

INTERPHEX 2009

Conference & Exhibition

DEMOGRAPHICS

AT INTERPHEX



Meet face-to-face with an elite group of decision-makers

Exhibiting at INTERPHEX™ gives you a unique opportunity for direct interaction with the most qualified buyers in the pharmaceutical and biotech industry. These are the industry decision-makers who specifically attend INTERPHEX to focus on finding new suppliers and innovative solutions. In 2007, close to 1,000 companies displayed 1,600 product lines at INTERPHEX, drawing over 16,000 industry professionals worldwide.

This year, BIOTECHNICA, the leading biotechnology show in Europe, co-locates again with INTERPHEX—contributing significant new cross-over attendance to this essential and uniquely comprehensive annual gathering of the life science industry.

"I came to look for new equipment for upcoming projects. When I return to the office, I'll contact vendors to make purchases." Genzyme Corporation

Make contacts in a diverse cross-section of every segment of the industry

| | |
|----------------------------------|-----|
| Biotechnology | 33% |
| Contract Manufacturing/Packaging | 11% |
| Cosmetics/Toiletries | 2% |
| Ethical/Proprietary Drugs | 9% |
| Food & Beverage | 3% |
| Generic Drugs | 7% |
| Medical Devices/Diagnostics | 7% |
| Nutraceuticals | 2% |
| Services | 9% |
| Other | 15% |

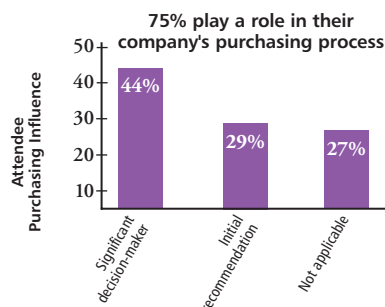
"INTERPHEX gives us great face-to-face interaction and that's the best way to do business. It's also great to see the amount of international presence here—that's a fantastic benefit."

Executive Director, Watson Laboratories

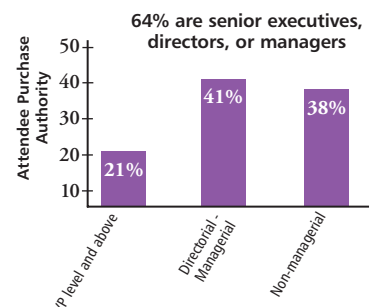
Meet decision-makers from pre-manufacturing, R&D, Information Technology and packaging-related disciplines

- Consulting
- Engineering
- Facilities/Safety
- Information Technology
- Laboratory Q&A
- Production/Manufacturing
- Purchasing/Supply Chain
- QA/QC
- Research & Development
- Regulatory
- Validation
- Warehousing & Logistics

79% of INTERPHEX2008 attendees were completely/very satisfied with the event.



Attendee Purchasing Influence



Attendee Level of Responsibility

March 17-19, 2009

Jacob K. Javits Convention Center, New York, NY

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Identify new prospects that influence the purchase of your products and services.

Products that attendees specify, recommend or purchase:

| | |
|--|-----|
| Analytical Equipment & Services | 16% |
| Architecture, Engineering & Construction | 17% |
| Business Services | 9% |
| Clean Room Equipment & Supplies | 17% |
| Consulting Services | 13% |
| Contract Manufacturing | 15% |
| Contract Packaging | 9% |
| Contract Research | 4% |
| Contract Services | 7% |
| Document & Knowledge Management | 6% |
| Drug Delivery Systems | 6% |
| Environmental Controls & Equipment | 10% |
| Facility Engineering & Maintenance | 14% |
| Information Technology | 5% |
| Instruments & Controls | 14% |
| Labeling, Coding & Marking | 7% |
| Laboratory Instrumentation & Supplies | 10% |
| Manufacturing Software | 7% |
| Medical Devices & Design Equipment | 6% |
| Packaging Machinery | 15% |
| Packaging Materials & Components | 13% |
| Pharmaceutical Related Software | 4% |
| Process Systems, Controls & Automation | 12% |
| Processing & Manufacturing | 23% |
| Processing Machinery & Equipment | 17% |
| RFID | 8% |
| QA/QC | 7% |
| Validation Support | 13% |
| Warehousing, Distribution, Logistics | 7% |

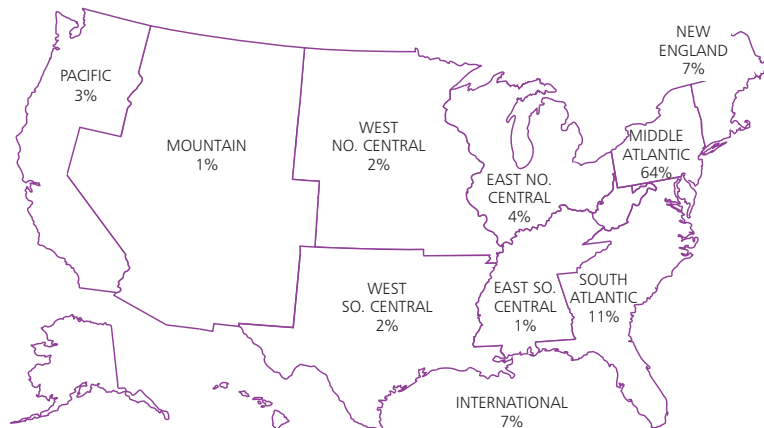
NOTE: Since attendees were able to select multiple categories, the number of responses should not be added together.

Source: INTERPHEX 2008 audit

Attendees represent the industry's major companies and emerging players.

| | | |
|----------------------|--------------------------|----------------------|
| Abbott Laboratories | Forest Laboratories | Ortho |
| Alkermes | Genentech | Par Pharmaceutical |
| Amgen | Genzyme | Perrigo |
| AstraZeneca | GlaxoSmithKline | Pfizer |
| Avon | Hoffmann LaRoche | Purdue Pharma |
| Barr Laboratories | Imclone Systems | Regeneron |
| Baxter | Immunomedics | Roche |
| Bayer | Janssen | Sandoz |
| Biogen | Johnson & Johnson | Sanofi |
| Boehringer-Ingelheim | L'Oreal | Schering Plough |
| Bristol-Myers Squibb | Luitpold Pharmaceuticals | Schwarz Pharma |
| Cardinal Health | Mankind Corporation | Shire |
| Centocor | Masterfoods USA | Stryker |
| Cephalon | McNeil | Taro Pharmaceuticals |
| Chiron | Medarex | Teva Pharmaceuticals |
| Colgate-Palmolive | Medimmune | Tyco Healthcare |
| Dupont | Merck | Unigene Laboratories |
| Eli Lilly | Mylan | Unilever |
| Endo Pharmaceuticals | Novartis | Watson |
| Estee Lauder | Novo Nordisk | Wyeth |
| Ethicon | Organon | and many more |

Attendees come from across the U.S. and worldwide.



Reserve your exhibit space today!

Join the growing list of highly successful companies that build profitable relationships with pharmaceutical industry buyers and specifiers at INTERPHEX.

For complete details, contact
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INTERPHEX2009™
Conference & Exhibition

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- PHARMA**IT**
- PHARMA**SOURCING & SERVICES**
- PHARMA**MANUFACTURING**

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