

## Overview

INTERPHEX is the leading annual pharmaceutical and biopharmaceutical manufacturing trade show in the US. There is no better place in the industry to showcase products and solutions to the highest quality audience from big and small pharma, biologics, service providers, and generics including those with open projects worth over \$11 billion dollars.

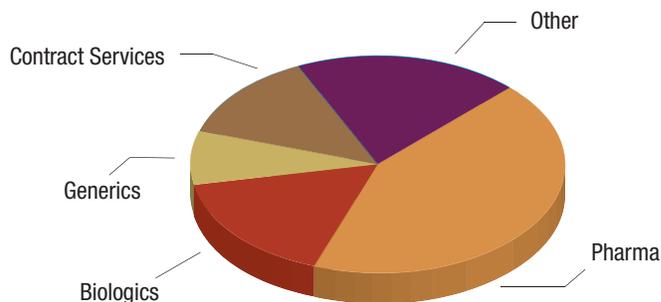
### INTERPHEX Provides:

- **Access to the Industry:** Meet face-to-face with over 11,000 industry professionals in the pharmaceutical and biopharmaceutical industry - Attendees from 49 states and 48 countries including: Canada, China, France, Germany, India, United Kingdom, Italy, Mexico and more
- **Influential Attendees:** Interact with top decision makers delivered through our VIP program, which includes over \$11 billion in open projects
- **Media Visibility:** Exposure to key industry media and publications represented at INTERPHEX
- **Community:** Essential experience for business and networking, reconnect with current customers and prospect new ones
- **Innovation:** Direct access to the largest, most innovative biologics and pharmaceutical manufacturers

### The Right Attendees Delivered at INTERPHEX:

- 78% of attendees have open projects they are sourcing for at INTERPHEX
- 70% of attendees purpose for attending is "purchasing and sourcing"
- 92% of attendees agree that attending the event is the best way to see new products and services
- 71% of attendees believe INTERPHEX has the highest quality of exhibitors compared to other industry events
- 46% of attendees do not attend any other industry events

### Industry Sectors Represented:



### Job Categories/Titles Represented:

- |                              |                                     |
|------------------------------|-------------------------------------|
| • Business Development       | • Project Management                |
| • Facilities Design          | • Quality Control, Assurance        |
| • General Management         | • Regulatory Affairs                |
| • Laboratory                 | • Research Development, Formulation |
| • Plant Management           | • Validation                        |
| • Process Developments       |                                     |
| • Productions, Manufacturing |                                     |

### Top 10 Product Interests Indicated by INTERPHEX Attendees:

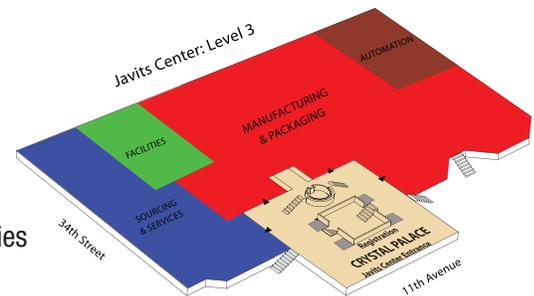
- |  |  |
|--|--|
| • Packaging, Equipment and Manufacturing Systems | • Processing, Products and Instrumentation |
| • Process Automation/IT                          | • Clean Room Equipment/Supplies            |
| • Packaging Machinery                            | • Components and Parts                     |
| • Instruments and Control                        | • Raw Materials                            |
| • Packaging, Labeling and Coding                 | • Analytical Instrumentation               |

### Products/Services Sourced at INTERPHEX:

- |   |   |
|---|---|
| • Pharmaceutical Processing Equipment – <b>45%</b>            | • Outsourcing – <b>20%</b>                            |
| • Packaging – <b>31%</b>                                      | • Raw Materials and Ingredients – <b>17%</b>          |
| • Lab Instrumentation – <b>29%</b>                            | • Architectural/Engineering/Construction – <b>16%</b> |
| • Process Automation – <b>29%</b>                             | • Quality Control/Quality Assurance – <b>15%</b>      |
| • Clean Room Equipment and Supplies (Facilities) – <b>27%</b> | • Others – <b>12%</b>                                 |
| • Biologics Processing Equipment – <b>25%</b>                 |   |

## INTERPHEX Show Floor Covers:

- **AUTOMATION: SYSTEM & CONTROLS**  
Solutions for increasing efficiency and productivity through automation
- **MANUFACTURING & PACKAGING**  
The most comprehensive showcase of processing and packing solutions
- **FACILITIES**  
Dedicated to the highly specialized requirements of pharma and bio facilities
- **SOURCING & SERVICES**  
Serving the full range of pharma and bio contracting needs



## Don't just take our word for it, see what our exhibitors had to say:

### 2012 Testimonials

"This year's INTERPHEX gave us our best first day ever," said Martin Hack, Vice President and General Manager of LB Bohle LLC. "We had good traffic, good quality of leads and there was a sense the economy is recovering."

"This has been one of the best INTERPHEX shows we've had, and we've been coming for many years," said Patricia Stancati, Director of Marketing Communications, Americas. "We had qualified traffic and a lot of it, which could be a reflection of the recovering economy. The IPS tours also resulted in worthwhile traffic with real interest."

"We saw solid prospects, including companies clearly on a sourcing mission whose people asked very specific questions," said Brian Smith, Director, SKAN US Service. "And the fact that we were part of the IPS floor tours also brought us groups of people who were interested in what we do."

"INTERPHEX 2012 is the ideal venue for us to launch three new products into the bio-pharmaceutical marketplace," said Paul M. Lubas, Senior Marketing Manager, Life Sciences Process Technologies, 3M Purification Inc. "We've expanded our presence at INTERPHEX over the past three years. This has resulted in increased market awareness for our company and product portfolio and, more important, an increased number of actionable sales leads. We're looking forward to an exciting event."

"INTERPHEX is an ideal venue to showcase our biopharmaceutical manufacturing technologies to industry experts and customers alike," said Janice Paquette, Director of Global Communication, Process Solutions, EMD Millipore. "This event continues to serve as a premier launch platform for innovative products, like our Mobius® FlexReady single-use systems, designed to meet the needs of an ever-evolving industry."

"INTERPHEX attracts strong attendance by high-level professionals from the Life Science community," said Carrie Howell, Global Marketing at FedEx Healthcare Solutions. "We're looking forward to being part of this year's event, because it serves those who benefit from our portfolio of services, which includes a wide range of temperature-controlled solutions for both package and freight shipments."

## Interested in exhibiting at INTERPHEX?

Contact Pete Zezima at 203.840.5447 or pzezima@reedexpo.com

## Industry Partners & Supporters

Throughout our show campaign we'll be partnering with the following media outlets and associations to reach their members and subscribers, driving more editorial coverage and exposure for INTERPHEX Exhibitors.

### INDUSTRY Partners:

- BioPharm International • BioProcess International • Contract Pharma • ISPE
- Pharmaceutical Online • Pharmaceutical Processing • Pharmaceutical Technology

American Pharmaceutical Review  
Automation World  
Biopharma  
Canada & USA Drug Development  
Canadian BioTechnology  
Chemical Engineering  
Chemical Engineering Progress  
Chemical Processing  
Control  
Controlled Environments  
Decision News Media  
Drug Development & Delivery  
European Pharmaceutical Review  
FDA.com  
Filtration + Separation  
Flow Control  
Genericsweb

Genetic Engineering & Biotechnology News  
Healthcare Packaging  
in-PharmaTechnologist.com  
Life Science Leader  
OnDrug Delivery  
Outsourcing-Pharma.com  
Packaging Digest  
Pharmabiz.com  
Pharmaceutical & Medical Packaging News  
Pharmaceutical Formulation and Quality  
Pharmaceutical Manufacturing  
Pharmaceutical Outsourcing  
Pharmaqbd.com  
PharmaVoice  
Processing  
Processing Heating/Process Cooling  
Pumps and Systems Magazine

INTERPHEX is where intelligence and passion intersect with a full spectrum of industry products and services to create insights and innovation.

## Targeted Facility & Outsourcing Programs

Our dedicated resources are identifying and delivering the industry's most active projects to INTERPHEX 2013. Here's how we're delivering:

### MEETING:

- Meeting with key decision makers face-to-face and at industry events, gathering insight on what types of products/ services they are sourcing.

### TRACKING:

- Continually tracking projects in North America, personally inviting the leaders of those sites to INTERPHEX.

### FACILITATING:

- Facilitating matchmaking between exhibitors and key attendees; helping to develop on-site meetings.

### PERSONALIZING:

- Creating personalized agendas to optimize key attendees show experience, including: suggested exhibitors to visit, educational sessions, and special events.

### TRANSPORTING:

- Through the support of ISPE, Exhibitors and Pharmaceutical Companies, we have invested in bus transportation to INTERPHEX from Boston & Philadelphia and three large operating sites.

### FOSTERING RELATIONSHIPS:

- One-on-One Meeting Center at INTERPHEX, sponsored by Contract Pharma Magazine, specifically designed for attending companies looking to partner on outsourcing.

In 2012 the INTERPHEX team tracked a reported \$11.2 billion in current projects that attended the show! Here's a sample of the 2012 facilities we delivered:

**Abbott Biologics**

**Amgen**

**AstraZeneca**

**Bayer**

**BMS Biologics**

**Boehringer**

**Endo Pharmaceuticals**

**Genentech/Roche**

**Genzyme/Sanofi**

**Gilead**

**GSK Biologics**

**Imclone/Eli Lilly**

**J&J**

**MedImmune**

**Merck**

**Novartis**

**Pfizer**

**Regeneron**

**Roche**

**United Therapeutics**

## Product Zones

### Automation: Systems & Controls

Solutions for increasing efficiency and productivity through automation. Located in the right section of the exhibit hall, the Automation: System & Controls zone of INTERPHEX is your source for the latest automation systems, instruments and controls to make your manufacturing operations more efficient and productive.

**FEATURED EXHIBITORS:**

- ASCO Numatics
- Emerson Process Management
- Finesse
- Hamilton Company
- ITT Corporation

The Automation: System & Controls zone features these specific product/service categories:

- Automation systems
- Control systems
- Instrumentation
- PAT
- Process automation equipment
- Quality assurance
- Quality control
- Software technology

### Manufacturing/Packaging

The most comprehensive showcase of processing and packaging solutions. Located in the center of the exhibit hall, the Manufacturing & Packaging zone of INTERPHEX houses the most innovative solutions for every stage of the manufacturing process – from process development and quality control, to packaging and validation. This zone is a premier resource for equipment and technologies that can help you enhance your productivity and safeguard product efficacy.

**FEATURED EXHIBITORS:**

- Bosch Packaging Technology
- IMA Life North America
- MG America, Inc.
- Pall Life Sciences
- Thermo Scientific

The Manufacturing & Packaging zone features these specific product categories:

- Automated Systems
- Bioprocessing Equipment
- Capsuling Equipment
- Cleanrooms
- Conveying Equipment
- Engineering Services
- Filing Equipment
- Inspection & Detection Systems
- Labeling
- Labs
- Material Handling
- Processing Equipment
- Sealing
- Validation

### Facilities

Dedicated to the highly specialized requirements of pharma and bio facilities. Located in the center left section of the exhibit hall, the Facilities zone of INTERPHEX has everything you need to create, operate and maintain a bio research laboratory or production facility.

**FEATURED EXHIBITORS:**

- AES Clean Technology
- Aqua-Chem
- Cleanseal Doors
- Cole-Parmer
- Rytech

The Facilities zone features these specific product categories:

- Cleanrooms
- Construction
- Doors
- Engineering & related services
- Facilities management
- Flooring
- HVAC
- Lighting
- Sustainable solutions
- Waste disposal

### Sourcing & Services

Serving the full range of pharma and bio contracting needs. Located in the front left section of the exhibit hall, the Sourcing & Services zone of INTERPHEX serves the full range of bio contracting needs.

**FEATURED EXHIBITORS:**

- Abbott
- Baxter
- Catalent
- DSM
- Halo Pharmaceutical
- Norwich Pharmaceutical

The Sourcing & Services zone features these specific product/service categories:

- Cleanrooms
- Clinical or full-scale manufacturing
- Clinical trials
- Contract manufacturing
- Distribution
- Engineering services
- Lab services
- Packaging
- Technology
- Testing
- Validation

## Biotechnology at INTERPHEX 2013

Biotechnology professionals gather at INTERPHEX for thought leadership, solutions and tools from clinical to full scale manufacturing. These resources drive change and efficiencies, accelerating time-to-market for drugs and drug delivery systems for enhanced patient care globally.

### Gain direct access to the largest, most innovative biotech manufacturers:

- Abbott
- Alkermes
- Allergan
- Amgen
- Astellas Pharma US
- Baxter
- Bayer
- Biogen Idec
- Boehringer Ingelheim
- Bristol-Myers Squibb
- Celgene
- Centocor (J&J)
- Cephalon (TEVA)
- CSL Limited
- Elan
- Genentech
- Genzyme
- GlaxoSmithKline
- MedImmune
- Merck & Company
- Millenium/Takeda
- Nordisk
- Novartis
- Novo
- Pfizer
- Regeneron
- Shire
- Talecris
- Vertex

### Biotech Products featured at INTERPHEX

- Include: laboratory, bioprocess- upstream and downstream, packaging and outsourcing products
- More than 1,000 bio specific attendees for biotech, vaccines, clinical materials and clinical trials
- In 2012, individuals from 55 traceable projects attended the show representing \$2.9 billion in project spending, including the 3 largest Biotech projects on the East Coast

# First Time Exhibitor Value Added Program\*

INTERPHEX provides you with an all-inclusive package designed to make your first experience exceptional.

## EXPOSURE OPPORTUNITIES TO ENSURE YOUR SUCCESS AND PROVIDE YOU WITH NEW LEADS:

- ✓ **“New exhibitor” sign displayed in booth**
- ✓ **Dedicated new exhibitor ambassador to help with all questions pre show, onsite and post-show**
- ✓ **Opportunity to post your company’s press release**
  - Shared with press and housed on website.
- ✓ **Opportunity to schedule a press conference at INTERPHEX**
  - Schedule a press conference to help create buzz around a product launch or other newsworthy announcements.
- ✓ **Personalized Customer invite program**
  - Free personalized invitations to send to your customers, inviting them to your booth and offering them free exhibit hall admission and a discount on conference.
- ✓ **Social Media Announcements**
  - Promote specific messaging utilizing INTERPHEX’s already well established following on; LinkedIn, Twitter, Facebook, YouTube and more.
- ✓ **Exhibitor referral program**
  - Provide INTERPHEX a list of your top 5 customers/prospects and INTERPHEX will invite them as VIP Attendees on behalf of your company.
- ✓ **Exhibitor Announcements including:**
  - New Product Launch
  - Booth Demonstrations
  - On-Site Technicians
  - After-hour events
  - Contests
- ✓ **“New” icon next to your company’s name on INTERPHEX promotions**
  - Online
  - Event Guide
  - Mobile Directory
- ✓ **Company name listed on dedicated New Exhibitor Page**
  - Online
  - Event Guide
  - Mobile Directory

### Meet Your New Exhibitor Ambassador - Jeff Stasko



Your dedicated New Exhibitor Ambassador is Jeff Stasko. He can help you with all your questions and needs.

Contact Jeff at [jstasko@reedexpo.com](mailto:jstasko@reedexpo.com)  
or 203-840-5611

\*All of the above is in addition to the contents chosen in booth package

## Automation: System & Controls Zone

INTERPHEX is the leading pharmaceutical and biopharmaceutical trade show in the United States. A high quality audience attends from big and small pharma, biologics, service providers and generics. The Automation Zone at INTERPHEX is where these high-quality attendees source for the latest automation systems, instruments and controls to make their manufacturing operations more efficient and productive.

### Sample of Exhibiting Companies

Acadeus	DE-STA-CO	Parsec Automation Corp
AIV Solutions	Emerson Process Management	PendoTech
Applied Control Engineering, Inc.	Finesse LLC	Pepperl+Fuchs
ASCO Numatics	Hamilton Company	PR electronics Inc
Beamex Inc.	INDCO Inc.	PreSens Precision Sensing GmbH
Broadley-James Corp	ITT Corporation	R on I Inc
Burkert Fluid Control Systems	KNF Neuberger Inc	Rovisys Company
Burns Engineering Inc.	K-Patents, Inc.	Sympatec Inc
Custom Sensors	kSep Systems LLC	ULVAC, Inc.
Daisy Data Displays	m2p-labs GmbH	

[View the full exhibitor list on www.interphex.com](http://www.interphex.com)

### Featured Product Categories

- Automation Systems
- Control Systems
- Instrumentation
- PAT
- Process Automation Equipment
- Quality Assurance
- Quality Control
- Software Technology
- Validation

### Sample of Attendees

OVER 2,000 ATTENDEES INCLUDING GENERAL MANAGEMENT ALONG WITH PROCESS/SYSTEMS/MANUFACTURING AND OTHER ENGINEERS FROM THE FOLLOWING LEADING PHARMA AND BIO COMPANIES INDICATED THEY ATTENDED INTERPHEX TO SOURCE THE AUTOMATION ZONE:

- Abbott Laboratories
- Amgen
- Astrazeneca
- Baxter Healthcare
- Boehringer-Ingelheim
- Bristol Myers Squibb
- Celgene
- Eli Lilly And Company
- Genzyme
- Glaxosmithkline
- Imclone Systems
- Janssen Pharmaceutical
- Johnson And Johnson Consumer
- Laureate Biopharma
- Lonza
- Medimmune
- Merck
- Novartis
- Pfizer
- Roche Molecular Systems
- Sanofi Pasteur
- Shire
- Teva Pharmaceuticals Usa
- United Therapeutics

## Sourcing & Services Product Zone

INTERPHEX is the leading pharmaceutical and biopharmaceutical trade show in the United States. A high quality audience attends from big and small pharma, biologics, service providers and generics. The Sourcing & Services Zone at INTERPHEX attracts industry leading contract service providers to network and source efficient, cost-effective manufacturing products and services.

### Sample of Exhibiting Companies

AAI Pharma Services	Fresenius Kabi Product Partnering	Pii (Pharmaceuticals International, Inc.)
Aesica Pharmaceuticals	Haupt Pharma	Rentschler Biotechnologie
Alkermes Contract Pharma Services	Hospira One 2 One	Ropack Contract Packaging Services
Almac Group	JHP Pharmaceuticals	Rottendorf Pharma
Althea Technologies	Jubilant HollisterStier Contract Manufacturing & Services	Rovi Contract Manufacturing
Aphena Pharma Solutions	Lancaster Laboratories	SGS Life Science Services
Baxter Healthcare	Marken	Sharp
Catalent Pharma Solutions	Metrics	Therapex
Cook Pharmica	Norwich Pharmaceuticals	Wockhardt Contract Services
CordenPharma International	Patheon	
DSM Pharmaceutical Products		

[View the full exhibitor list on www.interphex.com](http://www.interphex.com)

### Featured Product Categories

- Bioprocessing
  - Chemical
  - Chromatographic
  - Consulting
  - Development
  - Filling
  - Formulation
  - Laboratory
  - Lyophilization
- Manufacturing
  - Mass Spectrometry
  - Methods
  - Microbiological
  - Packaging
  - Process
  - Quality
  - Raw Material
  - Regulatory
- Research
  - Scale-Up
  - Stability
  - Technology
  - Testing
  - Toxicology
  - Training
  - Validation

### Sample of Attendees

OVER 1,000 ATTENDEES INDICATED THAT THEY REPRESENTED THE CONTRACT SERVICES SECTOR OF THE INDUSTRY.

- Abbott
  - Baxter
  - Biogen Idec
  - BMS
  - Boehringer
- CSL Behring
  - Genzyme
  - Gilead
  - GSK
  - Merck
- Novartis
  - Sanofi
  - Shire
  - United Therapeutics

**Choose the package that's right for you.** INTERPHEX offers you cost-effective promotional packages that go far beyond a booth! These Value Packages conveniently bundle show services — along with exhibit space — to save you time and money, all while giving you increased visibility before, during and after the event.

**The purchase of your exhibit space includes the following essential items:**  
 Access to update your company's description on the INTERPHEX website, and a link from that listing to your website • Listing in the Official Show Directory & Buyer's Guide • Discounts on additional advertising/sponsorships.

**The Value Packages also include the following components and services as indicated by the level below:**

Package Components	BASIC	OVER THE COUNTER	PRESCRIPTION	SPACE ONLY 10x10	SPACE ONLY 20x20 & ABOVE	SCALE - UP 20x20
<b>Booth Furnishings:</b> 6 ft., draped table (30" high), 2 side chairs, carpeting, wastebasket, lead retrieval, unit powered by 500 watt electrical outlet.	✓	✓	✓			
<b>Post-Show Attendee List:</b> customized list of post-show attendee names for your follow-up marketing efforts.		500 names	1000 names			✓ 1000 names
<b>Conference Pass:</b> access to important industry education for you and/or your customers.	✓ One Day Pass	✓ One Day Pass	✓ Full Conference Pass			
<b>Discount on Additional Advertising and Sponsorships:</b> increase your company's visibility, drive additional traffic to your booth, and take advantage of discounts.	✓ 10% Discount	✓ 10% Discount	✓ 10% Discount			
<b>One Full Priority Point:</b> priority points are part of the formula that determines order of space selection.			✓			
<b>Exposure in Official Show Directory:</b> will provide heightened presence in the primary vehicle that buyers use to source new vendors and partners. <ul style="list-style-type: none"> <li>• 4/color ad near your directory listing</li> <li>• Logo next to your directory listing</li> <li>• Logo within your selected product category areas in the directory</li> </ul>	✓ Logo next to directory listing	✓ Logo next to directory listing Shaded Listing	✓ Half Page 4C Ad ✓ Logo next to directory listing ✓ Shaded Listing	✓ Logo next to directory listing ✓ Shaded Listing	✓ Logo next to directory listing	✓ Full Page 4C Ad ✓ Logo next to directory listing ✓ Shaded Listing
<b>Map Your Show:</b> a free, website based show planning tool, that provides exhibitors with the opportunity to showcase themselves to attending buyers and connect with them before the show. <ul style="list-style-type: none"> <li>• Enhanced Listing - Company logo, access to buyer contact info, buyers have capability to send you messages</li> <li>• Showroom Listing - Enhanced list plus 3 product images/descriptions, 1 video</li> <li>• Featured Showroom Listing - showroom, plus your company pushed to the top of the exhibitor list and highlighted on the floorplan.</li> </ul>	✓ Enhanced	✓ Showroom	✓ Showroom	✓ Enhanced	✓ Featured Showroom	✓ Enhanced
<b>Mobile Listing:</b> Your basic listing includes a brief description of your company (50 words), a link that allows attendees to add you to their agenda and your booth number which is linked to the floor plan that will enable attendees to find you faster.				✓	✓	✓