

2009 California Healthcare Policy Forum
Thursday, Nov. 5, 2009
InterContinental Mark Hopkins San Francisco Hotel
San Francisco, California

Sponsor Prospectus

The CHI California Healthcare Policy Forum is an annual statewide conference focused on the relationship between biomedical innovation and public policy. This important event will bring together more than 100 of the leading executives from biotechnology, medical device and pharmaceutical companies as well as leaders from the state's academic research community with policy makers to discuss critical issues and opportunities facing the biomedical community.

The goal of the forum is to produce a clearer understanding of the biomedical community's work and needs, and how the industry can sustain California's leadership in medical innovation. Your participation in this event would greatly help stimulate interaction among industry executives, academic leaders and policy makers.

Forum attendees will include top-level biomedical industry executives, leaders from California's academic research community, entrepreneurs, investors, federal and state policy makers and key legislative staff.

To increase audience reach for this conference, this year's forum will be Webcast and publicized on CHI's social media network, including Twitter, Facebook and LinkedIn. This technology will enable CHI to reach key audiences in a new and meaningful way. Webcasting will enable CHI and the sponsors of this event to leverage new channels of access, making our communications more efficient and cost-effective, while raising our organization's and your company's profile among key stakeholders we want to target.

Sponsorship Opportunities

Platinum Sponsor - \$20,000

- 6 complimentary registrations
- Recognition on Forum White paper
- Corporate logo and Platinum-level positioning in Webcast
- Opportunity to introduce topic discussion
- Distribution of giveaway to attendees (with CHI approval)
- Recognition at Forum Reception
- Recognition on Forum portfolio
- Recognition on CHI Web site with link to sponsor Web site
- Recognition on printed and electronic materials promoting the event
- Recognition during forum presentations
- Inclusion in news alerts, press releases and other media outreach
- Opportunity to display literature
- Corporate logo on event signage

Gold Sponsor - \$10,000

- 4 complimentary registrations
- Corporate logo on Webcast
- Recognition on Forum portfolio
- Recognition on CHI Web site with link to sponsor Web site
- Recognition on printed and electronic materials promoting the event
- Recognition during forum presentations
- Inclusion in news alerts, press releases & other media outreach
- Opportunity to display literature
- Corporate logo on event signage

Silver Sponsor Benefits - \$7,500

- 3 complimentary registrations
- Recognition on Forum portfolio
- Recognition on CHI Web site with link to sponsor Web site
- Recognition on printed and electronic materials promoting the event
- Recognition during forum presentations
- Inclusion in news alerts, press releases & other media outreach
- Opportunity to display literature
- Corporate logo on event signage

Bronze Sponsor Benefits - \$ 5,000

- 2 complimentary registration
- Recognition on Forum portfolio
- Recognition on CHI Web site with link to sponsor Web site
- Recognition on printed and electronic materials promoting the event
- Corporate logo on event signage

For more information or to sponsor, contact Molly Ingraham, CHI Vice President-Operations at 858-551-6677 or email Ingraham@chi.org.

Sponsorship Confirmation Form

Sponsorship Level

- Platinum \$20,000
- Gold \$10,000
- Silver \$7,500
- Bronze \$5,000

Contact Information

Contact Name	_____	Address 1	_____
Contact Title	_____	Address 2	_____
Phone	_____	City	_____
Fax	_____	State	_____
E-mail	_____	Zip	_____

Billing Information Same as above
(Indicate who should receive annual CHI membership notice)

Contact Name	_____	Address 1	_____
Contact Title	_____	Address 2	_____
Phone	_____	City	_____
Fax	_____	State	_____
E-mail	_____	Zip	_____

Payment Method

(Please check one) Check Enclosed Visa / MC / Amex Please Invoice

Card Number	_____	Exp. Date	_____
Cardholder Name	_____	Cardholder Address 1	_____
Total \$	_____	Cardholder Address 2	_____
Phone	_____	City	_____
E-mail	_____	State, Zip	_____

Cardholder Signature _____

Please mail or fax sponsorship form with payment to:

Attn: Molly Ingraham
California Healthcare Institute
1020 Prospect Street, Suite 310
La Jolla, CA 92037
(858) 551-6677 (858) 551-6688 FX

Please contact Molly Ingraham, Vice President-Operations, CHI-California Healthcare Institute with questions regarding sponsorship benefits at 858/551-6677, or email: ingraham@chi.org.