



# SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

**Hello SME Instrument Champions!**

We offer you a **free booth** at the **Bio International Convention**, that will take place on **19-22 June 2017** in **San Diego, USA** !

**At BIO,  
Overseas Trade Fair offers you**

#### **EXHIBITING YOUR TECHNOLOGY**

At your own 5 sq.m booth on the SME Instrument Pavilion

#### **PRE-SET BUSINESS MEETINGS**

Before departure, on the basis of your business needs

#### **BUSINESS MENTORING**

To prepare you to the business mission

#### **PROMOTION OF YOUR COMPANY**

Internationally, before and during the trade fair

#### **PITCHING SESSIONS**

Promote your Technology and convince business partners

#### **NETWORKING RECEPTION**

Invite your newly made business contacts

#### **ATTEND SIDE EVENTS**

Conferences, speeches, and receptions



#### **THE GLOBAL EVENT FOR BIOTECHNOLOGY**

A wide spectrum of life science and application areas including drug discovery, biomanufacturing, genomics, biofuels, nanotechnology and cell therapy.

#### **NEARLY 16 000 VISITORS IN 2016**

33% came from outside the U.S.  
2,500+ CEO's from leading biotech companies  
33% are companies with more than 500 employees  
40% are from companies with fewer than 50 employees

#### **1 800+ EXHIBITORS IN 2016**

Five focus zones:  
BioProcess—Contract Services  
Digital Health—Discovery—  
Innovation

## **Who can apply ?**



**Phase 1 and Phase 2 SME Instrument Champions** with global ambitions, a solid international business strategy and who are seriously committed to participating in the trade fair



**Applications are open to all SME Instrument topics.** As BIO 2017 focuses on biotechnologies, digital health and nanotechnologies, Champions from topics SMEInst-02, SMEInst-03, SMEInst-05 and SMEInst-07 will be favourably considered.



**Any doubts about your eligibility or the selection process?** Please consult our [FAQ](#). Our [helpdesk](#) will also assist you with pleasure.



## A one-year journey together



## What should you expect to invest ?

### Expenses

#### TRAVEL & ACCOMODATION

**Direct Flight Economy class**  
(Europe—San Diego—Europe)

**Single Room**  
(5 nights in San Diego)

#### OPTIONAL ADDED-VALUE SERVICES

**Category 1**  
(Travel and accommodation services)

**Category 2**  
(Consulting and regulatory advice)

**Category 3**  
(Printing, translation, booth customising)

#### Total

### Your expected contribution

+/- 1000 €

+/- 1500 €

+/- 1000 €

+/- 3500 €

### European Commission contribution

**50% of all expenses up to 1000 €**

*The additional costs may also be covered as dissemination activities under the SME Instrument Phase 2- grant agreement if it is still on-going at the day of the exhibition period at the trade fair.*

### Human Resources

Pre-departure briefing

1-2 people for 1 day

Overall preparation for the mission

1-2 people for 15 days

Exhibition in San Diego

1-2 people for 5 days

Feedback (2 surveys)

1 person for 2 hours

Follow-up with business partners

1-2 people for ∞ days

The Overseas Trade Fair team to support you through the whole experience

## Acceptance and cancellation policy



**Should you be selected to this programme, you will be notified by 8th February 2017**

We expect you to follow up on this within 7 days, by filling the required Company Profile form.



**Cancellations will only be considered in duly documented cases of "force majeure"**

In any other case, you will be excluded from participating to the SME Instrument's Support to commercialisation services (trade fairs, academy, etc). In case of doubts, please contact our [helpdesk](#).