



be
BIOTECHNOLOGY
ENTREPRENEURSHIP
SYMPOSIUM



#beuwind



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beuwin@uwindsor.ca

UWINDSOR.CA/BESYMP

Biotechnology Entrepreneurship (BE) Symposium 2015

1. Mission Statement

The gap to market for biotechnology commercialization can be bridged with capital, strategic partners and a clear vision. The symposium is geared towards emerging biotechnology professionals – students with an entrepreneurial interest, future technology trend-setters and scientists who are exploring how to commercialize their discoveries (from bench to market) and existing start-ups aiming for a sustainable future. The symposium will also serve as a networking platform where academics, researchers, industry professionals and investors will meet and share their insights on technology trends, discuss career opportunities and share stories of entrepreneurship success.

A special feature will be a business pitch competition where students in teams of up to four can promote their ideas. This year's Bio Innovative Solutions (BIS) competition hopes to encourage entrepreneurial thinking and problem solving amongst University students. Teams will have the opportunity to present their ideas to a panel of judges consisting of both industry professionals and researchers who will assess their proposals on the basis of three criteria: (1) Innovation, (2) Market Potential, and (3) Technical Detail. The BIS competition will facilitate inter-disciplinary interaction, research, and friendship which will be both academically and personally beneficial to participants. The connections made and practise gained over the course of this competition will enrich and diversify the knowledge and understanding of each participant's field of study.

We hope that participants will gain new skills and discover new opportunities that will help them on their journeys.

Target Audience:

- Biotechnology students, researchers and scientists
- Biotechnology commercialization professionals
- Biotechnology start-ups/spin-offs
- Investors/venture capitalists and policy makers

2. Sponsorship

Join BE Symposium and BIS Competition to promote Biotechnology Entrepreneurship, help prototypes become products, and challenge the boundaries between Biotechnology and Business. Sponsorship with us will increase your brand visibility, expand your customer base, and build your reputation for social responsibility and community awareness. Supporting us will allow you to share promotional products with our many attendees who will be able to link your companies with their own ideas and applications,



potentially increasing your customer database. The benefits of joining us are numerous and we hope that we will be able to help you reach your goals.

3. Levels of Sponsorship

Sponsorship in cash will correlate with the inclusion of your company logo being included on our social media pages, posters, website and the programs for the day of the event. Depending on your valuable contribution to our event we will promote your brand on one or more of these platforms. All sponsors will have the opportunity to share promotional products with our attendees either as door-prizes or as giveaways for all attendees, please specify the item and the quantity and we will be glad to accommodate your request if possible. We thank you for your time and hope that you will contribute to our event and thereby help us build a strong group of Biotechnology Entrepreneurs in North America. Together we can bridge the gap between Biotechnology and Business.

Level of Sponsorship	Minimum Amount (CAD)	Benefits
Platinum	\$2500	Logo Displayed on: <ul style="list-style-type: none"> ✓ Pamphlets ✓ Website ✓ Social Media¹ ✓ Displayed at the Symposium Size of Logo: Large Plus: <ul style="list-style-type: none"> ✓ Social Media Promotion²
Gold	\$1000	Logo Displayed on: <ul style="list-style-type: none"> ✓ Pamphlets ✓ Website ✓ Social Media Size of Logo: Medium Plus: <ul style="list-style-type: none"> ✓ Social Media Promotion
Silver	\$500	Logo Displayed on: <ul style="list-style-type: none"> ✓ Pamphlet ✓ Social Media ✓ Size of Logo: Small

¹ Social Media: Logo will be displayed in the banner.

² Social Media Promotion: (a) Platinum Level - Links to your website and social media accounts will be provided to our followers. (b) Gold Level - Only a link to your website will be provided.

Bronze	\$350	<ul style="list-style-type: none"> ✓ Logo Displayed on: ✓ Social Media ✓ Size of Logo: Small
Basic	\$200	Sponsorship mentioned in social media
Other		All contributions will go towards making the BE Symposium and BIS competition a success.

4. Special Sponsor Opportunities

Special sponsorship opportunities are financial or non-financial opportunities to sponsor special components of this year's BE Symposium. These sponsorship opportunities range from award sponsorships for the Bio Innovative Solutions Competition (see attached document) or branded merchandise for our approximately 200 attendees, speakers and judges.

Sponsorship Title	Sponsorship Type	Details
BIS Competition Award³ - 1st Place	Financial	\$1100 (\$1000 cash prize + trophy)
BIS Competition Award - 2nd Place	Financial	\$550 (\$500 cash prize + medal)
BIS Competition Award - 3rd Place	Financial	\$300 (\$250 cash prize + medal)
Flowers and More	Non-Financial	Please Specify
Branded Items (Swag)	Non-Financial	Notebooks, Pens, Binders, Clipboards, Mugs, Caps, Sticky Notes, etc. Quantity = 200

5. Schedule of Events

The schedule of events for the BE Symposium has been included for your benefit. If you would like to attend the event please contact beuwin@uwindsor.ca.

³ BIS Competition Award Sponsors are limited to three sponsors on a first-come-first serve basis and will have the award that they sponsor labeled with their company name: e.g., Company BIS Competition 2015 1st Place Winner, please contact beuwin@uwindsor.ca before choosing this sponsorship opportunity.



Saturday, October 3 2015

University of Windsor
401 Sunset Avenue
Windsor, ON | N9B 3P4

SCHEDULE OF EVENTS:

Registration and Breakfast	8:30 - 9:00 AM
Opening Remarks, Keynote Address "Creating a Biotechnology Enterprise"	9:00 – 10:00 AM
Coffee Break	10:00 – 10:15 AM
Success Story from a Biotech Company	10:15 – 11:00 AM
Sustainable Biotechnology Ventures	11:00 AM – 11:45 PM
Lunch	11:45 – 12:30 PM
BIS Pitch Presentations	12:30 – 1:30 PM
Panel Discussion : Grants & Federal Funding	1:30 – 2:15 PM
Coffee Break	2:15 – 2:30 PM
Patents & Intellectual Property Rights	2:30 – 3:15 PM
Looking Beyond : Pathways to Employment for Biotechnology Professionals	3:15 – 4:00 PM
BIS Award Ceremony, Closing Remarks	4:00- 4:30 PM

6. Guidelines

Once you have chosen your sponsorship type(s) then, if desired, please send a **.jpeg or .jpg** or **.pdf** file of your company's logo to beuwin@uwindsor.ca in order for us to include it in the required documentation as indicated by your choice of sponsorship. Kindly fill in the form (see section 6) and scan it to beuwin@uwindsor.ca, mail it to:

Dr. Tranum Kaur
Department of Chemistry & Biochemistry
Essex Hall 260(A)
University of Windsor
401 Sunset Avenue
Windsor, ON
N9B 3P4
Canada

Cheques may be made payable to University of Windsor. If your sponsorship requires delivery of goods/products please contact beuwin@uwindsor.ca or Dr. Tranum Kaur at (519) 253-2000 ext. 3570 to arrange for appropriate pick-up or delivery.

Biotechnology Entrepreneurship (BE) Symposium 2015

Sponsorship Submission Form

Please fill out this form and email it to beuwin@uwindsor.ca or mail it to:

Dr. Tranum Kaur
Department of Chemistry & Biochemistry
Essex Hall 260(A)
University of Windsor
401 Sunset Avenue,
Windsor, ON
N9B 3P4
Canada

In the case of special sponsorship, please inform us in advance by email of your intent even if you are mailing this completed form and cheque (payable to University of Windsor).

Section 1: General Information

Name	Prefix		
_____	Mr. Mrs. Ms. Miss. Dr.		
First	Last		
_____	_____		
Company Name	Position		
_____	_____		
Phone Number	Email Address		
_____	_____		
Address			
_____	_____		
Street Name	Apt./Suite	City	Province/State
_____	_____	_____	_____
Postal/Zip Code	Country		
_____	_____		

-- This form is continued on the following page --



Section 2: Sponsorship Information

Sponsorship Type:

Platinum Gold Silver Bronze Basic Other \$_____CAD

BIS Competition Award: 1st Place 2nd Place 3rd Place \$_____CAD

Flowers and More Branded Items Quantity: _____ Details: _____

Section 3: Sponsor Benefits

Promotional Product(s)⁴ Quantity: _____ Details: _____

Would you like your logo displayed? Yes / No (Bronze to Platinum Sponsors ONLY)

If yes please send an email to beuwin@uwindsor.ca with a .jpeg, .jpg, or .pdf file with your logo. Subject line: Company Name - Sponsor - Logo

What is your website? _____

_____ (Gold & Platinum Sponsors ONLY)

What are your social media accounts? _____

_____ (Platinum Sponsors ONLY)

Please contact us by email at beuwin@uwindsor.ca or by phone at (519) 253-3000 ext. 3570 with any questions or comments.

⁴ Promotional Products requests need to be approved by our team, please e-mail beuwin@uwindsor.ca to ensure that we are able to accommodate your request.





Thank you for supporting BE Symposium and BIS Competition 2015 and supporting and nourishing this budding industry. Your contributions make this event possible.

-BE Team 2015

