

Second Annual *Consumer Genetics Conference*

The Opportunities, Risks, and Realities

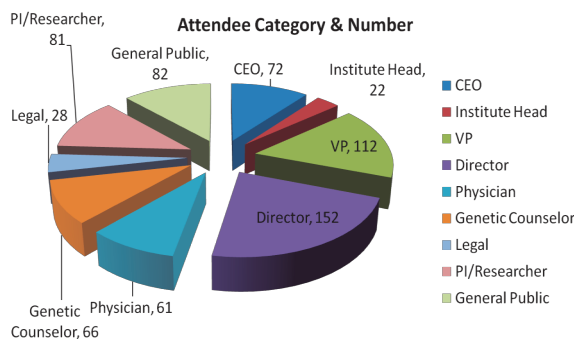
www.consumergeneticsconference.com



CONSUMER
GENETICS
CONFERENCE

*Hynes Convention Center
Boston, MA
June 2nd — 4th, 2010*

The CGC is a conference of **top level** decision makers across multiple disciplines. The field of direct to consumer genetics is still young—establish yourself and your company amongst top executives and leaders. 31% of attendees were either CEO's, VP's, or Institute Heads



This market, although still young, presents opportunities for those in:

- Genomic/proteomic technology
- Diagnostics
- Healthcare
- Law
- Consumer Product Companies
- Genetic Research

OPPORTUNITY

The CGC is a tight knit meeting of top decision makers across multiple disciplines. Find the niche for your company or institution while the field is still young.

Highlights from 2009 CGC

- **** Keynote Talk from Francis Collins, Head of the National Institutes of Health ****
- Illumina, CEO Jay Flatley revealed the first prescription ever written for genome sequencing
- Over 12 major news programs, including "60 Minutes" on site filming and conducting interviews
- Talks from large consumer companies such as Procter & Gamble
- Over 600 attendees
- Exhibits from the top DTC companies

NETWORKING

Leverage opportunities to mingle with top decision makers at the newly created networking events. The field is young, everyone is open to networking

- Over 600 "Top Level" attendees from the biotech, legal, academic, healthcare, and pharmaceutical markets
- Covered by all major news networks with film crews on location, including "60 Minutes"
- Sponsored social hours and networking events - discuss the interplay of health-care and genetics with top thought leaders, CEO's, and key decision makers
- ***This is THE emerging "Decision" meeting on the interplay of genomics, diagnostics, and healthcare***

Awareness of consumer genetics, whereby one obtains genetic testing ,and interpretation of the results , without a physician acting as an intermediary is growing.

- ***What are the technologies that will propel genomic research and the growth of this market?***
- ***How are the big consumer product companies, i.e. Procter & Gamble, playing in this market?***
- ***How will big pharma capitalize on these opportunities?***
- ***How big is this market and what does the funding landscape look like for projects in and around this space?***
- ***How will the growth of this market affect the diagnostic market?***
- ***What are the Legal implications? IP? Regulatory?***