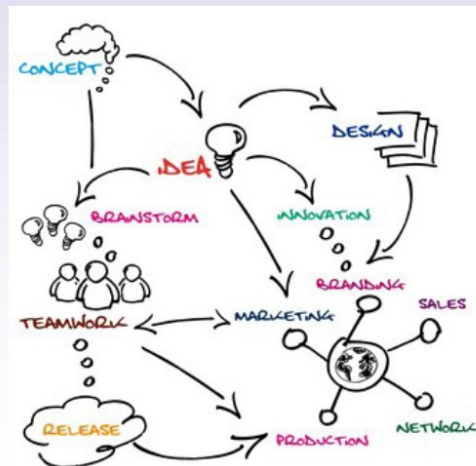












# CANBIOTECH INNOVATIONS

## BIOPHARMACEUTICAL OPEN INNOVATION PLATFORM

Engage. Source. Learn.



### CANBIOTECH INNOVATIONS SERVICES

-  open innovation strategy
-  bioconvergence innovation
-  knowledge management
-  knowledge mapping
-  competence mapping
-  technology roadmaps
-  organizational learning
-  innovation networks
-  IP management
-  OI portal development

## engage CanBiotech Innovations and its global partners to

- ◇ develop your organizational open innovation strategy
- ◇ source new partners
- ◇ participate in the biopharma open innovation training workshops

[WWW.CANBIOTECH.COM](http://WWW.CANBIOTECH.COM)

Dr. Minna Damani damani@canbiotech.com

# ONLINE ADVERTISING

## Directory Listing

\$100 US/year

- Profile your company in CanBiotech's directories (up to 5 categories); Profile will be placed at the top of the selected categories as a highlighted profile, visible to all registered members.

## Premium Event Listing

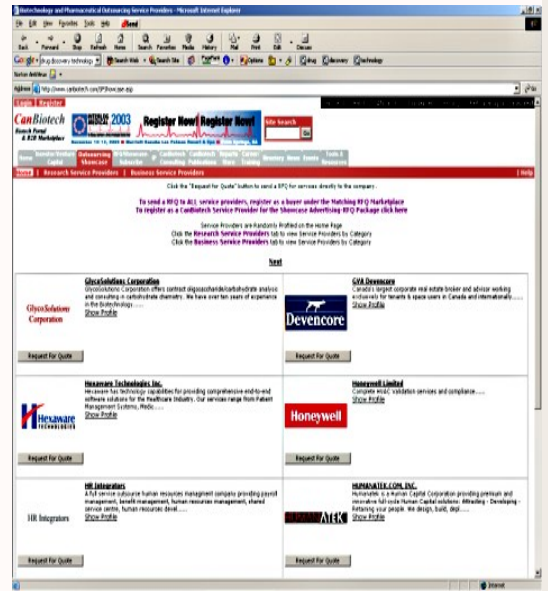
\$399 US/event

- Includes button placement with tracking link on our network home pages.
- Rotating banner on top of all pages on our networks.
- Text based listing in our event calendars including the partner calendar.
- Inclusion of button and text listing in our monthly newsletter.

## Button AD (150 w x 125 h pixels)

\$15 US/1000 impressions

Placed on a selected page (can include up to 50 words of text).



## Banner AD (468 w x 60 h pixels)

\$25 US/1000 impressions

- Placed at the top of CanBiotech's pages as a rotating banner with URL and textbox message.
- Banner placement: at the top of each page including all pages or home pages, directory pages, event pages.



## Text Event Listing

\$100 US/event

- Post events in CanBiotech's calendars (maximum of two calendars per event); events are included in one monthly newsletter emailing.

## Newsletter Sponsorship/Dedicated Emails

- Sponsorships can include banner at the top of the newsletter, button ad and text (25 words) as the sponsor of the month's newsletter.
- Contact M. Damani at damani@canbiotech.com for a quote.

## Packages

- Custom Packages can be designed based on your needs.
- Custom Packages can include any of the above options.
- Contact M. Damani at damani@canbiotech.com for more information.

# CanBiotech Innovations Event Sponsorship

## Premium Sponsorship

**\$499 US/module**

- Includes button placement with tracking link on our network home pages.
- Rotating banner on top of all pages on our networks.
- Inclusion of button and text listing in our monthly newsletter.
- Button placement on event material/brochures.
- Logo placement on training site and social media/networking sites.
- Opportunity to network with attendees.

## Network Sponsorship

**\$299 US/module**

- Includes button placement with tracking link on our network home pages.
- Rotating banner on top of all pages on our networks.
- Inclusion of button and text listing in our monthly newsletter.

## Guest Speaker Incentive Package

- Includes button placement with tracking link on our network home pages.
- Button placement on event material/brochures.
- Logo placement on training site and social media/networking sites.
- Opportunity to network with attendees.



## SPECIAL FEATURES

On Demand Webinars (8 \* 60 minutes); **Followed by two week asynchronous interactions via,**

- video,
- group discussions and
- joint exercises with attendees;
- Opportunity to hear from key stakeholders (audio/video interviews).

### Topics:

- Models of Open Innovation
- Open Innovation Model Mapping
- Assessing Participants
- Relationship Management
- Knowledge Perspective
- Learning Strategies IP Management—Evolving Models of Openness
- Tapping into Emerging

## EMERGING MODELS OF OPEN BIOINNOVATION: Understanding the Impact of Knowledge Complexities, Convergence Based Technologies, and Globalization

### Workshop Introduction: Emerging Models of Open BioInnovation Starting September 2015; 8 Module Collaborative Training program

The biopharmaceutical industry is facing a crisis in productivity with rapidly rising costs for R&D but declining results. To address these challenges in both developed and emerging markets, pre-competitive discovery based consortia, R&D networks, crowdsourcing, PPPs, and virtual collaboration models are being employed.

Progressing beyond an understanding of open innovation value creation in large biopharmaceutical R&D organizations, this workshop program has the objective of enabling academics, SMEs, and biopharmaceutical service providers to evaluate the role of emerging models of open innovation for discovery, commercialization and new opportunity creation.

The program adopts the nuanced perspectives of knowledge management and learning in open innovation in the global bioconvergence space—where the biotechnology, pharmaceutical, chemical, medical devices and diagnostics, nanotechnology, and ICT sectors merge at a national and international level.