

Spanish ePharma Day 2011

*Optimizing Value and Quality in Clinical Data
with Standards and Data Integration*

Corporate Sponsorship Opportunities 2011
Barcelona, Thursday, 27th October

Conference Management Office:

LS ACADEMY
EASYB S.r.l.

Via Roma, 25 – 24022 Alzano Lombardo BERGAMO – Italy

Tel. (+39) 035.515684 Fax: (+39) 035.4501262

www.ePharmaday.org www.lSacademy.it

www.ePharmaday.org

Letter from the organizer

Greetings,

Facing pipe line difficulties, increasing costs and timeline pressures, more biopharmaceutical companies are using standards and moving to integrated systems to allow better and faster decisions. The event will focus on the implementation of effective strategies for improving quality of data, on the evaluations on computerized systems and on the usage of well recognised standards.

Due to the success of its previous editions in Italy and Germany, the ePharma Day will be located for the first time in Spain, hosting a unique opportunity to further knowledge and understanding about "Optimizing Value and Quality in Clinical Data with Standards and Data Integration".

This Conference provides exceptional sponsorship and exhibitor opportunities for interested companies to reach their target audience efficiently and effectively. The event will profile a number of nationally and internationally distinguished guest speakers, each of whom will be addressing the most salient emerging trends.

We are offering you an opportunity to become part of this prominent event. A full list of the sponsor benefit packages is enclosed for your evaluation. To discuss opportunities further, please contact me through the coordinates listed below, or the Conference Management Office.

In addition to the Sponsorship opportunities being provided, the ePharma Day Organizing Committee will offer a limited number of Exhibit spaces from which your company can exhibit its products and services to conference delegates. These spaces will be co-located with coffee breaks and lunch with the aim to increase the networking.

Best regards,
Enrico Pedroni

General information

2009

Italian ePharma Day

e-Clinical Trials

Hotel Melià - Milano

2010

Italian ePharma Day

Phase IV Trials and Observational Research:

Operational strategies for convincing regulatory and commercial data

Hotel Melià - Milano

German ePharma Day

Adaptive Trial Designs: The latest approaches to empower clinical development process and success rates

Max Planck Institute of Biochemistry - Munchen

2011

Italian ePharma Day

Data Safety Monitoring Board: Operational strategies in planning and managing Data Monitoring Committees

Hotel Melià - Milano

German ePharma Day

Optimizing Value and Quality in Clinical Data with Standards and Data Integration

Max Planck Institute of Biochemistry - Munchen

Highlights from the past ePharma Day

"The meeting was an excellent opportunity to share experience and knowledge on the topic; the speakers gave us valuable insight and information that I found useful in my daily work... Exactly what I was looking for"

Salvatore Bianco, Post Marketing Trials Manager, Servier Italia

High-skilled speakers but very clear in explaining difficult items to non experts.

Dr. Paola Minguzzi, Office Head, Cronos Ricerche Cliniche S.r.l.

List of companies participating in past editions

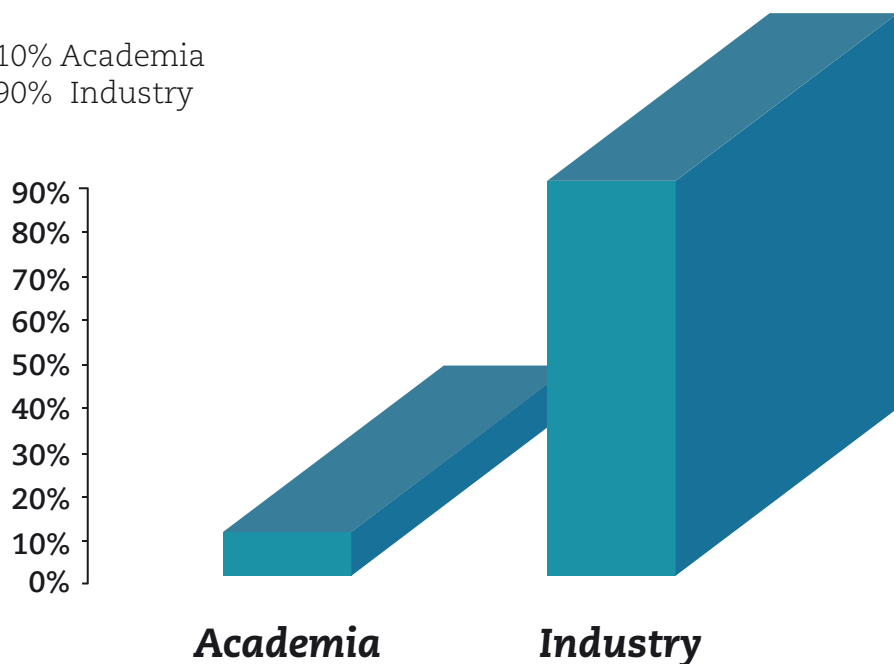
ANGELINI A.C.R.A.F. S.P.A., ABBOTT PRODUCTS SPA, ABBOTT S.R.L., ADDEX PHARMACEUTICALS, AGENZIA ITALIANA DEL FARMACO, ALFA WASSERMAN SPA, ANGELINI- ACRAF S.P.A., ANTISENSE PHARMA GMBH, ARITHMOS SRL, ASTELLAS PHARMA EUROPE B.V., ASTELLAS PHARMA GLOBAL DEVELOPMENT EUROPE, BAYER S.P.A., BAYER SCHERING PHARMA AG, BIODIGITALVALLEY SRL, BIOGENIDEC INC., BIOLOGISCHE HEILMITTEL HEEL GMBH, BOEHRINGER INGELHEIM ITALIA S.P.A. – MILANO, BUSINESS & DECISION LIFE SCIENCE, CD PHARMA GROUP S.R.L., CHIESI FARMACEUTICI SPA, CHIESI GROUP, CLINICAL MONITORING SERVICES, CLINRESEARCH, CONSULENTE FARMACOEPI-DEMIOLOGIA, CROLL GMBH, CRONOS RICERCHE CLINICHE SRL, CROS DE, CROS NT SRL, CSG, CSG MBH - CLINISCHE STUDIEN GESELLSCHAFT MBH, DR. REGENOLD GMBH INTERNATIONAL REGULATORY AFFAIRS, ELI LILLY, ERGOMED GROUP, ESSEX GMBH, ESTIMATE, EURAND SPA, FRESENIUS BIOTECH GMBH, FRESENIUS MEDICAL CARE, FUNG CONSULTING HEALTHCARE AND LIFE SCIENCES, GB PHARMA SERVICES & CONSULTING SRL, GIULIANI SPA, GKM GESELLSCHAFT FÜR THERAPIEFORSCHUNG MBH, GLAXOSMITHKLINE, HARRISON CLINICAL RESEARCH DEUTSCHLAND GMBH, HELSINN HEALTHCARE S.A., HYPERPHAR GROUP SPA, IBSA - INSTITUT BIOCHIMIQUE S.A., ICON CLINICAL RESEARCH, ITALFARMACO SPA, JANSSEN-CILAG SPA, KANTAR HEALTH, KEDRION S.P.A, LB RESEARCH SRL, LIFE BEE S.R.L., LOFARMA SPA, MEDICAL RESEARCH SERVICES ROBERT DANNFELD, MEDIDATA SRL, MEDIGENE AG, MERCK SERONO S.A. GENÈVE, METRONOMIA CLINICAL RESEARCH GMBH, MICHELANGELO TECH, MONIPOL, MORPHOSYS AG, MSOURCE, MZD, NERVIANO MEDICAL SCIENCES SRL, NOVARTIS FARMA S.P.A., NOVARTIS PHARMA AG, NOVARTIS VACCINES & DIAGNOSTIC SRL, NUBILARIA SNC, NYCOMED SPA, OMNICARE CLINICAL RESEARCH, OPIS S.R.L., ORACLE, ORACLE DEUTSCHLAND GMBH, ORACLE HEALTHSCIENCES BUSINESS UNIT, ORACLE IBÉRICA, PARI GMBH, PBS / MEDEPHA, PERCEPTIVE INFORMATICS, PHAST CONSULTING SAS DI PAOLA MAGNANI & C., POLICHEM SA, PROJECTPHARM LTD., RECORDATI SPA, RELIABLE LIFESCIENCES CONSULTING (RELICO), RICERCHE NUOVE SRL, ROBA-CLINICAL RESEARCH CONSULTANT, ROCHE SPA, ROTTAPHARM, SANDOZ, BIOPHARMACEUTICALS, SANOFI-AVENTIS S.P.A., SENDO TECH SRL, SERVIER ITALIA SPA, SIGMA-TAU I.F.R. S.P.A., SINTESI RESEARCH SRL, SIRO CLINPHARM GERMANY GMBH, SOLVEY PHARMA S.P.A., SORIN GROUP, SSSA, STUDIO BRUTTOMESSO, STUDIO VIZZOTTO HIGH RESEARCH SRL, UNIVERSITÀ BICOCCA, UNIVERSITÀ DEGLI STUDI DI FERRARA, UNIVERSITÀ DEGLI STUDI DI PADOVA, UNIVERSITÀ POLITECNICA DELLE MARCHE, VRMM – MHRA, X-PERT MED, ZAMBON S.P.A.

Delegate's Job Position

Biometric Director	Dep.of Biostatistics, Data Management, Clinical Systems Director	Medical Manager
Biostatistician	Dermatologist & Pharmacist	Medical Marketing Manager
Biostatistics and Data Management Unit Director	Development Manager	Medical Writer
Business Development Assistant	Director Alliances	Monitoring Unit Manager
Business Development Director	Drug Safety Officer	Pharmacoepidemiology Research Unit Manager
Business Development eClinical Solutions Director	Drug Safety Scientist	Pneumology Clinical Director
Business Development Manager	Ethics & Adm. Trial Associate	Portfolio, Budget Resources Manager
Business Unit Director	Ethics & Adm. Trial Specialist	Post Marketing Trial Manager
C.E.O.	General Affairs Manager	Project Manager
Chief Operating Officer	General Manager	Quality Assurance Manager
Clinical Data Management	Head of Biostatistics and Data Management	Quality Assurance Specialist
Clinical Development Director	Head of Clinical Operations	R&D Senior Manager
Clinical Development Manager	Head of Clinical Research	Safety & Analytics Unit Director
Clinical Math. & Biom. Specialist	Head of Data Management	Safety Officer
Clinical Operations Manager	Head of Medical Service	Sales Consultant
Clinical Program Lead	Head of Methodological Biostatistics	Scientific Affairs Director - Corporate Marketing
Clinical Project Manager	Head of Outsourcing Management	Scientific Director
Clinical Research Associate	IT Manager	Senior Account Director
Clinical Research Director	Junior Statistician	Senior Account Manager
Clinical Research Physician	Lead SAS Programmer	Senior Expert Biostatistician
Clinical Research Senior Manager	Managing Director	Senior Manager Head of Statistics and Data Management, Research & Development
Clinical Study Manager	Marketing Director	Senior Scientific Advisor
Clinical Trial Manager	Medical Advisor	Senior Statistician
Consultant	Medical Affairs Associate	Statistician & Data Manager
Corporate Clinical Development Manager	Medical and Safety Services Director	Subregional Head Clinical Operations Central Eastern Europe and Middle East
Country Study Manager	Medical and Safety Services Director	Territory Manager France DE Austria
Data & Statistics Manager	Medical Director	Therapeutic Area Expert Statistician Director
Data Manager	Medical Expert	VP Global Biostatistics
	Medical Journalist	

Participant profile breakdown 2009-2011

10% Academia
90% Industry



Sector

- Pharmaceutical Companies
- CRO
- Biotech
- Hospital Research Centre/
University/Private
- Medical device



Expected attendance: 70

Sponsorship levels

FEATURE	DIAMOND	PLATINUM	GOLD	SILVER
	4.000	2.900	1.900	1.300
Dedicated booth space in the exhibition area 10ft x 10ft (3mx3m)	✓	✓	✓	✓
30 min. speech during the conference	✓			
Top-tier recognition as the host of keynote dinner	✓			
Sponsor logo on the invitation, on the dedicated website (including home page), in all conference literature, at the registration desk and banner/roll up around the venue	✓	✓	✓	
Company logo on the screens in the conference room before the session and during breaks	✓	✓	✓	
Company logo on all communications to attendees	✓	✓	✓	✓
Organisation of one to one meeting with delegates	✓	✓		✓
List of delegates along with contact details	✓	✓	✓	
Complimentary delegate pass to the Conference	4	2	1	
# pages (2-sided, colour) insert into delegate materials	3	1	1	
Inclusion of your promotional material in the conference folder	✓	✓		
Opportunity to distribute product at event	✓	✓	✓	✓
Logo featured on name-tag lanyards	✓	✓		
Company logo and brochures displayed on tables during coffee breaks and networking lunch time	✓			
Student support: Official Student Sponsor (recognized on website, programme and on site)	✓	✓		
Mention in all media releases and newsletter	✓			
Dedicated sponsor banner in the Conference room	✓			

Exhibition area

Booths will be assigned on a first-come, first-served basis

Space Description and Entitlements

- One 10ft x 10ft (3mx3m) area
- One electrical outlet
- Two (2) exhibitor badges for staff working the booth
- General lighting
- Heating/cooling
- Listing of company and product service information on the Conference website and in the printed material that will be distributed to all delegates
- Chairs and draped tables

Cancellation policy

Upon written notification, refunds will be issued up to 4th October 2011 less an administrative fee of Euro 180,00. No refunds will be issued after 4th October 2011. Cancellation requests must be sent to the Conference Management Office, the address of which is specified below.

If ePharma Day 2011 is cancelled for any reason beyond Management's control, the latter shall not be liable for any expenses incurred by Sponsors or Exhibitors and shall have no other liability to the Sponsors or Exhibitor than the refund of that portion of the rent actually received.

For further information, please contact:

Enrico Pedroni

Conference Producer

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Sponsorship agreement Spanish ePharma Day, 27th October 2011

between:

EASYB S.r.l.

Via Roma, 25 (24022)
Alzano Lombardo (BG)
VAT # IT03633040161

and:

Company / Organisation
Address
Tel Fax e-mail
Invoice Address (if different)
VAT

EASYB S.r.l. will provide:

Please tick the type of sponsorship you wish to purchase.

- DIAMOND Sponsor
- PLATINUM Sponsor
- GOLD Sponsor
- SILVER Sponsor

Conditions of Payment::

a) will pay to EASYB S.r.l. the amount of EURO (+VAT).

b) Payment will be made at the order confirmation, via bank transfer to:

Banca Popolare di Vicenza

SWIFT Code: BPVIIT22XXX

IBAN Number: IT27H0572852521820570697999

Please return this form duly signed by fax on (+39) 035 45 01 262

EASYB S.r.l.

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(Sponsor signature)