

# Future of Individualized Medicine 2019

March 14-15, 2019 | La Jolla, California

**CONFERENCE SPONSOR PROSPECTUS**



 **Scripps  
Research**  
Translational Institute

Conference Contact:  
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[www.scripps.edu/foim19](http://www.scripps.edu/foim19)  
#FoIM19

# About the conference

After 11 annual conferences exploring genomic medicine, we're broadening our scope.

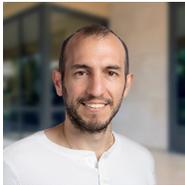
In 2019, the newly renamed *Future of Individualized Medicine* (formerly *Future of Genomic Medicine*) conference will expand to include additional perspectives on how to tailor medicine to the individual. Individualized medicine takes into account a person's genes—and genomics will remain a core topic for exploration and discussion—but it also considers the full spectrum of a person's uniqueness from their biologic, physiologic, anatomic, lifestyle and environmental information. The *Future of Individualized Medicine* conference will thus incorporate perspectives from the emerging fields of digital medicine, artificial intelligence and machine learning, behavioral science and others. This is truly a multidisciplinary forum designed to accelerate the transformation of medicine.

Attendees at the 2019 conference will again hear renowned leaders from academia, industry, and science and medical journalism speak on the most recent innovations and trends. Patients will also share stories of the impact individualized medicine has had on their personal health journey.

The conference will once again be hosted at the Scripps Seaside Forum in La Jolla, California, on March 14-15, 2019.

## Planning Committee

### Program Chair



**Ali Torkamani, PhD**  
Director, Genomics &  
Genome Informatics,  
Scripps Research  
Translational Institute

### Program Co-chairs



**Eric Topol, MD**  
Founder & Director,  
Scripps Research  
Translational Institute



**Emily Spencer, PhD**  
Associate Director,  
Scripps Research  
Translational Institute

## Planning Committee continued



**Amalio Telenti, MD**  
Chief Data Scientist,  
Scripps Research  
Translational Institute



**Kristian Andersen, PhD**  
Director, Infectious Disease  
Genomics,  
Scripps Research  
Translational Institute

# Scripps Research Translational Institute

The Scripps Research Translational Institute, formerly named the Scripps Translational Science Institute (STSI), was founded in 2007 with one essential aim—to individualize healthcare by leveraging the remarkable progress being made in human genomics and combining it with the power of wireless digital technologies. By recognizing that every patient is unique, individualized healthcare tailors medical care to the patient, taking into account not only a person’s genes, but also their environment, behavior and lifestyle. Bringing together basic scientists and clinical investigators, the Translational Institute fosters highly collaborative multidisciplinary research with the greatest potential to transform the practice of healthcare and improve human health.

For more information about the Scripps Research Translational Institute, visit [www.scripps.edu/science-and-medicine/translational-institute/](http://www.scripps.edu/science-and-medicine/translational-institute/)



# Benefits of exhibiting

The *Future of Individualized Medicine* conference is a nationally marketed and recognized conference. As an exhibitor, you will have the opportunity to showcase your company's products and services to a targeted healthcare population. Here are just a few benefits exhibiting offers:

- Interact face-to-face with influential decision-makers.
- Build visibility for your company in a competitive marketplace.
- Strengthen existing customer relationships.

# Target audience

- Physicians
- Human geneticists
- Genomic scientists
- Researchers
- Healthcare professionals of all disciplines interested in the future of medicine, especially with respect to individualized therapies

# Attendance

Attendance at the *Future of Individualized/Genomic Medicine* conference has been growing steadily since 2007. Last year participants represented 30 U.S. states, Canada, China, Denmark, Estonia, Finland, Israel, Japan, Mexico, Netherlands, New Zealand and Singapore.

The average annual number of attendees over the last five years is **596**.

Attendee specialties include, among others:

- Anesthesiology
- Cardiology
- Dermatology
- Emergency Medicine
- Genetic counseling
- Genetics and genomics
- Healthcare management
- Hematology
- Human genetics & genomics
- Internal medicine
- Neuroradiology
- Nursing
- Oncology
- Ophthalmology
- Pathology
- Pharmacology
- Primary care
- Research
- Rheumatology

# Sponsorship & Exhibit Opportunities

## Sponsorship Opportunities

To discuss these or other sponsorship and exhibit opportunities, please contact:

Ali Torkamani, Program Chair

Email: [atorkama@scripps.edu](mailto:atorkama@scripps.edu)

or

Shervin Kamkar, Precision Medicine Advisors

Email: [shervin@pmedadvisors.com](mailto:shervin@pmedadvisors.com)

### **Sole sponsor of Thursday evening welcome reception**

**\$50,000**

Conference attendees are encouraged to attend the Thursday evening welcome reception at the Scripps Seaside Forum. This well-attended event offers a relaxed atmosphere in which attendees can become acquainted and reacquainted with colleagues. Heavy hors d'oeuvres and beverages will be provided through the evening.

Sponsorship includes:

- Announcement by program chair regarding company support at conference opening remarks (both days) and closing remarks (day one) prior to reception
- Logo displayed (large size) on screen in lecture hall shown throughout the conference before general sessions and during breaks
- Your company's logo prominently displayed in sponsor section of conference website and hyperlinked to your company's home page
- One (1) 2 ft x 5 ft exhibit table (optional) and sign recognition in the Exhibit areas
- Five (5) complimentary conference registrations

### **Sole sponsor of Friday evening closing reception**

**\$50,000**

Conference attendees are encouraged to attend the Friday evening closing reception at the Scripps Seaside Forum. This well-attended event offers a relaxed atmosphere in which attendees can become acquainted and reacquainted with colleagues. Heavy hors d'oeuvres and beverages will be provided through the evening.

Sponsorship includes:

- Announcement by program chair regarding company support at conference opening remarks (both days) and closing remarks (day two) prior to reception
- Logo displayed (large size) on screen in lecture hall shown throughout the conference before general sessions and during breaks
- Your company's logo prominently displayed in sponsor section of conference website and hyperlinked to your company's home page
- One (1) 2 ft x 5 ft exhibit table (optional) and sign recognition in the Exhibit areas
- Five (5) complimentary conference registrations

# Sponsorship Opportunities continued

## Audiovisual Sponsorship

\$25,000

The audiovisual sponsorship is a great opportunity to have your company logo highlighted during the General Session. This is an exclusive sponsorship.

Sponsorship includes:

- Announcement by program chair regarding company support at conference opening remarks (both days)
- Logo displayed (medium size) on screen in lecture hall shown throughout the conference before general sessions and during breaks
- Your company's logo prominently displayed in sponsor section of conference website and hyperlinked to your company's home page
- Sign recognition in the Exhibit areas
- Four (4) complimentary conference registrations

## Live Streaming Sponsorship

\$25,000

The Live Streaming sponsorship is a great opportunity to have your company logo highlighted during the General Session. This is an exclusive sponsorship.

Sponsorship includes:

- Announcement by program chair regarding company support at conference opening remarks (both days)
- Logo displayed (medium size) on screen in lecture hall shown throughout the conference before general sessions and during breaks
- Your company's logo prominently displayed in sponsor section of conference website and hyperlinked to your company's home page
- Sign recognition in the Exhibit areas
- Four (4) complimentary conference registrations

## Session Sponsorship

\$15,000 (each)

The conference offers six (6) session sponsorship opportunities. Session topics include:

- Artificial Intelligence in Medicine
- The Microbiome and Infectious Disease
- Personalized Lifestyle and Nutrition
- Rare Disease
- Oncology
- Psychiatry and Neurology

# Sponsorship Opportunities continued

## Session Sponsorship Continued

Sponsorship includes:

- Announcement by program chair or session moderator regarding company support at conference prior to sponsored session
- Logo displayed (medium size) in the session opening slide, as well as a slide displayed during the session panel Q&A
- Your company's logo prominently displayed in sponsor section of conference website and hyperlinked to your company's home page
- Sign recognition in the Exhibit areas
- Three (3) complimentary conference registrations

## Shuttle Bus Sponsorship

\$7,500

During the two-day conference, shuttle buses will transport speakers and attendees between the Scripps Research Translational Institute, La Jolla Shores Hotel, Hotel La Jolla by Hilton, Kellogg Park and the Scripps Seaside Forum. This is an exclusive sponsorship. *Note that shuttle route is subject to change.*

Sponsorship includes:

- Your company name and logo will appear on the shuttle stop signs which include the shuttle schedule
- Logo hyperlinked to your company's home page in sponsor section of conference website
- Two (2) complimentary conference registrations

## Conference Session Break Sponsorship

\$5,000 (each) 2 still available

Coffee/Refreshment break sponsorship offers your company an excellent opportunity to promote and publicize its work while inviting highly-appreciative conference participants to take advantage of a much-needed break.

The conference offers four (4) session break sponsorship opportunities. Conference organizers will make all arrangements related to break service.

Sponsorship includes:

- Your company name and logo will be displayed prominently next to the refreshments during your sponsored session break
- Logo hyperlinked to your company's home page in sponsor section of conference website
- One (1) complimentary conference registration

# Sponsorship Opportunities continued

## Charging Station Sponsorship

No longer available \$5,000

The use of smartphones and tablets is greater than ever, requiring attendees to “power up” during the conference. Even in a crowded venue, power zones and charging stations for portable electronic devices get noticed and in great demand. Your company name and logo will be included on wrapping on the charging station recognizing your company’s support. This is an exclusive sponsorship.

Sponsorship includes:

- Your company name and logo will be included on wrapping on the charging station recognizing your company’s support.
- Logo hyperlinked to your company's home page in sponsor section of conference website
- One (1) complimentary conference registration

## Notebook Sponsorship

\$4,000

Be on the minds of all attendees as they jot down notes on a conference notepad which prominently showcases your organizations logo. Notebook graphics may be designed by the sponsor but will be approved by organizer. This is an exclusive sponsorship.

Sponsorship includes:

- Your company logo will be included on the writing notebooks. (The product will be ordered by the conference organizer.)
- Logo hyperlinked to your company's home page in sponsor section of conference website.

## General Conference Support

\$5,000 - \$20,000

If you do not see a sponsorship opportunity in this prospectus that is a right match for your brand or budget, please feel free to contact us to discuss alternative sponsorship ideas.

## Sponsorship Opportunities continued

### Present at the “Precision Medicine in Practice” Workshop

\$15,000

Precision Medicine Advisors in partnership with Scripps Research will be holding an ancillary workshop designed for healthcare providers on Saturday March 16<sup>th</sup>. As the Platinum level sponsor of this workshop, your logo will be prominently displayed throughout the full day event and you will have an exclusive opportunity to provide a 30 min presentation of your company offerings during the lunch hour. The content of the presentation subject to approval in order to meet the educational goals of the workshop

Sponsorship includes:

- 30-minute presentation during the lunch breakout
- Table top display during networking breaks
- 4 complimentary seats to attend the workshop

## Exhibit Opportunities

### Tabletop Exhibit

\$5,000 (each)

The exhibit area is located immediately outside of the auditorium where breakfasts, lunches and breaks are served, guaranteeing quality interaction with conference attendees. The conference offers [5] five exhibit opportunities.

\$3,500 (each)

Additional exhibition opportunities available for the single day “Precision Medicine in Practice” workshop on Saturday March 16<sup>th</sup>. This workshop offers an additional [5] five exhibit opportunities.

Materials provided: One (1) 2ft. X 5ft. table, two (2) chairs, wireless internet, (pop-up booths allowed)

Also included: Complimentary access for one (1) company representative to all sessions

Not included: Pipe and drape (not available), additional furniture rentals (space restrictions apply), labor, electricity (dependent on location), linens

### Add-on Exhibition to “Precision Medicine in Practice” Workshop

\$2,000 (add-on)

If you are already exhibiting at FOIM, get an additional day of exhibition in front of an audience of healthcare providers learning how to implement precision medicine in this educational workshop held by Precision Medicine Advisors on Saturday March 16<sup>th</sup>.

Sponsorship includes:

- Table top display during networking breaks
- 1 complimentary seat to attend the workshop

*Please note that the Scripps Research Institute is a non-profit organization and therefore we cannot provide a non-profit discount on the exhibit or support fees. Companies are limited to supporting two (2) opportunities exclusive of a display table.*

# Conference Venue

The conference will be held at the Scripps Seaside Forum, La Jolla, California on March 14-15, 2019.

Scripps Institution of Oceanography  
Robert Paine Scripps Forum for Science, Society and the Environment  
Samuel H. Scripps Auditorium  
8610 Kennel Way  
La Jolla, California 92037  
Venue website: [scripps.ucsd.edu/about/venues/seaside-forum](http://scripps.ucsd.edu/about/venues/seaside-forum)  
Conference website: [www.scripps.edu/foim19](http://www.scripps.edu/foim19)

# Accommodation & Transportation

Information regarding conference accommodation, transportation and parking is available via the conference website at [scripps.edu/foim19](http://scripps.edu/foim19).

# Exhibit & Support Policies

## Conference Modification or Cancellation

Scripps Research reserves the right to modify the conference agenda as necessary. Scripps Research also reserves the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flights, hotel, etc.) in the case of conference cancellation.

## Liability

Neither Scripps Research, nor the facility, the employees thereof, nor their representatives, nor any member of the conference committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or their property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify Scripps Research, and the facility and their employees, volunteers, and committee from any and all claims of loss, damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

## Exhibitor Eligibility Requirements

Scripps Research reserves the right to accept or reject a potential exhibitor based on its assessment of whether the company's products and/or services are relevant to the conference content. All exhibits will be reviewed by Scripps Research and the conference director(s).

## **Exhibit Space Cancellation**

Requests for cancellation must be submitted in writing. The exhibit cancellation deadline is February 15, 2019. Scripps Research will retain a \$500 processing fee. After February 22, 2019 refunds will not be granted, with no exceptions. Email cancellation requests to Karin Reece at [kreece@iu.edu](mailto:kreece@iu.edu)

## **Shipping**

All company representatives must transport their own items. Materials cannot be shipped to or stored at the Scripps Institution of Oceanography or the Scripps Research Translational Institute.

## **Company Representative Conference Attendance**

Scripps Research recognizes how valuable exhibitors are to the success of its conferences. Therefore, we offer exhibitors complimentary conference registration (number dependent on support amount) providing access to all educational sessions and the conference reception. Please indicate on the Application to Exhibit the names of the company representatives that will attend.

## **Guests**

Under no circumstances may children, spouses, or guests of company representatives be in the exhibit or conference areas unless they are registered attendees.

## **Security**

The inside portion of the Scripps Institution of Oceanography will be locked on Thursday evening following the conclusion of the first day. However, note that you assume all responsibility and risk for anything you leave in the area. Neither Scripps Institution of Oceanography nor Scripps Research will accept liability for any items in the exhibit area, at any time.

## **Attendee List**

A list of pre-registered attendees will be sent to all confirmed exhibitors prior to the conference. After the conference, a final list of pre-registered and onsite-registered attendees will be sent. Note that only limited attendee information (name, affiliation, city and state) will be provided.

## **Continuing Medical Education (CME) Credit**

CME credit will not be offered for this conference.

## **Recording and Photography**

Scripps Research reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and conference content sales.

# Payment & Space Assignment

- All applications must be received by January 29, 2019. Upon receipt of application, a confirmation email will be sent.
- Payment for exhibit space must be received in full prior to conference March 7, 2019 commencement. Available payment options include check, credit card, or wire transfer.
- Exhibit space must be occupied by 7:00 am on Thursday, March 14, 2019. Failure to meet this deadline will cause forfeiture of your space. Scripps Research may use or reassign the space without refund. Exhibitors who anticipate delays must notify Scripps Research.

## Exhibit Schedule

### Thursday, March 14, 2019

6:30 am	Exhibitor set-up
7:30 am	Registration, Breakfast & View Exhibits
9:30 am	Break & View Exhibits
11:50 pm	Lunch & View Exhibits
2:50 pm	Break & View Exhibits
5:15 pm	Conference adjourns. Reception immediately following until 7:30 pm. Exhibits may remain set up until the conclusion of the reception.
7:30 pm	Exhibitor tear-down

### Friday, March 15, 2019

6:30 am	Exhibitor set-up
7:30 am	Registration, Breakfast & View Exhibits
9:30 am	Break & View Exhibits
11:50 pm	Lunch & View exhibits
2:50 pm	Break & View Exhibits
5:30 pm	Conference adjourns. Reception immediately following until 7:30 pm. Exhibits may remain set up until the conclusion of the reception.
7:30 pm	Exhibitor tear-down



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