

4th Annual

The Business of
Personalized Medicine

BPM SUMMIT



September 29, 2016

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 2016 BPMS will take place on Thursday, September 29, in South San Francisco. On behalf of our co-hosts and Advisory Board, thank you for considering a sponsorship or other supporting role. The following prospectus recaps the 2015 BPMS and outlines the participation opportunities available for 2016. To discuss a specific opportunity in more detail or to request a customized sponsorship, please contact Allison Jones at Foley & Lardner LLP at ajones@foley.com.

What is BPMS?

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 (“BPMS”), 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 BPMS 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. BPMS 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. BPMS 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 BPMS?

- **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**

2016 BPMS ADVISORY BOARD

Edward Abrahams, PhD
President
Personalized Medicine Coalition

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

Elona Baum
Managing Director
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Nathan A. Beaver
Partner
Foley & Lardner LLP

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*Director, Corporate and
Venture Development*
Illumina

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*Director, Membership
and Development*
Personalized Medicine Coalition

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

Anita Chawla, PhD
Managing Principal
Analysis Group

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

Curt P. Creely
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Managing Partner
Mavericks Capital

Richard A. Kaufman
*Partner & Life Sciences
Industry Team Co-Chair*
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William N. Kelley, MD
Professor of Medicine
University of Pennsylvania
Perelman School of Medicine

Gary D. Koch, MD
Partner
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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
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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 Shelves, 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 Tsirulnikov
*Senior Manager, Events, Access
Operations and Emerging Markets*
Gilead Sciences

Ashley Van Zeeland, PhD
Head of Pediatrics
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

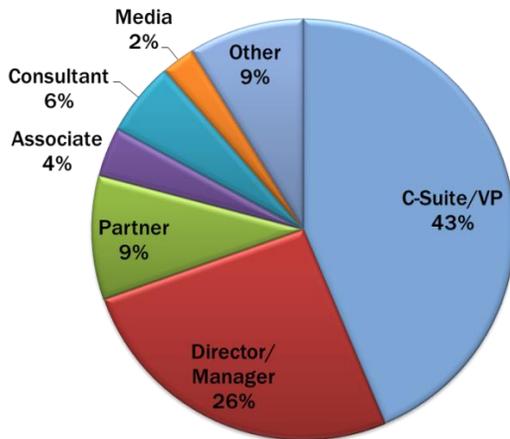
Comments

- "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."

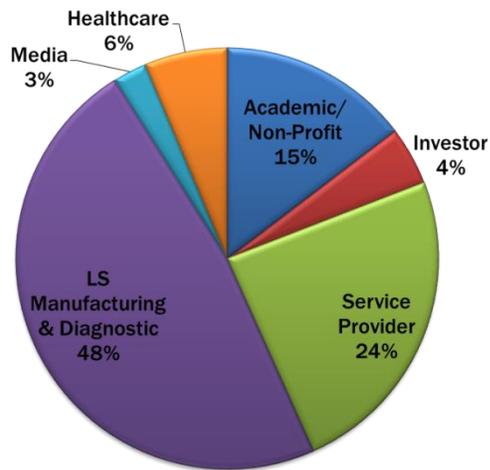
85.7% of survey respondents rated the overall program either "Very Good" or "Excellent"

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

By Title



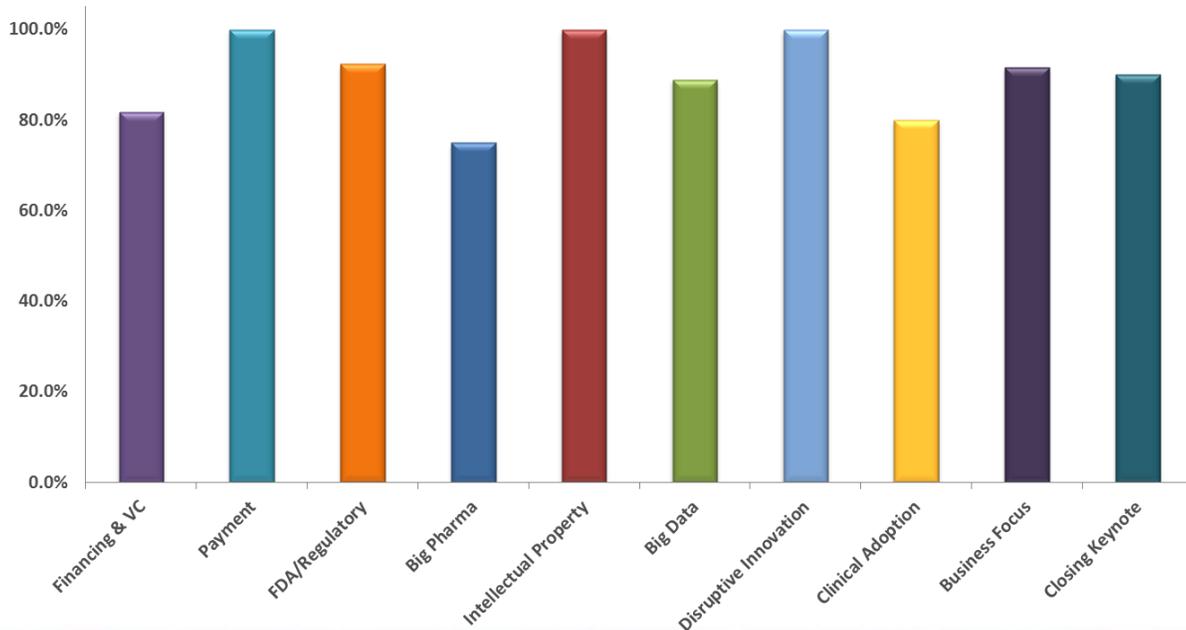
By Industry



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"



2015 FEATURED TOPICS, SPEAKERS & SUPPORTERS

Featured Topics

- **Financing & Venture Capital:** How investments, partnerships, and other transactions are impacting the business of personalized medicine
- **Payment:** Strategies for identifying your target market, collecting evidence, and getting paid
- **FDA/Regulatory:** The FDA's proposed oversight of LDT's, Obama's Precision Medicine Initiative, and what to expect in the future as a result
- **Big Pharma:** A look at the industry's involvement and investment in personalized medicine
- **Intellectual Property:** High-profile cases with significant implications in the personalized medicine space both at the R&D stage and downstream
- **Big Data:** Driving development through complex bioinformatics and collaborative results analysis, plus a look at cybersecurity implications
- **Disruptive Innovation:** How personalized medicine is being reshaped through innovative business models, technology applications, and information management
- **Clinical Adoption:** Barriers to and solutions for effective understanding, acceptance, integration, and knowledge sharing throughout the personalized medicine life cycle

Speakers

Vicki Albrecht, PhD
AmerisourceBergen

Nathan A. Beaver
Foley & Lardner LLP

Randy Burkholder
PhRMA

Jennifer Levin Carter, MD, MPH
N-of-One

Anita Chawla, PhD
Analysis Group

Elaine Cheung
Illumina

Kalidip "KC" Choudhury, PhD
Definiens

Curt P. Creely
Foley & Lardner LLP

Perry Dimas
AmerisourceBergen

John Doulis, MD
MedCare Investment Funds

David A. Esposito
Armune BioScience

Larry Gold, PhD
SomaLogic

M. Leeann Habte
Foley & Lardner LLP

Bryan Jones
Ventana Medical Systems

Steven Kafka, PhD
Foundation Medicine

Jeff Karan
Mavericks Capital

Richard A. Kaufman
Foley & Lardner LLP

Antoinette F. Konski
Foley & Lardner LLP

Andrea H. Lauber, PhD
Bristol-Myers Squibb

Doron Lipson, PhD
Foundation Medicine

Scott McGoohan, JD
Biotechnology Industry Organization

Trent McLaughlin, BSc(Pharm), PhD
Xcenda

Chris Meda
IncellDx

John Murphy, PhD
Illumina

David Patrick Nixon
InformedDNA

John Parise
Genentech

Jon Sorensen, PhD
Invitae

William C. St. Laurent
SeqLL

Kurt Sturm
Myriad Genetics, Inc.

Katherine Johansen Taber, PhD
American Medical Association

Charlotte Teall
Forresters

Theral Timpson
Mendelspod.com

Edward Tuttle
Analysis Group

Judith A. Waltz
Foley & Lardner LLP

Christopher J. Wells, MPA
Personalized Medicine Coalition

Stephen Zadig
Vital Connect

Supporters

 AmerisourceBergen

 ANALYSIS GROUP
ECONOMIC, FINANCIAL and STRATEGY CONSULTANTS

 CLSA
California Life Sciences Association

 FOLEY & LARDNER LLP

 illumina®

 ION Solutions
AmerisourceBergen

 mendelspod.com

 PMC
PERSONALIZED MEDICINE COALITION

 Premier Source
AmerisourceBergen

 SLONEPARTNERS
PEOPLE ARE OUR SCIENCE

 Xcenda
AmerisourceBergen

2016 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 on-site 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. Foley & Lardner LLP (“BPMS”) is authorized to use this information for the Summit website, on-site program guide, and related promotions. Company logo and description should be submitted via email to Allison Jones at Foley & Lardner LLP at ajones@foley.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 August 17. 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 an action button.

2016 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 BPMS 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 on-site 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 BPMS 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 on-site 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 BPMS 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 on-site 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 2016 program's theme of partnering and collaboration and be pre-approved by the BPMS Advisory Board.*

2016 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 BPMS 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 on-site 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 BPMS 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 on-site 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 BPMS 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 on-site program guide
- One (1) customized sponsored post on the meeting mobile app the day of the program
- Post-event attendee list

2016 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 along with sponsors and co-hosts, offering convenient access to attendees during networking breaks, lunch, and the 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 on-site program guide
- Company logo and description on the meeting mobile app

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

Benefits include:

- One (1) complimentary Summit registration
- Company logo on PowerPoint slides and signage during each networking break
- Company logo in the on-site program guide
- Company logo and description on the meeting mobile app
- One (1) “thank you” post on the meeting mobile app the day of the program

Lanyard Supporter – \$2,500 (\$3,000 with exhibit table 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 on-site program guide
- Company logo and description on the meeting mobile app
- One (1) “thank you” post on the meeting mobile app the day of the program

TERMS & CONDITIONS

- 1. Assignment of space.** BPMS 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 BPMS 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 BPMS' schedule. BPMS may refuse permission to exhibit any products or services BPMS 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 BPMS, which BPMS 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 BPMS' Summit schedule.
- 4. Indemnity and limitation of liability.** Neither BPMS, 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 BPMS and hold BPMS, 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 BPMS, 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 BPMS' liability, under any circumstance, exceed the amount actually paid to it by Sponsor. BPMS 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 BPMS.** 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, BPMS shall determine that the Summit or any part may not be held, BPMS may cancel the Summit or any part thereof. In that event, BPMS shall determine and refund to Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by BPMS.
- 7. Cancellation by company.** All payments made to BPMS or agreed to under this Contract shall be deemed fully earned and non-refundable in consideration for expenses incurred by BPMS 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: BPMS 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. BPMS 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 BPMS 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 BPMS concerning the subject matter of this Contract. BPMS does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by BPMS. The rights of BPMS under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of BPMS. 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.



2016 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 (list any products or services to be displayed)

Supporter

- Networking break: \$2,500
- Lanyard: \$2,500
- Exhibit table 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 2016 Sponsor, Exhibitor & Supporter Prospectus and Contract."

Company contact (print) _____

Title _____

Signature _____

Date _____

Please send completed contract and company logo to:

Foley & Lardner LLP, Attn: Allison Jones
321 North Clark Street, Suite 2800
Chicago, IL 60654-5313
ajones@foley.com