

Webcast Sponsorship Opportunity

A Look Ahead: The Impact of Biosimilars on the Pharma Landscape

January 28, 2010

11:00 am ET/10:00 am CT/8:00 am PT

Program to run 45 minutes

Follow-on biologics, or biosimilars, will soon become reality in the U.S. Given their inherent complexity and the current state of analytics, how will their safety and quality be ensured? Will they boost or diminish competition and innovation in biotech? Join us for a thought-provoking presentation and panel discussion of these issues.

Speakers

-*Matthew Hudes*, U.S. Managing Principal for Biotechnology, Deloitte Consulting

-*Jim Hollingshead*, Principal for Strategy and Operations, Deloitte Consulting

Guest Panelists

-*Ajaz Hussain*, Vice President of Biological Systems, Research & Development, -Philip Morris International (***invited***)

-*James Blackwell*, Senior Consultant, BioProcess Technology Consultants, Inc.

****Moderated by Agnes Shanley, Editor in Chief, Pharmaceutical Manufacturing**

Sponsorship Package

- Logo recognition on promotional activity to secure registrations—event registration page and e-mail Webcast Alerts.
- Logo present on the webcast console through the entire live program and within the archive.
- Verbal recognition of your sponsorship at the beginning of the event and at the conclusion of the event.
- Piece of your sales collateral or other piece you would like to share made available to audience members for download within the pdf Event Packet during the live webcast event and within the archived event for three months after the live event. Event Packet will consist of speaker slides (if slides are approved for release) and one piece from each event sponsor.
- Ongoing presence—webcast housed in PharmaManufacturing.com's webcast library for minimally 12 months. On-demand registration activity continues throughout the year.
- Registration information for all registrants—leads for sales development activities.
- 10,000 run of site impressions (top leaderboard or boombox) on PharmaManufacturing.com

Sponsorship Price: \$5,890 gross, \$5,007 net