

Postal

265,431 US Contacts \$225/M
93,697 International Contacts \$240/M
359,128 Consumer Offers US & Int'l \$125/M
359,128 Donor Offers US & Int'l \$ 95/M

Email

93,389 US Contacts
24,584 International
HTML Transmission \$425/M*
* Price includes transmission fee

Email Set Up Fees

HTML: \$100/F
Set up costs include first proof/test to up to 3 people as well as final proof if necessary. Additional proofs/tests are \$25/each

IBC Life Sciences offers cutting-edge, industry-leading conferences and courses in the areas of drug discovery, biopharmaceutical manuf., pre-clinical development, micro/nanotechnologies, therapies, medical devices and regulatory affairs. Events are designed around the assessment and development of new technologies, acceleration of the drug discovery and development process. Events attract senior scientific and executive personnel with the ability to make purchasing decisions. Our attendees come from biotech and pharma companies as well as academia world-wide

These lists have been tested and used by the conference teams to promote their own products and services for over 2 years.

***New Selection: Special Interest Hotline Lists*
see next page**

Provisions:

- * All transmissions are to be done by InformaDATA supplier. No lists are to be sent out directly.
- * 3-5 Days required for set up and test from receipt of final order
- * InformaDATA will only schedule 3 email blasts in a one week period. Scheduling will be first come, first serve.
- * All payments due 60 days after invoice date regardless of mail date. Late charges of 2% per month.
- * Cancellations accepted only upon return of list before mail date. Cancellations after mail date subject to running and shipping charges.

-----DATE-----

01/30/12 UPDATED
01/31/12 CONFIRMED

-----UNIT OF SALE-----

\$1,295.00 AVERAGE

-----GENDER-----

% N/A
CANNOT SELECT

-----MEDIA-----

100% DIRECT MAIL

-----ADDRESSING-----

4-UP P/S LABELS

-----SELECTIONS-----

\$15/M GEO SELECT
\$15/M SIC CODE
\$15/M INTEREST/SUBJECT
\$15/M RECENCY
\$40/M DELEGATES ONLY
N/C NTH NAME
N/C A/B SPLIT
N/C Key Code up to 7 digits

-----DELIVERY-----

\$15/M P/S LABELS
\$15/F DISKETTE
\$10/F EMAIL FILE

-----MINIMUM ORDER-----

3,000

---LIST OWNER/MANAGER---

-----WEBSITE-----

www.informadataus.com

--MANAGER'S EMAIL ADDRESS--

amiller@ibcusa.com

InformaDATA/IBC
One Research Drive, Ste.
400A
Westborough, MA 01581
Amy Miller
PHONE: 508-614-1251
FAX: 508-616-5533

Special Interest Hotline Sublists

As a market leader, IBC takes pride in their ability to identify emerging topic areas for both their conferences as well as list categories that are available for rent. These HOTLINE lists contain the top researchers, scientists, technology developers, end users and management in academia and commercial settings with qualified interest in these growth areas. As new technologies are developed and applied, IBC Life Science events are a guiding force in the industry, bringing together the movers and shakers. Packaged and priced separately from the main database, these lists can be bought alone or combination with other selects from this IBC list.

RNAi

US postal - 2,016
Non-US postal - 1,391
Email - 3,157

Cell-Based Assays

US postal - 8,004
Non-US postal - 3,332
Email - 6,159

Target Classes (GPCR, Kinases, Protease and Ion Channels)

US postal - 8,612
Non-US postal - 4,933
Email - 7,410

Antibody Engineering

US postal - 5,497
Non-US postal - 1,329
Email - 3,114

Oligonucleotides

US postal - 3,849
Non-US postal - 3,3652
Email - 4,741

Molecular Diagnostics and Personalized Medicine

US postal - 8,617
Non-US postal - 795
Email - 7,623

Conference Subject Area:
biotechnology, biology,
cancer, cardiovascular,
drug discovery,
biopharmaceutical manuf.,
QA/QC, regulatory affairs,
high-throughput screening,
assays, toxicology, ADME,
preclinical development,
diagnostics,
microtechnology.

Interest Area: Vaccine,
Endocrine, Inflammatory,
Cardiovascular, Drug
Discovery, Anti-Infectives,
Basic Res.,
Tissue/Transplants, Cancer,
Cosmetics, Food, Genomic,
Non-Genomic, Diagnostic &
CNS

Addressing: Standard
record includes individual
name, company/organization,
street/PO address, city,
state and zip code