








14<sup>th</sup> Annual  
**WPC** **WORLD PRECLINICAL  
CONGRESS**

Tackling Translational Challenges

June 10-12, 2015 Westin Boston Waterfront, Boston, MA

2015 Conferences

June 10-11

-  Translational Imaging in Cancer Drug Development
-  Novel Preclinical Models in Oncology
-  Targeting GPCRs
-  New Models for Predicting Drug Toxicity
-  Blood-Brain Barrier
-  Mastering Medicinal Chemistry
-  Chemical Biology for Target Validation

June 11-12

-  Tumor Models for Cancer Immunotherapy
-  3D Cellular Models
-  Targeting Histone Acetylation
-  Synergistic Use of Functional Genomics Technologies
-  Property-Based Drug Design in Medicinal Chemistry
-  Chemical Proteomics for Target Validation

**Act NOW and SAVE!**

Exhibit hall has SOLD OUT the Past 4 Consecutive Years!



## Dear Colleague,

I am happy to announce the *14th Annual World Preclinical Congress (WPC)* being held in Boston, June 10-12, 2015. This conference will attract 950+ targeted decision-makers from academia, biotech and pharmaceutical companies.

Celebrating 14 years, World Preclinical Congress provides a forum for scientists and clinicians to exchange ideas and launch collaborations surrounding technologies and findings that can potentially revolutionize the way in which traditional preclinical drug discovery is done. The 2015 program continues to focus on "Tackling Translational Challenges", providing attendees and exhibitors involved in preclinical work the opportunity to join forces in identifying what should be done early to ensure success along the drug development pipeline. It features conferences and short courses on new and exciting topics like Oncology Models, 3D Phenotypic Assays, GPCR Targets, Gene Editing, Blood-Brain Barrier, Targeting Histone Acetylation, Chemical Proteomics for Target Validation and more.

Last year's exhibit hall completely sold out as did sponsored podium presentations within select programs, and we expect the same this year. Our diverse packages provide your company with the opportunity to showcase your products, services, and solutions to this elite group of delegates. Signing on early as a sponsor and/or exhibitor will ensure the promotion of your company through our event marketing campaigns, maximizing your exposure and thus ROI.

Additional benefits include branding and promotional activities, an exhibit location, and access to attendee lists. We also offer several customizable lead generation programs (e.g. webinars) to help you throughout the year. We realize that you may already be participating this coming year, but we have sent you the prospectus as a way to inform you of the additional programs and features that have been added.

To secure your participation, email or fax a completed contract (enclosed) to 781-972-5470.

I look forward to working with you and hope to see you at WPC this spring!

Kind Regards,

Joseph Vacca  
Associate Director, Business Development  
T. 781-972-5431  
E. jvacca@healthtech.com

## Event Features

- 950+ Senior-Level Delegates
- Total of 13 Conference Programs – **6 New!**
- 70+ Sponsors and Exhibitors in 2014
- Sold Out Exhibit Hall the Past 4 Consecutive years – Demonstrating ROI!
- Exceptional Scientific Content with 200 Presentations from thought leaders
- Invaluable Networking Opportunities
- Located in Boston, the Biotech Hub – Schedule Meetings Around the Event

## Signing On Early Will Maximize Exposure (and ROI)

- Final Brochure (Print) DEADLINE – Friday, January 16, 2015
- Printed Brochure Mailed to 80,000 qualified prospects
- Promotions via email, faxes, social media, newsletters and event website
- Over 3 MILLION impressions in total!

Reserve Your Exhibit Space

## SPONSOR

Comprehensive sponsorship packages allow you to achieve your objectives before, during, and long after the event. Signing on earlier will allow you to maximize exposure to hard-to-reach decision-makers.

### Podium Presentations – Available Within the Main Agenda! – Certain Programs Sold Out in 2014!

Showcase your solutions to a guaranteed, targeted audience. Package includes a 15- or 30-minute podium presentation within the scientific agenda, exhibit space, on-site branding, access to cooperative marketing efforts by CHI, and more.

### Breakfast & Luncheon Podium Presentations

Opportunity includes a 30-minute podium presentation. Boxed lunches are delivered into the main session room, which guarantees audience attendance and participation. A limited number of presentations are available for sponsorship and they will sell out quickly. Sign on early to secure your talk!

### Invitation-Only VIP Dinner/Hospitality Suite – SOLD OUT in 2014!

Sponsors will select their top prospects from the conference pre-registration list for an evening of networking at the hotel or at a choice local venue. CHI will extend invitations and deliver prospects, helping you to make the most out of this invaluable opportunity. Evening will be customized according to sponsor's objectives i.e.:

- Purely social
- Focus group
- Reception style
- Plated dinner with specific conversation focus

### Additional Opportunities Available for Sponsorship Include:

- Focus Groups
- User Group Meetings
- Conference Tote Bags
- Badge Lanyards
- Hotel Room Keys
- Staircase Ad
- Footprint Trails
- Padfolios
- Program Guide Advertisements



“ Do you want your marketing to fly high? Participate in a show by CHI! ”

- Team Leader, Simulations Plus



by March 6 & SAVE \$300!



“WPC has been the best conference for Chantest in 2013, the most high-quality leads by far.”

- CCO, Chantest

## EXHIBIT

Exhibitors will enjoy facilitated networking opportunities with 950+ qualified delegates, making it the perfect platform to launch a new product, collect feedback, and generate new leads. Exhibit space sells out quickly, so reserve yours today.

### As an exhibitor your company will receive:

- Booth space (8'D x 10'W)
- One time mailing opportunity using 3rd party mail house – post-conference
- Company listing in program guide & event directory – including contact information and 50 word description
- Corporate listing on the conference documentation and a web link back to your corporate website
- One delegate registration with full access to all conference sessions
- One “booth only” personnel registration (no session access)
- Discount for additional conference registrations for your company - maximum of 5
- 50% discount on advertising in the Program Guide &Event Directory

### How will CHI ensure that delegates visit the exhibit hall?

- Dedicated exhibit hours (all sessions break at the same time)
- Welcome receptions
- Themed functions
- Refreshment breaks
- Raffles and more!
- **Exhibitor Game Card**



Gold Standard  
HTS & Profiling Using  
The Largest  
500+ Kinases  
Stringent  
One Fr

## EXHIBIT BOOTH RATES

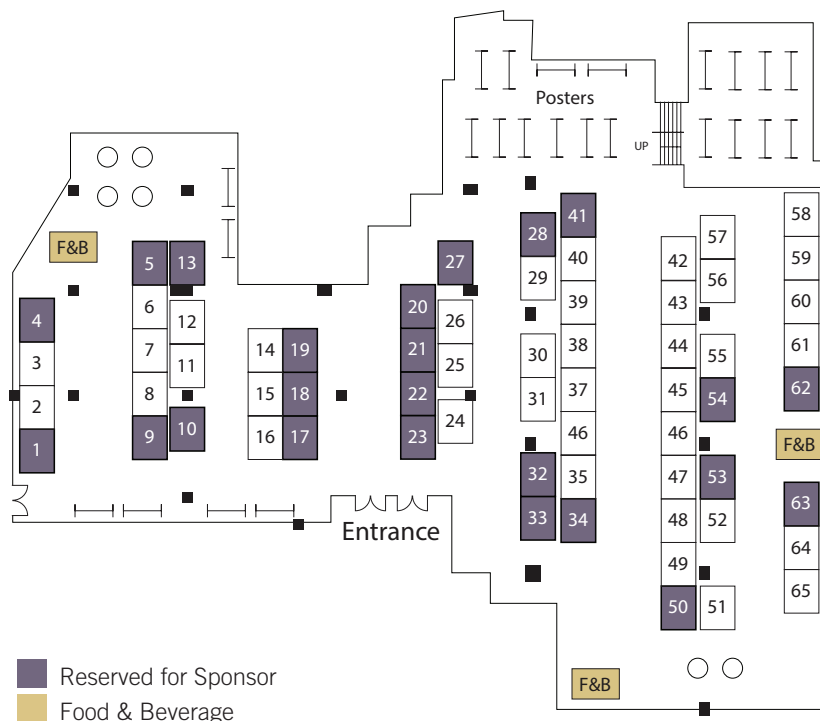
Exhibit Booth Rates for Full Booth Area (8' x 10')

Early Rate (Before March 6) \$3,695 – **SAVE \$300**

Standard Rate (After March 6) \$3,995



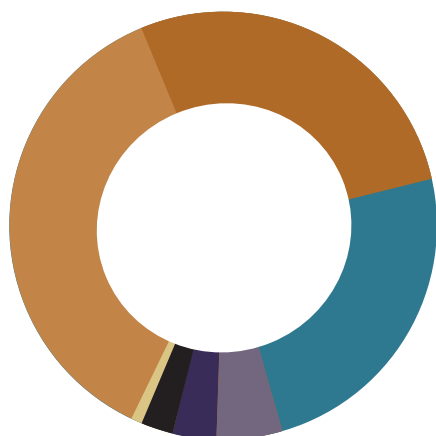
To view the most up-to-date floor plan, and list of current sponsors and exhibitors, scan the QR code, or visit our website.



- Reserved for Sponsor
- Food & Beverage

\*Floorplan subject to change \*\* (color) shaded booths reserved for sponsorship

# 2014 ATTENDEE DEMOGRAPHICS



COMPANY TYPE

Biotech/Commercial	32%
Pharma	26%
Academic	24%
Healthcare/Hospital	8%
Government	5%
Services/Societies	4%
Press	1%



COMPANY TITLE

Scientist/Technologist	42%
Executive + Director	25%
Professor	15%
Sales / Marketing	12%
Manager	6%



GEOGRAPHIC LOCATION

USA*	72%
Europe	14%
Asia	9%
Other	5%

\*USA Breakdown:

East Coast	75%
West Coast	14%
Midwest	11%

## 2014 SPONSORS & EXHIBITORS:

Advanced Chemistry Development, Inc. (ACD/Labs)  
 Advion, Inc.  
 Analiza, Inc.  
 AnalytiCon Discovery, LLC  
 AntiCancer Inc.  
 ASINEX Corporation  
 Aspect Imaging  
 Axiogenesis  
 Biomodels, LLC  
 Bioneer, Inc.  
 Ceiba Solution's Helium Software  
 Collectis Bioresearch Inc  
 Celectricon  
 Champions Oncology, Inc.  
 ChanTest Corporation  
 Charles River Labs  
 ChemBridge Corp.  
 Chemical Computing Group  
 Collaborative Drug Discovery, Inc.  
 Cyprotex  
 DiscoverRx Corporation  
 DIVERCHIM  
 Domainex Ltd  
 Dotmatics

Druggability Technology Holdings Ltd.  
 Enamine  
 Eurofins Cerep-Panlabs  
 Halocarbon Products Corporation  
 HEL, Inc.  
 Horizon Discovery Ltd.  
 Hybrigenics Services SAS  
 Intelligent Pharma  
 IntelliSyn RD  
 inviCRO, LLC  
 InvitroCue Pte Ltd  
 Izon Science  
 The Jackson Laboratory  
 JSR Life Sciences Corporation  
 Mauna Kea Technologies  
 Maybridge Ltd. a part of Thermo Fisher Scientific  
 Metabolon  
 Molecular Imaging, Inc.  
 Molecular Response  
 Oncodesign  
 Oncotest GmbH  
 OnTarget Chemistry  
 OpenEye Scientific Software  
 Optibrium Ltd.

PharmAgra Labs, Inc.  
 ProQinase  
 Reaction Biology Corporation  
 Rilas Technologies, Inc.  
 SAGE Labs  
 Schrödinger  
 Sciligence Corporation  
 Sigma-Aldrich  
 Simulations Plus, Inc.  
 Solid Form Solutions Ltd  
 Solvias AG  
 Sophion Bioscience A/S  
 SRI International  
 Stemgent-Asterand  
 Strem Chemicals, Inc.  
 Sygnature Discovery Limited  
 Synthonix, Inc.  
 Sysmex Corporation  
 Taconic  
 VisualSonics  
 Vitas-M Laboratory  
 Vivia Biotech  
 Wilmington PharmaTech  
 XenTech  
 XRpro Corp

“ WPC was a highly-focused meeting with a great mixture of attendees from scientist to key leaders present. ”

- Director of Business Development,  
Biomodels, LLC

## Why Sponsor and Exhibit at World Preclinical Congress (WPC) 2015?

- Generate Qualified Leads
- Brand Your Company as a Thought Leader
- Close Sales Faster
- Gain Exposure through a Podium Presentation
- Grasp New Ideas to Satisfy New Prospects
- Launch and Promote Your Product
- Network With Fellow Industry Leaders
- Speak Directly to Hard-to-Reach Decision-Makers
- Yield No Sales Opportunity to Your Competition
- And Much More!

---

## Looking for additional ways to drive leads to your sales team?

### Discover the difference by utilizing CHI's database of over 800,000 life sciences & drug discovery professionals

CHI's Lead Generation Programs will help you obtain more targeted, quality leads throughout the year. We will mine our database of 800,000+ life science professionals to your specific needs. We guarantee a minimum of 100 leads per program! Opportunities include:

- Live Webinars
- Market Surveys
- White Papers
- Podcasts and More!

### WHY CHI?

- In-depth relationships with high level industry speakers
- Experienced Marketing, Platform Management/ Operations and Editorial teams
- Extensive database of over 800,000 prospects, spanning from drug discovery and development to clinical trials
- Industry-wide reputation for producing strong scientific content stemming from over 22 years of producing targeted scientific conferences
- Promotional avenues within Bio-IT World and Clinical Informatics News
- You are guaranteed 100 minimum leads!

CHI is your life science network that reaches to over 800,000 prospects spanning drug discovery and development to clinical trials. Our portfolio of divisions include CHI Conferences, Barnett International, Bio-IT World, Clinical Informatics News and Insight Pharma Reports, which provide expanded reach unlike our competitors. Database constantly being updated with new prospects aligned with your specific interest areas.