participants</b>		
	<b>Pre Registration Until May 20, 2010</b>	<b>On Site Registration From May 21, 2010</b>
<b>Full Participant</b>	NIS 1540	NIS 1680
<b>Daily Participant (per day)</b> Monday, June 14, 2010 Tuesday, June 15, 2010 Wednesday, June 16, 2010	NIS 710	NIS 820
<b>Academic Full Participant</b> (University/Institute Member)	NIS 1170	NIS 1310
<b>Academic Daily Participant</b> (University/Institute Member) Monday, June 14, 2010 Tuesday, June 15, 2010 Wednesday, June 16, 2010	NIS 515	NIS 625

## CONFERENCE REGISTRATION FEES (cont.)

ILSI Member	Pre Registration Until May 10, 2010	Late Registration From May 11, 2010	On-Site Registration From May 21, 2010
<b>ILSI Member - Full Participant</b>	NIS 1330	NIS 1540	NIS 1680
<b>ILSI Member - Daily Participant (per day)</b> Monday, June 14, 2010 Tuesday, June 15, 2010 Wednesday, June 16, 2010	NIS 640	NIS 710	NIS 820
<b>Student Full Participant ** (Not including lunch)</b>	NIS 410		
<b>Student Daily Participant ** (Not including lunch)</b> Monday, June 14, 2010 Tuesday, June 15, 2010 Wednesday, June 16, 2010	NIS 160		
<b>Optional Lunch (for students)</b>	NIS 160 per day		

\*\* Student rate is applicable to age 30 and proof of status is required (valid student / university / institute member card) to be sent by fax: (+972-3-9727555) to the attention of ILSI Biomed registration department. Registration fees for local participants include VAT (currently 16.5%). In case of change in VAT the registration fee will be updated accordingly.

The charge will be made in New Israeli Shekels(NIS) and according to rate of exchange on day of transaction.

Outstanding payments will be collected on-site and charged according to the on-site rate.



## EXHIBITION REGISTRATION FEES

<b>Full Visitor</b>	<b>Non Israeli Participants</b>	
	<b>Pre Registration Until June 1,2010</b>	<b>On Site Registration From June 2,2010</b>
	US\$ 125	US\$ 140
	<b>Israeli Participants</b>	
	<b>Pre Registration Until June 1,2010</b>	<b>On Site Registration From June 2,2010</b>
	NIS 410	NIS 460

Please note: All rates for Israeli's include VAT

Registration fees for visitors include:

- Visiting the exhibition at the David InterContinental Hotel
- Light refreshments during coffee breaks
- One on one meetings (Networking)

Online registration will be available January 2010

### Exhibition Registration Hours

Opening hours are as follows:

Monday, June 14: 09:00-18:00

Tuesday, June 15: 09:00-18:00

Wednesday, June 16: 09:00-18:00

## **ACCOMMODATION AND TRAVEL**

As the official organizers of the “ILSI Biomed 2010”, Kenes International is pleased to welcome you to Israel and to offer special reduced rates at the city’s top hotels.

The hotels offered are located in Tel Aviv, close to the conference venue and the city center - the “Down Town Tel Aviv” along the sea side.

For block bookings (10 rooms or more) companies are requested to send their request by fax or e-mail.

Different payment and cancellation policies will apply.

E-mail address for registration is:  
[reg\\_biomed2010@kenes.com](mailto:reg_biomed2010@kenes.com)



## Exhibition & Sponsorship Organizers



P.O.Box 56, Ben Gurion Airport, 70100, Israel

Tel: 972-3-9727598 (Anat Weiss)

Fax: 972-3-9727588

E-mail: [aweiss@kenes.com](mailto:aweiss@kenes.com)

Web Site: [www.kenes.com/biomed](http://www.kenes.com/biomed)

## Conference Organizers



P.O.Box 56, Ben-Gurion Airport 70100, Israel

Tel: 972-3-9727562 (Liat Skorak-Agassi)

Fax: 972-3-9727588

E-mail: [biomed@kenes.com](mailto:biomed@kenes.com)

Web Site: [www.kenes.com/biomed](http://www.kenes.com/biomed)

An event by





[www.kenes.com/biomed](http://www.kenes.com/biomed)