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PRIX GALIEN USA
NEW YORK *2011*

“Not only does Prix Galien serve as a vehicle for publicly recognizing the initiative of private enterprise in developing new cures and treatments, it also has a policy mission that is attractive to other stakeholders outside industry, especially the international community.”

- Professor Elie Wiesel, *1986 Nobel Peace Prize laureate and member of the Prix Galien selection committee*

Innovation to Improve the Human Condition

The Prix Galien Award recognizes outstanding achievements in improving the global human condition through the development of innovative drugs and other treatments.

The Prix Galien was created in 1970 in honor of Galen, the father of medical science and modern pharmacology.

Worldwide the Prix Galien is regarded as the equivalent of the Nobel Prize in biopharmaceutical research.

A RECORD OF LEADERSHIP IN BRINGING THE BEST OF BIOMEDICAL DISCOVERY TO THE ATTENTION OF THE WORLD...

PRIX GALIEN AROUND THE GLOBE



UNITED NATIONS

The Prix Galien is the right event,
on the right issue at the right time.

Ban Ki-moon
Secretary-General
2010



UNITED KINGDOM

It is a pleasure to congratulate all those
who promote the Prix Galien and
pharmaceutical research: they play a
vital role in the fight against disease
throughout the world.

John Major
Prime Minister - 1996



CANADA

The Prix Galien is a prestigious award,
a magnificent occasion to pay
recognition to our researchers and
to encourage our industry.

Jean Chretien
Prime Minister - 1994



FRANCE

We recognize the importance of the Prix
Galien in promoting drug research, and
we salute the excellent work of the Jury.

Philippe Douste-Blazy
Minister of Foreign Affairs – 2006



SWITZERLAND

When Olympic rhymes with Galenic:
there is a gold medal that can be won
for an extraordinary achievement:
this is the Galien Award, the Oscar of
pharmaceutical research.

Walter Sutter
State Advisor, Director
of the Public Economy - 2004

PRIX GALIEN IN THE USA



I am particularly grateful to receive
this award on behalf of all the people
who work in our Foundation.

Bill Clinton
2010



The Prix Galien is a welcome
initiative to stimulate creative
research and promote excellence.

Barack Obama
2008



I applaud Prix Galien for recognizing
the pioneering spirit of America
innovation and research.

John McCain
2008



To Dr. Roy Vagelos on receiving the Pro Bono Humanum Award

Rosalynn joins me in congratulating
you on receiving the 2007 Galien
Pro Bono Humanum Prize at the
Prix Galien Awards Ceremony.

Jimmy Carter
2007



Prix Galien recognizes men and
women from the pharmaceutical
and biomedical industries whose
contributions of science have
improved and saved countless lives.

Michael Bloomberg
2010

THE PRIX GALIEN MISSION

The Prix Galien is more than an award: it is a movement with a mandate to foster, recognize and reward excellence in scientific innovation to improve the state of human health. Building on an unrivaled network of Nobel laureates in medicine, and with the ethical leadership of Peace Prize winner Professor Elie Wiesel, the Prix Galien manages an independent, cross-functional and geographically diverse program of events and sponsorships to brand the **“the best of the best”** in new medicines and diagnostics.

Our scope is global, and our commitment to progress in medicine is both measurable and concrete. Our members express this through the establishment of productive relationships to build lasting bridges between the commercial research enterprise and local communities engaged in public policy, science, finance, academic research and the media. In addition to recognizing advances in promising therapies, the Prix Galien’s annual Pro Bono award for humanitarian achievements brings a unique focus to the intersection between science, business and politics. The outcome we seek is guided by the synthesis principle that underpins the conduct of science itself: successful innovation, where financing, physical assets, knowledge and skills are combined from many sources to move new ideas quickly **“from the bench to the bedside,”** on behalf of patients everywhere.

A TRULY GLOBAL PROGRAM

Our program includes a review of contributions from a new generation of innovators representing diverse sectors in health as well as from the emerging markets of the developing world. Our theme: better cross cultural contacts, harmonized regulation, internal business process improvements, new information technologies, and effective public-private partnerships can remove barriers to the commercialization of good medicines and expand access to these benefits to all who need them.

2011 will represent a new and exciting stage in the evolution of the Prix Galien as the pre-eminent **“force populaire”** behind the global scientific enterprise. With the support of our sponsoring organizations, our efforts will extend to all who see medical innovation not only as an industrial policy asset but as a source of social progress – where private enterprise and public engagement combine to deliver a greater public good.

We invite all communities with a commitment to the conduct and promotion of life sciences innovation to contribute to this important work.

Who was Galen?

Born in 131AD, Galen (Galien in French) is considered the father of modern medicine and pharmacology. As an anatomist, physiologist, clinician and researcher, his work formed the basis of a school of thought known as “Galenism”, which dominated medicine until the Renaissance. In fact, Galen’s works were used as primary medical reference for nearly two centuries.

Raised in Pergamos, he studied in Smyrna, Corinth, and Alexandria, the three centers of medical excellence in the ancient world. Legend has it that Galen was visited by Aesculapius in a dream and that this inspired the direction

of his life. When he was 17, Galen worked as a physician to the gladiatorial school. At the age of 37, Marcus Aurelius summoned him to Rome, where he grew in reputation and stature as a healer, teacher, researcher and writer. His ideas on the functioning of the human body were so well received that he became the personal doctor of young Commodus, the heir to the Emperor. He died in 201AD. During his long and eminent career, Galen completed over five hundred learned works addressing anatomy, physiology, pathology, medical theory and practice, and many forms of therapy. He traveled throughout the world, studying local plants and

remedies, eventually describing 473 original drugs and many substances of mineral and vegetable origin. Importantly, Galen was the first to codify the art of preparing active drugs using multiple ingredients. Galen’s faculties of observation, logic and deduction made him the true successor of Hippocrates, and his declaration that the primary aim of medicine was patient care formed the very cornerstone of modern pharmacy. To quote Jean-Pierre Changeux, “Galen first showed that our mind was in the brain, not in our hearts.” It can be said that this was the beginning of experimental medicine.

AN UNRIVALED REPUTATION FOR INTELLECTUAL RIGOR AND INTEGRITY...

PRIX GALIEN USA

The Prix Galien USA committee, a distinguished body of scientists including seven Nobel Prize laureates, will judge which among the candidates, independent of any category, is the Best Pharmaceutical Agent (i.e. small molecule), is the Best Biotechnology Product and which is the Best Medical Technology approved by the FDA in the past ten years. As few as one or as many as three prizes may be awarded in each of these categories, and from time to time the committee may decide on awards *hors prix*. The prizes are awarded for products and agents that improve the human condition.



Michael S. Brown, M.D.
Nobel Laureate
Professor of Molecular Genetics and Internal Medicine, UT Southwestern Medical Center at Dallas



Eric R. Kandel, M.D.
Nobel Laureate
Professor of Physiology and Cellular Biophysics, Columbia University and Director of the Biotechnology Study Center, NYU School of Medicine



Jan T. Vilcek, M.D.
Professor of Microbiology, NYU School of Medicine



Walter Gilbert, Ph.D.
Nobel Laureate
Carl M. Loeb University Professor Emeritus, Harvard University



Richard A. Lerner, M.D.
Lita Annenberg Hazen Professor of Immunochemistry, Chair in Chemistry, Scripps Research Institute



Gerald Weissmann, M.D.
Research Professor of Medicine (Rheumatology) and Director of the Biotechnology Study Center, NYU School of Medicine
Committee Chair



Joseph Goldstein, M.D.
Nobel Laureate
Professor of Molecular Genetics and Internal Medicine, UT, Southwestern Medical Center at Dallas



Paul A. Marks, M.D.
Laboratory Head of Cell Biology, Memorial Sloan Kettering Cancer Center



Elie Wiesel
Nobel Laureate
University Professor and Professor of Philosophy and Religion, Boston University
Honorary Member



Paul Greengard, Ph.D.
Nobel Laureate
Vincent Astor Professor of Molecular and Cellular Neuroscience, Rockefeller University



Bengt Samuelsson, M.D. Ph.D.
Nobel Laureate
Professor, Karolinska Institute, Former President of Karolinska Institute and Chairman of the Nobel Foundation



Bruno Cohen
Secretary General
Prix Galien USA

THE PRO BONO HUMANUM AWARD

The committee follows a century-old example set in Sweden. The Prix Galien rewards excellence and novelty, and awards special honors to those who have served humanity at large. The Pro Bono Humanum Award recognizes exemplary and innovative efforts in improving the human condition. This special award is presented by Elie Wiesel, in presence of the Prix Galien USA Committee.



2010

Bill Clinton and **Philippe Douste-Blazy**, in recognition of their outstanding achievements in providing treatment for underserved populations through the William J. Clinton Foundation HIV / AIDS Initiative and the multilateral organization, UNITAID.



2009

Harvard Professor **Barry Bloom** for bringing the fruits of basic biological science to those who are most needy. Columbia University Earth Institute Director **Jeffrey Sachs** for bringing the fruits of scholarly economics to bear our problems that have plagued the world for millennia.



2008

Sheldon Segal and the **Population Council** for their global efforts in support of reproductive health and family planning.



2007

Former Merck CEO **Roy Vagelos**, for the River Blindness Program and his historic decision to donate the drug Mectizan® to more than 530 million people in 34 countries to treat and prevent river blindness: "as much as necessary for as long as necessary."

Overview of Awardees: 1970 to date

THE PRIX GALIEN HALL OF FAME

WINNER	No. OF MEDALS	WINNER	No. OF MEDALS	WINNER	No. OF MEDALS
GlaxoSmithKline	31	Servier	8	Albana Pharma, Baxter, Biocodex, Chiron, Ferrer, Genzyme, Guerbet, Institut Santa Creu, Leo, Luminex, Lundbeck, Menarini, Orphan, Otzuka, PharmaPharm Pierre Fabre, Service de Santé des Armées, Shine, Swedish Orphan International, Uriach, Viron Therapeutics	1
Roche	29	Abbott, Amgen, Inserm	5		
Merck-Sharp-Dohme, Novartis	27	AstraZeneca, Lilly, Schering-Plough, Solvay	4		
Pfizer-Wyeth, Sanofi-Aventis	23	Almirall-Prodesfarma	3		
Sanofi-Pasteur MSD	14	Actelion, Alexion, Beaufour-Ipsen,	2		
Bayer-Schering, Janssen-Cilag	13	Boehringer, Biogen, Celgene, Cephalon, Procter & Gamble			
Bristol-Myers Squibb, Merck- Serono	9				

PRIX GALIEN USA WINNERS



2010 Winners

Best Pharmaceutical Agent:
Coartem - *Novartis*

Best Biotechnology Product:
RotaTeq, *Merck & Co.*

Best Medical Technology:
xTAG, *Luminex Corporation*

Pro Bono Humanum Award:
Bill Clinton and Philippe Douste-Blazy

2009 Winners

Best Pharmaceutical Agent:
Gleevec - *Novartis*

Best Biotechnology Product:
Nplate - *Amgen*; Promacta - *GSK*

Best Medical Technology:
Cellsearch - *Veridex (J&J)*

Pro Bono Humanum Award:
Jeffrey Sachs and Barry Bloom

2008 Winners

Best Pharmaceutical Agent:
Isentress - *Merck*; Selzentry - *Pfizer*

Best Biotechnology Product:
Soliris - *Alexion*; Infuse - *Wyeth*

Special therapeutic development:
Revlimid - *Celgene*

Pro Bono Humanum Award:
Sheldon Segal

2007 Winners

Best Pharmaceutical Agent:
Januvia - *Merck*; Chantix - *Pfizer*

Best Biotechnology Product:
Humira - *Abbott / Gardasil - Merck*

Pro Bono Humanum Award:
Dr. Roy Vagelos

MEDAL BY ALBERT DE JAEGER

The Prix Galien medal was designed by Albert de Jaeger (1908 – 1992), laureate of the Premier Grand Prix de Rome architectural prize. De Jaeger designed medals for prominent figures such as Pope Pius XII (at the Villa Medici, 1937) and Pope Jean-Paul I, Presidents Dwight D. Eisenhower and John F. Kennedy, distinguished military leaders including Marshals Leclerc, Koenig, Montgomery, Marshall and Joukov; the Weizmann Institute,

as well as numerous artists, literary figures and prominent personalities such as Sacha Guitry, Marcel Proust, Henri de Montherlant, Paul Harris, a number of Nobel Prize laureates, the Empress of Iran SA Farah Diba, Princess Grace of Monaco, and others...

De Jaeger is also the architect of numerous outstanding monuments in France and throughout the world.





OPPORTUNITIES FOR SPONSORSHIP

GALIEN FORUM EVENT

SEPTEMBER 27, 2011 8:00 AM

ALEXANDRIA CENTER FOR LIFE SCIENCE, NEW YORK CITY

The mission of the Galien Foundation is to serve as a vehicle for the open exchange of ideas that drive science and new innovations. Our second major forum will be held at the Alexandria Center for Life Science on the morning of September 27, 2011, and will feature round table debates focusing on critical, global healthcare issues and challenges.

As a sponsor of the Prix Galien, your company will have an array of opportunities to network with global healthcare decision makers, policy makers, academicians, and the Prix Galien committee. Collaboration with the Prix Galien allows you to participate in and impact the discussions as a thought leader around the most critical global healthcare issues.

Among the topics debated at the 2010 Galien Forum:

**The Changing Landscape of Pharmacovigilance:
The Impact on Medical Innovation and Human Health**

**Biomedical Innovation:
Funding Challenges and Developing Public/Private Partnership Incentives**

**Translational Neuroscience:
Academic-Industrial Collaborations in CNS Diseases**

GALIEN AWARDS CEREMONY

SEPTEMBER 27, 2011 6:00 PM

AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK CITY

Our annual gala awards dinner is a creative recognition of the productive and positive power of partnerships that drive progress in medical science. It is peer exchange with a public purpose - with a diverse range of opportunities for contact with a range of interests, from professional and scientific groups, academia and governments to patient associations, other non-profit organizations and the media.



PLATINUM SPONSOR BENEFITS \$ 150,000

*Sponsorship Opportunities,
restricted to non-competing
companies.*

FORUM

ALEXANDRIA CENTER FOR LIFE SCIENCE
NEW YORK CITY

The Governing Council of the Galien Foundation convenes three times a year in the presence of Prix Galien USA Honorary Member, Professor Elie Wiesel. At each of these crucial meetings, a maximum of fifteen decision makers (CEOs, Directors of R&D, economists, political leaders...), gather to debate and reflect upon critical healthcare issues in the United States, and internationally. These meetings are not recorded, and no minutes are taken, with the aim of allowing each participant to express his opinions as freely as possible.

- ❖ Participation of your CEO or top executive in two sessions with the Governing Council of the Galien Foundation
- ❖ Input in round table topic selection
- ❖ Exclusivity in your field for hosting a round table
- ❖ 70 day passes
- ❖ Participation in the official Prix Galien press conference
- ❖ Dedicated relationship manager
- ❖ Updated participant lists with contact details
- ❖ Private meeting room
- ❖ Hosting the lunch
- ❖ Logo on delegate bags
- ❖ Logo on venue signage
- ❖ Use of the Prix Galien brand in all corporate communications
- ❖ Right of first refusal for the next event

GALA AWARDS CEREMONY

AMERICAN MUSEUM OF NATURAL HISTORY
NEW YORK CITY

- ❖ Welcoming cocktail or dessert buffet party
- ❖ Personal introduction in advance of the Gala Awards Ceremony
- ❖ Special emcee recognition during ceremony
- ❖ Emcee citation during ceremony
- ❖ 5 VIP tables
- ❖ Corporate clip broadcast throughout venue
- ❖ Corporate logo on Banner
- ❖ Premium recognition in the media campaign
- ❖ Your president's message or editorial page in the Golden Book (Awards Ceremony Program Guide)
- ❖ A diploma and a replica of Galien medal for display
- ❖ 4-color corporate spread in Golden Book (Awards Ceremony Program Guide)

ONLINE

- ❖ Event video interview
- ❖ Sponsor logo gallery
- ❖ E-mail promotions banner ad
- ❖ 3 e-mail blasts
- ❖ Registration landing page banner ad

5 Galien Foundation
Patron memberships

★ Patron level memberships are the highest level of membership to the Galien Foundation - organizer of the Galien USA Awards and the Galien Forum. As a member you will be among the first to receive information about the Foundation's actions and activities.

GOLD SPONSOR BENEFITS \$ 80,000

*Sponsorship Opportunities,
restricted to non-competing
companies.*

FORUM

ALEXANDRIA CENTER FOR LIFE SCIENCE
NEW YORK CITY

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- ❖ Participation of your CEO or top executive in one session with the Governing Council of the Galien Foundation
- ❖ Exclusivity in your field for hosting a round table
- ❖ 30 day passes
- ❖ Updated participant lists with contact details
- ❖ Private meeting room
- ❖ Hosting the coffee breaks
- ❖ Logo on delegate bags
- ❖ Logo on venue signage
- ❖ Use of the Prix Galien brand in all corporate communications

GALA AWARDS CEREMONY

AMERICAN MUSEUM OF NATURAL HISTORY
NEW YORK CITY

- ❖ Emcee citation during ceremony
- ❖ Personal introduction in advance of the Gala Awards Ceremony
- ❖ Your CEO or top executive will present the US Prix Galien Medal* on-stage (3 MINUTES)
- ❖ 3 VIP tables
- ❖ Corporate clip broadcast throughout venue
- ❖ Corporate logo on banner
- ❖ Premium recognition in the media campaign
- ❖ Priority position 4-color corporate ad in Golden Book (Awards Ceremony Program Guide)

ONLINE

- ❖ Event video interview
- ❖ Sponsor logo gallery
- ❖ 2 e-mail blasts
- ❖ Corporate profile, company logo, link to corporate web site

3 Galien Foundation
Patron memberships

★ Patron level memberships are the highest level of membership to the Galien Foundation - organizer of the Galien USA Awards and the Galien Forum. As a member you will be among the first to receive information about the Foundation's actions and activities.

SILVER SPONSOR BENEFITS \$ 45,000

*Sponsorship Opportunities,
restricted to non-competing
companies.*

FORUM

ALEXANDRIA CENTER FOR LIFE SCIENCE
NEW YORK CITY

- ❖ 20 day passes
- ❖ Private meeting room
- ❖ Hosting the lunch
- ❖ Hosting the coffee breaks
- ❖ Logo on delegate bags
- ❖ Logo on venue signage

GALA AWARDS CEREMONY

AMERICAN MUSEUM OF NATURAL HISTORY
NEW YORK CITY

- ❖ Emcee citation during ceremony
- ❖ 2 VIP tables
- ❖ Corporate clip broadcast throughout venue
- ❖ Corporate logo on banner
- ❖ Full page 4-color corporate ad in Golden Book (Awards Ceremony Program Guide)

ONLINE

- ❖ 1 e-mail blast
- ❖ Sponsor logo gallery
- ❖ Corporate profile, company logo, link to corporate web site

3 Galien Foundation
Contributor memberships

BRONZE SPONSOR BENEFITS \$ 25,000

*Sponsorship Opportunities,
restricted to non-competing
companies.*

FORUM

ALEXANDRIA CENTER FOR LIFE SCIENCE
NEW YORK CITY

- ❖ 10 day passes
- ❖ Logo on delegate bags
- ❖ Logo on venue signage

GALA AWARDS CEREMONY

AMERICAN MUSEUM OF NATURAL HISTORY
NEW YORK CITY

- ❖ Emcee citation during ceremony
- ❖ 1 VIP table
- ❖ Half page 4-color corporate ad in Golden Book (Awards Ceremony Program Guide)

ONLINE

- ❖ 1 e-mail blast
- ❖ Sponsor logo gallery
- ❖ Corporate profile, company logo, link to corporate web site

3 Galien Foundation
Friend memberships

★ Membership to the Galien Foundation - organizer of the Galien USA Awards and the Galien Forum. As a member you will receive continuous information about the Foundation's actions and activities.



SPONSOR BENEFIT SUMMARY

Participate in a world-class event with bio-pharma industry leaders (Nobel laureates, top academics, C-level and R&D executives)

PRIX GALIEN USA

\$1,750 - Individual ticket
\$15,000 - Table for 10

SUPPORTERS OF THE GALIEN FOUNDATION (Industry, not sponsors)

\$25,000
Table for 10 +
Full page ad in Golden Book

ADVERTISING
\$7,500
Full page ad in Golden Book

FORUM
\$750 - Individual registration

INDIVIDUAL PACKAGE
\$2,125
Forum + Awards Ceremony

	LIMITED TO 2	LIMITED TO 4	LIMITED TO 6	UNLIMITED
FORUM	PLATINUM \$150,000	GOLD \$80,000	SILVER \$45,000	BRONZE \$25,000
Participation of your CEO or top executive in the governing council of the Galien Foundation	2 SESSIONS	1 SESSION		
Exclusivity in your field for hosting a round table	•	•		
Input in round table topic selection	•			
Day passes	70	30	20	10
Participation in the official Prix Galien press conference	•			
Dedicated relationship manager	•			
Updated participant lists with contact details	•	•		
Private meeting room	•	•	•	
Hosting the lunch	•		•	
Hosting the coffee breaks		•	•	
Logo on delegate bags	•	•	•	•
Logo on venue signage	•	•	•	•
Use of the Prix Galien brand in all corporate communication	•	•		
Right of first refusal for the next event	•			
GALA AWARDS CEREMONY				
Welcoming cocktail or dessert buffet party	•			
Personal introduction in advance of the Awards Ceremony	•	•		
Special emcee recognition during ceremony	•			
Emcee citation during ceremony		•	•	•
Your CEO or top executive will present the US Prix Galien medal* on-stage		3 MINUTES		
VIP tables	5	3	2	1
Corporate clip broadcast throughout venue	•	•	•	
Corporate logo on banner	•	•	•	
Premium recognition in the media campaign	•	•		
Your president's message or editorial page in the Golden Book	•			
A diploma and a replica of Galien medal for display	•			
4-color corporate ad in Golden Book	SPREAD	PRIORITY PAGE	FULL PAGE	HALF PAGE
Exclusivity in your field	•	•		
ONLINE				
Event video	•	•		
Sponsor logo gallery	•	•		
Email promotions banner ad	•			
Email blasts	3	2	1	1
Registration landing page banner ad	•			
Sponsor logo gallery	•	•	•	•
Corporate profile, company logo, link to corporate web site		•	•	•
FOUNDATION MEMBERSHIPS	5 Patron	3 Patron	3 Contributor	3 Friend

JOIN US!



www.galienfoundation.org



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