



KANSASBIO
KANSAS BIOSCIENCE ORGANIZATION

Outline of Programs and Events

INDUSTRY EDUCATION & TALENT DEVELOPMENT

BIO: International Convention

Over the last four years, KansasBio has placed an emphasis on expanding awareness of Kansas' bioscience industry. Specifically, each year we have had a significant presence at the international BIO conventions in Chicago ('06), Boston ('07), San Diego ('08), and Atlanta ('09). This tremendous showing has garnered Kansas significant attention at this competitive event — bolstering the image of Kansas as a bioscience leader and a “go to” place for bioscience companies, strategic partners for Kansas companies and investors looking for dedication and opportunity to grow the biosciences. Now that we have the bioscience industry's attention, it's time to dig deep and show what Kansas can bring to the table at the next BIO convention in Chicago in May 2010. www.bio2010.org

Other Targeted Industry Conferences

Conference Name

[North American Veterinary Conference](#)

January 17 – 21, 2009 --Orlando, Florida

[Western Veterinary Conference](#)

February 15 – 19, 2009 --Las Vegas, Nevada (Mandalay Bay)

[Women in Bio| 2009](#)

March 24, 2009 --Washington, DC

[International BIO| 2009](#)

May 18 - 21, 2009 --Atlanta, Georgia

[Drug Information Association Annual Meeting](#)

Better medicines: Improving safety with every step (drug discovery and delivery)

June 21-25, 2009 -- San Diego, California

[World Congress on Industrial Biotechnology and Bio Processing](#)

The convergence of biotechnology, chemistry and agriculture (plant biology)

July 19-22, 2009 -- Montreal, Canada

[CVC Central](#)

August 29-September 1, 2009 --Kansas City, Missouri

[International Society for Pharmaceutical Engineering Annual Meeting](#)

Premier event for pharmaceutical science and manufacturing industry professionals

November 8-11, 2009 -- San Diego, California

Bioscience Sector Focus

Animal Health

Animal Health

All Sectors

All Sectors

Human Health

Plant Science

Animal Health

Human Health

Industry Seminars

KansasBio's dynamic industry seminars offer knowledgeable instruction by industry experts on emerging trends and key issues in the bioscience industry (i.e. FDA regulatory process; follow-on biologics; key person insurance). Sponsorship opportunities are available for 8 – 10 two hour seminars held in Johnson County and Wichita. Seminar attendance levels will vary depending on seminar topic, but average attendance for previous seminars has been about 25 persons. Presenting sponsors develop and present the seminar based on mutually agreed upon topics of industry relevance. Supporting sponsors receive signage at seminar and a speaking role in introductions.

Come Home To Kansas

The "Come Home to Kansas" initiative focuses on recruiting bioscience and information technology professionals and investors to Kansas. This website based initiative is aimed at professionals, graduates, and investors with ties to the state, as well as non-residents who have never lived in Kansas but are looking for "home." "Come Home to Kansas" offers a jobs portal website (www.comehometokansas.com) which specifically benefits industry members and job seekers by enabling a critical mass of job opportunities in the bioscience and technology industries to be showcased in one spot. Job seekers benefit from this consolidated access to the state's burgeoning bioscience/technology jobs, and in return they can post their resumes to further enhance connectivity. Furthermore, industry members benefit from this initiative by having access to a targeted resume database where they can seek future employees by utilizing key word searches, specific skill searches, or other experience-based criteria. Industry members can also use the jobs portal as a mechanism to post their own job openings. All of these benefits lead to both the employer and the future employee knowing they have achieved the "right fit." Additionally, this jobs portal is utilizing the absolute latest technology available to "spider" other companies' websites and pull those job openings to post on the "Come Home to Kansas" site, thereby minimizing companies' human resource department output and decreasing the need for multiple job postings on multiple sites by leveraging the postings the companies already established. Sponsors receive "Pop to the Top" status on the website (their company's open positions are at the top of the page).

Career Fairs (BIO Career Fair and Regional Career Fairs - 3)

KansasBio works hard to help our Kansas bioscience companies grow! We listened to our member companies who told us that workforce development is one of their top priorities, so we have committed ourselves to promoting open bioscience positions in our member companies in four career fairs throughout the year. KansasBio is strategically positioned to promote our state's friendly business climate, supportive bioscience atmosphere, and easy lifestyle on behalf of Kansas'

leading bioscience and technology companies. Sponsors receive the ability to list up to five open positions at the career fairs; signage; opportunity to co-brand giveaways; and ability to bring a human resource consultant from their company to the event.

Scholarships

K-INBRE – Each year KansasBio, with help from our sponsors, participates in support of graduate and undergraduate student presentations at the Kansas-IDeA Network of Biomedical Research Excellence (K-INBRE) Symposium and helps underwrite the resulting scholarship awards. This year's symposium was held in Manhattan, KS on January 17-18, 2009. The mission of K-INBRE is to strengthen the ability of Kansas researchers to compete effectively for National Institute of Health funds by building a critical mass of junior and senior investigators as well as undergraduates, graduate students and post-doctoral fellows supported with cutting edge technology within a scientific research theme of "Cell and Developmental Biology." Core goals of the K-INBRE program include inspiring outstanding undergraduates to pursue careers in biomedical research; enhancing research capacity through faculty development and retention; and expanding the biomedical research infrastructure among participating universities. Sponsors of this event have the opportunity to view all the entries at the symposium and interview the principal investigators to determine top award winners.

Capitol Graduate Student Research Summit - This research summit in Topeka is an annual event organized through collaborative efforts between three state universities – The University of Kansas, Wichita State University, Kansas State University, and the University of Kansas Medical Center. The main purpose of the summit is to provide an opportunity for selected graduate students to expose the state government and education officials, as well as the general public, to the quality of graduate research performed in the state of Kansas. The students selected for this event are involved in research, including physical and natural sciences, engineering, sociology, history, and education; which provides a direct impact on the state of Kansas. As the Kansas Legislature extends support for basic research funding to these schools, the summit provides the researchers, in turn, an opportunity to present the results of the legislature's investment.

NETWORKING & OUTREACH

Big Thinkers Receptions (4)

Every year KansasBio, utilizing a very selective peers judging process, names several industry and policy leaders as Kansas Bioscience "Big Thinkers." These Big

Thinkers are then featured as keynote speakers at quarterly KansasBio networking receptions held throughout the entire state of Kansas. The Kansas Bioscience Big Thinkers are individuals whose groundbreaking leadership in bioscience innovation has contributed to bioscience research, commercialization, policy, investment, industry growth and expansion in the state. The Kansas Bioscience Big Thinkers are part of Kansas' strategy to showcase its historical strengths and new innovation in biosciences at the world's largest bioscience convention. Average Big Thinker reception attendance is 100+. Sponsors receive premiere signage at event and verbal recognition of their support.

BIO & IT On Tap/BIO & IT On the Vine

BIO & IT On Tap is a two-hour, monthly, informal gathering of C-level executives from the bioscience and software/IT industries for the purpose of networking to build relationships, form partnerships and leverage ideas. Reception locations switch each month from the Kansas City Area to the Wichita area. The targeted audience number is approximately 30-40 company decision makers. Sponsors have the opportunity to build personal relationships with these key stakeholders. Other sponsor benefits include pronounced signage at the reception and a speaking role for introductions at beginning of event.

Newsletter

KansasBio's bi-monthly newsletter is distributed electronically to over 2,500 interested parties all over the country. These informative communication pieces include feature articles on relevant bioscience issues, announcements by our member companies, advocacy updates, a calendar of events, a letter from our President, and more. Sponsorship of the newsletter includes logo placement and a feature story authored by the sponsor on a jointly agreed upon topic of relevance to the industry.

Website

www.Kansasbio.org

www.NDDAccelerator.com

KansasBio's websites are two of our organization's primary communications tools.

ADVOCACY

Kansas Legislative Directory – KansasBio produces a legislative directory featuring contact information and pictures of Kansas' federal and state congressional delegation. Other directory features include a list of KansasBio's

Board of Directors (contact information and pictures included); a list of KansasBio's Industry Advisory Panel members (contact information and pictures included); KansasBio's Industry Agenda; and statistical information on the state of the bioscience industry in Kansas. The directories will be handed out at "Kansas Bioscience Day at the Capitol" (see description below). Expected distribution is 400+, including a copy given to each legislator. Supporting sponsors receive priority logo placement based on underwriting level. An exclusive sponsor can obtain a company highlight insertion in directory and ad placement on back cover.

Bioscience Day at the Capitol - At Kansas Bioscience Day at the Capitol, researchers and businesses showcase the state's bioscience innovation, giving bioscience researchers, entrepreneurs, and elected officials the opportunity to have many insightful conversations about the scientific breakthroughs and business expansions that have been supported by the tools provided in the Kansas Economic Growth Act. Bioscience industry members from all parts of Kansas have one-on-one meetings with House leadership, Senate leadership and members of the Bioscience & IT Caucus. Industry members set up trade booths in the statehouse rotunda (if allowed) to showcase their companies to legislators and their staff. The day ends with a reception hosted by our premiere sponsor which will be frequented by legislators, industry executives and state administrators.

Bioscience & IT Caucus - Soon after the passage of the Kansas Economic Growth Act in 2004, state lawmakers started expressing interest in what role they could play in ensuring the advancement of both the bioscience & software/IT industries in Kansas. Both Kansas Senate and House leadership, along with KansasBio, facilitated the formation of a bi-partisan Bioscience & Information Technology Caucus, with KansasBio acting in the role of the convener of future caucus meetings. Kansas is one of few Midwest states to convene a caucus such as this. The Caucus mission is to serve as a forum for lawmakers to coordinate policies being developed in human, plant, and animal biosciences and in the software and information technology industries – the two highest growth potential industries in the state. Such dialogue can lead to better understanding as to how to both grow Kansas' economy and benefit Kansas' citizens with high paying jobs. Caucus membership in 2009 included over **90 legislators**. Caucus meetings are held bi-weekly during the legislative session and periodically throughout the rest of the year in various geographic locations throughout the state, including one each year at the BIO International Convention. Caucus topics are determined by the recommendations of the caucus members, and KansasBio then secures industry experts to speak on those topics. Premiere caucus sponsors from private sector industry receive signage and a speaking role at a caucus meeting to highlight their

company or industry objectives. Supporting sponsors from non-industry members receive signage and verbal recognition of their support.

Bioscience Industry Tours - Private sector and academic industry members can support KansasBio's numerous high school, undergraduate, graduate and legislative industry bus tours. These premiere sponsors are included as a stop on one or more of the tours. Supporting sponsorships by non-industry/academic members will receive verbal recognition of their company's role on the tour and will receive a speaking role on the bus for introductions.

July 2009 – Graduate Summer Program Research Tour

July 2009 – Bioscience Academy Industry Tour

November 20, 2009 – Bioscience and IT Caucus Tour, Pre-Session

April 2010 – Bioscience and IT Caucus Tour, During Session