

The Business of
Personalized Medicine

BPM SUMMIT



Strategies for Partnering
and Collaboration

March 28, 2017

San Francisco, California

South San Francisco Conference Center

personalizedmedicinesummit.com

CO-HOSTED BY:

 **FOLEY**

FOLEY & LARDNER LLP

 **PMC**

PERSONALIZED
MEDICINE COALITION



Sponsor, Exhibitor &
Supporter Prospectus

PROGRAM BACKGROUND

The 4th Annual Business of Personalized Medicine Summit (BPM Summit) will take place on Tuesday, March 28, 2017, in South San Francisco, California. On behalf of our co-hosts and Advisory Board, thank you for considering a sponsorship or other supporting role. The following prospectus provides background on the BPM Summit and outlines available participation opportunities for 2017. To discuss a specific opportunity in more detail or to request a customized sponsorship, please contact Allison Jones at ajones@personalizedmedicinesummit.com.

What is the BPM Summit?

For the past three years, the Personalized Medicine Coalition, Foley & Lardner LLP, and our multi-disciplinary Advisory Board have collaborated to host the Business of Personalized Medicine Summit (“BPM Summit”), a one-day thought leadership forum focused on the financial-, public policy-, healthcare-, and technology-related business issues confronting the advancement of personalized medicine. Through various industry partnerships, we bring together key stakeholders from financial entities, life sciences companies, healthcare providers, and research and policy organizations for discussions that deliver critical insights and solutions for mainstream adoption.

What Makes the BPM Summit Unique?

Forums for discussing personalized medicine have focused, for the most part, on relatively specialized areas such as underlying technologies, financing, regulatory pathways, or payment issues. The BPM Summit attempts to address cross-sections of such issues with a clear eye toward modeling sustainable business models for all entities already engaged in personalized medicine as well as those that seek to enter the field. The BPM Summit aims to set itself apart from other conferences by focusing on the business opportunities and challenges within the personalized medicine industry, while also examining the potential implications for research and development and healthcare delivery.

Who Attends the BPM Summit?

- **Business, legal, and health care professionals** interested in industry leaders’ real-world experience on the current state of personalized medicine and where growth and opportunity exist
- **Business, legal, and health care professionals** interested in discussions regarding the regulatory framework for diagnostics and targeted therapies
- **Executives and entrepreneurs** interested in hearing diverse perspectives on both the development and delivery of personalized medicine therapies
- **Payors** interested in current status and future possibilities regarding reimbursement of personalized medicine technologies
- **Corporate counsel** in life sciences and health care provider organizations
- **Health care professionals** working in the field of personalized medicine
- **Health care and life sciences investors**
- **Researchers and academic personnel**
- **Non-profit organizations**

2017 FEATURED SESSIONS & CONFIRMED SPEAKERS

FEATURED SESSIONS

- **Technology:** First Pitch: Personalized Medicine demo day, presented by the California Technology Council
- **Financing and Venture Capital:** Financing strategies for precision medicine ventures
- **Payment:** Strategies to prepare for reimbursement trends and changes in payment policies
- **Big Data:** Unique models for collaborative data collection, sharing, and analysis
- **FDA Regulatory:** Regulation and use of biomarkers in drug discovery and clinical practice
- **Disruptive Innovation:** Innovative next-generation sequencing products and applications
- **Clinical Adoption:** Challenges and solutions in clinical adoption from big pharma and provider perspectives

OPENING KEYNOTE

Nick Naclerio, PhD
Founder & Managing Partner
Illumina Ventures

Kalidip "KC" Choudhury, PhD
Vice President,
Business Development
XBiotech

Maurie Markman, MD
President of Medicine and Science
Cancer Treatment
Centers of America

CLOSING KEYNOTES

Lucian Iancovici, MD
General Partner
dRx Capital, A Novartis & Qualcomm
Joint Investment Company

Nicholas Donoghoe, MD
Partner
McKinsey & Company

Mark McCoy, MBA
Senior Director of Reimbursement
Guardant Health

Aaron Nelson, MD, PhD
General Partner
dRx Capital, A Novartis & Qualcomm
Joint Investment Company

John Doulis, MD
Chief Informatics and
Information Officer
MedCare Investment Funds

Christine Meda
Chief Business Officer
IncellDx

SESSION SPEAKERS

Anna B. Berry, MD
Scientific Director of
Personalized Medicine
Swedish Cancer Institute

Leeland Ekstrom, PhD
Managing Director,
BioVU Partnerships,
Vanderbilt University Medical Center

Brad Perkins, MD, MBA
Chief Medical Officer
Human Longevity, Inc.

Timothy L. Cannon, MD
Medical Oncologist & Hematologist
Inova Medical Group

Matt Gardner
Chief Executive Officer
California Technology Council

Samuel D. Riccitelli
President & Chief Executive Officer
Signal Genetics

Jennifer Levin Carter, MD, MPH
Chief Medical Officer & Founder
N-of-One

Manuel J. Glyniadis
President & Chief Executive Officer
GenomOncology

Amber Trivedi, MS, CGC
Senior Vice President, Market
Development and Innovation
InformedDNA

Anita J. Chawla, PhD
Managing Principal
Analysis Group

Sally A. Howard, JD
Head of Regulatory
Affairs and Policy
Human Longevity, Inc.

Ashley Van Zeeland, PhD, MBA
Chief Technology Officer
Human Longevity, Inc.

Judith A. Waltz
Partner
Foley & Lardner LLP

Jeff Karan
Managing Partner
Mavericks Capital

Christopher J. Wells, MPA
Director, Communications
Personalized Medicine Coalition

2017 ADVISORY BOARD

Edward Abrahams, PhD
President
Personalized Medicine Coalition

Phillip Arlen, PhD
*Associate Director, Outreach,
Alliances & Partnerships*
Sanford Burnham Prebys
Medical Discovery Institute

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Managing Director
DEFTA Partners

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Partner
Foley & Lardner LLP

Rob Bookstein, MD
*Director, Corporate and
Venture Development*
Illumina

Jennifer Levin Carter, MD, MPH
Chief Medical Officer & Founder
N-of-One

Anita Chawla, PhD
Managing Principal
Analysis Group

Kalldip "KC" Choudhury, PhD
*Vice President,
Business Development*
XBiotech

Curt P. Creely
Partner
Foley & Lardner LLP

Nicholas Donoghoe, MD
Partner
McKinsey & Company

John Doulls, MD
*Chief Informatics and
Information Officer*
MedCare Investment Funds

Matt Gardner
Chief Executive Officer
California Technology Council

Jeff Karan
Managing Partner
Mavericks Capital

Richard A. Kaufman
Partner & Life Sciences
Industry Team Co-Chair
Foley & Lardner LLP

William N. Kelley, MD
Professor of Medicine
University of Pennsylvania
Perelman School of Medicine

Gary D. Koch, MD
Partner
Foley & Lardner LLP

Antoinette F. Konski
Partner & Life Sciences
Industry Team Co-Chair
Foley & Lardner LLP

Samarth Kulkarni, PhD
Chief Business Officer
CRISPR Therapeutics

Chris Meda
Chief Business Officer
IncellDx

Ljiljana Minwalla, PhD
Senior Legal and Patent Counsel
Mesoblast

Jan Murray
*Senior Vice President
& Chief Legal Officer*
Saint Luke's Health System

David Patrick Nixon
Chief Executive Officer
InformedDNA

Thomas J. Novak, PhD
*Vice President,
Strategic Partnerships*
Cellular Dynamics International

Allen Nunnally, JD
*Associate General Counsel,
Intellectual Property and Corporate*
Foundation Medicine

Paul Sheives, JD
*Vice President, Reimbursement
& Regulatory Policy*
American Clinical
Laboratory Association

**Donald R.J. Singer,
BMedBiol, MD, FRCP, FBPhS**
Co-Opt
European Association for
Clinical Pharmacology
and Therapeutics

Misha Tsurulnikov
*Senior Manager, Events, Access
Operations and Emerging Markets*
Gilead Sciences

Ashley Van Zeeland, PhD
Chief Technology Officer
Human Longevity

Phi Vu, JD
*Director, Diagnostics and
Personalized Medicine Policy*
Biotechnology Innovation
Organization

Judith A. Waltz
Partner
Foley & Lardner LLP

Christopher J. Wells, MPA
Director, Communications
Personalized Medicine Coalition

2015 ATTENDEE PROFILE & FEEDBACK

176 Registrations
141 Final Attendees

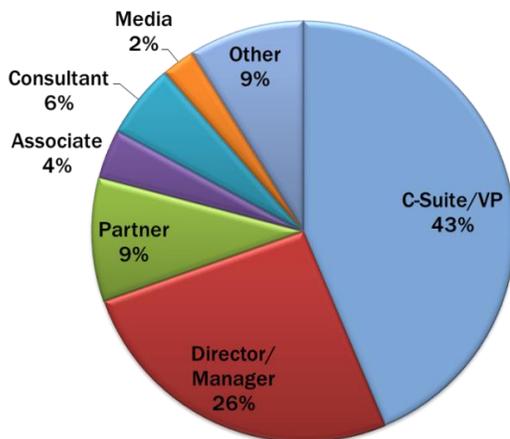
Comments

- “Fantastic.”
- “Very relevant.”
- “Terrific work. Thank you for a positive experience.”
- “EXCELLENT conference!”
- “Great day, thanks.”
- “I look forward to attending next year's BPM. The consistently high quality of the speakers and topics is great.”

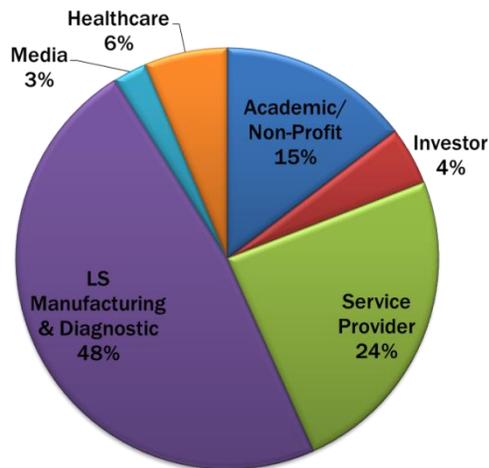
85.7% of survey respondents rated the overall program either “Very Good” or “Excellent”

76.9% of survey respondents rated the session topics either “Very Good” or “Excellent”

By Title



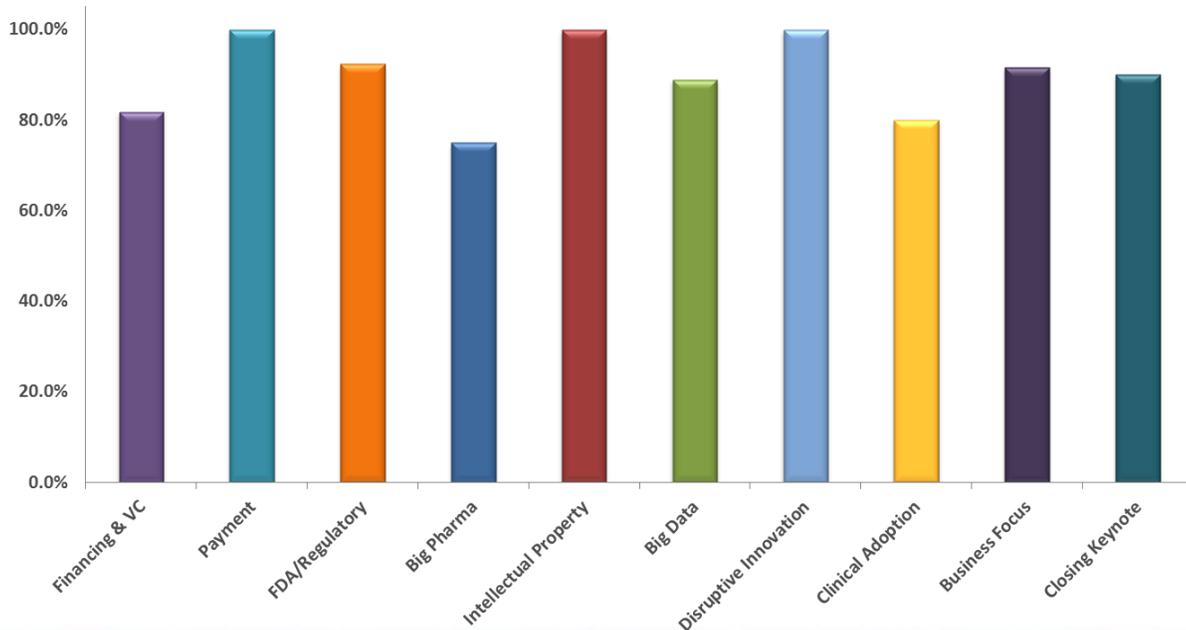
By Industry



Representative Titles

- Chief Executive Officer
- Chief Information Officer
- Chief Medical Officer
- Chief Operating Officer
- Chief Scientific Officer
- Chief Technology Officer
- Director, Business & Technology Development
- Director, Genomics
- Director, Laboratory Services
- Director, Patent Strategy
- Director, Science and Regulatory Affairs
- Director, Strategic Partnerships
- Research Scientist
- Sr. Corporate Counsel, Intellectual Property & Transactions
- Sr. VP, Corporate Development
- Sr. VP, Rare Disease
- VP, Companion Diagnostics
- VP, Intellectual Property & Legal Affairs
- VP, Policy and Research
- VP, Product Development
- VP, Scientific Informatics

Percentage of Survey Respondents Who Rated Sessions Either “Good” or “Excellent”



2017 SPONSORSHIP SUMMARY

Option	Pricing	Guaranteed Program Placement	Complimentary Summit Registrations	VIP Dinner Tickets	Program Guide Advertising	Mobile App Posts	Attendee Lists	Exhibit Table
Founding Sponsor	\$20,000	2 Speakers	4 + Speakers	2 Speakers Only	Full-Page Preferred Placement	3	Pre- and Post-Event	1
Lead Sponsor	\$15,000	1 Speaker	3 + Speaker	1 Speaker Only	Full-Page	2	Pre- and Post-Event	1
Breakfast Sponsor	\$10,000	1 Speaker	2 + Speaker	1 Speaker Only	Full-Page	2	Post Event	1
VIP Dinner Sponsor	\$7,500	---	3	3	Half-Page	1	Post-Event	1
Reception Sponsor	\$5,000	---	2	2	Half-Page	1	Post-Event	1
Associate Sponsor	\$3,000	---	2	---	Half-Page	1	Post-Event	1

Additional Branding Benefits

All sponsors will also enjoy the following branding benefits: company logo with URL link on personalizedmedicinesummit.com and in all email promotions; company logo in the onsite program guide and on meeting signage; company logo and description in the meeting mobile app.

Company Logo & Description

Please submit an approved company logo and description (up to 75 words) with your signed contract. The BPM Summit is authorized to use this information for the event website, onsite program guide, and related promotions. Company logo and description should be submitted via email to Allison Jones at ajones@personalizedmedicinesummit.com and should comply with one of the following print specifications: 1. Vector file with fonts outlined OR 2. 300 ppi TIFF, EPS, PDF or JPG file of your non-animated logo. All logos will appear on a white background.

Program Guide & Mobile App Artwork

All artwork is due by 5:00 p.m. CDT on March 10, 2017. Please submit your program guide ad as a 4-color CMYK, 300 dpi or higher resolution, press-quality PDF with embedded fonts. Dimensions are as follows:

- **FULL-PAGE**
Trim: 8.5" W x 11" H
Live: 7.5" W x 10" H
No bleed
- **HALF-PAGE**
Live: 7.5" W x 4.75" H
No bleed

Mobile app posts should include an image (476px W x 210px H, JPG or PNG), promotional text (140 or fewer characters, including spaces), and a URL link for a "call to action" button. All artwork should be submitted via email to Allison Jones at ajones@personalizedmedicinesummit.com.

2017 SPONSOR OPPORTUNITIES

Founding Sponsor – \$20,000

Benefits include:

- Opportunity to nominate two (2) speakers for placement on the program agenda to (1) moderate or speak on a panel and (2) briefly introduce the Summit's opening, lunch, or closing keynote speaker
- Pre-event email introductions to up to three (3) Advisory Board members or confirmed speakers
- Two (2) tickets for speakers to attend the pre-conference VIP dinner
- Four (4) complimentary Summit registrations in addition to two (2) speakers
- One (1) exhibit table with preferred placement
- Company logo and URL link on BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) full-page, preferred-placement advertisement and company logo in the onsite program guide
- Three (3) customized sponsored posts on the meeting mobile app the day of the program
- Opportunity to distribute promotional material at the conference (onsite seat drop)
- Pre- and post-event attendee lists

Lead Sponsor – \$15,000

Benefits include:

- Opportunity to nominate one (1) speaker for placement on the program agenda to moderate or speak on a panel
- Pre-event email introductions to up to two (2) Advisory Board members or confirmed speakers
- One (2) ticket for speaker to attend the pre-conference VIP dinner
- Three (3) complimentary Summit registrations in addition to one (1) speaker
- One (1) exhibit table with preferred placement
- Company logo and URL link on BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) full-page advertisement and company logo in the onsite program guide
- Two (2) customized sponsored posts on the meeting mobile app the day of the program
- Pre- and post-event attendee lists

Breakfast Sponsor – \$10,000

Benefits include:

- Opportunity to nominate one (1) speaker to present at breakfast on the topic of your choice*
- Pre-event email introduction to one (1) Advisory Board member or confirmed speaker
- One (1) ticket for speaker to attend the pre-conference VIP dinner
- Two (2) complimentary Summit registrations in addition to one (1) speaker
- One (1) exhibit table
- Company logo and URL link on BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) full-page advertisement and company logo in the onsite program guide
- Two (2) customized sponsored posts on the meeting mobile app the day of the program
- Post-event attendee list

**Speaker and topic must support the 2017 program's theme of partnering and collaboration and be pre-approved by the BPM Summit Advisory Board.*

2017 SPONSOR OPPORTUNITIES

VIP Dinner Sponsor – \$7,500

Benefits include:

- Opportunity to briefly greet attendees at the start of the pre-conference VIP dinner
- Three (3) tickets to attend the pre-conference VIP dinner
- Three (3) complimentary Summit registrations
- One (1) exhibit table
- Company logo and URL link on the BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) half-page advertisement and company logo in the onsite program guide
- One (1) customized sponsored post on the meeting mobile app the day of the program
- Post-event attendee list

Reception Sponsor – \$5,000

Benefits include:

- Opportunity to briefly greet attendees at the start of the post-conference reception
- Two (2) tickets to attend the pre-conference VIP dinner
- Two (2) complimentary Summit registrations
- One (1) exhibit table
- Company logo and URL link on the BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) half-page advertisement and company logo in the onsite program guide
- One (1) customized sponsored post on the meeting mobile app the day of the program
- Post-event attendee list

Associate Sponsor – \$3,000

Benefits include:

- Two (2) complimentary Summit registrations
- One (1) exhibit table
- Company logo and URL link on the BPM Summit website and in all email promotions, company logo on meeting signage, and company logo and description on meeting mobile app
- One (1) half-page advertisement and company logo in the onsite program guide
- One (1) customized sponsored post on the meeting mobile app the day of the program
- Post-event attendee list

2017 EXHIBITOR & OTHER SUPPORT OPPORTUNITIES

Exhibitor Only – \$1,000

Exhibitors are limited to tabletop displays only. Freestanding displays are not permitted. Exhibitors will be placed in the conference center foyer or along the back perimeter of the general session room, offering convenient access to attendees during networking breaks, lunch, and the evening reception. A floor plan and table assignments will be provided prior to the event.

Benefits include:

- Two (2) complimentary Summit registrations
- One (1) 6-foot counter-height draped table
- Two (2) chairs
- Company logo in the onsite program guide
- Company logo and URL link on the BPM Summit website
- Company logo and description on the meeting mobile app

Networking Break Supporter – \$2,500 (\$3,000 with exhibitor add-on)

Benefits include:

- One (1) complimentary Summit registration
- Company logo on PowerPoint slides and signage during each networking break
- Company logo in the onsite program guide
- Company logo and URL link on the BPM Summit website
- Company logo and description on the meeting mobile app
- One (1) “thank you” post on the meeting mobile app the day of the program
- **Exhibitor add-on:** One (1) additional complimentary Summit registration, one (1) 6-foot counter-height draped table, and two (2) chairs

Lanyard Supporter – \$2,500 (\$3,000 with exhibitor add-on)

Benefits include:

- One (1) complimentary Summit registration
- Company logo on attendee badge lanyards (one-color imprint; max size: 1/2” W x 12” L)
- Company logo in the onsite program guide
- Company logo and URL link on the BPM Summit website
- Company logo and description on the meeting mobile app
- One (1) “thank you” post on the meeting mobile app the day of the program
- **Exhibitor add-on:** One (1) additional complimentary Summit registration, one (1) 6-foot counter-height draped table, and two (2) chairs

TERMS & CONDITIONS

1. Assignment of space. BPM Summit shall assign the booth, display and/or tabletop space as agreed to under this Contract for the period of the display and such assignment will generally be made no later than three weeks before the event. Location assignments will be determined on a sponsorship level, first-come, first-served basis, and may be modified by BPM Summit due to changes in event layout, venue or other factors.

2. Use of space. Sponsor/Exhibitor/Supporter ("Sponsor") is allowed to distribute literature, run demonstrations and sell products, limited to items other than books, within the boundaries of the Sponsor's assigned space. Sponsor's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Sponsor, must be constructed safely, and must be installed, occupied and dismantled in accordance with BPM Summit schedule. BPM Summit may refuse permission to exhibit any products or services BPM Summit deems objectionable or unsuitable for the event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of BPM Summit, which BPM Summit may grant or withhold at its sole discretion. If such permission is given, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives.

3. Company events. Sponsor shall not schedule any company event in connection with the Summit during a time that overlaps or conflicts with any Summit event published in BPM Summit schedule.

4. Indemnity and limitation of liability. Neither BPM Summit, any co-host, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor/Exhibitor/Supporter hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Summit. Sponsor hereby indemnifies, and shall defend and protect BPM Summit and hold BPM Summit, any co-host and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses which might result or arise from Sponsor's participation in the Summit or any actions of Sponsor's officers, agents, employees, contractors or other representatives. Under no circumstance will BPM Summit, any co-host or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall BPM Summit's liability, under any circumstance, exceed the amount actually paid to it by Sponsor. BPM Summit makes no representations or warranties regarding the number or identity of persons who will attend the Summit.

5. Observance of laws. Sponsor shall abide by and observe all laws, rules and regulations and ordinances in connection with the Summit and this Contract.

6. Cancellation or termination by BPM Summit. If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God or any similar reason, BPM Summit shall determine that the Summit or any part may not be held, BPM Summit may cancel the Summit or any part thereof. In that event, BPM Summit shall determine and refund to Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by BPM Summit.

7. Cancellation by company. All payments made to BPM Summit or agreed to under this Contract shall be deemed fully earned and non-refundable in consideration for expenses incurred by BPM Summit and its lost or deferred opportunity to provide sponsorship opportunities to others, except to the extent of a timely cancellation as set forth in these terms: BPM Summit will refund 50% of the total amount due for cancellations received in writing up to 60 days prior to the first day of the Summit. No refunds will be made after 30 days prior to the first day of the Summit

8. Company conduct. Sponsor and all of its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good taste. BPM Summit reserves the right to eject from the Summit any Sponsor or representative violating those standards.

9. Agreement to terms, conditions and rules. Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions and rules made by BPM Summit from time to time for the efficient and safe operation of the Summit. This Contract represents the final, complete and exclusive agreement between Sponsor and BPM Summit concerning the subject matter of this Contract. BPM Summit does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by BPM Summit. The rights of BPM Summit under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of BPM Summit. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors and assigns of the Sponsor subject to the terms of this agreement regarding consent to assignment.



2017 Sponsor, Exhibitor & Supporter Contract

Contact Information

Contact name _____ Title _____

Company name _____

Company website _____

Company address _____

City _____ State _____ ZIP code _____

Phone _____ Email _____

Sponsor

- Founding sponsor: \$20,000
- VIP dinner sponsor: \$7,500
- Lead sponsor: \$15,000
- Reception sponsor: \$5,000
- Breakfast sponsor: \$10,000
- Associate sponsor: \$3,000

Exhibitor Only

- Tabletop: \$1,000 (please list any products or services to be displayed)

Supporter

- Networking break: \$2,500
- Lanyard: \$2,500
- Exhibitor add-on: \$500

Payment Information

To secure your opportunity, the total amount due must be paid in full with U.S. funds within 45 days of submitting your completed contract.

Total amount due \$ _____

Payment type Invoice Company check (make payable to "Foley & Lardner LLP" - Federal Tax ID: 39-0473800)

Participation Agreement & Contract Authorization

"I warrant that I am authorized to act as Signee on behalf of the company listed above and that all information I have provided herein is complete and accurate. As Signee, I agree to abide by and be bound to all Terms & Conditions set forth in this 2017 Sponsor, Exhibitor & Supporter Prospectus and Contract."

Company contact (print) _____

Title _____

Signature _____

Date _____

Please send completed contract and company logo to:

BPM Summit, Attn: Allison Jones
321 North Clark Street, Suite 2800
Chicago, IL 60654-5313

ajones@personalizedmedicinesummit.com