Exhibit & Sponsorship Prospectus

Reach the largest excipient-user manufacturing market in the world at the only U. S. event dedicated to excipients

Excipient World Conference & Expo
May 11 – 13, 2020
May 11 (conference workshops); May 12 – 13 (conference and expo)
Gaylord Palms Resort and Convention Center, Kissimmee, FL

Excipient World Conference & Expo is produced by the International Pharmaceutical Excipients Council of the Americas (IPEC-Americas), www.ipecamericas.org
Excipient World is the most cost-effective and exclusive marketing platform to grow your business, secure new sales orders, build customer relationships, connect with new partners, and learn about the challenges facing drug and healthcare product manufacturers.

Get face-to-face access to the leading manufacturers and emerging growth companies in the drug, veterinary medicine, combination device and consumer healthcare sectors. It’s the only event in the manufacturing sector that provides a unique format to meet with attendee buyers and influencers that are there specifically to learn about and connect with suppliers to discuss their excipient / inactive ingredient, R&D, delivery advancement, lab & technical service, supply chain, and sourcing needs.

Attendee Profile

Decision makers from the largest pharmaceutical, biologics and consumer goods companies in the U. S. attend every year, including

- Pfizer
- Biogen
- Merck
- AbbVie
- Bristol-Myers Squibb
- Johnson & Johnson
- Eli Lilly
- Amgen
- Boehringer Ingelheim
- GSK
- Bausch Health
- Procter & Gamble
- Henkel

- Expanded marketing program and alliances to reach other leading and emerging growth pharmaceutical, biologic and healthcare product manufacturers

Attendees have decision–making job functions / roles across the manufacturing process:

- Purchasing / Procurement / Buyer
- Pharmaceutical: 84%
- Biologics: 31%
- Technical Services / Lab Technician
- Veterinary Medicine: 33%
- Regulatory & Compliance
- Medical Device / Combination: 23%
- Q/A and Q/C
- Consumer Healthcare: 29%
- Engineering
- (Source: 2019 attendee registration data)

Biologics are expected to reach $580.5 billion in sales by 2026 – an area of opportunity for excipient manufacturers

(Source: 2019 attendee registration data)
Excipient World offers many advantages that other large and horizontal pharmaceutical and biotech events can’t offer:

- **100% focus on excipient education and sourcing** – drug and healthcare product manufacturers are there to learn about how excipients and ingredients can support R&D efforts, develop safe and effective products, improve supply chain and discover new products and solutions.
- An intimate event, allowing ample time for attendees to talk with every exhibitor and discuss their challenges and manufacturing requirements.
- **ExcipientConnect**: Schedule one-on-one appointments with select attendees at your booth during unopposed exhibit hours to learn about their needs and present your company’s solutions and services. Attendees will also be encouraged to schedule meetings with exhibiting companies.
- Many networking opportunities, including welcome reception, Tuesday night party, two lunches, and general sessions to connect with attendees, speakers and partners.

Every attendee is focused on excipients and related manufacturing equipment and services and they are ready to buy.

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Statistics from attendee post-show survey results:

<table>
<thead>
<tr>
<th>89%</th>
<th>85%</th>
<th>100%</th>
<th>36%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of the attendees consider excipient purchasing, networking and the opportunity to meet with excipient suppliers to be a very important benefit of attending</td>
<td>of exhibitors rate the audience quality as above average to excellent</td>
<td>of attendees said they will return to Excipient World 2020 in Orlando</td>
<td>are first-time attendees – opportunity to generate new leads</td>
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IPEC-Americas will continue to invest in expanding Excipient World attendance to deliver professionals from more manufacturers and every role in manufacturing, including:

- Research & Development
- Formulation – Operations
- Commercial Operations / Production
- Engineering
- Scientist / Chemist / Pharmacist
- Technical Services / Lab Technician
- Quality Assurance / Quality Control
- Regulatory / Compliance
- Supply Chain
- Procurement

Marketing will include a search–optimized website, email, direct mail, print and online ads, and focused alliances with other associations, organizations and media companies to develop an expanded education program that will attract new companies and professionals to Excipient World 2020.
Exhibit booths are limited. This is a unique opportunity for suppliers to present to buyers and influencers that spend the time to meet with exhibitors. Excipient World offers so much more with your booth to ensure every company has a positive ROI.

A 10 x 10 booth is $4,200 and includes:

- Complimentary registrations: Three (3) two-day conference registrations (access to education sessions May 12 - 13, all general sessions, two lunches and all networking sessions) - a $4,170 value!

- Furnishings: Company ID sign, pipe & drape, 6’ draped table, 2 chairs - a $425 value!

- Appointments: New this year, exhibition staff can schedule appointments with attendees for one-on-one meetings at your booth on both days during unopposed networking hours in the exhibit hall.

- Added value for your customers: New this year, every exhibitor will have one (1) complimentary registration to offer to a best customer or a new prospect (must be a customer at an excipient-user manufacturer in a supply chain, procurement, R&D or formulation role). Complimentary meeting rooms will be offered to supply chain/procurement attendees to meet with exhibitors one-on-one outside the exhibit hall.

- Lead generation: Company profiled in EW emails, social media posts and blogs reaching thousands of excipient-user manufacturers all year!

- Build booth traffic: New this year, one (1) complimentary pre-event email blast to the Excipient World attendee registration list (sent by IPEC-Americas) with your company information and the solutions your company will present at the event, driving qualified traffic to your booth – a $500 value! Plus, a promotion tool kit with turnkey marketing to promote your presence at the event to your customers and prospects.

- Brand Awareness year-round: Company logo on website, company logo and description on the interactive floorplan and Event App.

It’s easy to book your booth space and sponsorship opportunity online @ www.ExcipientWorld.org/Exhibitors
For nearly 20 years, Excipient World has been providing quality education, sourcing and networking opportunities for pharmaceutical, biologics, veterinary medicine, combination device and consumer healthcare product manufacturers that rely on excipients to meet consumer demands.

There are many sponsorship opportunities still available to meet every company’s sales and marketing goals. Enhance brand awareness, drive traffic to your booth and stand out from the other exhibitors participating.

**Sponsorships**

- Exhibitor Conference Session Presentations - $1,500 (7 available) **SOLD OUT**
- Keynotes / General Sessions - $1,000 (3 available)
- Monday Welcome Reception or Wednesday Happy Hour - $750
- Tuesday Networking Party with Photo Booth - $1,000 **SOLD OUT**
- Networking Lunches - $750 (3 available)
- Event Lanyards - $1,500 **SOLD OUT**
- Event Bags - $1,500 **SOLD OUT**
- Event T-shirts - $1,500
- Coffee Breaks - $500 (2 available)
- Roundabout Raffle Program - $700 (5 available)
- Wi-Fi - $5,000
- Charging Station in exhibit hall - $2,000
- Poster Presentations - $175 each

**Advertising**

- Event App Splash Page - $500 **SOLD OUT**
- Event App Email Notifications - $250 (5 available)
- Program Guide Full Page Ad - $500, ½ Page Ad - $250
If your company provides excipient and manufacturing solutions and services, you need to exhibit! Be one or only a few companies representing a solution category instead of competing for attendees’ attention with dozens of suppliers at large trade shows.

**Attendees are looking for these solutions at Excipient World:**

<table>
<thead>
<tr>
<th>Analytical Laboratory Testing Services</th>
<th>Finished Dosage Formulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antimicrobial Preservatives</td>
<td>Flavors and Perfumes</td>
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<tr>
<td>Antioxidants</td>
<td>Formulation</td>
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<tr>
<td>Atypical Actives</td>
<td>Generic APIs</td>
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<tr>
<td>Bio Services</td>
<td>Glidants</td>
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<tr>
<td>Biopharmaceuticals</td>
<td>Inspection, Packaging Technology, Testing &amp; Accessories</td>
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<tr>
<td>Bioprocess Equipment Systems &amp; Services</td>
<td>Intermediate and Synthesis Chemicals</td>
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<tr>
<td>Capsules / Encapsulation</td>
<td>Lab Services</td>
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<tr>
<td>Cleanroom Equipment &amp; Supplies</td>
<td>Laboratory Instrumentation QA/QC</td>
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<tr>
<td>CMO (Contract Pharmaceutical Manufacturing)</td>
<td>Natural Extracts</td>
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<tr>
<td>CMR (Contract R&amp;D)</td>
<td>Ointments Bases</td>
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<tr>
<td>Coating Agents</td>
<td>Pharmaceutical Packaging</td>
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<tr>
<td>Color and Dispersions</td>
<td>Pharmaceutical Packaging Equipment</td>
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<tr>
<td>Compliance Services</td>
<td>Pharmaceutical Technology, Laboratory and Analytical Equipment</td>
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<tr>
<td>Contract Blending and Mixing</td>
<td>Pre-Clinical Trials, Clinical Trials Stages 1-4, CRO, Clinical Data</td>
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<tr>
<td>Contract Packaging</td>
<td>Process Components, Supplies &amp; Instrumentation</td>
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<tr>
<td>Contract Services</td>
<td>Processing Technology</td>
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<tr>
<td>Contract, Development, Manufacturing, Biomaterial of Product</td>
<td>Raw Materials</td>
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<tr>
<td>Custom Manufacturing</td>
<td>Regulatory and Compliance Services</td>
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<tr>
<td>Drug Delivery Systems</td>
<td>Repacking and Dispensing Services</td>
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<tr>
<td>Emulsifying / Solubilising Agents</td>
<td>Solvents</td>
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<tr>
<td>Excipient Distributors</td>
<td>Specialty Chemicals</td>
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<tr>
<td>Excipient Lab Testing</td>
<td>Suppository Bases</td>
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<tr>
<td>Facility Design, Engineering, Critical Utilities, Construction &amp; Commissioning</td>
<td>Suspending / Viscosity Increasing Agents</td>
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<tr>
<td>Fine Chemicals and Intermediates</td>
<td>Sweetening Agents</td>
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<td></td>
<td>Tablet Filler-Binders</td>
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Excipient World 2020 will be held at the beautiful Gaylord Palms Resort and Convention Center, located in Orlando, FL. This world-class venue and location will attract professionals from the major pharmaceutical and biologic hubs in the U. S. and Puerto Rico, as well as manufacturers across the country.

**Face-to-face marketing offers the best ROI of any marketing channel:**

- **86%** of attendees use face-to-face exhibitions to become aware of new products, evaluate suppliers for future purchases and/or narrow their choices to preferred vendors (Source: Center for Exhibition Industry Research).
- **87%** of purchasing decision-makers stated that national exhibitions are an “extremely useful” source of needed purchasing information (Source: Center for Exhibition Industry Research).
- **67%** of all attendees represent a new prospect and potential customer for exhibiting companies (Source: Exhibit Surveys, Inc.).
- **81%** of trade show attendees have buying authority. (Source: Center for Exhibition Industry Research)
- The cost of making first face-to-face contact with a potential customer through an exhibition lead is **$96**, compared to **$1,039** without (Source: Center for Exhibition Industry Research).
- **45%** of attendees develop an emotional connection with a brand after interacting with it at a trade show (Source: Exhibit Surveys, Inc.).
Don’t miss an opportunity to build business and generate leads from the largest drug and healthcare product manufacturers and emerging growth companies.

Book your exhibit space and sponsorship online today at www.ExcipientWorld.org

For more information on Excipient World Conference & Expo exhibit and sponsorship opportunities, contact:
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