

# REGISTRATION FORM 1 of 2

To register online and pay by credit card, please visit [www.LifeScienceAlleyConference.org](http://www.LifeScienceAlleyConference.org) and click on [Register Now!](#)

Use this form to pay by check. Please submit one form per attendee.

## STEP 1 Personal Profile

- LifeScience Alley Member (verify status at [www.LifeScienceAlley.org](http://www.LifeScienceAlley.org))  
 Non-Member

|         |       |     |
|---------|-------|-----|
| Name    | Date  |     |
| Company |       |     |
| Title   |       |     |
| Email   | Phone |     |
| Address |       |     |
| City    | State | Zip |
| Country |       |     |

Is this your first time attending the Conference?

- Yes  No

### Organization Type

- Academic Institution     Medical Device     Bioscience  
 Pharmaceutical     Government     Service Provider  
 Health Plan/Insurer     Health Care Provider     Other \_\_\_\_\_

### Attendee Demographics by Functional Area

- |   |  |
|---|--|
| <input type="radio"/> Administration/Management                         | <input type="radio"/> Business Development/Sales |
| <input type="radio"/> Clinical Research                                 | <input type="radio"/> Finance/Purchasing         |
| <input type="radio"/> Faculty/Teacher/Instructor                        | <input type="radio"/> Human Resources            |
| <input type="radio"/> Legal   | <input type="radio"/> Marketing/Communications   |
| <input type="radio"/> Public Relations/Community Relations              | <input type="radio"/> Student                    |
| <input type="radio"/> Engineering/Product Development/R&D               | <input type="radio"/> Information Technology     |
| <input type="radio"/> Manufacturing/Quality                             | <input type="radio"/> Operations/Facilities      |
| <input type="radio"/> Regulatory  | <input type="radio"/> Reimbursement              |
| <input type="radio"/> Care Provider (MD, Nurse, Pharmacist, Tech, etc.) | <input type="radio"/> Other _____                |

### Title

- Executive Management (CEO, President, Founder, Dean, Executive Director, CFO, COO, etc.)  
 Upper Management (EVP, SVP, VP, Director, Partner, Dept. Head, etc.)  
 Middle Management (Manager, Account Executive, Sales Representative, etc.)  
 Other \_\_\_\_\_

How did you hear about the Conference? (please check all that apply)

- Brochure     Colleague     Twitter     Email  
 Newspaper Ad     LinkedIn     Trade Journal     U of MN  
 Magazine Ad     Facebook     LSA Newsletter     Website  
 Other \_\_\_\_\_

Please indicate if you request one of the following

- Vegetarian lunch  
 Special needs accommodation (please specify what we can provide) \_\_\_\_\_

## STEP 2 Registration Options

Please place a check mark in the circle next to your option

|   | OPTION 1  | OPTION 2   | OPTION 3   | OPTION 4   |
|---|---|--|--|--|
| <b>Early Registration</b><br>Ends November 10   | 7:00 a.m. — 5:00 p.m.   | 7:00 — 11:45 a.m.  | 12:00 — 5:00 p.m.  | 1:45 — 5:00 p.m.   |
| <b>Regular Registration</b><br>Nov. 11 — Dec. 5   | Full Conference   | Morning Only<br>Breakfast General Session,<br>Seminar Session 1,<br>and Exhibit Hall | Afternoon Only<br>Luncheon General Session,<br>Seminar Session 2, Afternoon<br>General Session, Exhibit Hall,<br>and Closing Reception | Closing Reception & Afternoon<br>Exhibit Hall Only<br>Afternoon General Session,<br>Exhibit Hall, and<br>Closing Reception |
| <b>On-Site Registration</b><br>Starts December 7 at 7:00 a.m.                           | <b>BEST VALUE!</b>  |  |  |  |
| Member Early  | <input type="radio"/> \$325   | <input type="radio"/> \$200  | <input type="radio"/> \$225  | <input type="radio"/> \$70   |
| Member Regular  | <input type="radio"/> \$425   | <input type="radio"/> \$200  | <input type="radio"/> \$225  | <input type="radio"/> \$70   |
| Member On-Site  | <input type="radio"/> \$475   | <input type="radio"/> \$300  | <input type="radio"/> \$325  | <input type="radio"/> \$85   |
| Non-Member Early  | <input type="radio"/> \$375   | <input type="radio"/> \$250  | <input type="radio"/> \$275  | <input type="radio"/> \$70   |
| Non-Member Regular  | <input type="radio"/> \$475   | <input type="radio"/> \$250  | <input type="radio"/> \$275  | <input type="radio"/> \$70   |
| Non-Member On-Site  | <input type="radio"/> \$525   | <input type="radio"/> \$350  | <input type="radio"/> \$375  | <input type="radio"/> \$85   |
| Full-Time Faculty   | <input type="radio"/> \$159   |  |  |  |
| Full-Time Student<br><small>Proof of enrollment in a qualified program required</small> | <input type="radio"/> \$99  |  |  |  |
| Start Up Rate   | Contact Frank Jaskulke at <a href="mailto:fjaskulke@lifesciencealley.org">fjaskulke@lifesciencealley.org</a> to see if your organization qualifies! |  |  |  |

### Hotel Information

#### Hilton Minneapolis

1001 Marquette Avenue South, Minneapolis, MN 55403

#### LifeScience Alley Rate

\$119/night (based on availability)

Rate good until November 17, 2011

For hotel reservations, please call 763-548-1313

### Flight Information

#### Delta Discount\*

For airline discounts within the U.S. and Canada, book your airfare by calling 800-328-1111 and using

the File # NM7L3. Valid for travel from Dec. 1-13, 2011

\*Restrictions may apply



## STEP 3

Facility & City Tours - Tuesday, December 6, 2011

### Facility Tours

Select ONE Facility Tour that you would like to attend.

#### World Class Medicine

Day Tour of **Mayo Clinic** Research and Innovation Facilities

\$139 Full Conference Registrants  \$219 All Other Registrants

OR

#### Innovation in Medial Device Development

Day Tour of **3M Innovation Center** and **University of Minnesota Medical Device Center**

\$139 Full Conference Registrants  \$219 All Other Registrants

### City Tour

#### Mall of America

Evening Tour and Shopping at Mall of America

\$49 All Conference Registrants

## STEP 4 Seminar Selections

Select ONE seminar that you would like to attend for each session for which you are eligible. We strongly encourage you to pre-select your seminars, as space is limited and admission will be granted first to those who have pre-registered.

### SESSION ONE — 10:15 - 11:45 a.m.

- FINANCE & LEADERSHIP**  
New World Sources of Medtech Capital
- RESEARCH & INNOVATION**  
Ethnographic Research with Clinicians and Patients
- PRODUCT DEVELOPMENT & ENGINEERING**  
Frugal Engineering for Medical Devices
- CLINICAL & REGULATORY**  
The Shifting Global Regulatory Environment
- REIMBURSEMENT**  
Sharpening Your Clinical and Cost Effectiveness Strategy
- HEALTH IT**  
Innovative Technologies in Remote Monitoring
- SALES & MARKETING**  
New Influencers in the Purchase of Your Products

### SESSION TWO — 2:00 - 3:30 p.m.

- FINANCE & LEADERSHIP**  
Strategies for a Highly Successful Business Model
- RESEARCH & INNOVATION**  
Open Innovation in Medtech
- PRODUCT DEVELOPMENT & ENGINEERING**  
Miniaturization of Medical Devices
- CLINICAL & REGULATORY**  
Predictive Preclinical Data
- REIMBURSEMENT**  
The Accountable Care Organization (ACO)
- HEALTH IT**  
Innovative Mobile Health Apps
- SALES & MARKETING**  
Protecting Your Products in International Markets

## STEP 5 Payment Options

Amount Due from Step 2

Amount Due from Step 3

TOTAL

CHECK ENCLOSED payable to  
**The Event Group, Incorporated fbo LifeScience Alley Conference**

To pay by credit card, please visit  
[www.LifeScienceAlleyConference.org](http://www.LifeScienceAlleyConference.org)  
and click on [Register Now!](#)

**Conference Cancellations and Refunds:** Partial refunds will be issued if written notification of cancellation is received by The Event Group, Incorporated by November 19, 2010. A \$25 cancellation fee will be assessed per attendee. No refunds will be issued after November 11, 2011. Registrations are transferable to other members of your organization.

**Conference Policies and Fees:** LifeScience Alley membership is corporate and must be current and paid in full to qualify for the conference member fee. If your organization's membership is not current upon receipt of this form, you will be charged the non-member fee. The conference fee must be paid on or before the day of the event. Full payment must accompany this form. By providing your contact information, you authorize The Event Group, Incorporated and LifeScience Alley to send you conference and sponsor related material by mail or electronically. Agenda and speakers subject to change without notice. In the event of a speaker cancellation due to unforeseen circumstances, LifeScience Alley reserves the right to make a substitution.

**Tour Policy:** All tours are subject to change. In the event that LifeScience Alley cancels a facility or city tour, a full-refund will be issued to the registrant.

## STEP 6 Submit Payment

Send your completed two-page registration form to

**LifeScience Alley Conference**  
c/o The Event Group, Incorporated  
8421 Wayzata Blvd. Ste 250  
Minneapolis, MN 55426



Phone: 763.548.1313 Fax: 763.593.9220

Email: [registrations@eventshows.com](mailto:registrations@eventshows.com)