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Welcome to the September 2007 Issue!

The **PharmSource PERISCOPE** provides valuable insight into sales issues and trends for companies that sell goods or services to bio/pharma. It helps you recognize new business opportunities, and overcome sales obstacles. Enjoy the September issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: August Opportunities
188 overall leads for pharma vendors were reported by the **PharmSource Lead Sheet** in August.

Lead Type	Aug-07	2007 Y-T-D
Non-US Leads	50	560
Early development candidates	33	273
Late development candidates	45	412
Large molecule candidates	30	241
Small molecule candidates	50	547
Newly-funded companies	55	422
New sourcing executives	19	203
Parenteral dosage form candidates	33	299
Oral candidates	29	302
Total Leads*	188	1,711

*Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.

Lead Sampler

Below are two actual leads from a recent issue of the **PharmSource Lead Sheet (PLS)**, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It includes new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers 40-60 fresh leads each week.

Use the **PLS** to stay on top of opportunities as soon as they're announced, keep attuned to market activity and trends, and as a key resource for targeted marketing.

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FOR WEEK OF:

08-26-2007

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

Downloads

Preferences

Comments/Questions?

Full Database Search

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Products in Development

Phase I

Company: [Lexicon Pharmaceuticals, Inc.](#)
HQ Location: The Woodlands, TX
Product: LX1031
Dosage Form: Oral – Unspecified
Nature of API: Chemical - Normal potency
Therapeutic Area: Gastrointestinal
Comment: Lexicon reports positive interim data for a Phase Ib trial of LX1031, an oral treatment for gastrointestinal disorders such as irritable bowel syndrome. The compound has been shown to reduce peripheral serotonin receptors responsible for gastrointestinal function. Results are expected in October.

Research contact: [James R. Piggott, PhD](#)
Research contact: [Brian P. Zambrowicz, PhD](#)

[Print Lead](#) [Email Lead](#)

Corporate Finance, Alliances, and Acquisitions

Corporate Finance

Company: [Inotek Pharmaceuticals](#)
HQ Location: Multiple
Financing Type: Venture capital investment
Amount Raised: \$19.30 million
Description: Inotek raises \$19.3 million in a third round of financing. Funds will be used to support the first proof-of-efficacy data for three separate therapeutic programs and to expand its development team.
Strategy: Inotek Pharmaceuticals Corporation is a private, high-growth, development-stage pharmaceutical company.

Preclinical contact: [Garry J. Southan PhD](#)
Clinical research contact: [Rudolf A Baumgartner, MD](#)

[Print Lead](#) [Email Lead](#)

Sales Article

Trade Show Giveaways vs. Throwaways - Maximizing Your Trade Show Promotions

By R. J. Williams

Nothing beats promotional products for getting a targeted message to a designated recipient on a repetitive basis. The key part of this statement is “on a repetitive basis.” This fundamental benefit of

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promotional items is probably the most overlooked and misunderstood factor in the promotional product buying decision.

Here's a typical call I get, "I need some trade show giveaways for my next show. Do you have blah blah blah? I saw an exhibitor giving them away last year."

Just imagine... billions of dollars are wasted every year - most exhibitors only get a fraction of the return on investment on their trade show promotional products. Why? Because they spend their money on giveaways and not repetitive message senders.

Promotional Products Work

Studies show that 7 out of 10 people who receive promotional gifts at trade shows can recall the name of the company that gave them the product. Sounds great, but that's not all - not even close. That's just the tip of the iceberg. While most people would be thrilled at these results, they are missing one simple fact. If your prospect has a "RE-USABLE" product, your company gets seen over, and over and over again. The result? Your cost per impression goes down and your return on investment goes up. Retention is the key to maximizing effectiveness.

Maximizing Your Trade Show Budget

Think about this. Say you spend \$1 on 1000 items. If 9 out of 10 get thrown away, only 1 in 10 is reused. Your cost per retention is \$10 each and your \$1000 got your message re-used by 100 people. But if that \$1 item is kept and reused by 5 out of 10 people, your cost per retention is \$2 each and you have exposed 500 people on a repetitive basis for \$1000. Hmmm, for \$1000 if you had the choice of being seen by either 100 people or by 500 people over and over, what would you do?

What's New?

I love this one. 99% of the time "What's new?" is code for "What can I buy that no one will ever use."

Remember the "Carabiner" craze? For 5 years everyone under the sun was selling these things. (You know, the clips that rock climbers use.) Not only was everyone selling them, but then they made 500 variations of the product.

They had Carabiners with compasses, Carabiners with flashlights, with key chains, and clocks built in. They came in plastic, aluminum and steel. And they became available in 90 colors! Now tell me this. How many people do you know that carry one around on a daily basis? I bet the industry sold 5 billion dollars worth of them. 2 billion at trade shows. Why? Because it was new. The colors were cute. They matched the booth. "Oh it has a compass—this will come in handy if I get lost on my way to the office!"

Let's face it. How many of us have used a compass in our life after boy scouts and girl scouts? The landfills are full of them. My point is this: There are items that have a high retention rate that have been around a long time and there is a reason they are the top items bought and sold. They simply WORK.

Let me be a bit more specific. Here are the top selling categories of **trade show promotional items** and percentage of overall sales.

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- 1) Wearables 29.98%
- 2) Promotional Pen 10.61%
- 3) Calendars 7.64%
- 4) Drink Ware 6.25%
- 5) Desk/Business accessories 5.69%
- 6) Trade Show Plastic Bags 5.46%

I have probably sold 5 million promotional T shirts in my career. They are the highest retained item in the industry and there is no greater value.

Look around your desk: Mouse pad, paper cube, pens, highlighter, letter opener, carabiner (I'm joking), coffee mug, calendar, ruler.

Look in your house: bag clip, jar opener, refrigerator magnet, coffee mugs, tee shirts, hats.

Get in your prospect's house, on their desk, in their briefcase, on their backs, and in their drawers. Every day items have the greatest return. Remind them of your products and services and you'll micro brand them. You'll never buy a throwaway again and you'll no longer see the promotional product budget as an expense. You'll know what the Wise Buyer knows, you bought an asset.

About the Author

RJ Williams is the owner of Poor Richards Promos. Our goal is to help educate exhibitors and give them the tools to maximize their trade show results. Email poorrichard@poorrichardspromos.com for free marketing tips, "52 Ways to Trade Show Wealth." For a copy of our full report, "7 Deadly Mistakes Exhibitors Make When Purchasing Promotional Products for Trade Shows" visit www.poorrichardspromos.com.

Prospect Profile: Adnexus Therapeutics, Inc

IPO SPOTLIGHT

Adnexus Therapeutics is a biotechnology company that develops therapeutics called Adnectins, which are derived from human fibronectin, using the company's proprietary protein engineering system, PROfusion™. R&D expenditures in 2006 were over \$9.97 million.

Corporate Highlights

- 2002: Incorporated as Compound Therapeutics
- 2006: Changed name to Adenxus Therapeutics
- 58 total employees (42 R&D, 16 General & Administration)
- Facilities include: Corporate Headquarters, Waltham, MA: 31,000 sq. ft.

Manufacturing Status

- Adnexus Therapeutics lacks internal manufacturing capabilities, and depends on third party manufacturing for the commercial production of drug candidates, compounds, and preclinical and clinical trials materials.

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Business Relationships

- 2007: Entered an agreement with Bristol Myers Squibb (BMS) to develop and discover oncology targets including three Adnectin candidates.
 - Adnexus will use its PROfusion technology on up to six research programs to identify pre-clinical Adnectin candidates for BMS.
 - BMS will be responsible for development and commercialization activities while Adnexus will retain limited co-promotion rights to the first product to achieve regulatory approval in the US.
 - The agreement stated that BMS would pay Adnexus \$30 million over three years. Adnexus is eligible for royalties up to \$210 million per product.

IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the August 26th 2007 issue of the **PharmSource Lead Sheet**).
- As of August 2007, the number of common shares offered and the price range for the offering had yet to be determined.

Use of Proceeds

- Clinical development for Angiocept.
- R&D for other product candidates.
- Working capital, capital expenditures, and other general corporate purposes.

Sourcing Opportunities

- Contract and clinical research organizations for drug trials.
- Manufacturers for preclinical and clinical product candidates.
- Third party suppliers of clinical trial materials for product candidates.
- Commercial manufacturing capabilities.

Pipeline

Product Candidate	Therapeutic Area	Status	Partner
Angiocept	Oncology	Phase II in Q1 2008	Solely-owned
BMS-ATI 1	Oncology	Product Optimization	BMS
ATI-003	Autoimmune diseases	Product Optimization	Solely-owned
BMS-ATI 2	Oncology	Product Optimization	BMS
BMS-ATI 3	Oncology	PROfusion™ lead discovery	BMS
ATI-004	Musculo-skeletal disease	PROfusion™ lead discovery	Solely-owned
ATI-005	Neurodegenerative disease	PROfusion™ lead discovery	Solely-owned

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Finances

(\$ in thousands)	2004	2005	2006
Total Revenues	75	262	250
R&D Expenses	7,331	12,962	9,977
General & Administrative Expenses	2,402	3,061	4,333
Total Operating Expenses	9,733	16,023	14,310
Capital Expenditures	429	276	459

Contact Info

Adnexus Therapeutics, Inc.

100 Beaver Street
Waltham, MA 02453
Phone: (781) 891-3745
Fax: (781) 891-3796
www.compoundtherapeutics.com
www.adnexustx.com

Key Officers

John D. Mendlein, PhD, President, CEO
Katrine S. Bosley, VP, Business Dev.
John B. Edwards, SVP, COO
Martin I. Freed, MD, CMO
Eric S. Furfine, PhD, SVP, R&D

User Tips

Get the Most Out of Your Resources

Here are some of the top user tips for the **PharmSource Lead Sheet**. These will help boost the usefulness of this great resource for you, and ensure you're getting the most out of it.

- Use the weekly **PLS** as a market intelligence tool: know who's getting new financing, how money is being spent, and pick up early on other trends you can readily track simply by reading the **PLS** every week.
- Get monthly sales tips from the **PharmSource PERISCOPE** e-newsletter (sent from brooke@pharmsource.com). To see **PERISCOPE** archives, go to <http://www.pharmsource.com/page.cfm?name=periscope>.
- Use the spreadsheet download feature to do targeted marketing: select prospect lists by development phase, dosage form, therapeutic area, nature of API, and create a message for each group that speaks directly to their needs. Research shows that targeted marketing is far more effective and productive.
- Refer to the step-by-step info sheets on how to use the *Preferences* filters, how to *Export & Download* leads/data into spreadsheet format, and how to conduct *Full Database Searches*. If you need a copy, just contact us.

If you have any questions or suggestions, we'd welcome the opportunity to speak with you. Call us toll-free at **1-888-777-9940** or at **1-703-383-4903**, or send an e-mail to info@pharmsource.com.

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PharmSource Lead Sheet: Special Offer

The **PharmSource Lead Sheet (PLS)** is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the **PLS** informs you of new product and financing opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and keeps your lead funnel full.

If you're not yet a subscriber to the **PharmSource Lead Sheet**, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share. **For a limited time only we are offering new subscribers a 15% discount when you subscribe within 10 days of your test-drive.**

Here are just a few things the **PharmSource Lead Sheet** can do for you:

- **Save money:** The **PLS** costs less than exhibiting at a single trade show, and far less than an internal prospecting staff.
- **On-going source of fresh leads and current market information:** The **PLS** alerts your sales staff of fresh leads every week, and keeps you on top of pipeline trends for products and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* feature can be used to create targeted lists of pharma companies for marketing campaigns or to contact for site visits.

The annual subscription renewal rate for the **PLS** is over 90%. This extraordinary rate demonstrates extremely strong customer satisfaction and loyalty, and speaks volumes to the value of the **PLS** as a resource that produces results.

To schedule your free test-drive, call Judy Miller at 703-383-4903, ext. 103 (ET), or click [here](#) to submit a quick online request.



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