



DCAT Week '10

Exclusive

Sponsorship Opportunities for Members

Raise

your company's profile before, during and after DCAT Week, with our exciting new **DCAT Week '10 Sponsorships**. These *Exclusive* opportunities maximize your organization's exposure to thousands of industry representatives, as well as DCAT Week attendees, combining the immediacy of on-site, event-week promotion with the expanded digital reach of our new website. Only offered to DCAT member companies, these sponsorships are available on a first-come, first-served basis.

DCAT
DRUG, CHEMICAL & ASSOCIATED TECHNOLOGIES
ASSOCIATION

DCAT Week WEB TV

DCAT Pocket Guide

Annual Dinner Speaker

DCAT Homepage Banner

DCAT TV

Premium DCAT Week Education Program Sponsorship Packages

with DCAT Week
WEB TV tie-in

New

Become the *Exclusive* sponsor of one of eight DCAT Week education programs. As the sole sponsor, your company will support DCAT in providing expert speaker appearances, AV requirements and refreshments for one of the dynamic education programs listed below.

From the time you sign-up until 6-months after DCAT Week, your company's name will be *Exclusively* associated with the DCAT Week education program of your choice, including prime placement on our website, DCAT TV and for the first time, our new product—DCAT Week WEB TV (see sidebar).

These *Exclusive* sponsorship packages include:

- Two complimentary program registrations (and reception if applicable)
- Logo placement on DCAT Week education program page on DCAT website (linked to your website)
- Logo placement on program registration e-ticket
- Acknowledgement at event including podium recognition and venue signage
- Acknowledgement on the program schedule and on DCAT TV at the Waldorf-Astoria and InterContinental Hotels
- Logo placement on DCAT Week WEB TV skin, visible every time the education program you sponsored is accessed for six months after DCAT Week (see sidebar)
- Recognition in pre- and post-DCAT Week materials, including e-newsletter

Select from the following Premium DCAT Week Education Program Sponsorship Packages:

Full program descriptions will be available on our website or by contacting the DCAT office. Sponsorships are available on a first-come first-served basis.

Monday, March 15, 1:15- 4:15 pm;
reception 4:30-6 pm

8th Annual Business Development Forum & Networking Reception: Innovators & Generics: The Integration of the Pharma Business Model
(\$6,500)

Tuesday, March 16, 8:30 am–11:45 am
2010 PharmaChem Outlook: Market Data, Drivers & Trends
(\$4,500)

Tuesday, March 16, 1:15–2:45 pm
Excipient Equivalence: Implications for Customers and Suppliers in the Changing Industry Landscape
(\$3,500)

Tuesday, March 16, 3:15- 4:45 pm
Generic Industry Overview: How M&A Activity is Shaping the Future of the Industry and Your Business
(\$3,500)



Wednesday, March 17, 8:30 am–11:45 am
(New Pilot Program) **The Quality Trusted Importer Program: An Industry Initiative to Create an Interagency Guidance for a Green Lane**
(\$4,500)

Wednesday, March 17, 1:30–3:30 pm
What is Driving the Supplement Market? How Consumers, Practitioners and Regulations will Affect Sourcing and Sales Strategies
(\$3,500) Dual sponsorships available.

Wednesday, March 17, 1:30–3:30 pm
New Technologies in Drug Delivery and the Impact on Active Pharmaceutical Ingredients
(\$3,500)

Wednesday, March 17, 1:30- 4:15 pm,
reception 4:15-5:15 pm
Biologics Forum & Networking Reception: The Rapid Evolution of BioManufacturing and the New Supplier Reality
(\$7,000)

DCAT
Week'10

WEB TV

The DCAT Week
WEB TV Connection

We understand that it can be difficult to fit education programs into your busy DCAT Week meeting schedule. That's why we are introducing DCAT Week

WEB TV, your online connection to all the education programs (post-DCAT Week).

Beginning the week immediately following DCAT Week, you'll have access 24/7 to DCAT Week program summaries and speaker interviews from the convenience of your computer.

What does this mean for our Premium Education Program Sponsors?

Maximum Exposure! Every time speaker interviews associated with the education program that your company sponsored are accessed, your logo will be prominently displayed on the DCAT Week WEB TV video skin (for 6-months post-DCAT Week).

DCAT Week Sponsorships are open to members only. If your company is interested in any of these opportunities, please contact the DCAT office at 1-800-640-DCAT (3228).



DCAT Week '10 Pocket Guide

The Pocket Guide may be small, but it packs a lot of value!

From its impact on industry representatives throughout the world to its prominence during DCAT Week, it leaves a big impression.

The Pocket Guide gets into the hands of each representative attending DCAT Week and the Annual Dinner, making it an ideal forum to promote your company, products and hospitality suite. The Pocket Guide contains essential information about DCAT Week programs and events, Annual Dinner attendees, post-dinner reception locations, speaker highlights and much more.

Advertise in the Pocket Guide to:

- Promote your products and services
- Invite guests to your company's hospitality event
- Make special company announcements
- Support the DCAT organization

Along with your ad in the Pocket Guide, your company name will be featured in the DCAT Suite at the Waldorf and on the DCAT website.

(\$2,600) Only a few spots remain!

To guarantee your space, agreements must be received by January 15, 2010.

84th DCAT Annual Dinner Speaker Sponsorship



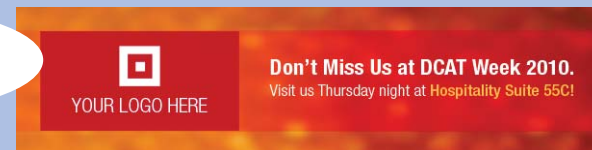
Thursday, March 18,
Grand Ballroom,
Waldorf-Astoria, 7:15 pm

The Annual Dinner is an elegant and entertaining finale to a fast-paced week of business meetings. Each year, the Annual Dinner speaker announcement is awaited with much speculation and excitement. Sponsors assist DCAT in securing a world-class speaker for this prestigious black-tie affair.

Annual Dinner Speaker Sponsorship includes:

- Ticket(s) to VIP Reception for you and your guests to meet and have your picture taken with the speaker (number of tickets determined after speaker announcement).
 - Logo placement on Annual Dinner homepage banner on DCAT website
 - Logo placement on Annual Dinner page in the Pocket Guide
 - Acknowledgement at Annual Dinner by Dinner Chair
 - Logo projected on large screens in all three ballrooms during the Annual Dinner
 - Acknowledgement on venue signage and pre- and post-DCAT Week materials
- (Price: TBA) Call for information.

DCAT Homepage Banner



In the weeks leading up to DCAT Week, our website gets a flurry of activity. Attendees are finalizing their plans—registering for programs, reading about the Annual Dinner speaker, checking for program updates—finding out the who, what, when, where and how of DCAT Week.

Announce your presence at DCAT Week, with a greeting or invitation to your company's hospitality suite.

Full Banner and Half-Banner design available; includes logo, tag line and short message. Banner rotation timer is 7 seconds. Due to technical requirements, banners will be designed by DCAT's expert graphic designer at no extra charge. Existing art can be accepted and modified. See available multi-week subscription periods below; rate dependent on subscription period.

January						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

	Half Banner	Full Banner
Jan 1 - 15	\$500	\$1,000
Jan 16 - 31	\$500	\$1,000
Feb 1 - Feb 14	\$700	\$1,200
Feb 15 - 28	\$700	\$1,200
Mar 1 - 20	\$1,000	\$2,200

Note: Due to the recent launch of our new website, pageview statistics for previous DCAT Weeks are unavailable, however dcat.org is the *Exclusive* online source for DCAT Week information and registration. Weekly electronic communications drive thousands of subscribers to the site to access important program information updates.



DCAT TV: New Shorter Format

What will DCAT TV look like in 2010? Catch the essence of DCAT Week on DCAT TV, Monday through Friday at the Waldorf-Astoria and InterContinental Hotels. Our new streamlined format is designed around

attendees' busy DCAT Week schedules. DCAT TV will only run select interview segments with speakers and brief special features, looped with your company's 30-second commercial or 10-second static advertisement. The remaining interviews will be seen on DCAT Week WEB TV immediately following DCAT Week. 30-second commercial: (\$6,000) 10-second static ad: (\$2,600)

In addition, your sponsorship includes logo placement on DCAT TV • title sequence • card at room check-in • DCAT website • Pocket Guide, as well as acknowledgement on signage, DCAT Week materials, and at the Annual Dinner.

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www.dcat.org