



The Consumer Genetics Show

Boston, Hynes Convention Center, June 9 – 11, 2009

Homepage: www.consumergeneticsshow.com

Register Directly: [REGISTER](#)

Background:

With the advent of personal genomics, there's never been more interest in the general public for direct-to-consumer genetic testing. Be it for full genotyping, disease susceptibility, ancestry, paternity, or other purposes, the general public has more access than ever to DNA-based diagnostics — without physicians playing the intermediary role that has been traditional in genetic testing to date.

That makes this the ideal time to gather those companies and organizations involved in DTC genetic testing to discuss issues facing the field: best practices, how to navigate the healthcare system, scientific and technological advances, legal and regulatory challenges, and more.

The first-ever Consumer Genetics Conference will be held in Boston in June 2009 to provide a venue for these very discussions. A workshop for physicians will be co-located with the event to focus on what clinicians need to know about the genetic testing field and how to help patients make good choices about which assays to choose.

Objective of THE FIRST CONSUMER GENETICS Show:

This conference will be the first, large scale, international, conference to thoroughly explore the emerging field of “Direct to Consumer” genetic testing. This field is generally composed of companies utilizing cutting edge technology platforms to employ predictive testing services, although an array of services and types of businesses surround the market of DTC:

- ***HOW WILL PHYSICIANS INTERACT WITH THEIR PATIENTS WHO COME BACK WITH THE RESULTS FROM THESE TESTS?***
 - A number of physicians will be present. Hear world class doctor’s views on DTC, and their plans, if any, to work with DTC companies
- ***WILL THE DTC MARKET CHANGE THE BUSINESS STRUCTURE OF LABORATORIES THAT PROVIDE TRADITIONAL MOLECULAR DIAGNOSTIC TESTING SERVICES?***
 - Molecular diagnostic laboratories will be exhibiting. These labs will also be presenting their current/future capabilities, and thoughts about the fit with the DTC market. Physicians will have a chance to interact with these laboratories, and hear about how new, cutting edge technologies (at work in diagnostic labs) will give faster, more accurate results.
- ***WHAT ARE THE REGULATORY ISSUES, FROM A LEGAL STANDPOINT, SURROUNDING THIS FIELD? WHAT ARE THE INTELLECTUAL PROPERTY CONSIDERATIONS REGARDING PANEL CONTENT AND FREEDOM TO OPERATE (BOTH IN THE DTC MARKET, AS WELL AS IN THE CURRENT MOLECULAR DIAGNOSTIC MARKET)?***
 - Hear from the top law firms in the country, about strategies to employ and “gotchas” to avoid. There will be knowledgeable legal firms, presenting in the Legal Track and present in the exhibit hall that will help guide you through your questions.
- ***WHAT SHOULD BIOTECHNOLOGY COMPANIES DO TO CAPITALIZE ON THE DTC MARKET, AS WELL AS DO TO BETTER INTERACT WITH THE MOLECULAR DIAGNOSTIC AND PHARMACEUTICAL MARKETS?***
 - A large number of innovative biotechnology companies will be exhibiting – learn about the cutting edge new technologies that will further biomarker discovery, biomarker validation, and biomarker interrogation. Hear these technologies presented during the “New Technology” track. The real needs of DTC companies and Molecular Diagnostic Laboratories will be presented, throughput needs will be laid out, reagent considerations will be highlighted, and collaboration opportunities will be discussed. Hear how pharmaceutical companies, interested in Pharmacogenomics, are planning to interact with the DTC market and biotechs.

- ***WHAT SECURITY MEASURES SHOULD BE TAKEN TO ENSURE CONSUMER'S PRIVACY WHEN DEALING DIRECTLY WITH THE LABORATORY / COMPANY?***
 - Hear from leading experts in patient and consumer security

- ***WHAT PUBLIC RELATION/BUSINESS STRATEGIES SHOULD BE CONSIDERED TO KEEP COMPANIES IN A POSITIVE PUBLIC PERCEPTION?***
 - Hear about “lessons learned” from other fields that faced public scrutiny. The top public relations firms will be presenting cases, and examples, of how to navigate these treacherous waters.

Speakers:

Francis Collins, Former Director of the National Human Genome Research Institute

George Church, PhD, Harvard Medical School, Professor of Genetics

Dietrich Stephan, PhD, Navigenics, Co-Founder

Ryan Phelan, DNA Direct, Founder and CEO

Jorge Conde, Knome, CEO

Linda Avey, Co-Founder 23&Me

Michael Christman, Ph.D., Coriell Institute for Medical Research, President and CEO

David Ewing Duncan, Best Selling Author and Award Winning Journalist, Television and Radio Producer and Correspondant

Lewis Bender, Interleukin Genetics, CEO

Bard Geesaman, MD, PhD, Executive Director X Prize Foundation, Founder F2 Ventures

Stanley Lapidus, Chairman of Helicos Biosciences, Founder Cytoc, Inc., Founder Exact Labs

Michael Phillips, PhD, Canada Research Chair in Translational Pharmacogenomics, Director of Pharmacogenomics, Genome Quebec

Kristin Pothier, Vice President, Health Advances

Hathaway Russell, JD, Intellectual Property Attorney, Foley Hoag

Kristen Stoops, PhD, Rosetta/Merck, Senior Director Business Development

Carl Weissman, PhD, OVP Ventures, Partner

Pearl Duncan, Author and Journalist, with appearances on MSNBC, CNN, and CBS

A Lot More....

Tracks

- **Legal and regulatory issues:** What are the liability concerns in providing DTC genetic testing? How have relevant court cases been decided? What do you need to know about state/federal regulations? How comprehensively is data protected under the Genetic Information Nondiscrimination Act? What are the intellectual property considerations in offering a genetic test?
- **Data:** How anonymous is anonymized data? What are best practices in encryption and network security? What are the most cutting-edge approaches to data analysis?
- **Customer relationships:** What's your responsibility for keeping customers updated as new associations are discovered? Should you have restrictions on who can buy your service (e.g, can minors be tested)?
- **Dealing with the healthcare system:** Should DTC companies work with physicians and/or diagnostic companies for service? How should clinicians be educated about new developments in genetic testing? What criteria will insurers need to consider reimbursing tests?
- **Funding:** How do venture capitalists view this market? How much money is currently being invested in these companies and the ancillary companies that support them?
- **Science:** What does it take to consider a biomarker or association properly validated? What are the latest scientific advances in associations? How can academic researchers and those in the industry play a bigger role in this emerging field?
- **Market perception:** Best practices for making a company/product/campaign successful while maintaining positive perception in the market. Lessons on how to inform and educate the public about an emerging field to ensure the best chance of acceptance.
- **Technology:** What are the behind-the-scenes platforms that will make the DTC and diagnostic market as fast and accurate as possible? How do you choose a platform? Should you perform testing in-house or outsource it?

There will also be showcase sessions in which DTC service providers and biotechnology tools companies/services, can offer 15-minute presentations of their companies to give attendees a quick overview of a number of participants in this field – in front of an audience of 600+ attendees.

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Workshop for Physicians

This event will be co-located with the Consumer Genetics Conference, with free admission for clinicians and access to the CGC exhibit hall. Here's what physicians can expect to learn at this one-day workshop:

- How to advise patients on whether a test is called for
- Examples of how DTC genetic testing is already working
- How to evaluate the scientific basis of a service to determine whether it's worth recommending
- Liability issues (with regards to malpractice lawsuits)
- How to work with DTC service providers for best patient outcome
- Latest advances in tests and validations

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Company Showcase Opportunity



10 exhibiting companies will be chosen for a 15 minute presentation at one of the highest attended tracks of the show – the “Technology Showcase” track. During the talk, the company may present on the products, services, business model, and/or data with scientific implications, that it feels are relevant. The presentation will occur in one the largest conference room available at the Consumer Genomics Show and attendance is expected to be in excess of 600 attendees.

10 additional companies will be chosen for a poster session, which will occur in the corridor adjacent to the room where the talks for the Company Showcase are held.

To qualify for consideration for a company product showcase talk or poster session:

- Register a booth by either:
 - o Directly by clicking this link [REGISTER](#) (clicking the booth icon will describe everything included)
 - Or
 - o By going to the Consumer Genetics Show homepage: www.consumergeneticsshow.com (on the Registration tab)

Sponsorship Opportunities

Sponsorship Opportunities

Consider increasing your company's exposure at the Consumer Genetics Show by taking advantage of our many sponsorship opportunities. Sponsorships are an excellent way of promoting your company and its products to a focused audience. Sponsor an individual item or event detailed below.

Should you choose to sponsor an event, your company will be appropriately thanked in the conference materials, your company logo will be displayed on our meeting banners, and your company website will be linked to the conference website. In addition, your company will be individually and prominently recognized at the particular event and/or in the specific document into which you are investing.

If you are interested in becoming a sponsor, please send an email to noliveira@consumergeneticsshow.com or call Natalie Oliveira at (603) 809-3776.

Inserts – 10 Available

Include a piece of literature or promotional item in the conference bag that is given to every conference attendee.

Audio/Visual – 8 Available

Promote your company on the two giant screens of the main meeting hall. Your company's logo will be displayed during the breaks in the plenary sessions on the screens utilized for the presentations.

Internet Access – 2 Available

Help the attendees stay connected by sponsoring the conference internet access area. As the sponsor, your corporate logo will be prominently displayed on signage as well as on the desktops of the provided computers.

Wallet Badge Holders – 1 Available

Sponsor the wallet badge holders and see your company logo worn by every conference attendee. The badges are distributed at conference registration and must be worn by attendees at every conference event.

Meeting Book Advertisement

Promote your company by placing a 4-color advertisement within the conference meeting book.

Pocket Agenda – 1 Available

Place your company's logo on the front of the pocket agenda that is distributed in the conference bags and viewed frequently throughout the meeting by the attendees.

Coffee Breaks – 4 Available

Get branding exposure while attendees refuel between sessions. Sponsor a coffee break and your corporate logo will be prominently displayed where the attendees will be mingling and discussing the presentations.

Product Launch / Vendor Workshop – 3 Available

Promote the release of a new product or conduct a workshop for current and prospective customers. 1 or 2 hour duration. Limited number available (\$18,000/1hr or \$22,000/2hr)

Welcome Reception – 1 Available

Help kickoff the 2009 conference by sponsoring the opening cocktail reception. As the sponsor, your company logo will be prominently displayed on signage and you will have the opportunity to set up a table to greet the attendees as they arrive at the reception.

Party – 2 Available

Maximize your company's exposure by sponsoring the theme party (your company will choose the theme) that will be held the first and last night of the conference. Your company logo will be prominently displayed in a variety of forms including lighting, table decorations, and signage. Your company will have a chance to introduce the night, speak for 15 minutes on your company and products, greet the guests, and scan their badges at the door. Your company will be mentioned and thanked in conference materials. All invitations for the party will feature your company's name and logo

Lunch – 1 Available

Sponsor the buffet lunch, on the first day of the conference, served to the attendees. Your corporate logo will be prominently displayed on signage at the entrance to the buffet area. In addition, an after-lunch treat customized with your corporate name will be served to each attendee. The lunches are generally the most universally attended event of a conference.

First Night Exhibit Hall Wine Reception – 1 Available

The wine reception will enable attendees to sample an assortment of wines and cheeses while interacting with fellow attendees. As the sponsor, your corporate logo will be prominently displayed on signage and you will have the opportunity to set up a table to greet the attendees, and scan their badges at the door.

Meeting Book – 1 Available

Sponsor the meeting book and get your company's logo on the cover along with a full-page full-color advertisement on the back. This meeting book is placed inside every attendee bag.

Conference Bags – 1 Available

Take advantage of this great branding opportunity by having your logo displayed on the conference bags that are carried around by the attendees throughout the conference.

Notepads & Pens – 1 Available

Put your company logo on the pens and notepads that are used by the attendees throughout the conference and beyond.

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