

The Business of
Personalized Medicine

BPM SUMMIT



May 10, 2018

San Francisco, California

The Westin San Francisco Airport Hotel

personalizedmedicinesummit.com

CO-HOSTED BY:



Sponsorship Guide

PROGRAM BACKGROUND

The 5th Annual Business of Personalized Medicine Summit (BPM Summit) will take place on Thursday, May 10, 2018, 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 2018. To discuss a specific opportunity in more detail or to request a customized sponsorship, please contact Allison Jones at ajones@foley.com.

What is the BPM Summit?

For the past five years, Foley & Lardner LLP, the Personalized Medicine Coalition, and our multi-disciplinary Advisory Board have collaborated to host the Business of Personalized Medicine, a one-day thought leadership forum focused on the business issues impacting the personalized medicine marketplace and the future of health care. 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 challenges, trends, and opportunities 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 KEYNOTE SPEAKERS & FEATURED SESSIONS

KEYNOTE SPEAKERS



NICK NACLERIO, PHD

FOUNDER & MANAGING PARTNER
ILLUMINA VENTURES

OPENING KEYNOTE



LUCIAN IANCOVICI, MD

GENERAL PARTNER
DRX CAPITAL AG

CLOSING KEYNOTE



AARON NELSON, MD, PHD

GENERAL PARTNER
DRX CAPITAL AG

CLOSING KEYNOTE

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



2017 PANELISTS

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

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

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

Amanda Cashin, PhD
Co-Founder and Head
Illumina Accelerator

Anita J. Chawla, PhD
Managing Principal
Analysis Group

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

Nicholas Donoghoe, MD
Partner
McKinsey & Company

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

Nicholas C. Dracapoli, PhD
*Vice President & Head of
Oncology Biomarkers*
Janssen R&D, LLC

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

Gregory Frank, PhD
*Former Director,
Business Development*
23andMe

Mark Frasier, PhD
*Senior Vice President,
Research Programs*
The Michael J. Fox Foundation
for Parkinson's Research

Gary (Yuan) Gao, PhD
*Co-Founder, President &
Chief Executive Officer*
Med Data Quest, Inc.

Matt Gardner
Chief Executive Officer
California Technology Council

Pamela Garzone, PhD
*Vice President, Early Oncology
Development and Clinical Research*
Pfizer

Manuel J. Glynias
President & Chief Executive Officer
GenomOncology

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

Justin Kao
*Co-Founder & Senior Vice President,
Business Development and
Partnerships*
Helix

Jeff Karan
Managing Partner
WaveEdge Capital

David Litwack, PhD
*Personalized Medicine Staff, Center
for Devices and Radiological Health*
FDA

Tara Maddala, PhD
*Head of Biostatistics and
Data Management*
GRAIL, Inc.

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

Mark McCoy, MBA
Senior Director of Reimbursement
Guardant Health

Christine Meda
Chief Business Officer
IncellDx

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

Samuel D. Riccitelli
*Former President &
Chief Executive Officer*
Signal Genetics

Beni Surpin
Partner
Foley & Lardner LLP

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

Pieter van Rooyen, PhD
President & Chief Executive Officer
Edico Genome

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

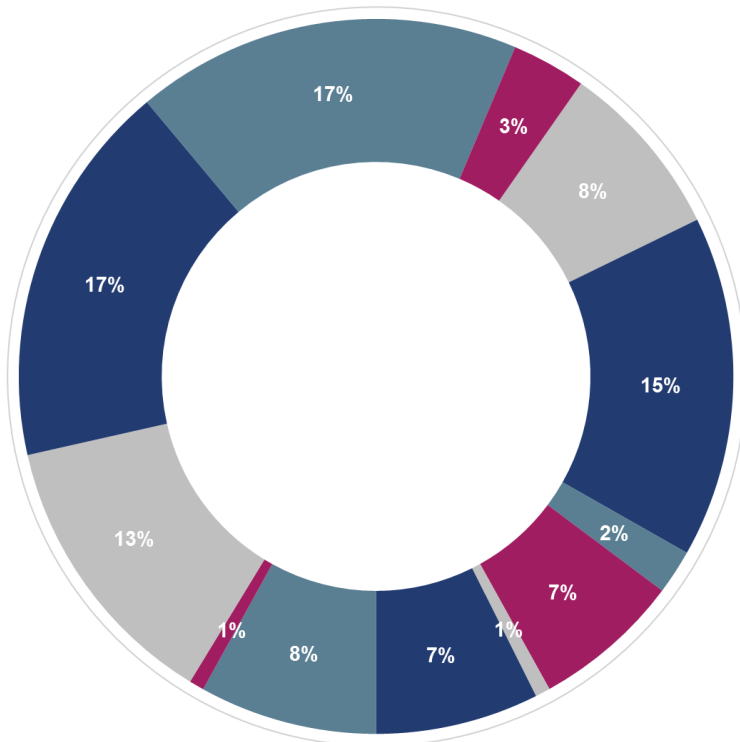
Judith A. Waltz
Partner
Foley & Lardner LLP

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



2017 ATTENDEE PROFILE

INDUSTRY BREAKDOWN



- 8% ACADEMIA / RESEARCH
- 15% DIAGNOSTICS / TOOLS / CLINICAL LABS
- 2% GOVERNMENT AGENCIES
- 7% HEALTH CARE PROVIDERS
- 1% HEALTH INSURANCE PROVIDERS
- 7% INVESTMENT / FINANCE
- 8% IT / HEALTHCARE TECHNOLOGY COMPANIES
- 1% PATIENT ADVOCATES
- 13% PERSONALIZED MEDICINE SERVICE PROVIDERS
- 17% PHARMACEUTICAL / BIOTECH
- 17% PROFESSIONAL / CONSULTING / LEGAL SERVICES
- 3% TRADE ASSOCIATIONS

REPRESENTATIVE JOB TITLES

- President & Chief Executive Officer
- Chief Business Officer
- Chief Commercial Officer
- Chief Medical Officer
- Chief Technology Officer
- Vice President, Strategic Alliances
- Vice President, Digital Health & Health IT
- Executive Director, Innovation Services
- Senior Vice President, Precision Medicine
- Principal Medical Scientist
- Senior Investment Manager

NEARLY
130
ATTENDEES

35
SPEAKERS

TAKE THEIR WORD FOR IT

"I really thought this was a terrific one-day event. You attracted a talented, experienced, interesting audience."

"I look forward to attending next year's BPM. The consistently high quality of the speakers and topics is great."

"Fantastic job. Very much appreciated the conference and will attend again. I was very impressed by the quality of the speakers."



ADVISORY BOARD

Edward Abrahams, PhD
President
Personalized Medicine Coalition

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*Associate Director, Outreach,
Alliances & Partnerships*
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Medical Discovery Institute

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Managing Director
DEFTA Partners

Nathan A. Beaver
Partner
Foley & Lardner LLP

Rob Bookstein, MD
MD in Residence
Illumina Ventures

Jennifer Levin Carter, MD, MPH
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*Vice President,
Business Development*
Xbiotech USA, Inc.

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Foley & Lardner LLP

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Partner
McKinsey & Company

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*Chief Informatics and
Information Officer*
MedCare Investment Funds

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Chief Executive Officer
California Technology Council

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Managing Partner
WaveEdge Capital

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*Partner & Life Sciences
Industry Team Co-Chair*
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Professor of Medicine
University of Pennsylvania
Perelman School of Medicine

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President
Slone Partners

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*Partner & Life Sciences
Industry Team Co-Chair*
Foley & Lardner LLP

Samarth Kulkarni, PhD
Chief Business Officer
CRISPR Therapeutics

Christine Meda
Chief Business Officer
IncellDx

Jennifer J.D. Morrisette, PhD
*Associate Professor of Clinical
Pathology and Laboratory Medicine
& Clinical Director, Center for
Personalized Diagnostics*
University of Pennsylvania
Perelman School of Medicine

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
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
Vice President, Public Affairs
Personalized Medicine Coalition



SPONSORSHIP LEVELS

	Founding \$20,000	Lead \$15,000	Supporting \$10,000	Associate \$7,500	Reception \$5,000
Logo recognition on conference website, promotional materials, printed program, mobile app	●	●	●	●	●
Prominent signage with company logo on display at conference	●	●	●	●	●
Attendee list	●	●	●	●	●
Tabletop display for promotional materials	● Preferred Placement	● Preferred Placement	●	●	●
Conference passes	5	4	3	2	1
VIP dinner passes *	5	4	3	2	1
Printed program ad	Full Page Preferred Placement	Full Page	Full Page	Half Page	
Day-of sponsored posts on official conference mobile app	3	2	1		
Guaranteed program placement †	2 Moderator or Panelist + Opener for Keynote Speaker	1 Moderator or Panelist	1 Moderator or Panelist		
Strategic introductions to Advisory Board members and/or speakers	●	●			
Distribution of promotional material at conference (seat drop)	●				

* VIP dinner invited guests include 2018 Advisory Board members, speakers, and sponsors.

† Topics and speakers to be pre-approved by the 2018 BPM Summit Advisory Board.



OTHER OPPORTUNITIES

Conference Mobile App Sponsor – \$5,000

- Two (2) conference passes
- One (1) tabletop display for promotional materials
- Logo recognition on conference website and in promotional materials
- Logo recognition in printed program with app download instructions
- Logo recognition on full-display mobile app splash screen
- Prominent signage with company logo on display at conference with app download instructions
- Visual acknowledgment on PowerPoint slide and attendee handout with app download instructions
- Choice of rotating banner ad shown throughout app navigation OR three (3) day-of sponsored posts
- One (1) “thank you” post on the official conference mobile app the day of the program

Networking Break Sponsor – \$3,000

- One (1) conference pass
- One (1) tabletop display for promotional materials
- Logo recognition on conference website, promotional materials, printed program, mobile app
- Prominent signage display during each networking break
- Verbal acknowledgment at the start of each networking break
- Visual acknowledgment on PowerPoint slides during each networking break
- One (1) “thank you” post on the official conference mobile app the day of the program

Lanyard Sponsor – \$3,000

- One (1) conference pass
- One (1) tabletop display for promotional materials
- Logo recognition on conference website, promotional materials, printed program, mobile app
- Company logo on attendee badge lanyards (one-color imprint; max size: 1/2” W x 12” L)
- Prominent signage with company logo on display at conference
- One (1) “thank you” post on the official conference mobile app the day of the program

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.

- Two (2) conference passes
- One (1) 6-foot counter-height draped table
- Two (2) chairs
- Logo recognition on conference website, promotional materials, printed program, mobile app



DELIVERABLES & DEADLINES

Company Logo & Website URL

Please submit an approved company logo and website URL with your signed agreement. The BPM Summit is authorized to use this information for the conference website, printed program, mobile app, and related promotions. Your company logo and website URL should be submitted via email to Allison Jones 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.

Printed Program Ad & Mobile App Artwork

All artwork is due by 5:00 p.m. CDT on April 16, 2018. 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@foley.com.



TERMS & CONDITIONS

- 1. Assignment of space.** BPM Summit shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than two weeks prior to 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 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 scheduled Summit event published in the Agenda.
- 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 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 Agreement.
- 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 Agreement 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 Agreement represents the final, complete and exclusive contract between Sponsor and BPM Summit concerning the subject matter of this Agreement. BPM Summit does not make any warranties or other agreements except as set forth above. Any amendment to this agreement 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.



2018 SPONSORSHIP AGREEMENT

Contact Information

Contact name _____ Title _____

Company name _____

Company website _____

Company address _____

City _____ State _____ ZIP code _____

Phone _____ Email _____

Sponsorship Level

- Founding sponsor: \$20,000 Supporting sponsor: \$10,000 Reception sponsor: \$5,000
 Lead sponsor: \$15,000 Associate sponsor: \$7,500

Other Opportunities

- Conference mobile app sponsor: \$5,000 Lanyard sponsor: \$3,000
 Networking break sponsor: \$3,000

Exhibitor Only

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

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 agreement.

Total amount due \$ _____

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

Participation Agreement & 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 Sponsorship Guide and Agreement."

Company contact (print)

Title

Signature

Date

Please send completed agreement, company logo, and website URL to:

Foley & Lardner LLP, Attn: Allison Jones

321 North Clark Street, Suite 2800

Chicago, IL 60654-5313

ajones@foley.com