



INDIVIDUALIZING MEDICINE **2017** CONFERENCE

October 9–10, 2017
Rochester, MN

EXHIBITOR PROSPECTUS

We invite you to exhibit at the 6th Annual Individualizing Medicine Conference, sponsored by Mayo Clinic Center for Individualized Medicine (CIM), and take part in advancing care through genomics. Attendees come from around the world to CONNECT with Mayo Clinic and bring individualized medicine research from the laboratory to a patient's bedside. CIM is committed to FOSTERING INTERACTION between attendees, speakers, and exhibitors. Conference content highlights various aspects of TRANSLATION, including:

- Clinical application of next generation sequencing
- Practical insights regarding the use of cell-free DNA
- Rare and undiagnosed diseases
- Pharmacogenomics
- Microbiome

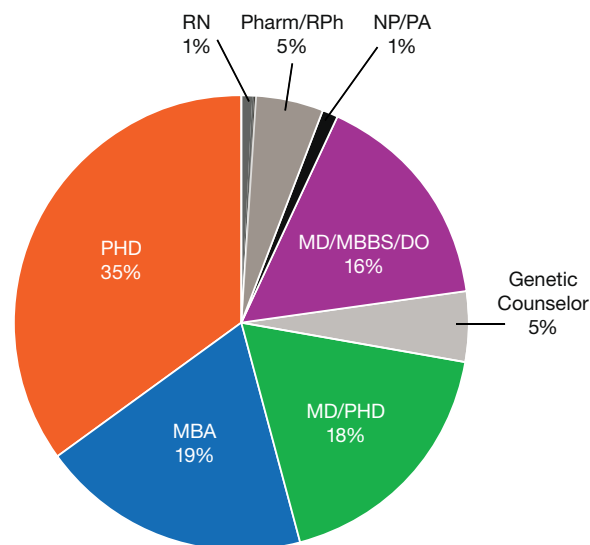
Industry and expert COLLABORATION is an important part of advancing care through genomics. We encourage you to consider exhibiting and look forward to the chance to showcase your company at Individualizing Medicine Conference, October 9-10, 2017. For the latest schedule and list of speakers, visit individualizingmedicineconference.mayo.edu.

The Investors and Innovators Reception (I2R) is available AT NO EXTRA CHARGE to all IM2017 exhibitors. This invitation-only reception unites innovators, investors, industry executives, venture philanthropists, key opinion leaders, and Mayo Clinic leadership to explore collaborative opportunities. I2R is once again partnering with Destination Medical Center (DMC).

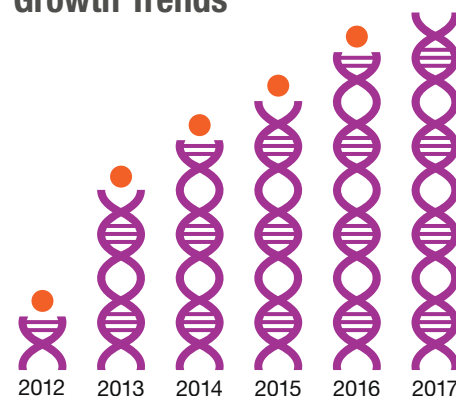
www.dmc.mn

ATTENDEES

By Degree/Profession



Growth Trends





DIGITAL SIGNAGE – POSTER/EXHIBIT SPACE

Display your company ad/logo strategically in high-traffic poster/exhibit space. Signage sold by the ½ day or exclusively.

\$2000 PER HALF DAY (4)
\$5000 EXCLUSIVE DIGITAL SIGNAGE

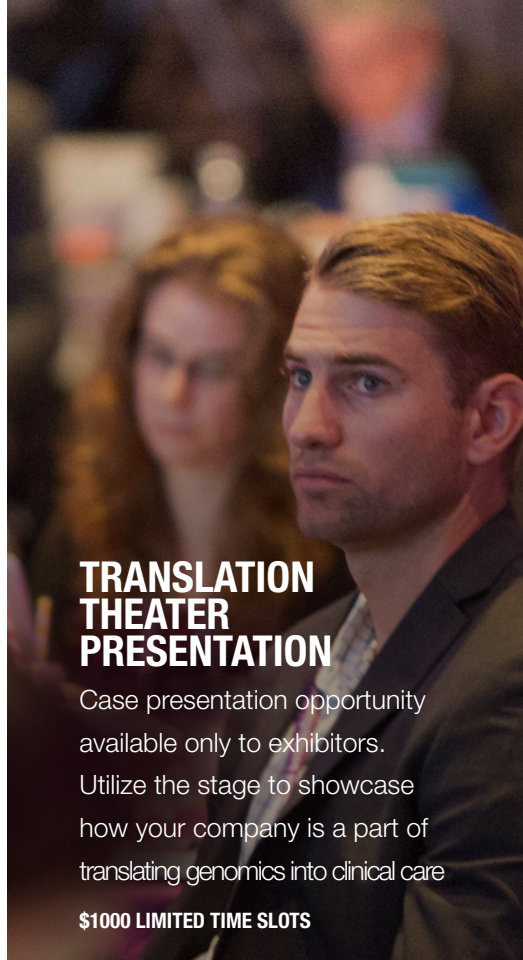


MOBILE APP ADS

Sponsorship within the app puts your company banner ad on the screen each time non-accredited content is open.

If sold individually (4), each Banner Ad is displayed for ½ of a conference day.

\$1500 INDIVIDUAL BANNER AD
\$5000 EXCLUSIVE APP ADVERTISER



TRANSLATION THEATER PRESENTATION

Case presentation opportunity available only to exhibitors. Utilize the stage to showcase how your company is a part of translating genomics into clinical care

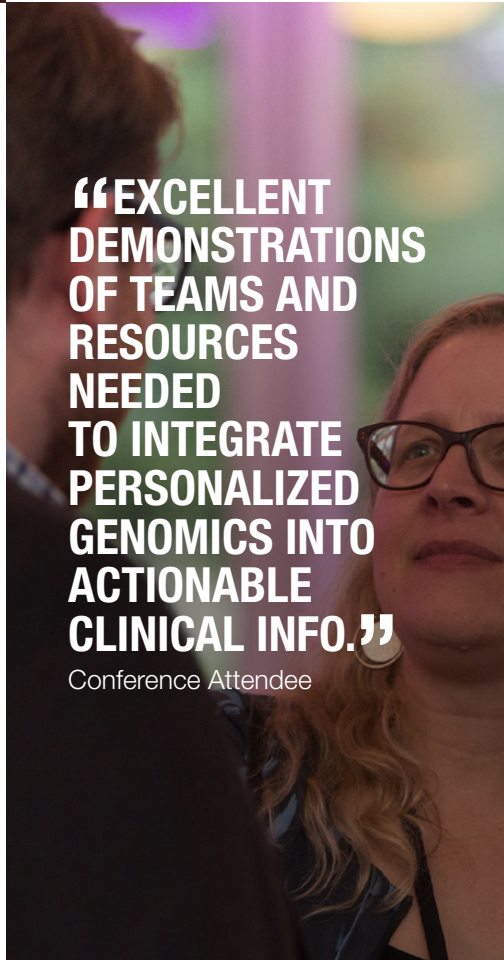
\$1000 LIMITED TIME SLOTS



CHARGING STATION

Display your company ad/logo strategically in the high-traffic poster/exhibit space.

\$3000 (3)



**“EXCELLENT
DEMONSTRATIONS
OF TEAMS AND
RESOURCES
NEEDED
TO INTEGRATE
PERSONALIZED
GENOMICS INTO
ACTIONABLE
CLINICAL INFO.”**

Conference Attendee



GENERAL EXHIBIT INFORMATION

The exhibitor space is centrally located where you will have

- Opportunity to network during breaks, meals, and reception
- Interaction with investors and innovators at I2R
- Upgrade options available
- 10'x10' booth with 8' draped table

\$4000

THIS MEETING SHOWS A WIDE OVER-ALL VIEW OF WHAT INSTITUTIONS ARE DOING ACROSS THE COUNTRY WITH NEW TECHNOLOGY, INFORMATION, ETC. THIS CAN HELP A PHYSICIAN UNDERSTAND WHAT THEY HAVE AT THEIR FINGERTIPS TO HELP PATIENTS. Conference Attendee

EXHIBITOR CONTACT

If interested in exhibiting and have questions, please contact Donny Dreyer via phone or email
507-293-7730
dreyer.donny@mayo.edu

individualizingmedicineconference.mayo.edu

