

## Kemarra, Inc.

### *Key Marketing Resources and Associates*

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## Bio2004 Event Management & Business Development for Conference Participants

### **Event Management**

Presenting your company to a qualified audience at a conference, seminar or other business event with the appropriate theme is a very targeted and efficient way of generating business. Kemarra, Inc. can help plan and manage your participation in events, define your event marketing and presentation, and get your company in front of your optimal potential customers and business partners in the most cost effective manner. For the upcoming Bio2004 event we are offering services tailored to maximizing your attendance at this conference.

### **Bio 2004 Annual International Convention**



The Bio 2004 Annual International Convention is the premiere event of the year for the Life Sciences community and this year will be hosted in the heart of San Francisco, from June 6 - 9th in the city's Moscone Center. With a target audience of over 1,200 exhibitors and 15,000 attendees from the profession, this is the ideal venue for Life Science companies from abroad to show case themselves in the US. Although not part of the Bio2004 organization ourselves, Kemarra Inc. can ensure that your company gets the most out of this opportunity by providing you with business development and event management services tailored to your needs. We also participate in the partner matching initiative Bioswap.

### **Business development**

Getting the right audience to your trade booth is the key to success. For your business development we can:

- find your potential partners and customers using a structured program of lead generation
- arrange face-to-face business meetings while you are present at the event
- organize additional side events at a private venue
- follow up with contacts after the event to ensure a continuation of the business development process

### **Personal representation**

As a foreign company, sending your own personnel to US events can be expensive and time consuming. Our sector experts can get to know your product and services thoroughly, and represent your company effectively at the event, acting as your sales and marketing people.

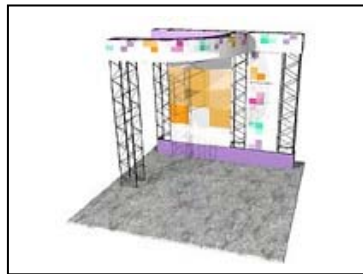
## Marketing and messaging

We can determine your market positioning and create appropriate marketing collateral, and:

- define the marketing that will present your company in the most meaningful way to a US audience
- create presentation materials and handouts
- provide translation services for your existing collateral

## Booth setup

We can take care of your logistics for the event and provide setup services and display materials for your booth. Specific proposals will be created for each client that will describe the engagement more specifically and provide exact details of services and costs.



## General Life Sciences services

The Bay Area represents a major cluster for the life sciences with over 850 companies in this sector present in the region. In addition to our services for conferences, Kemarra Inc. can provide general business development services tailored to this sector in the following areas:

- market studies for new pharmaceutical products in the US
- market studies abroad, using our network of partners
- guidance in the FDA approval process for foreign companies with a biotic or medical device
- sales and marketing representation for the introduction of your product in the US
- searches for your ideal partner in research or production
- showcasing your company at the other conferences and seminars in the US

## Further Information

More extensive details of our services are available on our website at [www.kemarra.com](http://www.kemarra.com)

Our event management services are outlined on [www.kemarra.com/event\\_management.html](http://www.kemarra.com/event_management.html)

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