

The 2008 BioWest Conference and Expo Announces National Speaker Lineup, New Job Fair and Popular Venture Showcase Competition

*General registration is now open for the Rocky Mountain Region's Premier Bioscience Conference and Expo, BioWest 2008. More than 700 participants are expected at this year's event, November 13-14, at the Grand Hyatt in Denver. Noted author of *The Art of the Start* & business innovation expert Guy Kawasaki leads a prominent lineup of national presenters for BioWest 2008.*

Denver, CO – October 16, 2008 – General registration is now open for the Rocky Mountain Region's Premier Bioscience Conference and Expo, BioWest 2008 at <http://www.BioWestConference.com>. More than 700 industry leaders will convene November 13 & 14 for the sixth annual BioWest event, held again this year at the Grand Hyatt, 1750 Welton, in Denver.

The announcement is made by Christine Shapard, Interim Director of the Colorado BioScience Association (CBSA), who says the BioWest Conference and Expo is the region's preferred venue for visiting with researchers about their newest discoveries and meeting founders of the area's most innovative and promising bioscience start-up companies.

"As BioWest enters its sixth year, we're in the middle of a period of uncertainty and fear. We know these are difficult times for our companies, but believe that attending BioWest provides a positive benefit to cost ratio that should not be overlooked," Shapard explains. "BioWest's delivery of entrepreneurial advice, anticipated regulatory changes, partnering opportunities, a look at future markets and new health care systems is targeted to helping bioscience companies grow in the Rocky Mountain region. And, as we've seen in the past, high level networking and finding valuable support services are always vital in times like these."

This year's luncheon headline presenter on November 13 is **Guy Kawasaki, noted author and innovation expert**. Kawasaki is known for being a pioneer and entrepreneur in tech promotions, start-ups, and publishing. Kawasaki's books include *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and most recently *The Art of the Start: The Time-Tested Battle-Hardened Guide for Anyone Starting Anything*. He is Managing Director of Palo Alto-based Garage Technology Ventures, an early-stage venture capital firm (<http://www.garage.com>), and can be followed on Twitter at <http://twitter.com/guykawasaki>.

Additional national speakers confirmed for BioWest 2008 include:

- **November 13 Founder's Breakfast:** G. Steven Burrill, Chief Executive Officer, Burrill and Company, a San Francisco-based merchant bank. One of the world's most influential people in life sciences, he recently authored *Biotech 2008: A 20/20 Vision of 2020*. Burrill is considered to be one of the national icons for venture capital in the life-sciences industry. Visit <http://www.burrillandco.com>.
- **November 14 Grand Finale Luncheon:** T.R. Reid, veteran *Washington Post* foreign correspondent who recently collaborated with the PBS FRONTLINE series on *Sick Around The World*, to study how five other capitalist democracies —the United Kingdom, Japan, Germany, Taiwan, and Switzerland deliver health care. Visit <http://www.pbs.org/wgbh/pages/frontline/sickaroundtheworld>.

This year the Colorado BioScience Association is also hosting a Job Fair on the afternoon of November 14, 1:30 to 4 p.m. after the Grand Finale Luncheon. The Job Fair will be held across from the Grand Hyatt's main hotel building (across the car park) at 555 17th Street, 37th floor.

The BioWest Conference and Expo is the Rocky Mountain region's preferred venue for visiting with researchers about their newest discoveries and meeting founders of the area's most innovative and promising bioscience start-up companies. The annual Venture Showcase, scheduled for the morning and afternoon of November 13, will bring together six start-up companies to make their "pitch" to a panel of national venture capitalists. The \$10,000 Dorsey & Whitney Venture Showcase Award will be presented to the company with the best presentation.

Earlier stage technologies will be showcased at the Technology Transfer Poster Reception on the evening of November 13. Researchers from the region's top institutions will be on hand with scientific poster presentations to discuss their bioscience discoveries.

In addition to formal presentations, productive networking among attendees will occur at this year's BioWest Expo, featuring bioscience suppliers whose exhibits will fill the hallways with services and products to help the region's companies succeed and grow.

Last but not least, the CBSA Annual Awards Dinner, where the bioscience industry celebrates the "Best of the Best" and recognizes industry leaders and supporters, is Thursday evening, November 13. Governor Bill Ritter will serve as the keynote speaker for this event as the Colorado Bioscience Association celebrates its fifth anniversary.

About Colorado BioScience Association

CBSA is a not-for-profit corporation providing services and support for Colorado's growing biosciences industry. With more than 400 members, the CBSA actively works to promote the growth of the industry by advocating for a better business environment, by promoting programs that grow the state's bioscience workforce, by fighting for policies that support a strong bioscience industry in the state and by speaking with a single voice on behalf of the companies in the state. For more information, visit <http://www.cobioscience.com>.

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