

Presentation Guidelines for Speakers

EuroMedtech 2010 • Leipzig, Germany • June 1-2, 2010

1. Presentation format

Microsoft PowerPoint

All presentations must be prepared and submitted in **Microsoft PowerPoint**. All fonts and graphics need to be included. Videos files need to be handed in separately.

Videos

Since video files are not embedded in **Microsoft PowerPoint files**, the actual video file(s)—if any—need to be submitted in addition to the **Microsoft PowerPoint** file that contains your presentation. We strongly recommend using videos in a **.WMV** format. We can also accept **.AVI** (created with DivX, XviD, or DV- codes), **MPEG-1** and **MPEG-2**.

Apple Mac

If your presentation was prepared on an **Apple Mac**, please inform us before the conference and make sure you review your presentation with the audiovisual (AV) team on site well before your presentation is scheduled.

2. Submission of presentations

We save a copy of your presentation on our computers to ensure a smooth transition between presentations. The copy of your presentation will be deleted immediately after the event and will not be distributed internally or to third parties.

Please send your presentation:

- by **Friday, May 28, 2010**
- to cmacht@ebdgroup.com
- label the subject line with your company name and the name of the presenter
- label the **Microsoft PowerPoint** file with your company name

3. Presentation time

You will be notified about the exact date, time and location of your presentation by April 5, 2010.

4. Set your availability

Your availability won't be used prior to the first round of scheduling on May 25, 2010. However, it is crucial to update your availability in your **partneringONE™** account once you have received your presentation time.

Make sure that the time of your presentation is marked as "unavailable" in your **partneringONE™** agenda page so that no partnering meeting can be scheduled during the

time of your presentation. It is also advisable to mark the timeslot right before and right after your presentation as “unavailable.”

5. Length of presentation

Each company will be allocated a total of 14 minutes for the presentation, a further minute will be reserved for a brief introduction and transition between the presentations. Next Generation presenters will be allocated 7 minutes for the presentation.

6. Presentation rooms

Each presentation room will be equipped with:

- lectern
- microphone
- podium monitor
- laser pointer

One member of the AV team and an additional member of staff will be in the presentation room at all times.

Please plan to arrive in your presentation room no later than **30 minutes** prior to the start of your presentation or at the start of the session, and check in with the member of staff monitoring the presentation room.

7. Speaker check-in

We recommend using no more than 14 slides in a 14-minute presentation. The allocated time limit is firm and, if you over-run, your presentation will be stopped to ensure that all presentations taking place in parallel will start and finish at the same time.

All presenters must check in with the AV team in the “Speaker check-in room” no later than four hours before their presentation and preferably the day before. In case your presentation contains a video file please check in a day ahead if possible.

We also ask presenters to bring a copy on **CD-ROM** or **USB key** of their presentation to the conference.

8. Speaker check-in times

- 7:30–18:00 on Tuesday June 1
- 7:30–16:00 on Wednesday June 2

9. Company logo

All presenting companies will be listed on the **EuroMedtech 2010** website with their company logo and direct link to the company's website.

Please send your company logo if you have not already done so:

- to cmacht@ebdgroup.com
- as a **PNG, GIF** or **JPG**

10. Collateral material

Marketing collateral materials will be displayed in alphabetical order on tables in the main conference area. Please send no more than 50 brochures. Materials will not be returned after the conference.

If you are interested in sending company literature, please send your company literature to the Westin Leipzig. Detailed shipping information will be posted soon.

11. Presentation content and delivery

We appreciate that no single formula fits all presentations, but the following may give you some ideas on how best to present your company.

- a. Presentation tactics
 - prepare the audience for what you are going to tell them
 - tell them
 - repeat briefly what you told them
- b. Does your company presentation answer the following questions
 - Who are you?
 - What do you have?
 - How are you unique/novel?
 - What is the market for your product/technology?
 - How are you going to make money?
 - Who is going to make it happen?
 - When? (timeline)
- c. Consider the following criteria when putting together and delivering your presentation

Introduction

- include a greeting and an introduction of yourself and your topic.
- use an introduction that engages the audience and is related to the content to get the audience interested. Some people do this best by using an anecdote, current news/events, a newspaper article...

Body

- follow a logical sequence
- maintain a fluent pace
- be enthusiastic
- if you are using PowerPoint slides, elaborate on brief points instead of reading lengthy text off each slide
- our recommendation is to use one slide per minute of presentation
- involve your audience in a meaningful way, allowing time for them to think and respond

Conclusion

- logically conclude the presentation
- rehearse several times

Ideas for the body structure

1. *Business strategy/Value proposition*
 - a. Core expertise: technology or therapeutic focus
 - b. Market opportunity
 - c. Progress to date
 - d. Key partnerships or collaborations
 - e. Management strengths
 - f. License agreements
 - g. Out-license compounds
 - h. Retain rights to products
 - i. Funding situation
2. *Core technology*
 - a. What is your technology?
 - b. How does it work?
 - c. How is it different?
 - d. Why is it valuable?
3. *Pipeline/Product profile*
 - a. Profile
 - b. Status
 - c. Market
4. *Validation*
 - a. Data
 - b. Industry/Commercial partners
 - c. Partnership milestones

- d. Current customers/licenseses
- e. Association support
- f. University collaborations

5. *Partnerships (and/or funding) sought*

- a. What exactly do you want to partner?
- b. What kind of partner are you looking for?
- c. Funding requirements

6. *Upcoming Milestones/Next Steps*

- a. Product/technology
- b. Business deals
- c. Scientific/clinical
- d. Organizational growth
- e. Financing plans

12. General points on PowerPoint slides

- visuals should only support or extend the oral component of your presentation
- visuals must be well constructed and easy for your audience to see:
 - use only one topic per slide
 - limit your text to about 50 words per slide
 - choose a font that is easy to read (no smaller than 32p)
 - have good contrast between background and font color
 - avoid clutter—do NOT use too many pictures
- check the spelling
- test your presentation (on screen, for speed, etc.)

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