



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	Your expected contribution	European Commission contribution
TRAVEL & ACCOMODATION		
Direct Flight Economy class (Europe—San Diego—Europe)	+/- 1000 €	50% of all expenses up to 1000 €
Single Room (5 nights in San Diego)	+/- 1500 €	
OPTIONAL ADDED-VALUE SERVICES		
Category 1 (Travel and accommodation services)	+/- 1000 €	<i>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.</i>
Category 2 (Consulting and regulatory advice)		
Category 3 (Printing, translation, booth customising)		
Total	+/- 3500 €	
Human Resources		
Pre-departure briefing	1-2 people for 1 day	The Overseas Trade Fair team to support you through the whole experience
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	

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](#).