



5th Global Forum_{on}

Pharmaceutical AntiCounterfeiting

24-26 February 2010 – Miami, Florida

Sponsor and Exhibitor Openings

Reach the decision makers in DRAs and pharma companies

The **Global Forum on Pharmaceutical AntiCounterfeiting** is attended by the people who make decisions about authentication and anticounterfeiting devices on medicines and medical products. It has rapidly established its place as the event where drug regulators, pharmaceutical companies, anticounterfeiting providers and healthcare professionals meet to examine the best ways to combat counterfeit pharmaceuticals.

Drug regulatory agencies (DRAs) make the rules that pharmaceutical companies have to follow in their purchasing decisions. The FDA and DRAs from several European countries, SE Asia, Africa and South America have attended the previous four Global Forums. Several countries have adopted measures they first saw at the Forum and others have been guided in their subsequent specification of anticounterfeiting measures.

And if you want to reach policy and decision-making security and trade protection executives from pharmaceutical companies, the Global Forum

is where you will find them – where they are focused on combating counterfeits, and where they have previously seen new anticounterfeiting solutions which they have added to their products.

The 2010 Global Forum will be held in Miami, Florida, on 24-26 February where it will attract Latin American regulators, industry representatives and others involved in combating fake medicines in the region. Book your sponsorship or exhibit space now to ensure your prominent participation in what is likely to be a much-in-demand pharmaceutical anti-counterfeiting event.

Pharma Anti-Counterfeiting NEWS
the newsletter of pharmaceutical anti-counterfeiting

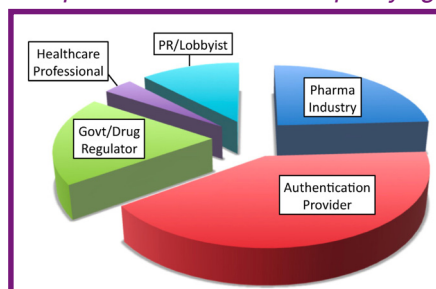
Platinum and Gold sponsorship packages include sponsorship of Pharma AntiCounterfeiting News (value: £3500)

Pharma AntiCounterfeiting News is a newsletter dedicated to the policies, strategies and solutions that regulators, pharma companies and authentication suppliers are deploying to counter the scourge of pharmaceutical counterfeiting. Published bi-monthly, Pharma AntiCounterfeiting News is distributed free of charge to the pharma industry and healthcare professionals, providing a unique, concise one-stop source of information on government and industry initiatives and developments in the fight against counterfeiting.

Global Forum 2008

Breakdown of Attendees

over half were potential customers or specifying regulators



“Of all of the available conferences this one has demonstrated the best value for money”

Johnson & Johnson Medical Device and Diagnostic

“An excellent opportunity for pharmaceutical companies, regulatory bodies and security providers to exchange protection strategies and concepts”

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BOOK YOUR SPONSORSHIP OR EXHIBITOR PLACE NOW

www.pharma-anticounterfeiting.info

Previous Global Forum Attendees:

Pharmaceutical & Packaging Companies

3M Laboratories (Europe)
Abbott Laboratories
Allergan Pharma
Altria Client Services
Amgen Inc
Associated Capsules Group
Astra Zeneca
Aventis Pharma
Baxter BioScience
Baxter Healthcare
Bayer
Bayer Schering Pharma
Bilcare Technologies Italia
Biofarma
Boehringer Ingelheim
Boston Scientific
Bristol Myers Squibb
Bruker Optics
Capsugel
Celesio
Cilag AG International
CropLife International
Dr Reddy's Laboratories
Egis Pharmaceuticals
Eli Lilly & Company
EMD Serono Inc
Emzor Pharmaceutical
GlaxoSmithKline
Hoffman-La Roche
Janssen Pharmaceutica
Johnson & Johnson
JU Apoteke
Koeber
Laboratoires Serono
Leo Pharma
Merck & Company
Merck Sharp & Dohme
Nature Medicine
NDC Health
Nicholas Piramal India
Novartis International
Novo Nordisk
Orion Pharma
Orphan Medical
OSI Pharmaceuticals Inc
Pfizer
Pharmaceutical Litho & Label Co
Pharmaceutical Security Institute (PSI)
Phoqus
PLIVA d.d.
PPG Industries
Procter & Gamble
Purdue Pharma L.P.
Reckitt Benckiser Healthcare (UK)
Safe Pharma Packaging
Sanofi-Aventis
Solvay Pharmaceuticals
Swissmedic
Wyeth-Ayerst Pharmaceuticals
Zanthus

Public Sector Organisations

American Enterprise Institute
Bureau Veritas Deutschland
California State Board of Pharmacy
Canada Border Services Agency
Centers for Disease Control and Prevention USA
Center for Medicine in the Public Interest
Embassy of France
European Alliance for Access to Safe Medicines (EAASM)
European Medicines Agency
Federal Bureau of Investigation USA
Federal Trade Commission
Food & Drugs Board Ghana
Hawaii Economic Development Corp
Health Sciences Authority Singapore
Institute of Materials Research & Engineering Singapore
Institute of Quality Control of Medicines
Bosnia & Herzegovina
Irish Medicines Board
Korlebu Teaching Hospital Ghana
Libyan Red Crescent Society
Medicines & Healthcare Products Regulatory Agency UK
Metropolitan Police Crime Department
Poland
Ministry of Health Cambodia
Ministry of Health Kenya
Ministry of Health PDR Lao
Ministry of Health Libya
Ministry of Health Pharmaceutical Inspectorate Belgium
Ministry of Health U.A.E.
Ministry of Health & Welfare Andorra
National Agency for Drug & Food Control
Indonesia (NADFC)
National Agency for Food & Drug Administration and Control (NAFDAC)
Nigeria
National Institute for the Control of Pharmaceutical & Biological Products
China
National Pharmaceutical Control Bureau
Malaysia
Oyster Manesty
Public Health Supervisory Services The Netherlands
Saudi Food and Drug Authority
The Centre for Mental Health (UK)
The Government Pharmaceutical Organization Thailand
US Department of Commerce
US Food & Drug Administration
US Pharmacopeia
World Health Organization
WSMI UK

GLOBAL FORUM 2010 – WHAT YOU GET:

Exhibitors

Option 1 – Hard-wall Exhibit Booth

- Hard-wall exhibit booth with choice of location in order of deposit payment
- 2 full-admission delegates; half-price for up to 2 additional full-admission staff or only £200/\$350/€250 for extra booth staff
- Listing in website and marketing communications for the Global Forum

Option 2 – Space Only

The alternative exhibitor package, for a reduced fee, is space only (3m x 2m) for those with their own portable stands, and includes:

- 1 full-admission delegate; half-price for up to 2 additional full-admission staff or only £200/\$350/€250 for extra exhibit staff
- Listing in website and marketing communications for the Global Forum

(Both options include standard power supply, table and chairs)

Sponsors

There will be 10 sponsors of this Global Forum – one Platinum, four Gold and five Silver.

All sponsor packages include all of the above from Option 1, PLUS:

- Platinum Sponsors will be the exclusive named sponsor of the Opening Cocktail Party with additional advance exposure on the Forum website and in the Programme Brochure. And you will be invited to make a short speech welcoming delegates.
- Platinum and Gold sponsors receive a double (6m x 4m) hard-wall booth or space only
- 2 extra full admission delegates for Platinum and Gold sponsors and 1 extra full-admission delegate for Silver
- Platinum and Gold sponsorship packages include sponsorship of Pharma AntiCounterfeiting News (value £3500)
- Gold and Silver sponsors are exclusive named sponsor of a catering break (available on a first come, first served basis)
- Name recognition and acknowledgement from the stage and throughout the Global Forum area

Plus, as a sponsor you will have a first-refusal opportunity to present a paper in the Forum programme as a representative of your field of technology or services, subject to your paper fitting into the Forum programme and meeting our requirements for objectivity and fair coverage. There will only be one paper from each technology field, so reserve your sponsorship early for this first-refusal offer.

Global Forum Sponsor or Exhibitor Reservation Form

SPONSORS (please ✓ appropriate box)

Please accept our reservation as the exclusive Platinum Sponsor	\$22,488	€16,062	£12,850	<input type="checkbox"/>
Please accept our reservation as a Gold Sponsor	\$18,848	€13,463	£10,770	<input type="checkbox"/>
Please accept our reservation as a Silver Sponsor	\$13,598	€9,713	£7,770	<input type="checkbox"/>

(Your sponsorship will be confirmed by payment of a 50% deposit, with the balance due by December 15th 2009)

EXHIBITORS (please ✓ appropriate box)

Option 1 – Hard-wall booth	\$9,760	€6,975	£5,575	<input type="checkbox"/>
Option 2 – Space only	\$5,245	€3,746	£2,997	<input type="checkbox"/>

(Your exhibit will be confirmed by payment of a 50% deposit, with the balance due by December 15th 2009)

EXHIBITOR DISCOUNTS

IAA Members and/or Authentication News subscribers receive a 7.5% discount (please ✓)

Note: VAT will be charged where applicable

Name: _____ Position: _____

Organisation: _____

Address: _____

Zip/Postcode: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

Return this form by post to:
Reconnaissance International, 4 Windmill Business Village,
Brooklands Close, Sunbury-on-Thames, TW16 7DY
Or fax to: +44 (0) 1932 780790
Email: info@reconnaissance-intl.com

Contact Randall Burgess in the USA or Ian Lancaster for the rest of the world, to discuss your requirements and marketing opportunities at the Global Forum 2010.
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