



**One Nucleus**  
**Sponsorship Opportunities**  
**October 2011 – March 2012**

<b>CONTENTS</b>	<b>Page</b>
<b>INTRODUCTION</b>	<b>3</b>
<b><u>SECTION 1 - WHY SPONSOR ONE NUCLEUS?</u></b>	<b>3</b>
<b><u>SECTION 2 - CORPORATE SPONSORSHIP</u></b>	<b>4</b>
<b><u>SECTION 3 – EVENT SPONSORSHIP</u></b>	<b>5</b>
<b><u>3.1 Networking Meetings</u></b>	<b>5</b>
<b><u>3.2 Special Interest Groups</u></b>	<b>6</b>
<b>3.3 Life Science Leadership Series</b>	<b>7</b>
<b><u>3.4 Bench-to-Boardroom</u></b>	<b>7</b>
<b><u>3.5 Genesis Conference</u></b>	<b>7</b>
<b><u>SECTION 4 – ABOUT ONE NUCLEUS</u></b>	<b>8</b>
<b><u>SECTION 5 – MEMBERSHIP BENEFITS</u></b>	<b>9</b>
<b><u>5.1 Purchasing Scheme</u></b>	<b>9</b>
<b><u>5.2 Facilities Consultancy</u></b>	<b>9</b>
<b><u>5.3 Regional/national and international relations</u></b>	<b>9</b>
<b><u>5.4 Training</u></b>	<b>9</b>
<b><u>5.5 Website</u></b>	<b>11</b>

## Introduction

As a not-for-profit membership based organisation, sponsorship is a valuable source of income for us. Indeed without sponsorship revenues, we would not be able to deliver such a wide range of support to the life science community we serve. At the same time, we recognise it is very important to ensure that One Nucleus sponsorship delivers value for money to each individual sponsor. We also want to maintain our successful track record by continuing to work with sponsors that can add real value to our core mission: activities which help our members to improve their global growth and competitiveness.

The following sections of this document set out all the sponsorship opportunities we currently have available. We would be pleased to meet you to discuss how these opportunities can meet our mutual goals in the coming year as well as explore any new ideas you may have.

We thank you for your continued support for, and interest in, One Nucleus.

## Section 1 - Why Sponsor One Nucleus?

One Nucleus was formed in May 2010 by the merger of ERBI and London Biotechnology Network, the two largest life science network groups in the UK. The merger was driven by member demand, suggesting a more joined up approach to networking was required in the current life science landscape compared to a decade ago when those two organisations were formed. We currently have over 450 companies as members.

### We deliver our support for the sector through:

- Hosting a wide range of events in Cambridge and London to enable members to meet, share knowledge and debate key issues
- Five flagship events
- Bench-to-Boardroom (annually in Spring) - a large exhibition and workshop-led event in the Cambridge area showcasing supply chain and organisation excellence. This event is particularly relevant for scientific research and company operational staff
- Cambridge Life Science Leadership Series (26 January 2012, 17 May 2012 and 26 September 2012) – high content, themed events focused on the journey from lab to patient debating current regulatory, market, technical and business challenges and how to address them
- Genesis (13 December 2012) – large conference and exhibition-led event in London hosting international speakers and delegations, parallel conference tracks, online partnering and annual awards dinner
- Working with our international Memorandum of Understanding (MOU) partners on East & West Coast USA and ABC Europe & CEBR in the EU to raise the profile of our members in overseas markets
- Publishing newsletters and maintaining a content-rich website that enables potential investors, partners and clients to identify business leads from within One Nucleus membership

Our mailing list currently includes over 7,500 people working in the global life science industry, a number that is continually expanding with the rising profile and membership of One Nucleus.

**In summary, One Nucleus sponsorship will enable you to:**

1. Raise your company profile as thought leaders in one of the top super-cluster communities in the world
2. Align your organisation with the leading life science network in Europe
3. Promote your company not just to the Cambridge and London community but to the global industry

## **Section 2 - Corporate Sponsorship**

### **£8,000 PER ANNUM**

**Corporate Sponsorship would enable you to:**

1. Raise your company profile in one of the top cluster communities in the world
2. Align your organisation with the leading life science and healthcare network in Europe
3. Promote your company via One Nucleus not just to the Cambridge community but also to the global industry

In addition to the member benefits, you will also receive:

- Complimentary attendance for any employees at all One Nucleus networking meetings (Cambridge and London)
- One complimentary ticket to our Life Science Leadership Series conferences held at Clare College, Cambridge three times a year (additional tickets as per Gold membership)
- One complimentary ticket to our Bench-to-Boardroom event in March 2012
- One complimentary ticket to our December Genesis conference held at the QEII Conference Centre, Westminster, London
- Profiling and awareness raising of your company to the US communities served by Mass BIO and Mass Medic on the East Coast US and BIOCUM and BayBIO on the West Coast US (as a result of One Nucleus's strategic relationship with these organisations)
- Endorsement on communications and publications
- Endorsement at UK and international exhibitions attended by One Nucleus, and where One Nucleus presents
- A full profile linked to the One Nucleus website appearing as an animated gif on every page including a link to your own site
- First refusal to participate in other One Nucleus promotional or profile raising events
- Acknowledgement of our Corporate Sponsors using our graphics where possible at all One Nucleus events

We are grateful to the following companies for their continued support:

### **Corporate Patron**

MedImmune

### **Corporate Sponsors**

UCB  
Taylor Wessing  
Deloitte  
World Courier  
Granta Park  
London First

### **Partners**

Babraham Bioscience Technologies  
LBIC  
Queen Mary Bioenterprises  
UCL Business

## **Section 3 – Event Sponsorship**

### **3.1 Networking Meetings (Cambridge & London)**

#### **Sponsor packages from £1,000**

We run monthly networking meetings. Typically these are held in the afternoon or evening and involve short presentations and/or panel debates on the topic followed by networking over drinks and canapes. Attendance ranges between 50 and 150 delegates.

We encourage our members to circulate invitations to all their members of staff as they present an ideal opportunity for people to update their knowledge in respect of topics they may not be directly involved in, but nevertheless may affect the growth of their company.

We welcome enquiries from potential sponsors who have ideas for topics they believe will be of interest to our members.

### **3.2 Special Interest Groups (SIG's)**

#### **£4,000 and includes all Gold member benefits**

We run a range of special interest groups for our Gold members including human resources, health and safety, operations and alliance & project management.

The aim of the SIGs is to provide a platform for personnel doing similar jobs in different companies to get together informally and discuss the issues that affect their particular roles. Meetings typically involve a presentation or talk on a topic nominated by the SIG followed by discussion and networking. Feedback from our

Gold members suggests that they gain significant benefits by attending these special interest groups.

We welcome enquiries from companies interested in sponsoring any of these SIGs. We prefer to work with organisations that can add value to these meetings including, for example, selecting the topics, recruiting speakers and chairing the meetings.

### 3.3 Life Science Leadership Series Conferences

**Sponsor packages from £1,500 - £4,000 at each event**



**26 January 2012 – CNS & Ageing**

**17 May 2012 - Infectious Diseases and Vaccines**

**26 September 2012 - Healthcare Technologies**

One day, highly focused events held at Clare College, Cambridge providing a unique opportunity to hear presentations, schedule 1-2-1 meetings, network and engage in the thought leader debate of how the sector will progress.

Much more than a one-off day, these events will deliver a legacy in the form of a sub-sector report. This will include articles from key opinion leaders and profiles of One Nucleus Gold member companies with products and services relevant to the topic and will be widely disseminated.

### 3.4 Bench-To-Boardroom (6 March 2012)

# benchto boardroom

**Sponsor packages from £1,000 - £5,000**

**Sponsors are entitled to 15 x Complimentary passes to send to their contacts to attend the event.**

Our large exhibition and workshop led event in the Cambridge area showcasing supply chain and organisation excellence. This event is particularly relevant for scientific research and company operational staff.

At this one day event, delegates can plan their own agenda from a list of activities that include keynote presentations, up to 40 interactive workshops and up to 60 exhibiting companies. These cover a wide range of topics literally from the "bench to the boardroom". For 2012 we are expecting over 400 delegates. There will also be a poster display.

### 3.5 Genesis Conference (13 December 2012)



### **Sponsor packages start from £3000 + VAT**

One Nucleus's London-based International Life Science Conference will be held on 13 December 2012 at the Queen Elizabeth II Conference Centre in Westminster.

### **The three primary aims of Genesis are to:**

- Stimulate and nurture debate among the industry's thought leaders
- Showcase excellence in the technology and business aspects of the life sciences sector
- Provide a forum where delegates can enhance their career opportunities through networking, knowledge sharing and partnering

### **Highlights of Genesis 2012 are:**

- High level plenary session to set the scene for the day's action
- **1-2-1 partnering facility**  
Building on the huge success of last years format, the online partnering system which is included in the delegate fee, will allow delegates to pre-schedule their meetings. 15 minute appointments can be scheduled through the day, thus maximising the effectiveness of the partnering system with the efficiency of the conference buzz.
- Parallel streams mapped onto the One Nucleus Leadership themes in Oncology, CNS & Ageing, Medical Devices, Metabolic and Cardiovascular Diseases, Botanical Medicines, Therapeutic Antibodies and Personalised Medicine Technologies
- A regional showcase stream providing UK and overseas territories to present the strengths of their region
- First-class exhibition area featuring more than 60 UK and overseas exhibitors

All this makes Genesis the business hub for the life science sector.

## Section 4 - About One Nucleus

One Nucleus is the largest membership organisation for international life science and healthcare companies in Europe. We are based in Cambridge and London UK, the heart of Europe's largest life science and healthcare cluster.

**Vision:** For One Nucleus and our members to be the top European life science and healthcare network.

**Mission:** We will achieve this by maximising the global competitiveness of our members.

### Organisation History

Established in 1997, and formerly known as ERBI, One Nucleus is a not-for-profit, membership organisation limited by guarantee and located in Cambridge and London – the centre of Europe's leading life science and healthcare cluster.

We have over 460 members include pharmaceutical, biotech, medical device and diagnostic companies and associated technical and commercial service providers.

Our mission is to maximise the global competitiveness of our members. For our science and technology-based members, that means being global leaders in the research, development and commercialisation of healthcare innovations that radically improve the quality of people's lives around the world. For our business and professional services members, it means delivering exceptional services that significantly enhance the business performance of their clients.

### London and Cambridge

One Nucleus was formed in April 2010 by the merger of two regional life science networks – Cambridge-based ERBI and the London Biotechnology Network (LBN). Together we form a commercial, clinical and academic powerhouse. London and Cambridge are home to at least 60% of the UK's life science industry base, four of the UK's five Academic Health Science Centres and three of the world's top six universities. The merger of ERBI and LBN recognises that the Cambridge-London network is an international life science "super cluster".

The merger, driven by requests from ERBI and LBN members, results in several member benefits including:

- A larger pool of companies to support business-to-business interaction
- Membership of a cluster of international size, relevance and visibility
- One membership providing discounted entry to events in London and Cambridge
- Economies of scale supporting our group purchasing scheme
- An expanded training programme focused on the needs of members

## Section 5 – Member Benefits

There are three levels of membership: Gold, Silver and the recently launched Partner level. All levels are open to all companies in the sector. The Partner Programme is a tailored engagement plan aimed at ensuring the company's membership activity is targeted to key short and medium term activities they wish to undertake.

In return for an annual subscription, members enjoy a wide range of benefits including:

- Up to three free places at One Nucleus networking meetings
- Discounted or complimentary admission to our 5 flagship events
- Access to our Special Interest Groups (SIGs) – a platform for members to meet and share best practice and experiences on topical business issues\*
- Participation in the One Nucleus group purchasing scheme, leading to savings on purchases with leading suppliers, often far exceeding the price of annual One Nucleus membership\*
- Company profile on the One Nucleus website and in our printed directory
- Ability to post news, jobs and events on the One Nucleus website
- Discounts on One Nucleus training courses
- Free publicity at regional, national and international events attended by One Nucleus
- Access to preferential deals arranged by One Nucleus on third party events, products and services

\* Gold member only benefit

## **5.1 Purchasing Scheme**

Running Preferred Supplier and Support Supplier Agreements. The objective being to negotiate and agree discounts for One Nucleus members with a range of service providers – thus enabling cost savings for their business. In 2009 the total savings amounted to over £2.5 million.

## **5.2 Facilities Consultancy**

Offered to One Nucleus members on a fee-paying and consultancy basis, this is a One Nucleus team member who helps companies with all areas relating to the management of their facilities. An in-house service.

## **5.3 Regional/National And International Relations:**

Working closely with the national trade associations (eg: BIA, ABHI, MedilinkUK, CCRA, Biopartner.co.uk), One Nucleus keeps members abreast of current developments within HM Government and provides platforms for them to input their views, case studies and collateral to influence government policy.

At a national level, we work closely with UK Trade & Investment and other public sector bodies to ensure members are aware of opportunities and consultations arising from central government support for the sector.

At an international level we have entered into MOUs with the four major US clusters represented by MassBio, BIOCOM, MassMEDIC and BayBio to raise our members' profile in key US markets.

We are a founding member of the Council of European Bio Regions (CEBR) and leading partners in the ABC Europe project. Both of these initiatives aim to promote collaborations among the various biotech networking groups and their member companies in Europe. These collaborations should result in direct benefits to the companies within the participating regional biotech communities.

## **5.4 Training**

Training has become an increasingly important part of our work in recent years. We now run an expanding portfolio of tailored training courses based on the needs of our member organisations. Each course is designed by experts and piloted to small classes before being offered to relevant companies in the network.

## **5.5 Website [www.onenucleus.com](http://www.onenucleus.com)**

Our website includes up to date information about life science job vacancies in the sector, a list of laboratories that are available for lease, access to great news stories, events and much more.

**One Nucleus Limited (formerly ERBI Limited)**  
**Registered Office: The Portway, Granta Park, Cambridge CB21 6GS**  
**Registered in England & Wales No. 3990977**